



Data Center Exit

Sales Play
Sales Opportunities



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FY24 Sales Strategy

Welcome to FY24 Tech sales plays

Modern Data Platform
AI and Application Innovation
Data Center Exit
Estate Modernization

oracle.com/made

Data Center Exit is a strategic path to improving IT while managing costs

What 400 global CEOs are saying



IT is central to corporate strategy

Top two areas CEOs intend to increase:

Digital Capabilities
Information Technology

However, headwinds remain

Cost Management was the fastest growing CEO priority

Profitability is the top financial priority

Common reasons customers are exiting the data center

Economically
meet demand
fluctuations



Use OpEx to expand on demand.
Conserve CapEx.

Reduce costs
and improve
profitability



Improve revenue value and
contain costs.

Faster time
to market
and growth



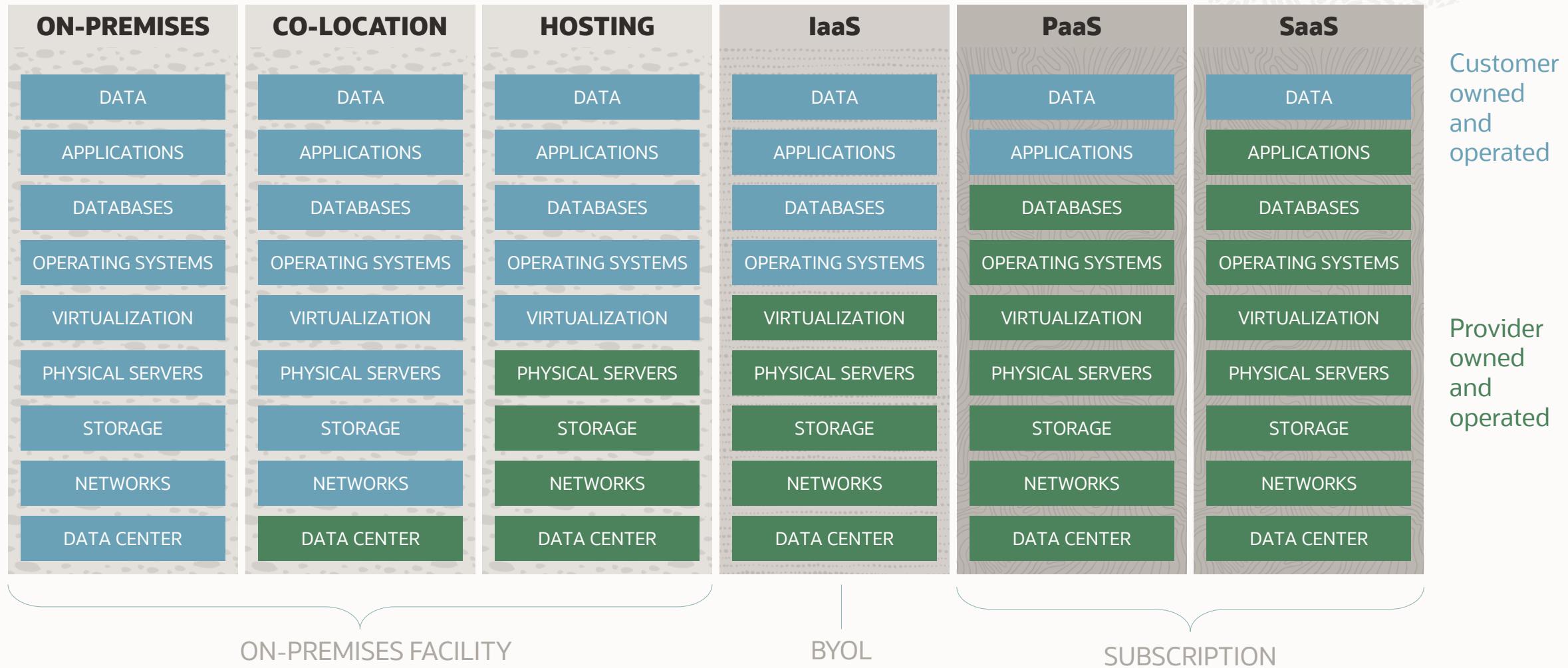
Deliver innovation instead of
focusing on infrastructure

