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Oracle Exalogic Elastic Cloud
**The Logical Choice
for Running Business
Applications**

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EXALOGIC

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CHAPTER 1
Introduction



Business Applications: Lynchpin to Enterprise Success

Now more than ever, the most valuable currency of a competitive enterprise is information. The ability to access, analyze, and use that information to find market opportunities and increase operational efficiency is crucial to success—and business applications play a vital role. Implemented correctly, high-performing business applications will boost user productivity, giving users the agility to seize market opportunities faster and improve customer satisfaction.

But today, many application platforms—the hardware, software, storage, and networking technology that applications run on—limit business growth, innovation, and efficiency. Older platforms that combine discrete hardware and software technologies face scalability and reliability challenges when running customized, dynamic business processes, particularly in the face of disruptive trends such as cloud computing and mobile technology. And those platforms are often heavily customized, so over time they become difficult to support and upgrade.



Video: UL Gains Exponential Growth with Oracle Engineered Systems.

[Watch the Video \(2:31\)](#)

Traditional application platforms often leave IT managers wrestling with utilization and management issues caused by too many application instances running in myriad data centers, making it difficult to satisfy IT mandates to cut infrastructure costs and complexity.



Article: Statoil Fuel & Retail automates planning and distribution operations in eight countries.

[Read the Profit Magazine Article](#)

Clearly, choosing the right application platform can have significant benefits, both for business and IT. That's the compelling value of Oracle Exalogic Elastic Cloud, a vertically integrated stack of hardware and software specifically designed to lower total cost of ownership (TCO) and increase operational efficiency while providing breakthrough performance, reliability, and flexibility.

Honed to support complex application environments with maximum throughput and minimal administrative work, Oracle Exalogic is designed for the widest possible range of business application workloads, from middleware and custom applications to packaged applications from Oracle and many other vendors.

Oracle Exalogic's quantitative gains translate directly to qualitative benefits. For example, professional services firm Cognizant replaced its multiple Web, application, integration, and batch servers with [Oracle Exalogic](#).

"With Oracle Exalogic, we have not only doubled our application processing speeds to increase the performance and reliability of our business applications, but we have also significantly reduced total ownership cost and set the stage for future growth."

Sathish Venkataraman, Associate Director, Cognizant Application Services

The company gained on-demand server scalability for its Oracle's PeopleSoft applications and [Oracle WebCenter Content](#) environment, enabling it to support a user base twice as large, yet with 67 percent fewer application and Web servers than its legacy environment.

Oracle Exalogic helps companies discover and exploit new opportunities, maximize efficiency, and create innovative products and services to deliver a level of business performance that has simply not been possible—until now.

Meeting Expectations

Three core constituencies within the enterprise bring differing needs to the business applications landscape.

1. Line-of-business users want to quickly respond to business opportunities via a wide variety of client devices. Application responsiveness and flexibility is paramount.
2. Applications IT staff members are responsible for application deployment, configuration, customization, and management. For them, administrative simplicity and risk reduction are key.
3. Data center IT faces budget pressure and management complexity, as different groups separately manage platform elements such as network, compute, storage, and virtualization. This group needs to simplify and integrate management tasks, reduce operational risk and complexity, and lower TCO.

Addressing these different needs often requires IT and business executives to strike a delicate balance between sometimes conflicting requirements—flexibility versus simplicity, for example. Read on to discover how Oracle Exalogic can satisfy all three groups without compromising IT or business value.

CHAPTER 2
Engineered Systems



Oracle Exalogic: A Platform Engineered for Applications

Oracle Exalogic Elastic Cloud is at the forefront of an industrywide shift from costly and outdated piecemeal application platforms toward the breakthrough concept of engineered systems. These purpose-built solutions combine a cost-effective and standardized set of hardware, network, storage, and software components, which are then optimized—as a complete system—for extreme performance. Oracle Exalogic deeply integrates every layer of the technology stack, and the result is a sophisticated, high-powered system that is simple to deploy, manage, and upgrade.

The entire system comes from Oracle, which has performed all integration, testing, benchmarking, and certification for you. One point of contact. One-stop support.

