



Data handled by mission-critical applications **doubles every 18 months**

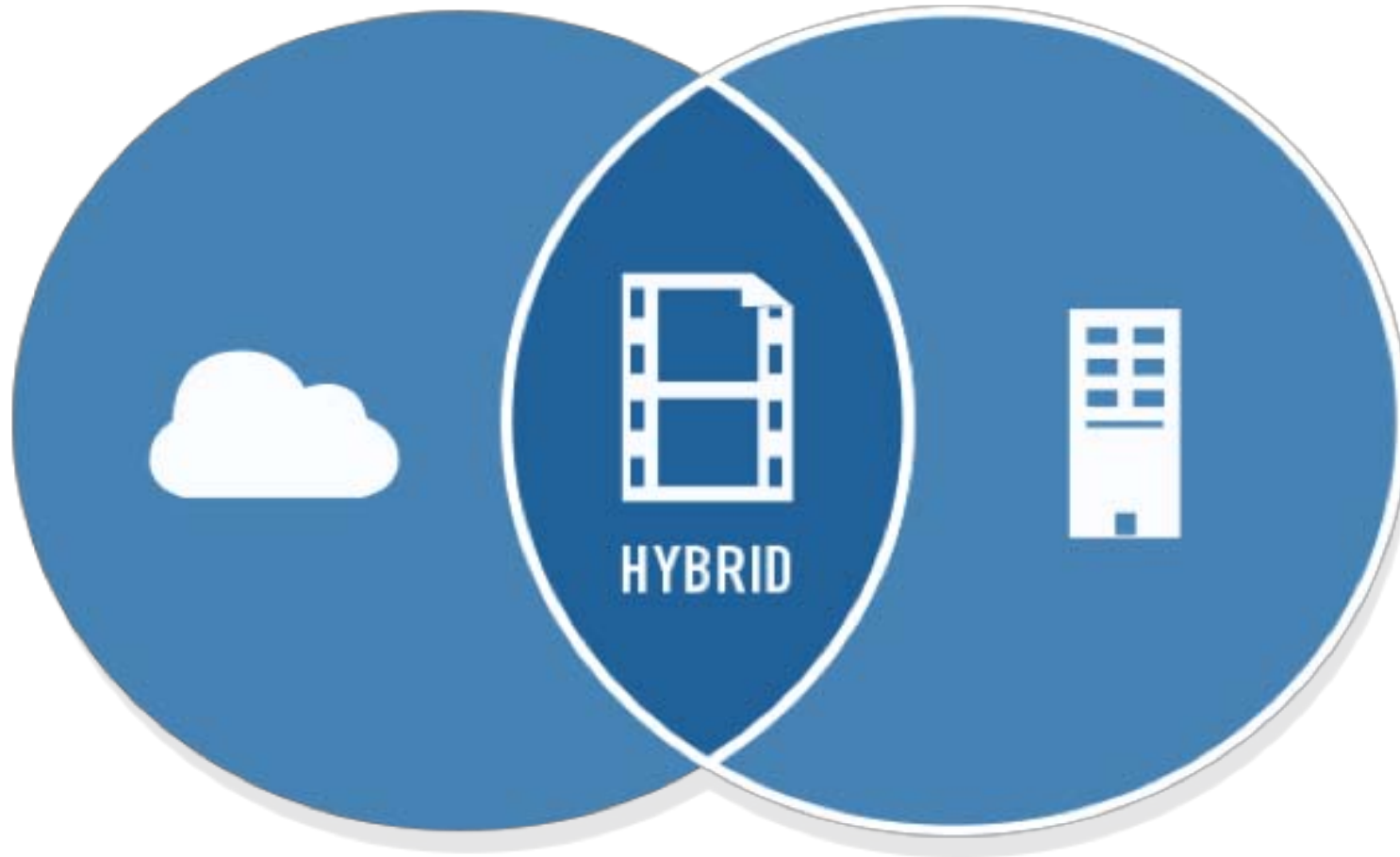


**50%+ of analytics** implementations will use event data streams generated from instrumented machines, applications, and/or individuals by 2017



By 2017, global Internet networks will deliver **13.8 petabytes every 5 minutes**. Just 1 petabyte = data in all US Academic Libraries

# The New Dilemma



# Large IT Client – TCO

Scenario	Servers and Install	# of CPU's	Estimated Annual Costs			Total Annual Cost	Performance
			Space & Power	Licensing & Software Support	Operations		
<b>Remain on existing HW</b>	\$228,000	1368	\$480,000	\$714,780	\$1,824,000	\$3,018,780	The current implementation shows signs of I/O stress, generally between the ODS and EDW environments. Based on the details provided, there is a correlation between the I/O activity on the EDW and ODS systems. This correlation suggests a shared I/O environment between systems. To remain on the existing hardware, the EDW and ODS would continue to experience I/O issues.
<b>Refresh on similar HW</b>	\$6,911,943	1368	\$540,000	\$714,780	\$2,304,000	\$3,558,780	The CPU utilization of the existing servers provide adequate headroom associated with the load presented in the supplied scripts. However, the I/O associated with the EDW and ODS environments require additional storage components supporting the separation between the ODS and EDW environments.
<b>Consolidate on Exadata</b>	\$2,487,708	288	\$180,000	\$150,480	\$360,000	\$690,480	The Exadata architecture was built for this environment. The Exadata architecture effectively supports a mixed workload environment by utilizing multiple disk arrays and a shared architecture. Aside from the standard hardware benefits, the Exadata software provides for resource management at the database and I/O level - supporting the differences between the ODS and EDW environments.

# Large Telecom Client – Performance to Financial Results

#	Area	Production Time (min.)	POC Time (min.)	% Improvement
1	Billing	104	19	<b>547%</b>
2	Invoicing	96	29	<b>331%</b>
3	Rating Pipeline Startup	>210	9	<b>2333%</b>
4	Rating	270	87	<b>310%</b>

# Choice for Every Decision

