



Increase Value and Reduce Total Cost of Ownership and Complexity with Oracle Cloud

Oracle Cloud Reduces Operating Costs and Drives Value Creation through Automation and Innovation

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Executive Summary

The cloud offers the potential for significant savings in terms of both time and cost. Migrating applications and workloads to cloud Infrastructure-as-a-Service (IaaS) enables companies to reduce upfront capital expenditures and investments in physical facilities. However, just as with on-premises environments, with only IaaS, you still bear ongoing software licensing, maintenance and operations costs. More sustainable cost reduction comes from integrating IaaS with cloud *platform* services.

Oracle Cloud Infrastructure (OCI) and Platform-as-a-Service (PaaS) offerings provide value beyond traditional deployments by helping to drive down the total cost of ownership (TCO), while improving efficiency and profitability. Oracle Cloud can further help your business:

- » **Reduce costs** by reducing upfront capital expenditures on hardware and physical facilities, as well as ongoing maintenance, licensing, and manual operations by your staff
- » **Improve value** by running the same workloads using less capacity, leveraging more highly performant cloud infrastructure to reduce capacity requirements
- » **Increase cloud value** through right-sized pricing, license reuse (BYOL), reduced complexity, and new innovative cloud consumption models-
- » **Improve efficiency** with [Oracle Cloud Platform autonomous services](#) for full automation and lifecycle management capabilities
- » **Innovate faster** and increase the value of your business by delivering new application features and capabilities to your customers
- » **Integrate** with existing solutions, anywhere and anytime, across both on-premises and cloud-based environments
- » **Improve customer relationships** and become more agile, responding to customer demands more quickly than before
- » **Expand and grow** your business, reaching customers in new regions and market segments

Choose your cloud provider based on a complete, overall solution—from cloud infrastructure through platform services—instead of a point solution in a single cloud layer. Oracle has improved the way cloud is consumed, leveraging your existing software investments and licenses, and driving cloud-native workloads. Oracle Cloud Infrastructure with platform autonomous services offers a level of price and performance needed to grow your business.



ISV PARTNER SPOTLIGHT:

“Oracle [Cloud] provides us with all the tools required to build a secure and scalable cloud application.”

NISHANT NAIR, CEO
RECVUE

“We’re transforming the way you’ll buy and consume the cloud.”

LARRY ELLISON
EXECUTIVE CHAIRMAN & CTO
ORACLE



ORACLE
PARTNER NETWORK

Integrated Cloud Applications & Platform Services

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Oracle Cloud: Reduce Overhead and TCO

According to estimates from independent analysts, worldwide IT spending—including software, hardware, and services—has declined steadily since 2011. For software companies, this reduction in technology spending can limit innovation, revenue, and future growth. As a result, many have turned to cloud infrastructure services to help restore growth and innovation while keeping costs in check.

Unfortunately, the cost savings potential of IaaS alone is often not enough, as *upfront* savings on hardware and physical facilities aren't necessarily sustainable. For example, long term costs aren't attributed to physical assets and infrastructure only, but from licensing, ongoing operations and maintenance – including dedicated technical staff to manage them. This staff could otherwise focus on developing innovative new applications that support strategic growth.

With Oracle Cloud Platform services, the related value and savings go well beyond hardware and data centers, helping you to reduce your technology footprint, and eliminate technical debt. Advanced Oracle Cloud capabilities in tooling, automation and lifecycle management directly address the operating costs and overheads associated with maintaining software environments. There are additional advantages, value, and longer-term savings when using Oracle Cloud services that not only reduce costs, but help you grow efficiently.

Oracle Cloud Innovation – An Economic Advantage

Many organizations have not yet moved to the cloud due to obstacles forcing them to choose between flexibility and lower costs, such as:

- » Current on-premises software investments
- » The inability to balance spending across different cloud services
- » Constraints created by limited visibility and control over cloud costs

Oracle has eliminated these obstacles. For example, [Oracle's Bring Your Own License \(Oracle BYOL\) program](#) enables you to leverage existing Oracle software licenses to reduce pricing on Oracle Cloud Platform Services and support. This can help you begin or continue your cloud migration at significant cost savings, up to 80% in some cases.

Further remove the complexity of cloud capacity planning and purchasing with [Oracle's Universal Credit Pricing \(Oracle UC\)](#). With this model, there's one contract agreement and price for universal access to all current and future Oracle Infrastructure and Platform Cloud Services. Oracle Universal Credits can be purchased as you go based on consumption, or through a monthly flex program for more predictable usage and cost savings – the choice is yours.

Driving the Future of Enterprise Software

Oracle is doing much more than simply helping our customers and partners to reduce upfront capital costs. Oracle is enabling a sustainable, long-term reduction in total cost of ownership based on our differentiated approach to implementing, managing and optimizing our platform technologies in the cloud. Oracle Cloud creates partner value and growth through the long-term savings of managed services, and the added value of Oracle PaaS tooling and automation.

ISV PARTNER SPOTLIGHT:

“SAS and Oracle are teaming together in the market to meet our financial services' customer needs in the area of revenue and profitability.”

RUSS COBB, VP, SAS

ISV PARTNER SPOTLIGHT:

“Oracle was helpful to get our engineering to understand the Oracle environment and optimize our products and solutions.”

