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Oracle Cloud Computing Strategy

Han Wammes
Public Sector Market Development Manager
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Oracle GeoSpatial Capabilities for the Cloud
Oracle GeoSpatial Technical Architectuur
GISaaS High Level Capabilities
GISaaS Detailed Capabilities
Cloud Options
Customers Have Multiple Options with Cloud

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Customers Have Multiple Options with Cloud
Customers Have a Choice of Clouds
Private, Public, Hybrid

Private Cloud
• CapEx & OpEx
• Lower total costs
• Control & visibility
• Multiple apps sharing resources

Hybrid Cloud
• Cloudbursting – overdraft for peak loads
• Dev/Test & production
• B2B integration

Public Cloud
• OpEx
• Fast & inexpensive to start
• Outsourced services
• Multiple tenants sharing resources

Exclusive
Shared by multiple organizations
Customers Have a Choice of Clouds
IaaS, PaaS, SaaS

Different Users
IT Professional
Application
Platform
Customizations
IaaS Cloud

Developer
Application
Customizations
PaaS Cloud

Business End User
Application
Customizations
SaaS Cloud

IT Professional
Service Provider
Consumer

Developer
Consumer

Business End User
Consumer

Customers Have a Choice of Clouds

Customer Owned & Operated, Managed by Oracle, Oracle Operated

- **Private Cloud**: Customer owns. Customer operates.
- **Oracle Cloud Services**: Customer owns. Provider operates.
- **Oracle Public Cloud**: Provider owns. Provider operates.

**Build** | **Managed** | **Subscribe**
What Is Oracle’s Cloud Strategy?
Oracle Cloud Computing Strategy

Private
Public
Hybrid

SaaS
PaaS
IaaS

Flexible
Adoption

Complete Choice
Oracle Cloud Offerings

Complete Choice

Private Cloud

SaaS
PaaS
IaaS

Public Cloud

SaaS
PaaS
IaaS

Hybrid Cloud

• Management
• Security
• Integration

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Oracle Cloud Applications

- 100% open standards-based business applications
- Built on shared, elastically scalable platform
- Choice of deployment: on-premise, private, public, hybrid
- Easy integration and extension
Oracle Platform as a Service

- Best of breed, enterprise-grade components:
  - #1 Application Server
  - #1 Database
  - #1 Identity Management

- Shared and elastically scalable

- Comprehensive platform services:
  - SOA/BPM
  - Data Integration
  - Identity Management
  - User Engagement

- Standards-based
Oracle Infrastructure as a Service

- Best Unix and Linux OS
- Broad range of server virtualization and clustering options
- SPARC & x86 servers
- Flash, disk, tape storage
- Networking fabric

Oracle Solaris
Oracle VM for SPARC (LDom) Solaris Zones
Oracle Linux
Oracle VM for x86
Sun Servers, SuperCluster
Sun Storage
Sun Network Fabric
Enterprise Manager

SaaS
PaaS
IaaS
Flexible Adoption – Roadmap to Cloud

**Traditional Silos**
- Physical
- Dedicated
- Static
- Heterogeneous

**Consolidated**
- Virtual
- Shared platform & shared infrastructure
- Dynamic
- Standardized platform & infrastructure

**Private Cloud**
- Self-service
- Auto-scaling
- Metering & chargeback
- Capacity planning

**Public Cloud**
- Specialized
- Shared
- Standardized

**Hybrid Cloud**
- Federation across public & private clouds
- Interoperability
- Cloudbursting

Start with consolidation • Extend to private cloud • Use public cloud where appropriate
Consolidation as a First Step to Private Cloud
Consolidation at PaaS and IaaS Layers

Consolidate onto standard, shared and elastically scalable PaaS

Consolidate onto shared IaaS without standardization

- Standardized PaaS for all applications reduces heterogeneity, cost and complexity
- Accelerated new application development
- Cost savings from less hardware, power and data center space

- Software stack heterogeneity, cost and complexity persists
- No administration (O&M) cost savings
- Cost savings from less hardware, power and data center space
Server Virtualization and Clustering Deliver
Resource Pooling and Elastic Scalability

Server Virtualization
Make one physical resource look like many

Clustering
Make many physical resources look like one

Both server virtualization and clustering are key technologies for cloud
Clustering Options Throughout Stack

- Oracle Cloud Application Foundation
- Oracle WebLogic Server
- Oracle Coherence In-Memory Data Grid
- Oracle Exalogic Elastic Cloud
- Oracle Database Real Application Clusters
- Oracle In-Memory Database Cache (TimesTen)
- Oracle Exadata Database Machine
- Oracle Clusterware
- Oracle Solaris Cluster
- Oracle SPARC SuperCluster
- Sun Servers
- Sun Storage