Meet
regulatory
requirements

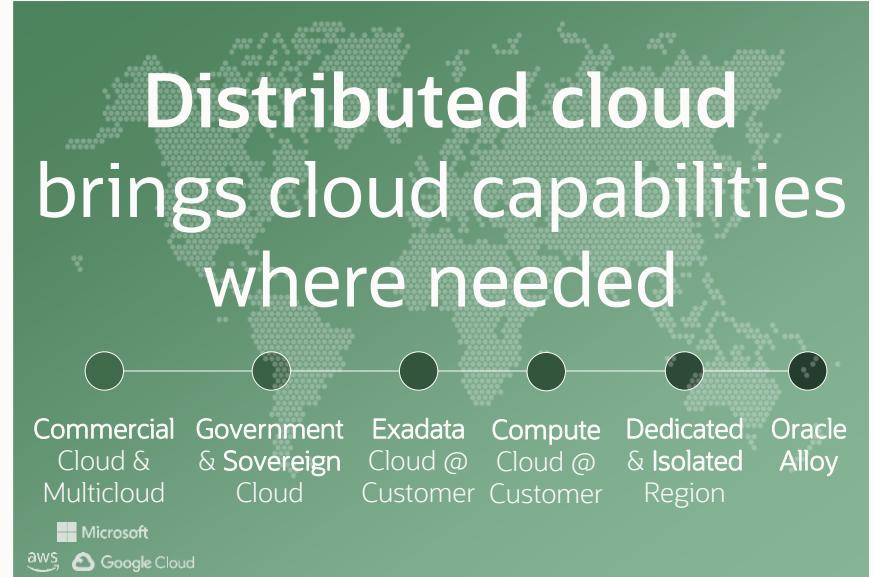


Manage risk by providing desired
business continuity.

Responsibility model



How Oracle continues to help customers



Faster migration on **vmware®** 

Includes administrative access and tooling, just like on-premises

Best cloud for Oracle apps and databases 

Purpose-built database hardware, exclusive capabilities, licensing flexibility, expert administration, loyalty rewards

Connect to nearly any data source or target 

Today's discussion: how Oracle can help you exit the data center

Economically
meet demand
fluctuations



Reduce costs
and improve
profitability



Uber

Faster time
to market
and growth



vivo A small, stylized human figure icon next to the word "vivo".

Meet
regulatory
requirements



vodafone

How do you scale for existing applications?

Challenge

Customer-facing systems have usage swings, but customers always expect a consistent response.

