Business Value Highlights

33%
more productive DBA teams

31%
faster to respond to incidents

25%
faster database and application upgrades

27%
less staff time per database and application

9%
improved database performance

Achieving Value with Oracle Premier Support for Business-Critical Databases and Systems

EXECUTIVE SUMMARY

As business managers and IT organizations work together to plan a successful digital transformation, they are confronting a number of challenges across the enterprise. While business managers are looking for the latest innovations to speed time to market and improve the customer experience, CIOs and IT managers must continue to focus on maximizing the availability and performance of IT infrastructure supporting critical business processes.

Adopting innovative technology to drive the business while maintaining existing legacy IT assets is a tricky balancing act, difficult for even the savviest IT organization. As a result, CIOs and IT managers are looking to external support providers to help minimize downtime, maximize system performance, and optimize IT operations across the enterprise at large.

IDC interviewed organizations that use Oracle Premier Support as well as, in many cases, other Oracle support services such as Oracle Advanced Customer Services (ACS) and/or Oracle Platinum Services for their database and software environments. Study participants explained that they leverage Oracle's knowledge, expertise, and best practices to increase database administrator (DBA) and other IT team productivity, reduce operational risk, and make security patching more effective. As a result, these Oracle customers described achieving strong value by:

- Enabling database administrator and other IT teams to work more efficiently and effectively

- Reducing business and operational risk related to unplanned outages of databases and applications

- Completing database and application upgrades faster and with less staff time required

- Improving database and application performance to better match business needs

SITUATION OVERVIEW

Although cloud solutions were introduced years ago with the promise of simplifying IT operations, the reality of cloud adoption has been anything but simple. Most enterprises have extensive legacy IT systems that must remain in place for some time to enable critical business processes. At the same time, CIOs and IT managers must deploy new technologies like cloud solutions to modernize IT operations and meet the needs of demanding internal and external customers. Managing these complex and interconnected IT environments can present significant challenges, even for the most sophisticated IT organizations.

Key IT Challenges as Enterprises Face Digital Transformation

To compete in dynamic global markets, business managers are insisting on the latest technology innovations to speed the business, improve employee productivity, and transform the customer experience. At the same time, they are asking CIOs and IT managers to deliver IT services at the highest levels across the environment — from the oldest legacy technologies to the most recent as-a-service deployments. IDC research shows that IT organizations are increasingly asked to support mission-critical business processes with rigorous, specific service-level agreements (SLAs) for uptime and performance. System downtime and performance degradations can lead to lost revenue and angry customers, raising the stakes for optimized, systematic ongoing IT operations.

Across every enterprise, security throughout the IT environment remains a consistent and principal challenge for CIOs and IT managers. Enterprises face constant and increasing threats of security breaches not just from hackers and organized crime but from state actors as well. Most enterprises have strict compliance and governance processes that apply to all aspects of IT service delivery, adding more complexity to IT operations. Proper change management policies for updates and patches, which are resource-intensive tasks, are a critical part of an organized security strategy. CIOs and IT managers must devote significant resources to ensuring that security is front and center for every program and initiative in the IT environment.

CIOs and IT managers are also looking to move IT resources away from performing routine, day-to-day tasks to more innovative projects that can directly drive business outcomes. This complex mix of resource allocation is an ongoing struggle, especially where IT assets must be scaled up, scaled down, or reallocated quickly according to business priorities. In addition, most IT organizations devote significant resources to self-diagnosis and resolution when problems occur, relying on vendor-provided tools to accelerate the process. Minimizing

the time spent on routine IT tasks and speeding "time to resolution" can help CIOs and IT managers optimize their resource allocation across the environment.

Finally, with business managers looking to IT managers to help realize the value of technology investments, more and more IT organizations are tasked with helping improve technology adoption and utilization. Investments in digital transformation are considerable for most enterprises, and in many cases, it will be up to the IT organization to demonstrate the ROI and help business users realize time to value. Since IT organizations have not performed these roles historically, CIOs and IT managers are struggling to help users realize the value of solutions and demonstrate the value of technology to CFOs and business managers. Business managers will need proof that they "got what they paid for" to continue investing in innovative technologies.

