

A woman with dark, curly hair is sitting on a grey couch. She is wearing a maroon cardigan over a white top. Behind her is a large, abstract artwork with gold and silver metallic ribbons. To her right is a lamp with a dark shade. The couch has yellow and brown pillows.

## Kay Malcom

SENIOR DIRECTOR, DATABASE PRODUCT MANAGEMENT  
ORACLE



# Oracle Data Management: Customer Benefits

## Modern App Development

- Simplify and accelerate app deployment
- Simplify the use of data models and data analytics



# Oracle Data Management: Customer Benefits

**Simply Complete Solution**

**Completely Simple**



# Oracle Data Management: Customer Benefits

**Easiest and most productive  
app development platform**



**Developing**



**Running**

# Oracle Data Management

Easy develop of modern applications



## Developing



# Simply Complete for **Any Data**

## Converged Database



Oracle Database

- Eliminate Data Fragmentation
- Unique Queries and Transactions
- Create Value
- Build into your Applications



# Simply Complete for **Any Data**

## Converged Database



Oracle Database

### Structured



Relational



Graph



Avro, Parquet



Blockchain

### Unstructured



Geospatial



XML



JSON



Text



# Simply Complete for **Any Workload**

## Converged Data Management



Oracle Database

### All Transactional Workloads



Operational



IoT



Distributed



Key-Value

### All Analytical Workloads



Data  
Warehouse



Data  
Lake



Operational  
Intelligence



Machine  
Learning

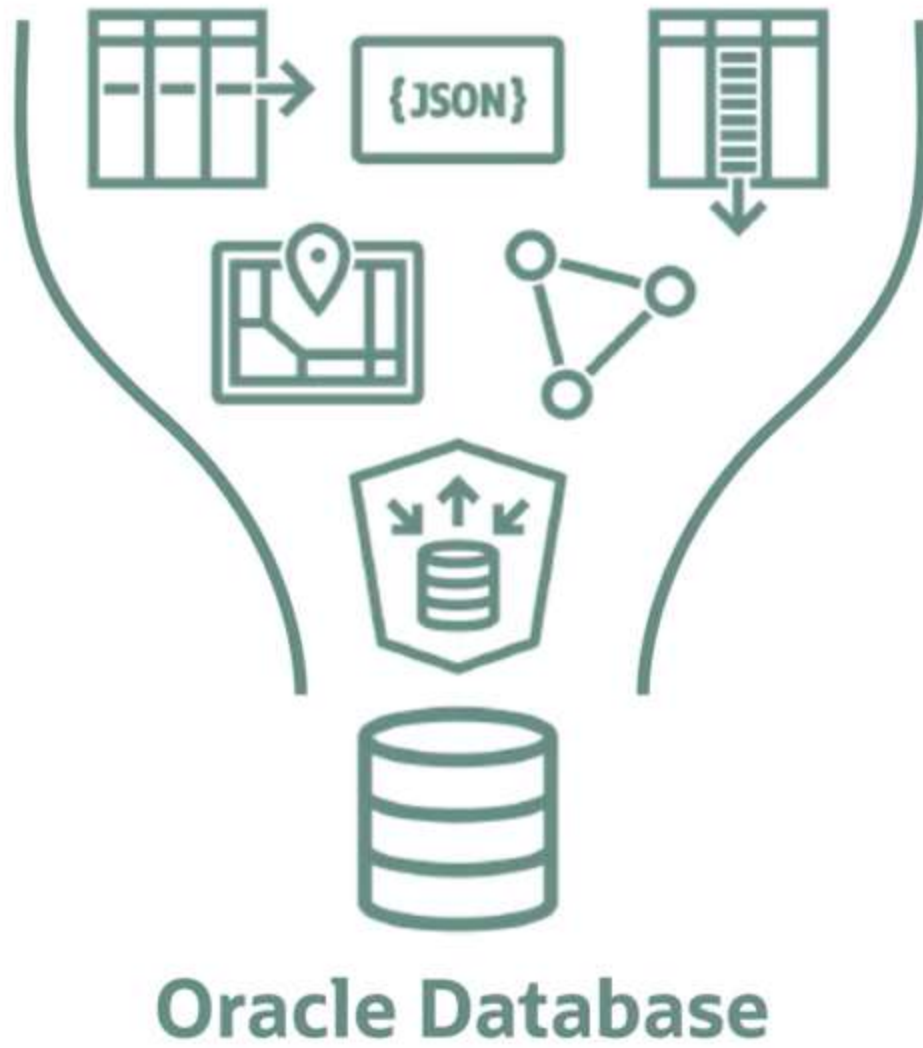


Multi-  
Dimensional

Run any combination of workloads on any combination of data



# Simply Complete for **Any Development Style**



**Supports Mongo DB API**



# Completely Simple **Cloud Native Development**



**Autonomous  
Database**

## Point-and-Click Cloud-Native Development

  
Data Modeler  
Native  
Data Modeling

  
SQL Dev  
Native  
SQL IDE

  
APEX  
Native  
Low Code

  
Native  
ETL

  
Liquibase  
Native  
CI/CD

## Automates Difficult **Data** Engineering

  
Auto  
ML

  
Auto  
Insights

## Automates Difficult **Database** Engineering

  
Auto  
Scaling

  
Auto  
Indexing

  
Auto  
Partitioning

**Focus on the data for solving business problems**



# Completely Simple **Cloud Native Development**



**Autonomous  
Database**

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## Automates Difficult **Data** Engineering