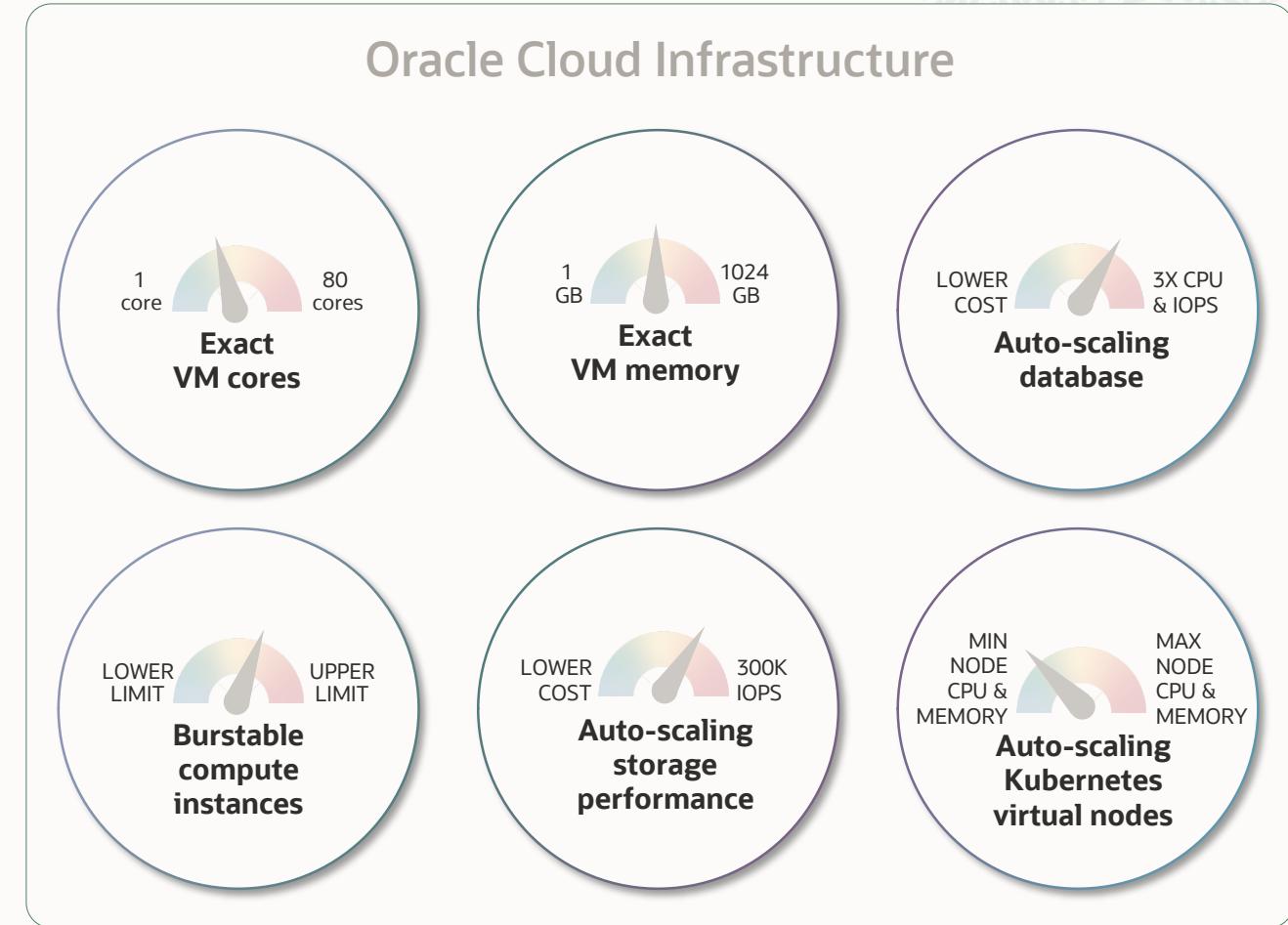
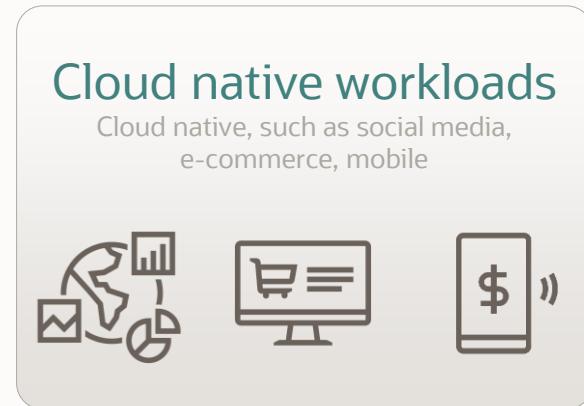
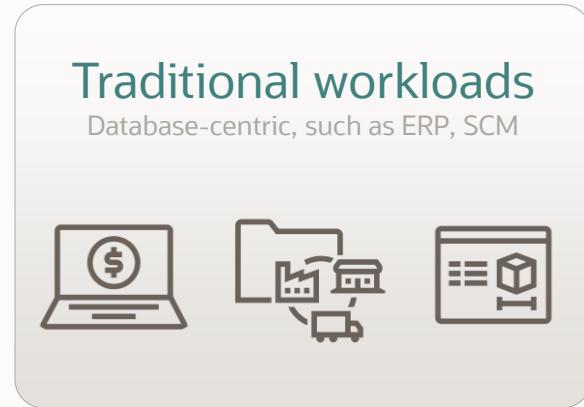
Seasonal sales and new product introductions can cause demand to surge. The fluctuations over the last few years have been unprecedented.