The Business Value of Vendor Support in the Digital Enterprise

To face these challenges, most IT organizations maintain their infrastructure with a mix of internal support resources and external support services from technology vendors and support providers. Increasingly, CIOs and IT managers are looking for external support providers with robust offerings that can provide the following:

- Continuous development of and access to updates and patches for software and firmware

- A comprehensive mix of proactive and reactive support delivery, tailored according to current technology deployments and customer needs

- Help with improving technology adoption across the business, from new features that can solve existing problems to modifying existing processes to match new technology

- Best practices, peer recommendations, and expert advice on optimizing IT operations and how support features can improve resource allocation

- Access to online knowledge base and chat forums, with the ability to contact support personnel when problems occur

With so many IT organizations trying to improve their operations while adopting a wide variety of new technologies, IDC believes they will increasingly rely on external support providers for all aspects of running the IT environment. IT is now a critical part of an enterprise's business strategy and is focused on much more than "keeping the lights on." With new demands to help realize the value of technology deployments, optimize operations in a multicloud environment, and deliver IT services at the highest level for business managers,

CIOs and IT managers need support providers to "help IT conquer the tasks they can't do themselves."

Finally, IDC strongly recommends that IT organizations prioritize learning about and taking advantage of all aspects of their IT support contracts. While most hardware and software support providers include a wide variety of features in their support packages, most CIOs and IT managers struggle to find the time and resources to learn about and deploy these tools and features. IDC research consistently finds that IT organizations rarely understand the functionality available through support and often struggle to translate support deliverables into business outcomes. For most enterprises, that means many potential benefits from support go unrealized — so making the time to learn about and apply all aspects of support is a key best practice.

ORACLE PREMIER SUPPORT SERVICES

Oracle offers a comprehensive portfolio of support services for Oracle software, hardware, cloud solutions, and engineered systems. With a history of acquiring companies across its businesses, Oracle has dedicated significant resources to simplify its services portfolio and offer the same options for IT organizations regardless of Oracle technology.

Oracle Premier Support for Software

Oracle Premier Support for Software is Oracle's foundational software support offering, available across all software solutions in Oracle's portfolio. Oracle Premier Support for Software offers a comprehensive mix of proactive and reactive software support services, with key features that include the following:

- Software enhancements and updates, including critical security patches

- 24 x 7 access to Oracle Software experts via phone, email, and web portal

- My Oracle Support (MOS), a single online portal with access to proactive and reactive support tools, configuration and upgrade assistance tools, and Oracle-guided communities

- On-demand health checks and patch recommendations

- Access to priority service request handling when using proactive support tool

- A patch conflict assessment tool that can check system requirements and identify potential conflicts to prepare for patches and updates

IDC
ANALYZE THE FUTURE

The My Oracle Support portal serves as the "go-to" dashboard for Oracle Premier Support customers, where they can manage all aspects of their support. MOS features a robust set of support deliverables, including system health monitoring, service request information, proactive and preventive tools and recommendations, knowledge base articles, and an online support community that features documents, discussions, private messaging capabilities, people finders, and best practice recommendations.

Oracle Premier Support for Systems

Oracle Premier Support for Systems is available across all of Oracle's hardware solution portfolio. Oracle Premier Support for Systems includes integrated support across server hardware, operating system (OS), and virtualization software — all hardware and system software components. Key features include the following:

- 24 x 7 onsite hardware service, including two-hour response time for P1 issues in many areas

- 24 x 7 support for system software

- Critical updates and upgrades for system software, including OS and virtualization software

- System management software and associated support

- Automatic service request capabilities through the My Oracle Support portal

My Oracle Support includes access to tools that can identify known availability risks associated with specific systems and provide prioritized recommendations for remediation on demand. MOS is also integrated with Oracle Enterprise Manager Ops Center, which combines management across servers, operating systems, firmware, virtual machines, and network fabrics into a single console.

