



# Oracle Database In-Memory

## Powering the Real-Time Enterprise

Oracle Database In-Memory's ability to easily perform real-time data analysis together with real-time transaction processing enables organizations to become Real-Time Enterprises: Enterprises that quickly make data-driven decisions, respond instantly to customer demands, and continuously optimize all key business processes to maximize profitability.

### The Fast Path to Real-Time ROI

Enterprises have spent billions of dollars deploying applications on Oracle database technology. Now they can dramatically expand the value of these applications by delivering instant answers to any business question.

Business people want the ability to model scenarios quickly and make real-time decisions. Consumers expect immediate response and an "always online" style of interaction. Oracle Database In-Memory, an option to Oracle Database, makes these desires a reality.

Implementing Oracle Database In-Memory is as easy as flipping a switch. It is 100% compatible with any application that uses Oracle Database. There is no faster or easier way to put your company on the path to becoming a real-time enterprise that out-innovates competitors, delights customers and strengthens the bottom line.

### Benefit #1: Decision-Making 100x Faster

Oracle Database In-Memory implements leading-edge columnar data processing to accelerate analytics by orders of magnitude, increasing the number of data values analyzed per second from Millions to Billions. Answers that used to take minutes to obtain are now available instantly. Applications that you used to dream about are now easy to build.

### Benefit #2: Trivial to Adopt

Breakthrough technologies are usually time consuming and expensive to adopt. They usually require complex migrations or rewrites of existing applications. Not so with Oracle Database In-Memory. Existing Oracle database applications simply need identify the data to place in-memory to run dramatically faster. It couldn't be easier. Your application developers don't need to change the application, or learn new programming techniques. ISV applications can also easy adopt Oracle Database In-Memory. New applications can take advantage of orders of magnitude faster analytics to provide never-before possible capabilities.



### EXECUTIVE BRIEF



*"Oracle Database In-Memory is a game changer for OLTP, DW, and mixed workloads. It dramatically improves the performance of all types of analytical queries."*

**LIVIU HORN**  
AVP DATABASE MANAGEMENT  
MCKESSON



*"It was ridiculously simple to implement Oracle Database In-Memory option."*

**ARUP NANDA**  
ENTERPRISE ARCHITECT  
STARWOOD HOTELS AND RESORTS



### Benefit #3: Eliminate Stale Data Copies

Oracle Database In-Memory extends existing Oracle databases with a high-speed in-memory column format, while preserving the tried and true Oracle row format on which millions of applications have been built. Most database applications are transactional, better suited for a row format, while analytic applications favor column formats. Oracle Database In-Memory embraces both formats, transparently using the best format for each type of operation while maintaining complete consistency across both. This novel “dual-format” architecture means you no longer need to create copies of your production data for running reports or ad-hoc queries. Reports automatically use the column format on your production database. You get real-time analytics and real-time transactions on the same database without compromises!

### Benefit #4: Cost Effective for Any Size and Any Platform

Your databases can be as large as you want and still take advantage of the Database In-Memory option. Performance sensitive data is kept in memory, while older or less performance sensitive data stays on much lower cost flash or disk.

Oracle’s renowned scale-out, scale-up and storage tiering technologies give you multiple ways to cost-effectively achieve real-time performance with no size limits. Data warehouses, for instance, are prime candidates for real-time analytics. They can easily outgrow the capacity of so-called “pure in-memory” databases. With Oracle Database In-Memory your databases can grow to any size, while keeping costs low by transparently blending memory with flash and disk.

Oracle Database In-Memory runs on any hardware platform supported by Oracle Database. Use an existing server today and take advantage of the best hardware available in the future. Oracle’s Engineered Systems are ideal platforms for Oracle Database and Oracle Database In-Memory option. But the choice is up to you.

### Benefit #5: Robust, Mature, Safe by Design

Oracle Database powers the world’s largest and most sophisticated enterprises including most of the leading banks, telecoms, manufacturers, and internet commerce companies. Perhaps no software in the world is as thoroughly proven under real-world conditions. Oracle Database In-Memory adds real-time analytic processing, while preserving all of Oracle’s industry leading functionality, availability, and security.

After all, a database isn’t just about speed. If you lose data, or your database is down or corrupted, or your business data is stolen by malicious attacks, speed is of little importance. Every feature of Oracle Database, from high-availability to security to support for every type of data, along with decades of real-world industrial-strength hardening, are all inherited transparently by the Oracle Database In-Memory option.

**Oracle Database In-Memory is ready to power your Real-Time Enterprise today!**



*“Oracle’s In-Memory architecture takes the right approach to balancing real-time speed with continuous availability.”*

JENS-CHRISTIAN POKOLM  
ANALYST IT - DB ARCHITECTURE  
POSTBANK

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