Companies need to have sufficient capacity to handle the demand but simultaneously not pay for idle resources.

Many underlying systems are older and can't scale by simply adding servers or containers.



Automatically scale and tune in one platform—even older applications



Guitar Center accelerates cloud adoption to support customer demand, saving \$1.5M

- Guitar Center moved its core systems, including order management, warehouse management, demand forecasting, enterprise resource planning, and its ecommerce platform, to OCI to gain elasticity across its infrastructure so that it could adjust quickly based on business conditions.
- OCI made it easy for Guitar Center to migrate activities to the cloud without rewriting applications.

\$1.5M

Saving \$1.5M in 2022, with expected cost savings of more than 40% in data platform expenses over the next three years

1.5%

Reduced cost per transaction by 1.5% and increased online shopping conversion by 1.6% by delivering new services and experiences

30%

Improved performance by 30%

[Guitar Center story](#)



Exit other clouds to gain more flexibility

The other clouds do not provide the same flexibility and scalability of OCI.

Customers exiting other clouds can achieve flexibility with virtual machine sizes.

OCI can also support workloads with performance block storage.

Only OCI and Azure offer all Oracle Database editions and options, including purpose-built hardware, Exadata. (See notes)

	OCI ORACLE CLOUD Infrastructure	AWS	Azure	Google Cloud
Flexible VM	Yes OCI offers flexible sizes for VMs in increments of a single CPU for the AMD, Intel, and Arm architectures.	No AWS instance types come in fixed sizes, which typically double in each step (and in cost). Workloads needing just a bit more performance have to "round up" to a more expensive size.	No Azure virtual machines come in fixed sizes, which typically double in each step (and in cost). Workloads needing just a bit more performance have to "round up" to a more expensive size.	Yes, but Google Cloud offers flexible VMs, but they are in fixed sizes.
Oracle Database	Yes OCI is the premier location for Oracle Database, offered as a service and on Exadata, with all editions and options available.	Yes, but Available in RDS or DIY on a single node, in limited editions.	Yes Oracle Autonomous Database@Azure, Oracle Exadata Database@Azure, Oracle Base Database@Azure (same as OCI)	No Not an authorized cloud environment. Running Oracle Database may be unsupported.
High Performance Disk	Yes Block storage can be configured with different performance, which is changeable without restarting the virtual machine. Performance is also available with auto-tuning to dynamically adjust to workload requirements.	Yes, but AWS EBS offers multiple types with performance options. Some have burst mode, but this only lasts until a volume's "credit" runs out. EBS does not have an automatic tuning option.	Yes, but Azure offers customizable performance with Premium SSD v2 and Ultra disks, although they are not available in all regions. Neither have an automatic tuning option.	Yes, but Google Cloud offers extreme Persistent Disk but it is only supported on a few VM types. Performance can only be changed by increasing the size of the disk, which means that performance cannot be changed while the virtual machine is running.



8x8 moves to OCI from AWS amid explosive growth

- Use case: Economically meet demand fluctuations
- Migrated over 20 million new users to OCI
- Chose OCI over AWS because of significant cost savings across compute, network transfer, and storage
- Expanded its global footprint on OCI by deploying its core XCaaS platform to meet growing demand in different regions around the world