Oracle Platinum Services for Engineered Systems

Enterprises that purchase an Oracle "engineered system" such as Oracle Exadata, Exalogic, and SuperCluster systems along with Oracle Premier Support have access to Oracle Platinum Services at no additional cost. Oracle Platinum Services features secure continuous connectivity to deliver monitoring, diagnosis, restoration, and patching services across the entire hardware and software stack. Oracle Platinum Services features a number of advanced support capabilities including:

- **24 x 7 remote fault monitoring:** Oracle engineers with expertise in Exadata, Exalogic, and SuperCluster technology provide 24 x 7 remote fault monitoring for all aspects of the systems. Continuous connectivity helps these remote engineers respond quickly to any fault alerts, which are automatically filtered to focus on critical events.

- **Accelerated response times:** Oracle Platinum Services customers receive five-minute fault notifications via email from Oracle and have direct access to up-to-date system telemetry and service activity via the Oracle Advanced Support Portal. If a Priority 1 service request is filed, customers receive 15-minute restoration or escalation to development. If the issue is not resolved within 30 minutes of opening the service request, a joint debugging session is held with the development team to drive to a conclusion.

- **Remote patch installation:** Oracle Platinum Services includes patch installation services, where Oracle support personnel conduct proactive health checks to assess gaps in known best practice configurations. They then work with customers to plan and deploy pretested patch bundles remotely to covered systems up to four times per year.

Oracle delivers these remote support capabilities to Oracle Platinum Services customers via the Oracle Advanced Support Gateway, which serves as a secure, single point of access for the provision and delivery of Oracle services. With this mix of advanced support deliverables, Oracle Platinum Services is designed to help customers reduce complexity.

Oracle Advanced Customer Services

Oracle Advanced Customer Services(ACS) focuses on mission-critical support for complex IT environments. Oracle ACS provides expertise in supporting the complete Oracle stack with a mix of services that include annual services, fixed scope services, and time and materials services:

- **Support services:** Tailored proactive, preventive, and mission-critical support services that can be customized based on your current Oracle system life cycle

- **System optimization services:** Portfolio of services focused on improving the availability and reliability of Oracle systems

- **Managed applications and help desk:** Outtasking services for application management and internal help desk

- **Managed platform:** Advanced monitoring and resolution services that can deliver 24 x 7 diagnostic and remediation support

● **Security support:** Portfolio of security, identity and access management, and compliance support solutions delivered as a service

THE BUSINESS VALUE OF ORACLE PREMIER SUPPORT SERVICES AND OTHER ORACLE SERVICES

Study Demographics

IDC interviewed 11 organizations that use Oracle Premier Support for their database and other software environments. Most study participants were also using another Oracle support service — most commonly Oracle Platinum Services and/or Oracle Advanced Customer Services. Interviews were in depth in nature and designed to understand the impact of Oracle Premier Support on these organizations' IT and business operations in the context of use of these other Oracle support services from both a quantitative and qualitative perspective. However, for purposes of this study, these combined services will be referred to as "Oracle Premier Support" as interviews were primarily focused on its impact.

The profile of interviewed customers was that of a large enterprise with over 80,000 employees on average (50,000 median) and an annual revenue of almost $40 billion ($20 billion median). Study participants represented North America, South America, EMEA, and APAC and provided perspectives from the industry verticals shown in Table 1.

