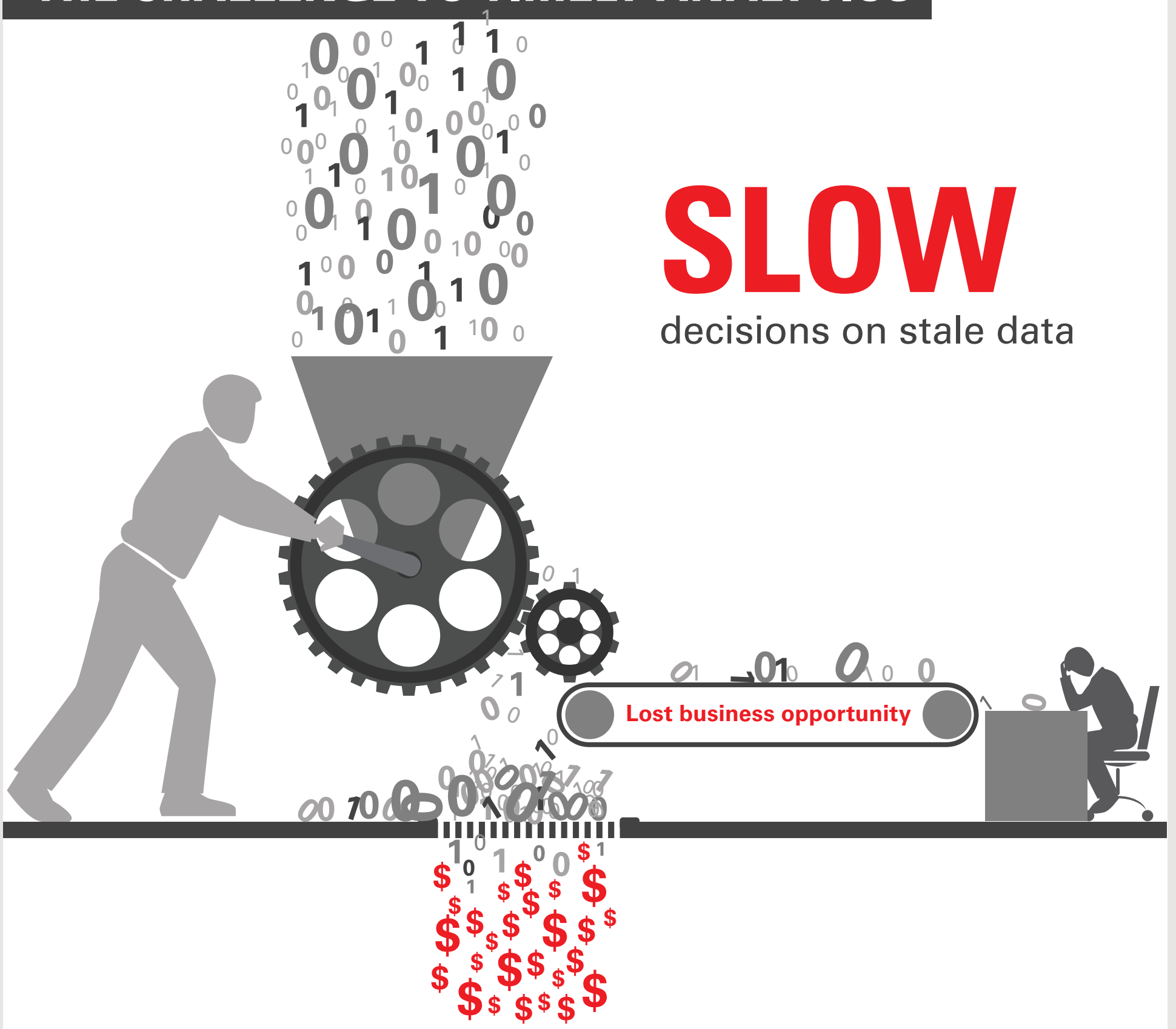


Oracle Database In-Memory (DBIM)