Breakthrough Application Performance

Oracle Exalogic is specifically designed to meet the highest standards of reliability, serviceability, and performance for mission-critical workloads. It lets organizations consolidate multiple applications and middleware instances on the same system, while mitigating or reducing security concerns.

**MIDDLEWARE PERFORMANCE ON EXALOGIC:
CONTINUOUS IMPROVEMENT**

(Source: Oracle internal testing, Sept. 2012)



In real-world settings, Oracle Exalogic outperforms other platforms by wide margins, often delivering 2 to 10 times better application performance while improving resource utilization. For example, Oracle E-Business Suite's HR and procurement modules showed an 8x better response time and 2x better scalability running on Oracle Exalogic and Oracle Exadata than on standard hardware.



Oracle engineers enhanced Oracle Exalogic performance in a manner that would be nearly impossible to reproduce elsewhere. Architected with expertise from a decades-long engineering collaboration with Intel[®], Oracle Exalogic is a fine-tuned platform that takes full advantage of the latest Intel[®] Xeon[®] processor E5 v2 product family.

Chapter 2: Engineered Systems

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Oracle's partnership with Intel ensures that products including Oracle Solaris, Oracle Enterprise Linux, Java, Oracle Database, and Oracle Fusion Middleware run best on Intel architecture. Intel works closely with Oracle to optimize at the critical Java application layer.

The powerful and more secure Intel[®] Xeon[®] processor E5 v2 product family is at the heart of the agile, efficient data center. Many critical technology features are built right into the processor to improve performance. Intel Data Protection Technology with Advanced Encryption Standard New Instructions (Intel AES-NI) allows for improved security through data encryption without slowing response times. Intel and Oracle have worked together to improve the performance of in-memory data analytics running on Intel Xeon platforms, allowing you to quickly get key insights that can improve your business.

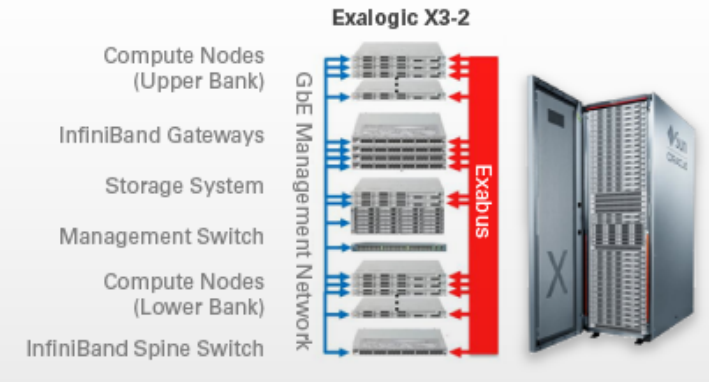
Oracle Exalogic X4-2 leverages advances in Intel[®] Xeon[®] processor technology to deliver benefits in enhanced energy efficiency and better application performance than Oracle Exalogic X3-2, and it incorporates 50 percent more CPU cores per configuration.



Video: Oracle Exalogic Demo.

[Watch the Video \(5:00\)](#)

KEY COMPONENTS OF ORACLE EXALOGIC ELASTIC CLOUD HARDWARE



The business world has been quick to embrace this undeniable business potential: customers in 52 countries across 21 industries have already adopted Oracle Exalogic.



Video: Claro Improves Partner SLAs 7x with 5x Throughput Gains.

[Watch the Video \(2:25\)](#)

CHAPTER 3
Everything Your Applications Need



Vital Components Drive Oracle Exalogic

Oracle Exalogic comprises two major elements: Oracle Exalogic hardware, a high-performance system that integrates storage, networking, and compute resources; and Oracle Exalogic Elastic Cloud software, which consists of preintegrated, standard technologies including the operating system, virtualization technology, networking software, device drivers, and firmware. Oracle Exalogic's compute nodes are driven by powerful Intel Xeon E5 processors in conjunction with high-speed error-correcting RAM, redundant fans, power supplies, and solid-state disks in a RAID configuration. A dual-port InfiniBand Host Channel Adapter connects the nodes to the system's I/O fabric. Extensive coengineering, testing, and validation by Oracle and Intel have yielded an optimal balance between processor, memory, and I/O resources, delivering a solution that moves large volumes of data efficiently while maintaining data integrity, reliability, and security.