TABLE 1 Demographics of Interviewed Organizations

	Average	Median
Number of employees	82,227	50,000
Number of IT staff	1,317	600
Number of business applications	1,616	650
Revenue per year	$39.87 billion	$21.51 billion
Countries	United States (4), Canada, Brazil (2), Italy (2), Spain, and Hong Kong	
Industry	Capital goods, energy, financial services (2), healthcare (2), manufacturing, mining, retail, technology, and telecommunications	

n=11   Source: IDC, 2019

Customer Reasons for Choosing and Using Oracle Premier Support

Study participants consider Oracle Premier Support core to their abilities to run their Oracle database and software environments, as reflected by an average use of 10 years. In explaining the decision to invest in Oracle Premier Support, common themes were reiterated such as ensuring availability and performance for critical databases and applications and obtaining know-how and expertise through the transfer of knowledge and best practices from Oracle:

- **Availability, security, and partnership:** *"Oracle Premier Support just keeps our systems up, which is the most critical thing. It's not only the ability to escalate any issues we have to Oracle, but also getting the patch level correct."*

- **Maintain robust and current patching for critical applications:** *"The reason why we want to have Oracle Premier Support is because — especially for critical application software and a lot of our Oracle environment — we want to be sure to be on current support with current patches for our critical tier 0 or tier 1 apps and to be able to escalate if needed in very short order."*

- **Support that provides real fixes:** *"Oracle Premier Support is the only support that I know of that really gives us the ability to constantly get resolution for bugs that result in real fixes to the software that aren't just workarounds."*

Table 2 shows the sizable database and application environments covered by Oracle Premier Support, with 100 applications and almost 1,000 databases on average. Almost all study participants reported using Oracle Premier Support for their Oracle database (10 of 11 organizations) and middleware (9 of 11 organizations) environments, with several organizations each using it for Oracle E-Business Suite, Oracle PeopleSoft, and Oracle Siebel. Interviewed Oracle customers mentioned specific workload and applications that included core databases for sensitive customer-facing activities, claims processing, a policy quoting engine, and manufacturing system as well as other applications that included E-Business Suite, ERP activities, and other commerce applications.

TABLE 2 Oracle Premier Support Environments

	Average	Median
Number of databases	991	247
Number of applications	100	50
Number of servers	1,705	200
Number of terabytes	1,073	175
Number of years using Oracle Premier Support	10	10

n=11   Source: IDC, 2019

Business Value of Oracle Premier Support for Interviewed Organizations

Interviewed organizations laid out a value proposition for Oracle Premier Support grounded in improving DBA and other IT staff capabilities, delivering database and application upgrades in a timely and robust manner, and minimizing operational risk. They linked these benefits accessing Oracle expertise and knowledge of their database and software products. One study participant laid its perceived value proposition of Oracle Premier Support, citing these factors:

"There are three main benefits for us of Oracle Premier Support. First, Oracle has access to worldwide experience that we don't have, so they see things that we don't see and know things that we don't know. Second, they have access to the source code. We've had to take advantage of that a few times to figure things out. Third, they can bring a new perspective, an expert perspective. They come on and say show this log or look at that or are you seeing this thing? That perspective helps."

Overall, these efficiencies and performance-related improvements help study participants derive more value from their investments in Oracle databases and software and ensure closer alignment with their business operations.

Improved Productivity for Database Administrators and Other IT Staff

Study participants uniformly cited the benefit of linking their database administrator and other IT teams to Oracle's expertise, advice, and best practices through Oracle Premier Support. They noted the challenge of running database and application environments at scale, especially when it comes to executing day-to-day activities critical to performance, availability, and security such as patching and upgrades. Further, while they praised their teams' capabilities, they acknowledged the benefit of having access to Oracle resources with a deep and long-standing understanding of database and software code as well as varied experiences collected

from supporting enterprises around the world. Through the conduit of Oracle Premier Support, study participants both lean on Oracle to handle certain matters and increase the skills and capabilities of their DBA and IT teams. The result is more efficient and effective teams running and supporting their database and application environments.

