Business-Driven IT Management with Oracle Enterprise Manager

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Vice President of Product Development
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Silo’ed IT Management

Traditional Systems Management Approach

Vendors can’t address business requirements

Solutions tailored for systems not business

Vendor disconnect from IT operations issues

Business

IT

Vendor

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Solution: Oracle’s Business-Driven IT Management

- Business-Driven Application Management
- Integrated Application-to-Disk Management
- Integrated Systems Management and Support
Business-Driven IT Management

Business-Driven Application Management

- Map business metrics to IT events
- Manage IT from business perspective

Integrated Application-to-Disk Management

- Eliminate management silos
- Create agile IT for dynamic business

Integrated Systems Management and Support

- Proactively identify and fix problems
- Maximize business productivity
Business-Driven Application Management

Business-Driven Application Management + Integrated Application-to-Disk Management + Integrated Systems Management and Support
Business–IT Disconnect

Business Demand

- How satisfied are my users?
- How many orders did we complete?
- My order is stuck, what’s going on?

Traditional IT Response

- The application was up 90% of time.
- We had 200 database transactions.
- Our servers are up. We will look into it.
Oracle Solution

Business Demand

How satisfied are my users?
How many orders did we complete?
My order is stuck, what’s going on?

Oracle Business-Driven Application Management

User Experience Management
Business Transaction Management
Business Service Management

New IT Response

99% of users were satisfied.
We completed 250 orders.
There is an issue with a supplier’s app. It has been escalated.
User Experience Management
Real User Experience Insight

- Integrated real and synthetic user monitoring
- Built-in analytics for business-IT correlation
- Integrated diagnostics
- Enterprise application accelerators
Business Transaction Management

• Unique in-flight tracking of individual transactions
• Optimize business transactions
• Monitor business and technical exceptions
• Monitor and enforce SLAs
Business Service Management

- Comprehensive service dashboards
- Service discovery, topology, and monitoring
- Service implementation visibility for deep diagnostics
- Service configuration and provisioning automation
Business-Driven Fusion Apps Management

- Business metrics IT monitoring & correlation
- Business services & application topology
- Business activity & service level monitoring
- Transaction tracing & drill-downs
Roadmap: Business-Driven Application Management

User Experience Management

- Fusion Applications Accelerator
- Improved user transaction based on page flow
- Enhanced performance and scalability

Business Transaction Management

- Fusion Applications Accelerator, SOA 11g support
- Observer SDK

Business Service Management

- Composite application targets and monitoring dashboards
- Cross-tier correlation between JVM diagnostics and ADDM
- Middleware diagnostic advisor
- Enhanced SLA management – contractual SLAs, multiple SLOs and alerts

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Integrated Application-to-Disk Management
Current Application Management Paradigm
Fragmented, Complex, Ineffective

Point solutions only aggravate the problems rather than solve them
Oracle Solution

Application Software
- Siebel, PeopleSoft, EBS...
  - Oracle Applications

Java, .NET, Composite
- Custom Applications

Exchange, Legacy
- Non-Oracle Applications

Presentation Layer
- Web Server, Portal

Database Management Systems
- Database

Infrastructure Components
- Virtual Environments

AS, ESB, SOA
- Middleware

Servers
- Databases
- Storage
- Mainframe

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Integrated Application-to-Disk Management
Only Oracle Can Deliver Complete Stack Management

Hardware
- Complete Lifecycle Mgmt of Physical & Virtual Systems (Ops Center)
- HW, Firmware, OS, VM, Storage

Database
- Industry’s Leading Database Self-Management Solution

Middleware
- Integrated, Deep Middleware Management
- WebLogic, SOA, Portal, Identity Mgmt, BI

Applications
- Deep out-of-the-box mgmt solutions for Apps Unlimited, Fusion Apps
- Comprehensive upgrade support for EBS 12.1

Full Stack
Complete, Integrated, Application-to-Disk Management
Exadata and Exalogic Management

Complete Oracle Exadata Lifecycle Management

- Integrated monitoring of all Exadata components
  - database, storage cells, network, ILOM, PDU
  - Push-button deployment
  - Risk free migration with Real Application Testing
  - Comprehensive configuration and change management
  - Fault diagnostics with call home capability

Integrated Oracle Exalogic Elastic Cloud Management

- Integrated hardware and software monitoring
  - Exalogic compute nodes, switches and storage
  - Operational dashboards with summary of status
  - Integrated end-to-end monitoring and diagnostics
  - Remote management, phone home, My Oracle Support integration
  - Energy utilization and impact analysis
Comprehensive Management

Application Performance Management
- User Experience
- Java, SOA, Transactions
- Diagnostics, Tuning

Configuration Management

Lifecycle Management
- Dynamic Resource Management
- Patching
- Provisioning

Application Quality Management
- Functional/Load Testing
- Real Application Testing
- Data Masking
Ed Munz to the rescue when his boss needs a secure testing solution . . .
Comprehensive Application Quality Management

End-to-end test process management

Application Testing Suite
- Application functional and load testing

Real Application Testing
- Capture and replay production workload
- Full workload or SQL statements

Data Provisioning and Masking
- Automate test database creation
- Obfuscate sensitive data

Oracle Products
- Applications
- Middleware
- Database
- Operating System
- Virtual Machine
- Servers
- Storage
- Network

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Introducing: Oracle Application Testing Suite 9.2

- Auto generation of load scripts from production workload through RUEI and Real Application Testing
- Combine load testing with Real Application Testing to test scale-up of database workload
- Fusion Apps support, enhanced starter kits for EBS R12 and 11i
- Adobe Flex support
Announcing New Global Initiative:
Oracle Application Testing Solutions