Video: Oracle ZFS Storage Appliance: Performance Implementations.

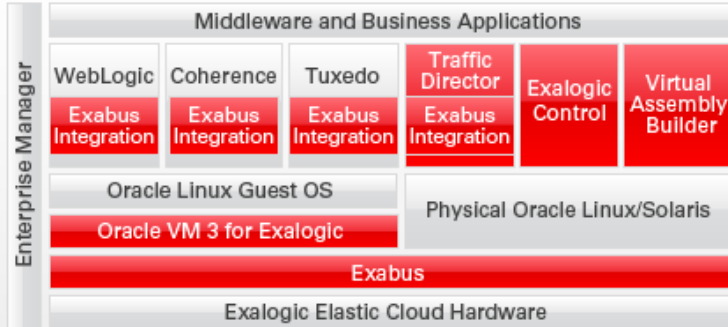
 [Watch the Video \(3:05\)](#)


Designed for maximum fault tolerance and serviceability, an integrated Oracle ZFS Storage Appliance serves as primary shared storage. The fully redundant storage system also offers built-in support for storage replication. The central technological advance in Oracle Exalogic is the elimination of I/O bottlenecks at every level through a networking, hardware, and software subsystem called Exabus. Based on a high-speed switched fabric communications device called Quad Data Rate (QDR) InfiniBand, Exabus functions as the central communications element, tying together the entire technology stack and providing unmatched performance, even in extremely large-scale deployments.

Users can run either Oracle Linux or Oracle Solaris operating systems. Oracle Exalogic ships with special extensions to both operating systems that boost application performance while guaranteeing 100 percent compatibility with standard Oracle Linux or Oracle Solaris applications.

Oracle Exalogic also includes integrated management software designed to help applications and data center IT staff manage complex environments with minimal administrative work.

ORACLE EXALOGIC
High-Level Hardware and Software Architecture



 = Exalogic Elastic Cloud Software 2.0



Data Sheet: Oracle Exalogic Data Sheet.

[Read the Data Sheet](#)

CHAPTER 4
Key Capabilities



Five Areas of Functionality

Oracle's focus on preconfiguration, integration, testing, and certification delivers the single most effective way to build a high-performance platform that is cost-effective and simple to deploy and manage. Five major areas of functionality within Oracle Exalogic are particularly important in helping companies achieve business goals.

1. **Extreme performance.** Exabus drives direct, high-speed communications between Oracle Exalogic's application and middleware components, increasing throughput and reducing latency. For example, Oracle E-Business Suite processes orders 40 percent to 50 percent faster on Oracle Exalogic, and Web delivery of the Oracle Retail planning system performs 10 times better.
2. **Mission-critical virtualization.** Oracle VM enables full server virtualization, providing high-density consolidation and tuned deployment with support for physical partitioning. Oracle VM integrates with the InfiniBand networking fabric to cost-effectively run multiple applications on one box while isolating them at both the hardware and software levels.



Video: Oracle Exalogic: Ready for the Future.

[Watch the Video \(2:32\)](#)

3. **Application-to-disk management.** Oracle Exalogic's built-in administrative console consolidates multiple tools into a single interface where you can trace issues through all layers of the system. It manages every stack component throughout the application lifecycle, as well as every aspect of virtualization and deployment, helping you prioritize computing resources according to business need.
4. **Virtual assemblies.** Oracle Virtual Assembly Builder streamlines and automates application deployment by letting IT quickly build complete, ready-to-run application configurations known as assemblies. Oracle Exalogic can then determine how to install and configure all the necessary components to support the application, including multiple virtual machines and network configurations, making installation a push-button process. Oracle Virtual Assembly Builder is an extension of Oracle VM Templates, a set of prepackaged templates available for download for many Oracle applications.

5. **Application delivery control.** By handling traffic between servers in the Oracle Exalogic environment and mediating between Oracle Exalogic and Web servers, Oracle Traffic Director gives application developers a scalable, built-in application delivery controller. Oracle Traffic Director provides hardware-level application acceleration, including SSL encryption. It supports fault tolerance through built-in load balancing, connecting components with the Exabus fabric.