Study participants described the benefits for these teams of having Oracle Premier Support:

- **Frees up team bandwidth to tackle other activities:** *"With Oracle Premier Support, we're able to turn over a lot of the function of finding errors and their root causes. This allows our team to focus more on the actual business value-add of getting data over and helping tune and revamp business processes."*

- **Ability to escalate for important issues:** *"Oracle Premier Support provides a second line or backup to our staff in supporting applications. We can escalate issues … and get their executive direct attention to some of our high-profile issues."*

As shown in Table 3, these efficiencies gained translate to more effective DBA teams. On average, IDC calculates a one-third (33%) productivity increase for DBA teams at interviewed organizations, helping them ensure the quality and efficiencies of their database environments.

TABLE 3 Impact of Oracle Premier Support on DBA Teams

	Without Oracle Premier Support	With Oracle Premier Support	Increased Value with Oracle Premier Support	Benefit with Oracle Premier Support (%)
DBA team productivity level (FTEs per organization)	18.8	25.1	6.3	33
Value of DBA time per organization per year	$1.88 million	$2.51 million	$0.63 million	33
Value per DBA per year	$100,000	$133,400	$33,400	33

n-11   Source: IDC, 2019

Beyond day-to-day efficiencies for DBA and IT infrastructure teams, several interviewed organizations tied Oracle Premier Support to more effective development activities. In particular, they noted that their development teams could easily request advice and feedback, which they have leveraged to their advantage in delivering more timely and functional applications and new features. One study participant noted, *"Our development teams post questions to Oracle support teams on best design practices, for example, to use standard Oracle APIs as development functionality to extend standard Oracle application capabilities. Without Oracle Premier Support, this would take longer to get done or we would need to hire more expensive development resources — probably 20–25% more expensive."* Another organization described how access to best practices helps its development manage bottlenecks more effectively. On

average, IDC calculates that study participants have increased developer productivity levels by an average of 8%, thanks to Oracle Premier Support.

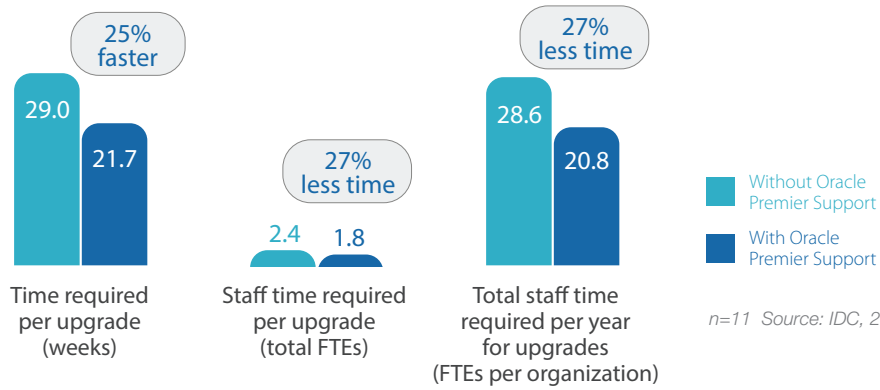## *Faster Database and Application Upgrades*

Most study participants cited their ability to complete database and application upgrades faster and more seamlessly as a core benefit of Oracle Premier Support. These efficiencies represent a twofold impact, with benefits in terms of both staff time requirements and business operations. From an internal resource perspective, upgrades can be complex and rigorous, requiring staff resources for weeks or months. From a business perspective, database and software upgrades can be critical to ensuring performance, stability, and security. Thus study participants face a tricky balance in ensuring that they complete upgrades as needed but without overwhelming the teams responsible for upgrades.