- Capgemini Group - IT services in 30 countries with 95,000+ professionals
- Industry leading testing practice
- 6,400+ test experts on, near and offshore
- Industry de-facto standard testing methods TMap® and TPI®
- Oracle Application Testing Center of Excellence (CoE)
Oracle and Capgemini Group
Bringing together the best of both companies

Oracle Application Quality Management

• Best products to test Oracle/Web/SOA-based Applications

Oracle Testing CoE

• Business-driven test method and leading services from testing center of excellence

Maximize application quality, minimize project costs

• Testing effort ↓ 80%
• Testing time ↓ from weeks to hours
• Test coverage ↑ 95%
TMap® Best Practices Based Testing

• TMap® content is incorporated into Oracle Application Testing Suite
  • Pre-defined structure corresponding to TMap® best practice in Oracle Test Manager
  • Links to TMap® content hosted by Capgemini Group

• Capgemini Group and Oracle working together to completely integrate TMap® workflow in Application Testing Suite
Roadmap: Cloud Management

Oracle Enterprise Manager

Cloud Management Roadmap
- Self-Service
- Chargeback
- Resource Scheduling
- Capacity Planning
- Physical & Virtual Systems Mgmt

Cloud Management
- Application Performance Mgmt
- Lifecycle Management
- Configuration Management
- Application Quality Mgmt
- Operations Center

Integration: SOA Suite
Process Mgmt: BPM Suite
Security: Identity Mgmt
User Interaction: WebCenter

Oracle Fusion Middleware
Oracle Database

Platform as a Service

Oracle Apps
3rd Party Apps
ISV Apps

Applications

Servers
Storage

Infrastructure as a Service

Oracle Solaris
Oracle VM for SPARC (LDom)
Solaris Containers
Oracle Linux
Oracle VM for x86
Oracle Database

Operating Systems:
- Oracle Enterprise Linux
- Oracle Solaris

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Roadmap: New Extensible, Scalable Architecture

Self Update
- Plug-ins
- Health Checks
- Policies
- Deploy Proc
- Connectors

Oracle Enterprise Manager
- Application Performance Mgmt
- Lifecycle Management
- Configuration Management
- Application Quality Management

Auto-Push

Host 1
- Agent
  - DB Plug-In
  - WLS Plug-In
- Web Logic

Host 2
- Agent
  - WLS Plug-In
  - FA Plug-In
- Web Logic
- Fusion Apps
Roadmap: Multi-Channel Access

- Web
- Smart phones
- Widgets
Roadmap: Ops Center
Converged Infrastructure Management

- Integrated management for servers, switches, storage
- Application-to-disk monitoring, compliance & fault management
- Integrated physical and virtual server management
- Integrated hardware management and support
- Solaris and Linux
- SPARC and x86
Integrated Systems Management & Support

Business-Driven Application Management + Integrated Application-to-Disk Management + Integrated Systems Management and Support
Ed Munz’s boss panics when he discovers security patches were applied inconsistently . . .
IT Operation Is Split Over Two Different Worlds

Systems management

- Performance, configuration, provisioning, patching…
- Incomplete view
- Disparate tools
- Limited vendor partnership

Support services

- Service requests, patch downloads, knowledge repository…
Roadmap: Oracle Enterprise Manager and My Oracle Support

Certification Advisor
- Certification checks for stack level dependencies e.g. RDBMS version for E-Business Suite
- End-of-life advisories

Upgrade Planner
- Post upgrade patch recommendation
- Automatic conflict detection
- Automated software download
- Guided upgrade automation

Hardware Telemetry/Phone Home
- Available with Ops Center
- Automatic failure detection and service/replacement filing
DEMO

MOS Upgrade Advisor Demo
End-to-End Order Transaction Tracing
Business-Driven IT Management

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Crimson Consulting ROI Study
Multi-Customer Study Demonstrates Strong ROI, Business Value

- ROI of 149% with a payback period of 16 months
- Lower downtime by up to 90%
- Improve IT staff productivity by up to 75%
- Reduce capital spending on servers by up to 20%

Download the ROI study: Oracle.com/enterprisemanager11g
Oracle Enterprise Manager
Proven Solution. Trusted by Customers.

<table>
<thead>
<tr>
<th>Company</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>MERIDIAN</td>
<td>Saves weeks on application testing time</td>
</tr>
<tr>
<td>Nokia</td>
<td>Saves 80% time and effort for managing Databases</td>
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<tr>
<td>TomTom</td>
<td>Avoids online revenue losses up to 25%</td>
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<tr>
<td>Colcon</td>
<td>90% of IT issues addressed before they impact users</td>
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<tr>
<td>Commonwealth Bank</td>
<td>Drives asset utilization up by 70%</td>
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<tr>
<td>Cummins</td>
<td>Cuts configuration management effort by 90%</td>
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<tr>
<td>Telstra</td>
<td>Saves $1.9 million with Oracle Enterprise Manager</td>
</tr>
<tr>
<td>City University London</td>
<td>Saves $170,000 per year with Oracle Enterprise Manager</td>
</tr>
<tr>
<td>STARWOOD</td>
<td>Reduces Database testing time by 90%</td>
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<tr>
<td>Bayer</td>
<td>Reduces provisioning effort by 75%</td>
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<tr>
<td>NetApp</td>
<td>Deploys SOA infrastructure 92% faster</td>
</tr>
<tr>
<td>CUMIS</td>
<td>Cuts application testing from weeks to hours</td>
</tr>
<tr>
<td>APL</td>
<td>Reduces critical patching time by 80%</td>
</tr>
<tr>
<td>City of Evanston</td>
<td>Delivers 24/7 uptime with Oracle Enterprise Manager</td>
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Oracle Enterprise Manager is a proven solution trusted by customers.
Oracle Enterprise Manager 11g
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