Case Study: Cognizant Reduces Server Requirements by 67 Percent, Gains Scalability on Demand, and Improves Application Speed by 50 Percent with Engineered System.

[Read the Case Study](#)

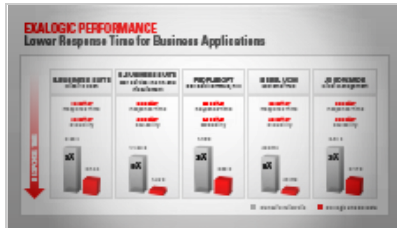
CHAPTER 5 Counting the Benefits



Accelerated ROI, Reduced TCO

Oracle Exalogic supports a broad range of application workloads, including Java, Oracle, and hundreds of third-party and legacy applications. It benefits business application stakeholders across the board by providing:

- **Business agility.** Oracle Exalogic's performance and scalability advantages, in conjunction with faster project implementations, faster application response times, and higher availability, boost your ability to seize new market opportunities.



Exalogic Performance: Lower Response Time for Business Applications.

[Expand View](#)

- **Lowered risk.** The preintegrated and precertified nature of the system, in addition to the one-stop support offered by Oracle, eliminates the time, risk, and expense of custom system configurations. Preconfigured templates and assemblies can shrink deployment timetables up to 95 percent. Companies can significantly lower business risks stemming from performance, availability, and management issues.
- **Reduced cost and complexity during implementation and operation.** Oracle Exalogic is explicitly designed to be administered and maintained as a single, integrated system. It provides a single console that enables visibility from the application to the storage layer, along with simplified application deployment and lifecycle management. Oracle Enterprise Manager integrates with My Oracle Support to run diagnostics, open support cases, and apply tested patch bundles throughout the system. The result is simplification and ease of management cross every data center function, lowering TCO and improving productivity.



Video: Hyundai Saves Millions with Its Document Management System.

[Watch the Video \(2:30\)](#)

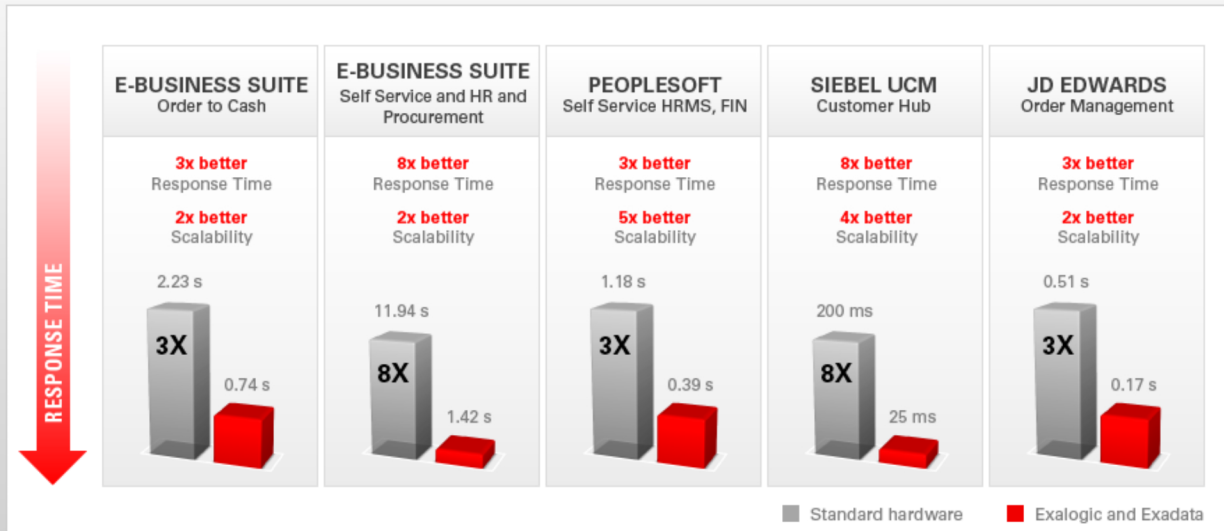
Yarra Valley Water (YVW) provides water supply and sewerage services to 1.7 million people in Melbourne, Australia. YVW implemented [Oracle Exalogic Elastic Cloud](#) with [Oracle Exadata Database Machine](#) in a private cloud to improve business system performance, achieve a better ROI, and enhance customer service.