Powering the Real-Time Enterprise

Faster Analytics, Smarter Decisions

THE CHALLENGE TO TIMELY ANALYTICS



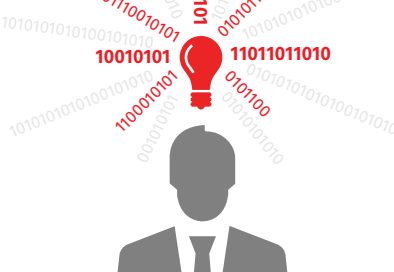
DBIM TO THE RESCUE

Real-time analytics

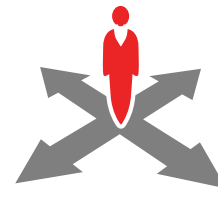


Process reports and analytics with sub-second response

Relevant data at the speed of thought



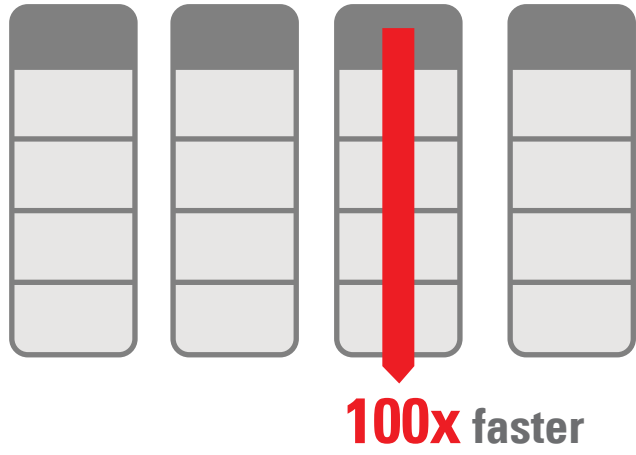
Customer Centric Services



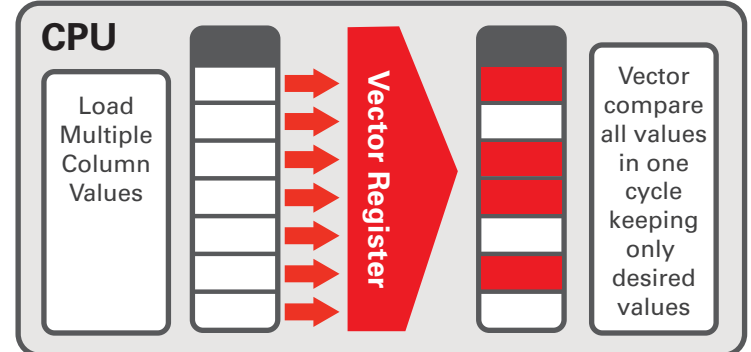
Exceed customer expectations with service that reads their minds