4 days

Migrated its video meeting service to OCI from AWS in just 4 days

25%

Achieved a 25% increase in performance per node

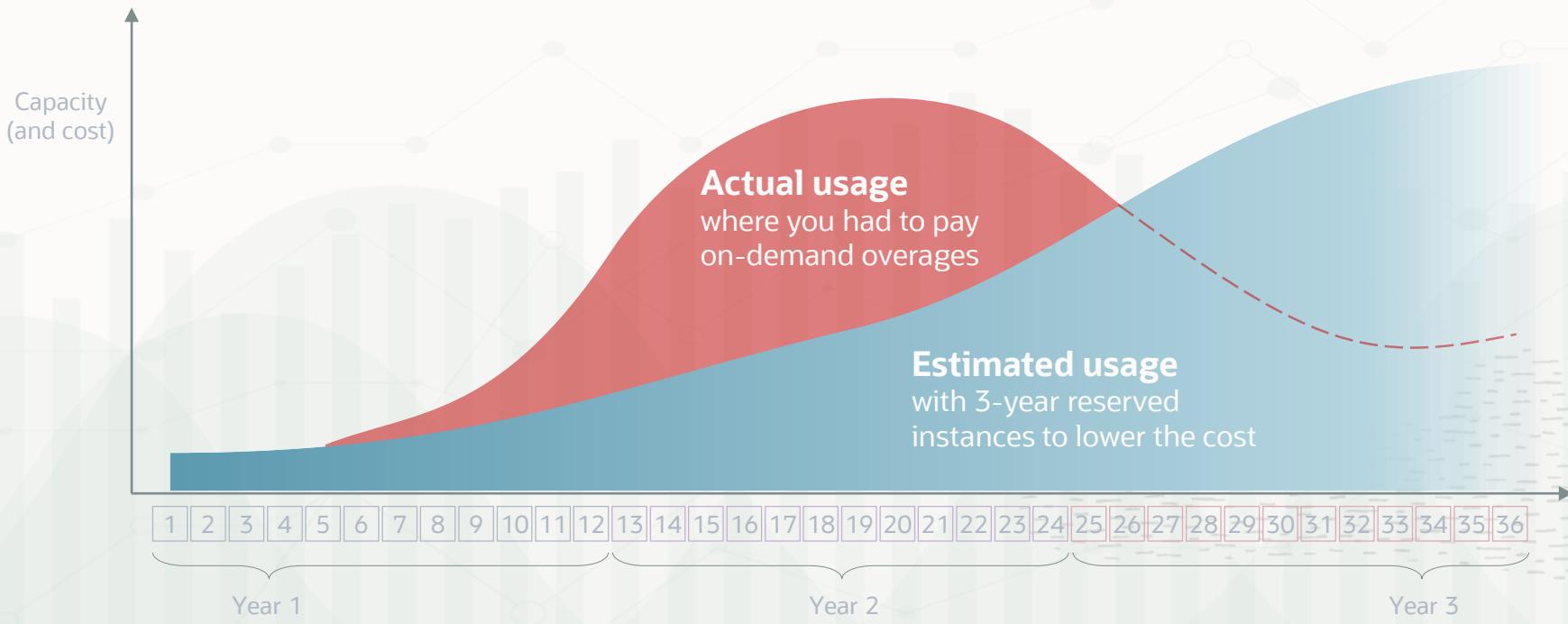
80%

Achieved 80% cost savings in network egress costs



[Link to announcement on Oracle.com](#)

Are you able to accurately budget for growing demand?



Challenge

Estimating cost is difficult.

You have to guess at demand a year (or three) in advance in order to apply discount programs.