RICH STEGINA, VP, FIREEYE

Accelerate Growth and Innovation with Oracle Cloud

The objective is to drive more value and deliver business value faster. According to a recent study by 451 Research, 80% of organizations surveyed said that placing workloads in the cloud would boost their ability to respond to shifting business needs. Oracle Cloud Infrastructure combined with the superior lifecycle management of Oracle autonomous cloud services, can drive down ongoing operating costs by 30% or more when compared with an on-premises or IaaS-only cloud solution. Experience additional savings with increased value and growth through Oracle Cloud built-in services such as:

- » Automated backups
- » Automated analytics, integration, database, and other platform services
- » Cloud-based development and collaboration tools
- » Microservices and container-based cloud deployment
- » Heterogeneous development language and platform support
- » Advanced security and performance monitoring, including Blockchain
- » Big data processing with advanced analytics and machine learning
- » End-to-end connectivity and integration including the Internet of Things (IoT)
- » API implementation and lifecycle management
- » Business Intelligence, visualization and orchestration
- » Mobile application development and device deployment
- » And more

The wide range of Oracle Cloud platform services with automation eliminates the need to do integration work yourself or coordinate technical issues and support across vendors. Oracle partners continue to innovate and grow in the cloud because Oracle takes responsibility for the performance and support of complex, mission-critical enterprise cloud-based solutions. The value and benefits further increase with the discrete services within the Oracle Cloud portfolio (see Figure 1 for the PaaS list), designed and optimized to work together. This greatly reduces complexity as you implement solutions on these cloud services, and allows you to build, deploy and scale applications much more rapidly.

<p>Data Management</p> <ul style="list-style-type: none"> Database Database Backup Big Data Big Data Cloud Event Hub MySQL Autonomous NoSQL Database Cloud Data Hub Autonomous Data Warehouse Cloud <p>Application Development</p> <ul style="list-style-type: none"> Java Application Container Mobile and Chatbots Autonomous Visual Builder Cloud Visual Builder Cloud AI Platform Blockchain Developer API Catalog Messaging 	<p>Integration</p> <ul style="list-style-type: none"> Autonomous Integration Cloud Oracle Integration Cloud Data Integration Internet of Things API Management Self-Service Integration Process Automation SOA <p>Management</p> <ul style="list-style-type: none"> Application Performance Monitoring Infrastructure Monitoring Log Analytics Orchestration IT Analytics <p>Content and Experience</p> <ul style="list-style-type: none"> Content and Experience WebCenter Portal Cloud DIVA Cloud 	<p>Business Analytics</p> <ul style="list-style-type: none"> Autonomous Analytics Cloud Analytics Cloud Business Intelligence Data Visualization Essbase <p>Security</p> <ul style="list-style-type: none"> CASB Identity Configuration and Compliance Security Monitoring and Analytics
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Figure 1 – Oracle's growing list of Oracle Cloud Platform Services

ISV PARTNER SPOTLIGHT

“Our customers are moving to Oracle Cloud, and they asked us to move there as well.”

STEVE RUTLEDGE, GENESYS

ISV PARTNER SPOTLIGHT

“Deploying our solution to Oracle Cloud, we were able to better utilize our time away from repetitive tasks, to more productive tasks.”

ARUN PAREEK
RUBICON RED

ISV PARTNER SPOTLIGHT

“Oracle allows us to decrease our costs and host more customers in the cloud with less personnel. We could probably host five times more customers with one cloud specialist compared to other platforms.”¹

DAN RADUNZ, CTO
IQMS

¹ International Data Corporation (IDC), Cloud Partner Success Guide (commissioned by Oracle), July 2018

Oracle Cloud removes the need to build, patch, and operate infrastructure on which your commercial software applications are developed and deployed. Instead, you can focus on your core business, and have your valuable technical resources concentrate on improving applications, while delivering sustained and accelerated value for your customers.

Investing in Your Growth

Oracle understands first-hand how to run a successful software and services business at scale, with extensive knowledge on how to transition from an on-premises software business to a profitable and agile cloud business. More than 70 million users and 50 billion transactions are supported on the Oracle Cloud every day, and 10 of the top 10 SaaS providers run on Oracle platform technologies and systems. Our ISV partners benefit from our large portfolio of cloud services *and* our deep expertise in cloud business models and operations. Only Oracle can provide the technology, end-to-end integration, expertise, and unified support required for your complex enterprise solutions in the cloud.

Oracle invests heavily in cloud research and development to drive your success (\$6.2 billion in 2017 alone), with a growing number of data centers for customers and partners available in more than 200 countries. By leveraging Oracle investments in new Cloud service offerings and data center expansion, you can rapidly and cost-effectively deliver new innovations to your existing customers, and reach increasing numbers of prospective customers around the world.

Call to Action: Cost Savings Exercise

ISV Apps Run Better on Oracle Cloud

- ✓ Public, hybrid, or private cloud—your choice
- ✓ Enterprise-class security at every layer
- ✓ Run applications without rewriting
- ✓ Industry-leading Service-Level Agreements
- ✓ Lower your cost of development, deployment, and operation

Over 10,000 ISV Apps Are Ready to Run on Oracle Cloud

ORACLE
cloud.oracle.com

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Don't get left behind or limit your business potential with just an IaaS cloud strategy. Oracle helps customers develop strategic roadmaps and advance their journey to the cloud from any point. Contact Oracle today to let us show you how the combined power of infrastructure and platform cloud services can drive both quantifiable savings and growth for your software business. With Oracle Cloud, you get more value for every dollar invested, shrinking overhead even as your business grows.

To learn more, and to get started, visit isv.oracle.com

Contact the Oracle Cloud [ISV Business Development team](#)

ISV PARTNER SPOTLIGHT

"With access to our platform through the Oracle Cloud, insurers will be better able to meet changing customer needs with peace of mind that they are investing in technology which is secure, industrialized and compliant."

CHARLES TAYLOR
INSURETECH