DBIM EXPLAINED

In-Memory Columnar Data



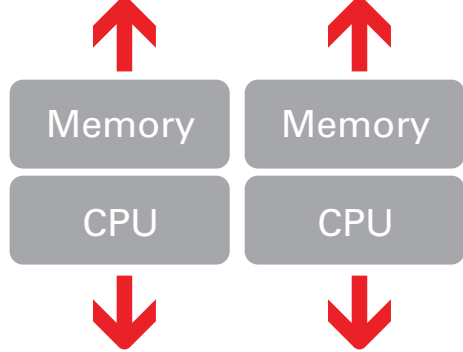
Vector Processing Acceleration



Rapid analytic data scans using SIMD vector processing

Scale-up

10's of terabytes of memory and thousands of CPU threads

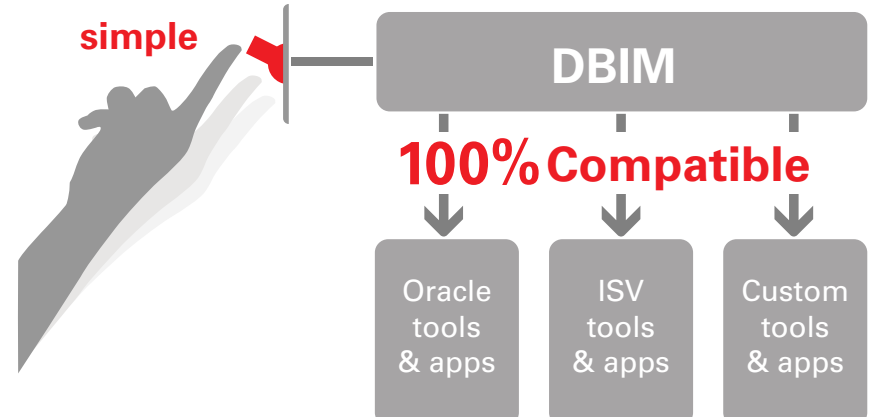


Scale-out

100's of terabytes of memory and 1000's of CPU threads

Support for unlimited data sizes

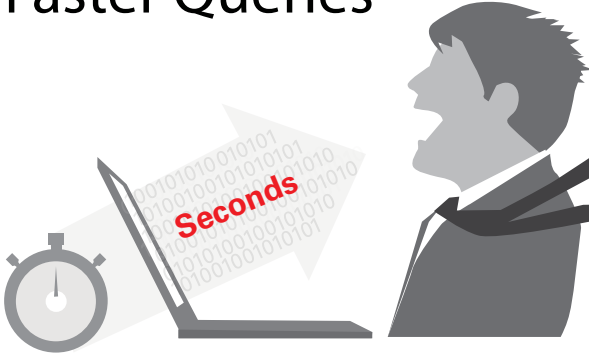
Works Transparently



BENEFITS OF DBIM

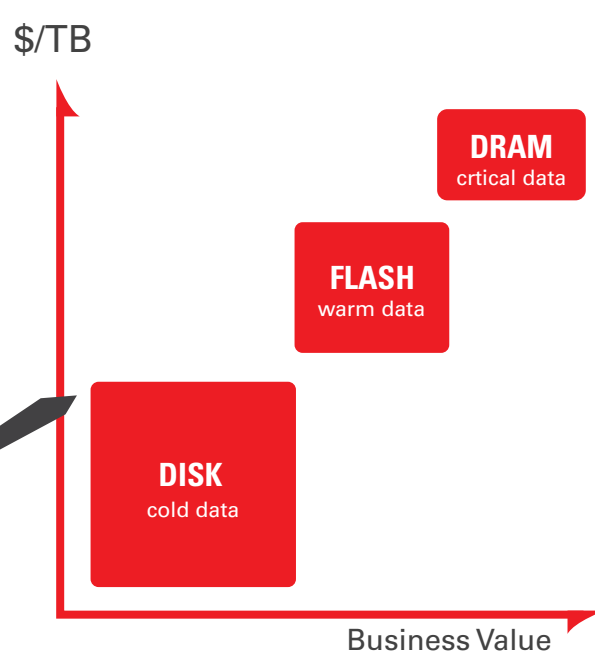
Immediate answers

100x
Faster Queries



Accelerate Any Analytics Applications

Cost-Effective



Transparent Data Access Across Tiers

Cloud Ready



Speedy Analytics Anywhere

WHAT CUSTOMERS SAY ABOUT ORACLE DATABASE IN-MEMORY TECHNOLOGY



Starwood Hotels and Resorts (Arup Nanda, Enterprise Architect)

"Now we can run time-sensitive analytical queries directly against our OLTP database. This is something we wouldn't have dreamt of earlier."



Postbank Systems AG (Jens-Christian PokoIm, Analyst)

"Downtime is extremely costly for our business. Oracle's In-Memory architecture takes the right approach to balancing real-time speed with continuous availability."



MicroStrategy Inc. (Paul Zolfaghari, President)

"The combination of MicroStrategy with Oracle Database In-Memory will enable dramatically better and faster decision-making for our customers."

ORACLE