CHAPTER 5
Counting the Benefits



- Lowered risk. The preintegrated and precertified nature of the system, in addition to the one-stop support offered by Oracle, eliminates the time, risk, and expense of custom system configurations.

EXALOGIC PERFORMANCE
Lower Response Time for Business Applications



cloud to improve business system performance, achieve a better ROI, and enhance customer service.

"Oracle Exalogic was attractive to us because it allowed us to focus more on the business applications than the technology and infrastructure, and reduced the need for us to be in the hardware game. Because the systems are engineered to work together it is a very efficient way to implement IT. It takes most of the design work out, and we are definitely seeing the benefits of running Oracle software on Oracle hardware. We are very happy with the results, and will further develop our private cloud strategy around the Oracle platform."

Leigh Berrell, CIO, Yarra Valley Water



White Paper: Evolution from the Traditional Data Center to Oracle Exalogic: An Operational Perspective.

➤ [Read the White Paper](#)

CHAPTER 6 You Won't Find This Anywhere Else



A World Apart from Competing Systems

The benchmarks that set Oracle Exalogic apart from competing systems illustrate an important fact: nobody else can produce a system like Oracle Exalogic, because no other company has the complete stack of hardware, software, applications, and middleware.

Several Oracle Fusion Middleware products, including Oracle WebLogic Server, Oracle Tuxedo, and Oracle Coherence, have unique Oracle Exalogic integrations to optimize performance. These products use Exabus to bypass multiple software layers and avoid buffer copies, achieving 4x throughput gains and 6x latency reductions when transferring data between applications, compared to identical hardware that doesn't use Exabus.



Video: Ingersoll Rand Achieves 40x Gains in Order Processing.

▶ [Watch the Video \(2:28\)](#)

Chapter 6: You Won't Find This Anywhere Else

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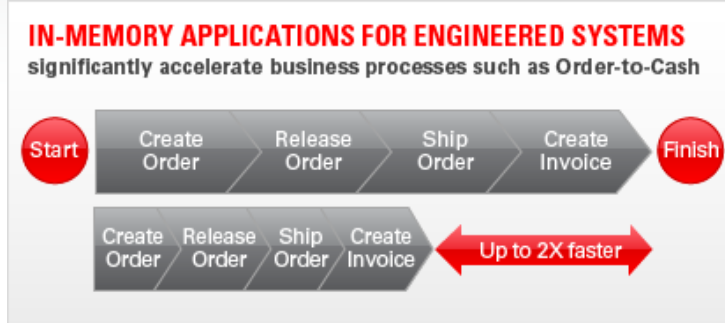
Oracle has tested, benchmarked, and certified many applications to ensure fast and predictable performance. Certified applications include Oracle E-Business Suite, Oracle Commerce, Oracle's PeopleSoft and JD Edwards EnterpriseOne, and hundreds of other Oracle and third-party applications.

Optimization also extends to Java, as Oracle and Intel have built a set of best practices for Java EE that ensures these applications scale well on Intel's multiprocessor, multicore hardware.

Intel and Oracle engineers were able to use the Exabus fabric to further optimize performance down to the core processor level. Oracle Exalogic interprocessor communication takes advantage of the number of cores available per compute node and the multiple connections afforded by InfiniBand to drive 60 percent higher throughput, with half the latency compared to a non-Exabus system.

Oracle VM Templates and Oracle Virtual Assembly Builder let IT staff quickly build complete, ready-to-run application configurations, or download them from Oracle and launch them at the push of a button. While there are other rapid application deployment technologies on the market, none of them run on a system as predictable and reliable as Oracle Exalogic, and none come from a provider of fully integrated hardware, middleware, and applications.

In 2013, Oracle announced in-memory applications for engineered systems, which leverage RAM and flash memory to run business processes such as cost management and project portfolio management at speeds never before possible. Oracle In-Memory Applications change your business dynamics by letting you quickly discover growth opportunities, make smarter decisions, and accelerate time-consuming workflows.



Video: Oracle Exalogic Walkthrough with Brad Cameron, Vice President of Development for Oracle Exalogic.

