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ORACLE

# Oracle Data Management: Customer Benefits

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## Modern App Development

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

# Oracle Data Management: Customer Benefits

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**Simply Complete Solution**

**Completely Simple**

# Oracle Data Management: Customer Benefits

Easiest and most productive  
app development platform



Developing



Running

# Oracle Data Management

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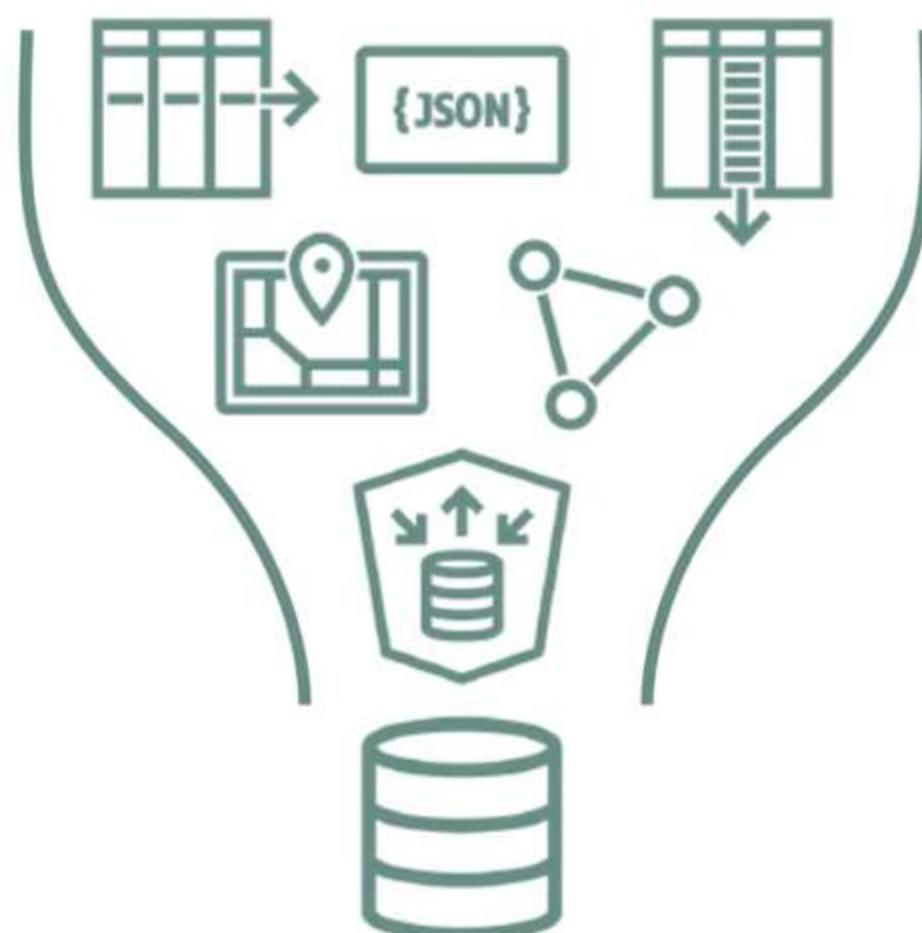
Easy develop of modern applications



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



Oracle Database



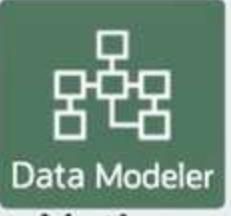
Supports MongoDB API

# Completely Simple Cloud Native Development



**Autonomous  
Database**

## Point-and-Click Cloud-Native Development

- |  |   |   |   |   |
|--|---|---|---|---|
|  Data Modeler<br>Native Data Modeling |  SQL Dev<br>Native SQL IDE |  APEX<br>Native Low Code |  ODI<br>Native ETL |  Liquibase<br>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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|--|---|---|

**Simplifies difficult data engineering architectures**

# Oracle Data Management

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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**

Exadata	RAC	Parallel SQL	In-Memory	Sharding
Performance	Scale-Out	Parallelism	Acceleration	Hyperscale

**Complete Protection from All Types of Risk**

Data Guard Disaster Protection	GoldenGate Active-Active Replication	ZDLRA Zero Data Loss Backup	Data Safe Data Security	Blockchain Crypto Security
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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