Interviewed Oracle customers cited gaining access to both best practices and direct support in effectuating upgrades as impactful. They spoke to the more general positive impact as well as specific examples where they have completed a significant upgrade more efficiently and effectively:

● **Conduit for support for upgrades:** *"Oracle Premier Support helps us get to an upgrade path. We want to make sure that we maximize our time and effort around customization and know that functionality is going to be available in the next database version … Oracle Premier Support is our conduit for our Oracle environments features, functionality, enhancements, resolutions, fixes, patching strategy, certifications, and life-cycle support."*

● **Faster completion of important database upgrades:** *"Oracle Premier Support helped us on E-Business Suite upgrades from V11 to V12 and also from the database V11g to V12c … Without Oracle Premier Support, upgrades would have been slower, maybe 30% slower."*

● **Faster patches and upgrades to database and middleware environments:** *"We carry out database patches two times per year and a version upgrade every two years … We reduce the time required for these activities with Oracle Premier Support by 40–50%."*

Figure 1 sets out the demonstrable impact of having Oracle Premier Support for study participants on upgrade efforts. On average, they reported completing upgrades 25% faster and requiring 27% less staff time. As noted, this not only saves a significant amount of staff time given the breadth of these organizations' Oracle database and software environments — an average of 7.8 FTEs per organization per year — but also helps ensure timely and robust functionality for users and customers that depend on these database and application environments.

FIGURE 1 Key Metrics Related to Managing/Executing Upgrades

Time required per upgrade (weeks): 29.0 Without / 21.7 With — 25% faster
Staff time required per upgrade (total FTEs): 2.4 Without / 1.8 With — 27% less time
Total staff time required per year for upgrades (FTEs per organization): 28.6 Without / 20.8 With — 27% less time

Without Oracle Premier Support
With Oracle Premier Support

n=11 Source: IDC, 2019

Study participants also reported that faster completion of upgrades helps them provide enhanced functionality to users of databases and applications. By leveraging Oracle Premier Support to complete upgrades in much less time (25% faster, seven weeks faster per upgrade, refer back to Figure 1), they ensure that users can access new features and functionality sooner and thus work more effectively. This results in an operational efficiency in the form of higher user productivity, as shown in Table 4. On average, interviewed organizations attributed roughly a 10% productivity gain to the earlier completion of upgrades for users relying on affected databases and applications.

TABLE 4 Business Operations Impact: Higher User Productivity from Faster Upgrades

	Per Organization
Number of impacted users per upgrade	95
Productivity impact on users from upgrade	10%
Net productivity gain, higher user productivity (FTEs)	21.5
Calculated value of higher user productivity	$1.51 million

n=11 Source: IDC, 2019

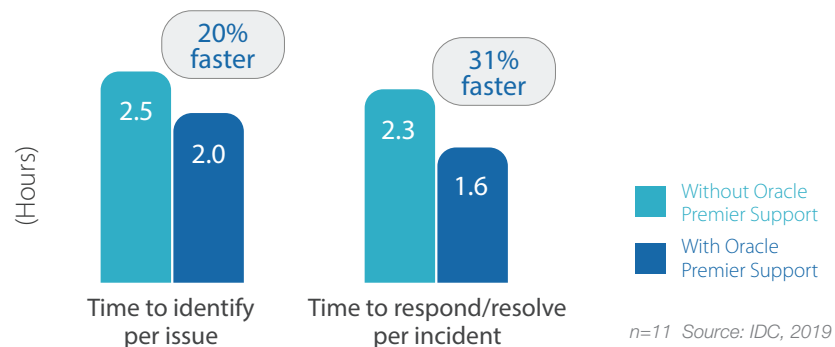## *Reduced Risk for Oracle Database and Other IT Operations*

Study participants also attributed an important reduction in operational risk to having Oracle Premier Support. They have confidence that their Oracle database and application environments are getting the timely patching required to reduce even the possibility of truly impactful outages. Further, they can leverage know-how and best practices to respond more

effectively when problems do arise, thereby reducing the time to resolve issues and lessening the likelihood of user or business impact. Interviewed Oracle customers provided examples of how they have leveraged Oracle Premier Support to reduce and avoid these types of risk:

- **Help maintain patching and operational health:** *"Oracle definitely partners with us for security patches and other patches, as well as operational health check activities and care and feeding of the databases that need to happen from time to time."*