  
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**Simplifies difficult data engineering architectures**



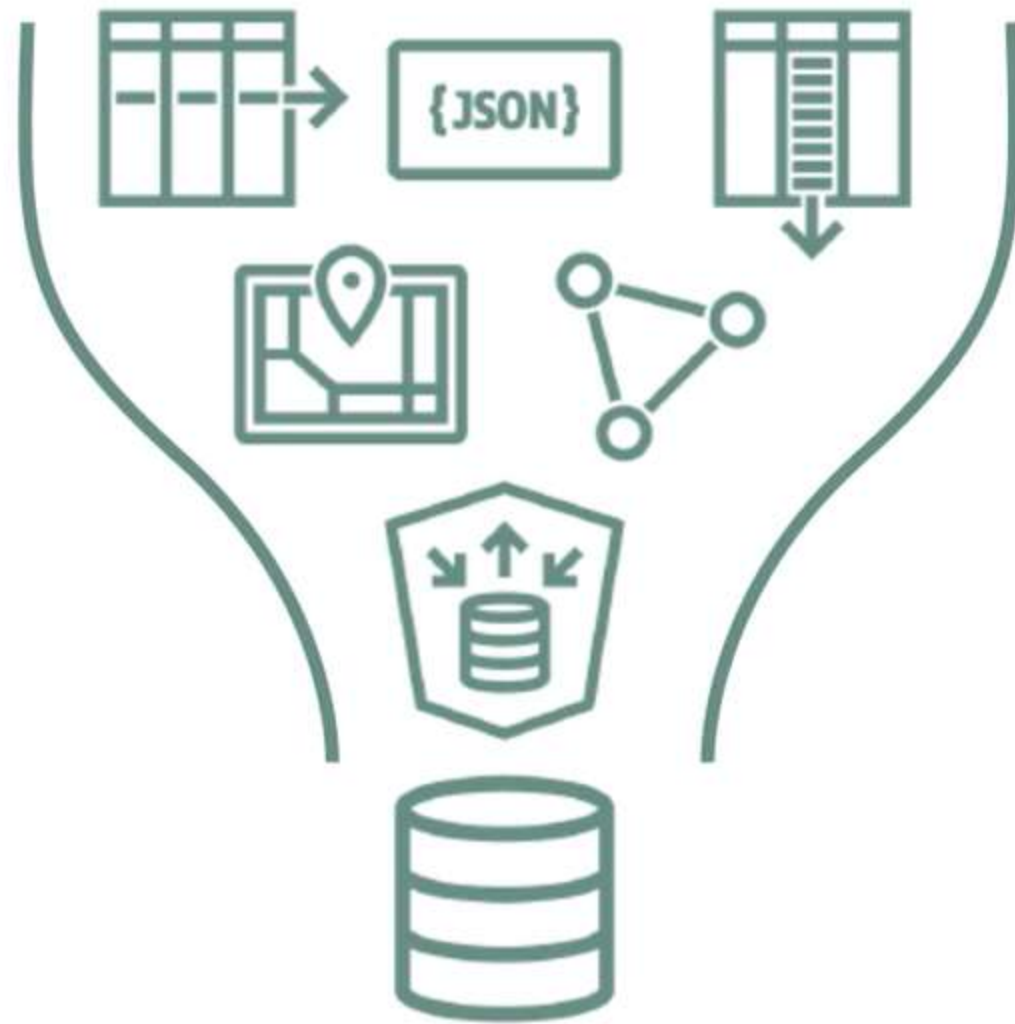
# Oracle Data Management



**Running  
Modern Apps and Analytics.**



# Simply Complete **Mission-Critical Capabilities**



**Oracle Database**

- Support Mission Critical Applications
- High availability, Security, Operational solutions



# Simply Complete **Mission-Critical Capabilities**



Oracle Database

## Complete Scaling in Every Dimension



## Complete Protection from All Types of Risk



Provides mission critical capabilities



# Completely Simple for **Running all Modern Apps**



**Autonomous  
Database**

## Ultra-Sophisticated Database Technologies Made Simple



Transparent  
Performance



Transparent  
Scale-Out



Transparent  
Parallelism



Transparent  
Recovery



Transparent  
Security

## Data Management for Even Ultra-Sophisticated Apps Made Simple



Siebel



PeopleSoft



JD Edwards



E-Biz Suite  
Coming Soon



Warehouse  
Mgmt (LogFire)

**Solutions for minimizing risk, dealing with complexity and availability**



# Big Picture: Oracle Data Management

## Simply Complete



Oracle Database

### Converged Database

- Complete support for all modern data types, workloads, development style
- Completely scalable, available, and secure

## Completely Simple



### Autonomous Database

- Simplest cloud database for running completely mission-critical applications