Why Entrust Your Cloud Data Management Strategy to a Generic Cloud Platform?

Oracle Cloud is an innovative platform that offers the most complete, secure, and highly scalable environment to simplify data management in the cloud.

ORACLE®
CLOUD

Businesses around the world are embracing cloud solutions to acquire on-demand technology platforms and infrastructure, enabling a new wave of IT innovation. However, many companies replace their infrastructure for a commodity cloud vendor, and then realize that they need advanced platform capabilities that the vendor can't offer. Oracle offers the most comprehensive set of cloud offerings not only for Infrastructure-as-a-Service (IaaS), but also for Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS), all fully integrated.

Move to the Modern Cloud

Most firms are hesitant to move to the cloud in one step. Instead, they typically begin with an IaaS solution, then gradually establish a complete cloud platform (PaaS) for maximum gains. Commodity cloud vendors such as Amazon offer generic infrastructure services that are useful for basic computing activities, but performance is lacking for enterprise workloads. In addition, Amazon customers quickly find that their cloud deployments lack compatibility with on-premises deployments, leading to increased complexity and hidden operational costs. Amazon offers a closed architecture that pales in comparison to Oracle Database as a service (DBaaS), Bare Metal, and High-Performance offerings.

Furthermore, AWS is relatively costly once you look at performance per dollar spent. Benchmark test results from Oracle showed that Oracle DBaaS performed up to 105X faster for Analytics workloads, 35X faster for online transaction processing (OLTP), and 1000+X faster for mixed workloads compared to Amazon DBaaS.[1]

Unmatched Performance on Oracle Cloud

Differences among vendors become even more pronounced when companies embrace cloud platform offerings. For example, DBaaS is ideal for variable workloads because it allows users to consume database resources whenever and wherever they are needed, eliminating

> "WITH ORACLE DATABASE CLOUD SERVICE, WE GET GREATER VALUE AT A LOWER PRICE POINT THAN WITH ANY OTHER CLOUD VENDOR. I RECEIVE THE BEST TECHNOLOGY IN THE WORLD, MANAGED IN AN AUTOMATED DEPLOYMENT PLATFORM THAT ALLOWS ME TO FOCUS ON MY CORE BUSINESS INSTEAD OF ON MANAGING IT INFRASTRUCTURE."
> - **RON HARDMAN**
>   **FOUNDER, SETTLEOURESTATE.COM**

AMAZON AWS: THE SAME AS ALL OTHER CLOUDS

- Built on commodity infrastructure
- Requires manual assembly of key elements such as PCI Flash, Oracle RAC, and Oracle In-Memory Database
- Uses a low latency computing fabric
- Depends on slow first-generation Cloud infrastructure
- Can't scale-out Oracle deployments across nodes

ORACLE CLOUD: EMBRACING THE FUTURE

- High-performance storage is 19x faster than AWS for data transfer speeds
- Ranked by Gartner as the leader for Hybrid Transactional/Analytical Processing (HTAP)

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[1] http://www.oracle.com/us/products/database/database-cloud-services-comparison-3227721.pdf

the need to purchase, build, and manage disparate databases and storage systems. This approach lowers operational expenses since you only pay for what you use. However, those savings quickly vanish if database administrators have to set up and manage a database platform on top of bare infrastructure.

Oracle Database Exadata Express Cloud Service, by contrast is available as a turnkey cloud service that customers can license for as low as $175 per month. This elastic cloud platform service is compatible with Oracle Database installations throughout the world, both on-premises and in the cloud, with instant access to integrated optimized database and infrastructure offerings. A 100 percent compatibility design ensures that all of Oracle's DBaaS solutions utilize the same architecture and software, enabling you to leverage the same skills and support, whether you deploy the solutions on-premises, in a private cloud implementation, or in Oracle Public Cloud (see diagram).

Database Cloud Services for Enterprise

	Express	Database [Elastic Compute or Bare Metal]	Exadata
Database Development	✓	✓	✓
SMB & Departmental Applications	✓	✓	✓
Enterprise Applications		✓	✓
Highest availability, scalability and performance			✓
Deployment platform	Shared	Dedicated	Engineered

Oracle Workloads Run Faster on Oracle than on Amazon AWS

As a key component of Oracle Cloud Platform, Oracle benchmark tests revealed that Oracle Database Cloud performed up to 105 times faster for analytic workloads, 35 times faster for online transaction processing (OLTP) workloads, and 1,000 times faster for mixed workloads, compared to the Amazon Database Cloud offering.[2] The reason is simple: The Oracle Cloud environment has been optimized for running Oracle Database workloads, while Amazon Web Services is a closed offering, set up for generic, do-it-yourself deployments. In another test, an Oracle Database running on the Oracle Cloud performed up to 24 times faster than an Oracle Database running on AWS.

Cloud infrastructure is often just the first part of a multi-step journey. Oracle offers a complete path to the cloud that encompasses integrated IaaS, PaaS, and SaaS solutions. You can simplify your IT infrastructure and minimize capital investments by utilizing Oracle Cloud services for infrastructure, data management, applications, and business intelligence. All Oracle Cloud solutions allow for flexible deployment models, enabling customers to seamlessly migrate their IT workloads from an on-premises data center to the cloud and back again. Best of all, Oracle offers competitive cloud pricing for all types of businesses in every industry, with affordable solutions for companies of all sizes. For more information, visit www.cloud.oracle.com or sign up for a free trial at cloud.oracle.com/en_US/tryit.

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[2] https://www.oracle.com/corporate/pressrelease/database-benchmarking-092016.html

- Deploy on-premises while enjoying Cloud simplicity with Oracle Cloud Machine
- Prices start at $175/month for turnkey Oracle Exadata Express Cloud Service

ORACLE CLOUD ADVANTAGES

- 100% compatibility between cloud and on-premises deployments
- In depth security at all layers of the stack—off-line, on-line, and in transit
- Support for high-performance workloads on Oracle engineered systems
- No hassles with networking configuration, storage configuration, database patching, and upgrades
- Turnkey platform services are ready to provision in minutes

"WE ARE PRESERVING YOUR EXISTING INVESTMENT AND ALLOWING YOU TO MOVE IT TO THE CLOUD WHERE YOU CAN SAVE MONEY, RUN FASTER, MORE SECURELY, AND MORE RELIABILITY THAN YOU CAN IN YOUR OWN DATACENTER. THIS IS A BIG DEAL AND A BIG DIFFERENCE. YOU SIMPLY CANNOT DO THIS WITH AMAZON. MOVING APPLICATIONS AND DATA INTO AMAZON IS A LOT OF WORK."
- LARRY ELLISON, CTO, ORACLE

"ORACLE CATERED TO SMALLER COMPANIES WITH THE CLOUD SERVICE AND THEY DID IT THROUGH THE SUBSCRIPTION BASE MODEL. ON TOP OF THAT THEY PROVIDED A LOT MORE CUSTOMER SUPPORT COMPARED TO AWS AND OTHER BARE-BONE SOLUTIONS, WHICH WAS VERY HELPFUL FOR ME AS A NON-TECHNICAL CEO."
BRANDON SIEGENFELD
CEO AND FOUNDER
EPISTOCRACY.COM

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Integrated Cloud Applications & Platform Services