- **Reducing resolution time for challenging problems:** *"If we didn't have Oracle Premier Support, resolution of issues would take longer on average — maybe 50% longer."*

- **Reduced frequency of unplanned outages through robust patching:** *"We don't have a lot of unplanned outages, but we would have more without Oracle Premier Support. Over the course of the year, if we didn't have that level of patching through Oracle Premier Support, we would probably have 20–25% more unplanned outages."*

Study participants pointed to metrics shown in Figure 2 showing that they identify and resolve potential issues faster with Oracle Premier Support, 20% and 31% faster, respectively. Faster identification and resolution have tangible benefits in terms of limiting the impact of outages and problems on user productivity and business operations. That said, the value of this reduced risk and better ties to the business is often challenging for interviewed organizations to quantify, especially with an average use of Oracle Premier Support for more than 10 years per organization. Still the centrality of limiting this type of risk to the value proposition of Oracle Premier Support for these customers is clearly expressed in the quotes mentioned previously.

FIGURE 2 Incident Response Metrics

20% faster	31% faster
2.5	2.3
2.0	1.6

(Hours)

Time to identify per issue   Time to respond/resolve per incident

Without Oracle Premier Support
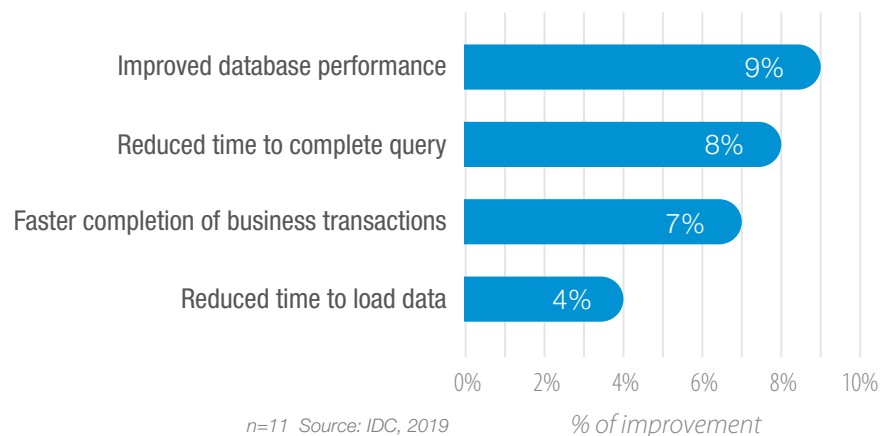With Oracle Premier Support

n=11 Source: IDC, 2019

Improved Performance for Oracle Database and Applications

Interviewed organizations linked their ability to deliver higher-performing databases and applications to having Oracle Premier Support. Again, improved performance traces back to having access to knowledge and best practices needed to architect and run high-performing Oracle database and software environments. Interviewed organizations provided examples and also described how this helps their business operations:

- **Higher customer satisfaction through resolution of performance issues:** *"For the business, the impact of Oracle Premier Support is the faster issue resolution in the case of an outage or performance issue … This for sure improves customer satisfaction."*

- **Enhance scalability of Oracle environment:** *"Oracle Premier Support can sometimes help us with scalability by suggesting changes or adding an index or optimizing a setting."*

- **Help business meet SLAs:** *"For us, the most important thing with Oracle Premier Support is to ensure the continuity of services in a standard way for our business. It's very important to protect our resiliency and our responsiveness that's expected due to service-level agreements that we have with the business … For us, Oracle Premier Support is great help when issues arise because it can reduce the time needed to resolve an issue."*

Figure 3 shows the average impact that study participants attribute to having Oracle Premier Support on key performance metrics related to their database and application environments. Results such as 9% improved database performance, 8% less time to complete queries, and 7% faster completion of business transactions reflect these Oracle customers' ability to leverage expertise and best practices to architect and deliver database and application environments that better meet business expectations.