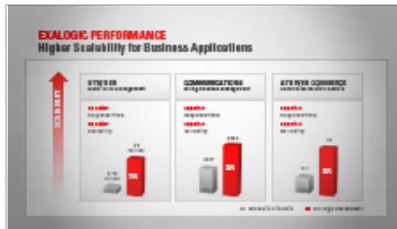
[Watch the Video \(10:47\)](#)

CHAPTER 7 Solutions for Your Industry



Optimized by Industry

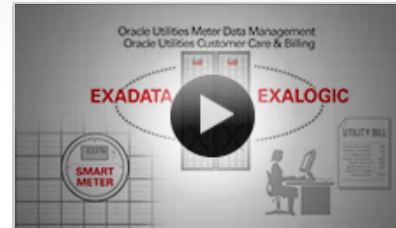
Already in use in 21 industries, Oracle Exalogic is the logical choice for running Oracle Applications, including Oracle's industry-specific business applications. These applications have been optimized, tested, benchmarked, and certified on Oracle Exalogic for extreme performance.



Exalogic Performance: Higher Scalability for Business Applications.

[Expand View](#)

In the retail industry, for example, Oracle Exalogic in conjunction with Oracle Exadata and Oracle Commerce provides an unmatched platform to solve some of the challenges of double-digit ecommerce growth. At the same time that traffic volumes are exploding, customers are demanding better, instantaneous shopping experiences. Oracle Commerce has been modified and tuned to take advantage of Oracle Exalogic and Oracle Exadata, resulting in a 50 percent or greater performance improvement when compared to traditional commodity hardware configurations. Many users of Oracle Exalogic and Oracle Commerce report 100 percent uptime, which translates directly to happier customers and increased conversion rates.



Video: Oracle's Meter-to-Cash Solution for Utilities.

[Watch the Video \(5:49\)](#)

In the utilities industry, companies face similar data growth rates, brought on by the use of smart meter and smart grid technology. Using Oracle Utilities Meter Data Management and Oracle Utilities Customer Care and Billing with Oracle Exalogic allows customers to easily support rates of close to 1 billion interval readings per hour.



Video: Yarra Valley Water Improves Call Handling Times with Oracle Exalogic and Oracle Exadata.

[Watch the Video \(3:07\)](#)

Whether you're in retail, utilities, communications, healthcare, or any other industry supported by Oracle's industry solutions, you can run your applications on Oracle Exalogic to achieve high performance, scalability, and reliability for your critical business processes.

CHAPTER 7
Solutions for Your Industry



Video: Oracle's Meter-to-Cash Solution for Utilities.

Watch the Video (5:49)

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EXALOGIC PERFORMANCE Higher Scalability for Business Applications



CHAPTER 8 A Platinum Level of Service



Top Support for a Top Platform

The breakthrough application performance of Oracle Exalogic is backed by a services and support program with remote fault monitoring, accelerated response times, and patching services included at no additional cost with standard support. Because Oracle architects, implements, and maintains the entire technology stack, Oracle Exalogic customers benefit from the reduced complexity that goes along with having a single-vendor solution and the most-integrated support services in the industry.



Data Sheet: Oracle Platinum Services.

➤ [Read the Data Sheet](#)



Data Sheet: Complete Support Services for Oracle Exalogic.

➤ [Read the Data Sheet](#)

Oracle offers comprehensive lifecycle services that help you take full advantage of the extreme performance of Oracle Exalogic.

- **Oracle Premier Support.** Complete support essentials with 24/7 coverage for hardware and software, and proactive resources to help resolve issues before they become problems.
- **Oracle Platinum Services.** Enhanced support services with remote fault monitoring, industry-leading response and restore times, and patching services. Exclusively available at no extra charge to qualifying Oracle Premier Support customers running Oracle's engineered systems, including Oracle Exalogic.
- **Oracle Consulting Services.** Total lifecycle services from architecture design to migration and implementation.
- **Oracle Advanced Customer Support Services.** Tailored, mission-critical support services to help customers maintain and maximize performance of all Oracle mission-critical systems.
- **Oracle Infrastructure as a Service.** Oracle Exalogic hardware and support for a monthly fee, with no upfront capital expenditures.