Broad choice of clustering technologies
From Best-of-Breed to Engineered Systems

- Customer integrated
- Predictable, lower risk guided deployments
- Extreme performance, efficiency,

Best-of-Breed System Elements
Optimized Solutions
Engineered Systems
Self-Service Cloud Management
Oracle Enterprise Manager
Total Cloud Control

Complete Lifecycle Management
- Plan
- Setup
- Build
- Test
- Deploy
- Manage
- Monitor
- Optimize

Integrated Cloud Stack Management
- Applications
- Middleware
- Database
- Operating System
- Virtual Machine
- Servers
- Storage

Business-Driven Application Management
- Simple and Automated
- Business Driven

Self-Service IT

- Are my customers happy?
- Why hasn’t the order shipped yet?
- Are business SLAs being met?

Oracle

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Complete Cloud Lifecycle Management

1. Plan & Setup the Cloud
   - Capacity & consolidation planning
   - Asset discovery
   - Bare-metal provisioning
   - Policy setup

2. Build, Test & Deploy Apps on the Cloud
   - Packaging apps as assemblies
   - Testing applications
   - Self-service provisioning

3. Manage & Monitor the Cloud
   - Auto-scaling
   - Full stack management
   - End-user, business-level, app monitoring

4. Meter, Charge, Optimize
   - Metering resource utilization
   - Chargeback/Showback
   - Optimize performance, capacity, QoS
Oracle Public Cloud
Oracle Public Cloud
Applications and Platform: Based on Industry Standards
Oracle Public Cloud

Differentiators

- Most comprehensive, integrated cloud for business-critical applications
- Delivering the most innovative and advanced applications, database and middleware as a service
- Portability between cloud and on-premise deployment
- Based on open standards (Java, SQL)
Oracle Public Cloud

Simple Pricing Model

Simple monthly based subscription

Multiple tiers with growth option

Elastic consumption model grow and shrink as needed

30-day trial for all services
Integrating & Securing Clouds
Cloud Integration
Integrating Across Cloud Boundaries

Internal Data Center or Private Cloud

Public Cloud

Oracle BPM Suite

Oracle SOA Suite

Oracle Data Integrator
Oracle GoldenGate

ERP  PLM  SCM  HCM

CRM

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Cloud Security
Securing the Cloud Inside Out

• **End-to-End Protection**
  - From Applications to Disk

• **Complete Choice**
  - Open, Standards-based

• **Best of Breed**
  - Integrated and Integratable
Oracle Cloud Computing
Solid foundation. Elastic cloud.

Oracle Cloud Offerings: Complete Choice
Oracle Cloud Computing Strategy

Private
Public
Hybrid

SaaS
PaaS
IaaS

Flexible
Adoption

Complete Choice
Oracle Cloud Computing: Complete Choice

Recommendations

1. Develop a cloud strategy and roadmap that’s right for you
2. For private clouds, start with consolidation
3. Extend to self-service private cloud
4. Use public cloud if requirements are met
Oracle Cloud Offerings – Complete Choice

Private Cloud Products

Applications

Oracle Applications

Platform as a Service

Oracle Applications On Demand

Private & Public Cloud Services

Oracle Cloud Services

Oracle Public Cloud

Oracle Social Network

Infrastructure as a Service

Oracle Solaris

Oracle Linux

Oracle VM for SPARC (LDom)

Solaris Zones

Oracle VM for x86

Servers, SuperCluster

Storage

Network Fabric

Oracle Applications

Oracle Database Cloud Service

Oracle Java Cloud Service

Fusion HCM Cloud Service

Fusion CRM Cloud Service

Exadata On Demand

Exalogic On Demand

Open Geospatial Consortium (OGC)

MapViewer Service

Geocoding Web Service

Routing Web Service

MapBuilder

GeoCoder

Route

MAP

Directory Search

WMS

WFS

CSW

Oracle Database, MySQL,

Exadata Database Machine

Cloud Application Foundation: WebLogic Server,

Coherence, JRockit, Exalogic Elastic Cloud

SOA Suite & BPM Suite

Data Integration & GoldenGate

Identity & Access Mgmt

WebCenter User Engagement

Oracle Applications

Oracle VM for x86

Oracle Linux

Oracle Solaris

Oracle VM for SPARC (LDom)

Solaris Zones

Oracle Enterprise Manager

Ops Center

Cloud Management

Oracle Enterprise Manager

Cloud Control
oracle.com/cloud

www.facebook.com/OracleCloudComputing

@OracleCloudZone  Hashtag: #oraclecloud
Hardware and Software

Engineered to Work Together