FIGURE 3   Performance Impact Metrics

n=11 Source: IDC, 2019   *% of improvement*

CHALLENGES/OPPORTUNITIES

As part of its comprehensive support services portfolio, Oracle has the opportunity to continue expanding the proactive and preventive support functionality available through Oracle Premier Support. As more enterprises start automating IT processes, automated preventive support will be critical to providing best-in-class IT service delivery. Most IT organizations are facing fewer resources and increasing responsibilities in their daily tasks while trying to meet the demands of business managers by introducing new technologies that can enable the business. Expanding preventive and predictive support through Oracle Premier Support can go a long way to help CIOs and IT managers looking to optimize IT operations. Oracle has demonstrated an ongoing commitment to developing advanced tools and utilities that can improve support delivery, and IDC expects that Oracle will continue those investments going forward.

In addition, IDC believes that Oracle Premier Support presents a key opportunity for Oracle to keep trying new methods of customer engagement for support services. IDC research consistently finds that CIOs and IT managers rarely understand the depth of features and functionality available through their support providers, for both existing support deliverables and additional support packages. In addition, they often lack the resources required to implement the support tools and functionality that could provide significant operational benefits, as demonstrated previously. Ongoing marketing communications with specific recommendations in easy-to-use chunks and targeted high-touch engagements with select customers can help address that problem.

However, IDC expects that Oracle will also face challenges meeting the demands of Oracle Premier Support customers. While there are significant advantages to advanced preventive and predictive support functionality, it must be paired with outstanding service when customers reach out directly for assistance. As a result, Oracle will have to continue maintaining and improving support delivery when customers contact the company directly for support. As customer interactions with support staff decrease due to expanded automated remote proactive features, the importance of each interaction increases substantially. All support interactions must be of high-quality, high-value engagements to maintain customer satisfaction and improve customer loyalty.

In addition, as complex multicloud IT environments become the norm, Oracle must continue to invest in new support features and functionality for Oracle Premier Support customers. As every IT environment becomes a hybrid IT environment, featuring on-premise and cloud solutions that must work together, customers need comprehensive, integrated support solutions that can drive IT performance. When problems occur, IT organizations struggle to

coordinate support efforts in these heterogeneous IT landscapes — with most CIOs looking for solutions that can "just make it work." IDC expects that more and more IT organizations will look to support providers to help improve operational efficiencies and enable the business across the IT environment.

CONCLUSION

In today's complex IT environments, optimizing operations and successfully managing risk are critical to improving IT service delivery for demanding internal and external customers. IDC's study demonstrates the value that interviewed organizations are achieving through their use of Oracle Premier Support and other Oracle support services such as Oracle ACS and/or Oracle Platinum Services for their database and software environments. In addition to enabling database administrator and other IT teams to work more efficiently, study participants have reduced their exposure to operational and business risk by better ensuring the security and availability of important databases and business applications. Further, several study participants described leveraging these Oracle services to complete database and application migrations faster, thereby reducing staff time requirements and lowering migration-related risk. Overall, IDC calculates that study participants will realize more than $2 million per organization per year in higher IT and user productivity related to these benefits of Oracle Premier Support and other Oracle services (refer back to Tables 3 and 4).

APPENDIX
Methodology

IDC used the following methodology for quantifying the benefits and business value analysis informing this study's results and conclusions:

- Gathered quantitative benefit information by conducting interviews with 11 firms using Oracle Premier Support asking them to assess the impact of having Oracle Premier Support services. In this study, the benefits of having Oracle Premier Support included IT staff time savings and productivity gains, user productivity gains, and reduced IT- and database-related costs.

IDC bases the quantification of staff efficiency and productivity benefits on the following assumption:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. IDC assumes a fully burdened salary of $100,000 per year for IT staff, including developers, and $70,000 per year for other employees, with an assumption of 1,880 hours worked per year.

Note: All numbers in this document may not be exact due to rounding.

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