Oracle support and services experts are focused on delivering rapid time to value and reduced risk. And when it comes to keeping your Oracle Exalogic running at peak performance, Oracle is uniquely qualified to provide the most complete, integrated, and proactive support experience available.



Webcast: Introducing Oracle Infrastructure as a Service.

➤ [Watch the Webcast](#)

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As an Oracle engineered system, Oracle Exalogic Elastic Cloud provides everything you need—hardware software, networking, and storage—in a single machine. And everything in Oracle Exalogic—from applications to disk—is engineered, integrated, optimized, tested, and certified to work together. The result? An integrated platform optimized for running business applications. Fast deployment means that users start to work with their applications sooner, and those applications run significantly faster. With Oracle Exalogic, this extreme performance means you can seize market opportunities, lower business risk, and reduce the cost and complexity of deployment.

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-  [Oracle Exalogic Elastic Cloud: Advanced I/O Virtualization Architecture for Consolidating High-Performance Workloads](#)
-  [Oracle Exalogic Elastic Cloud: System Overview](#)
-  [Evolution from the Traditional Data Center to Oracle Exalogic: An Operational Perspective](#)

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- [Oracle Exastack](#)
- [Oracle Cloud Solutions](#)

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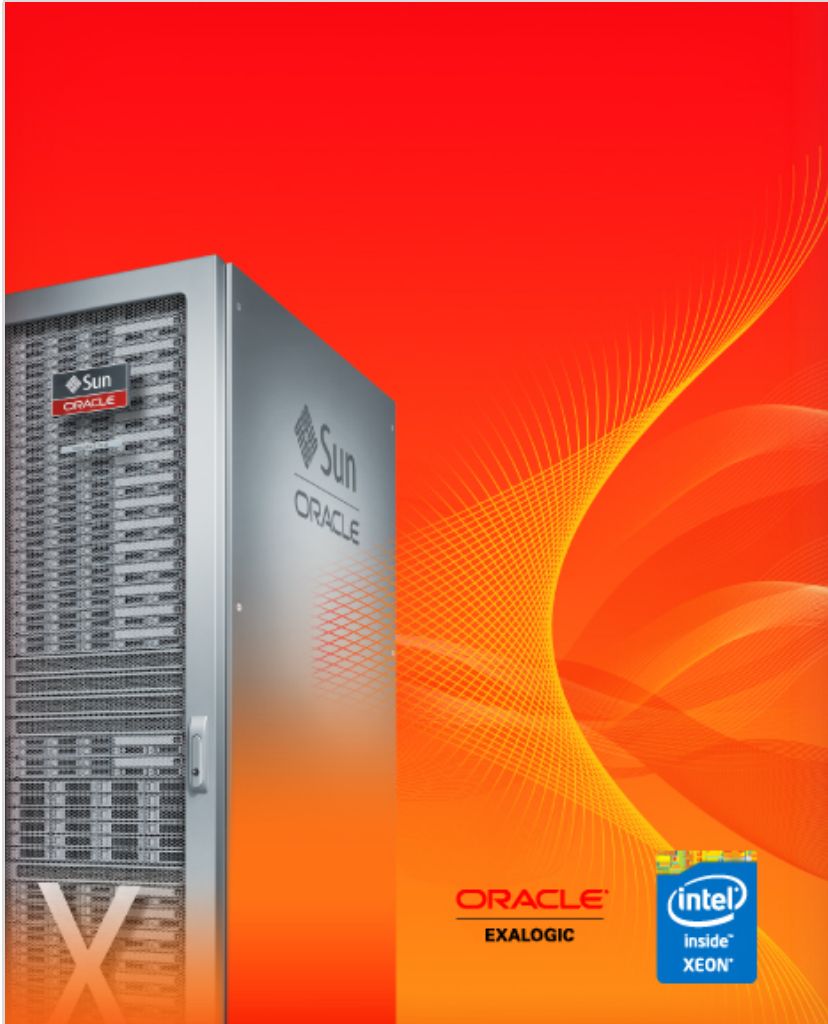
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-  [Oracle Exalogic: Run Business Applications Faster, Sooner, and with Less Risk](#)
-  [Oracle Exalogic Data Sheet](#)

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