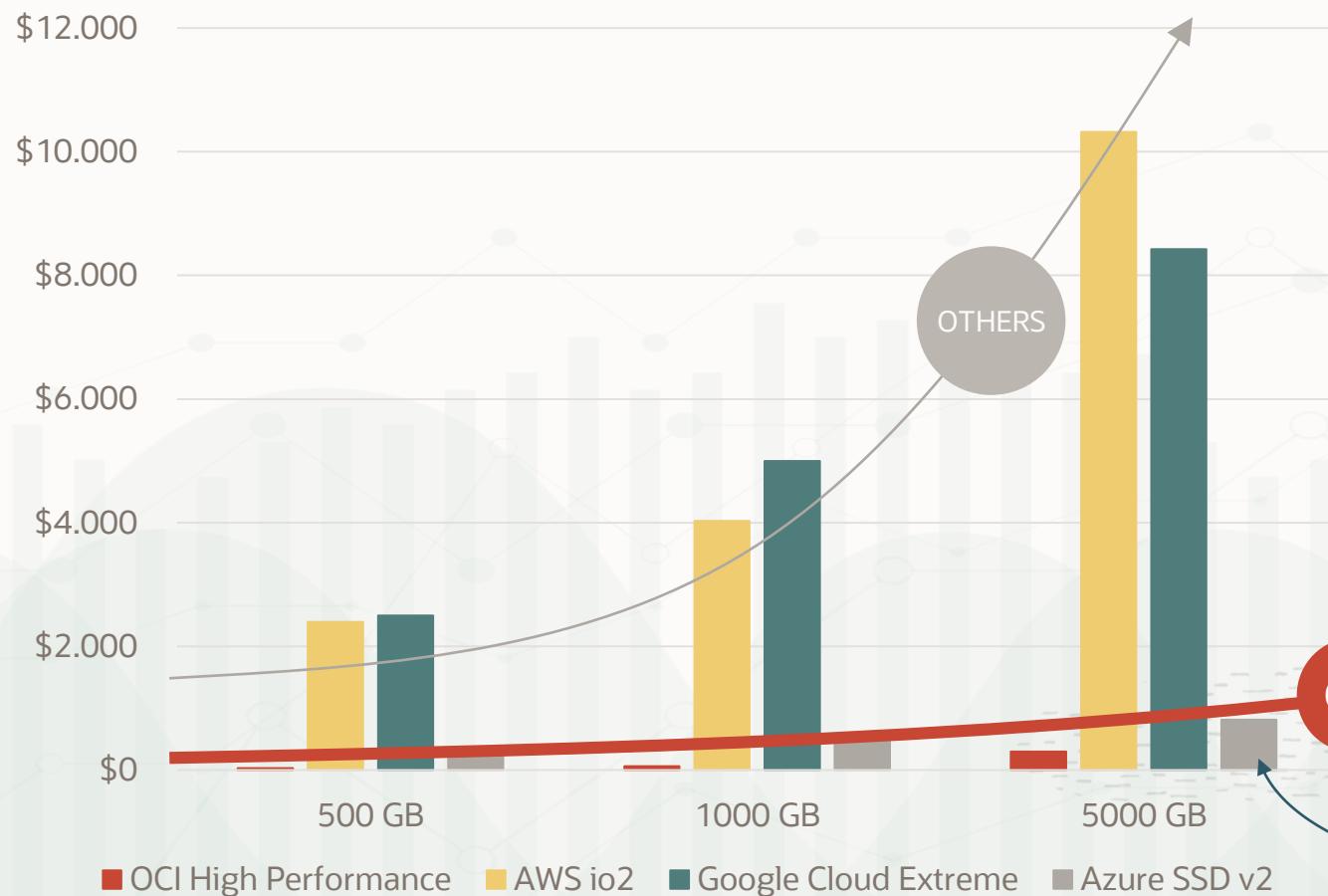
In addition, each service can have multiple pricing metrics, which makes estimation even more difficult.

What looks like cheap pricing doesn't matter if you guessed wrong, which is why analyst research points to cost management as being highly important.

OCI offers lower, more predictable pricing

What if your data needs went up 2 or 10x?

High performance block storage per month pricing



Ask yourself,
“what if I’m **successful?**”

What if your needs grow
by **2x** or **10x**?

What is the cost then?

Will your performance keep up?
Can your discounts accommodate the change?

OCI High Performance
provides **5X** more IOPS than
Azure Premium SSDv2

Uber selects OCI to accelerate innovation while reducing cost

- Uber provides mobility-as-service in 72 countries and 10,500 cities
- OCI is a strategic cloud partner to modernize infrastructure of critical workloads
- OCI helps to enhance customer service, build new products, and increase profitability

"Oracle provides an ideal combination of price, performance, flexibility, and security."

Dara Khosrowshahi
CEO, Uber

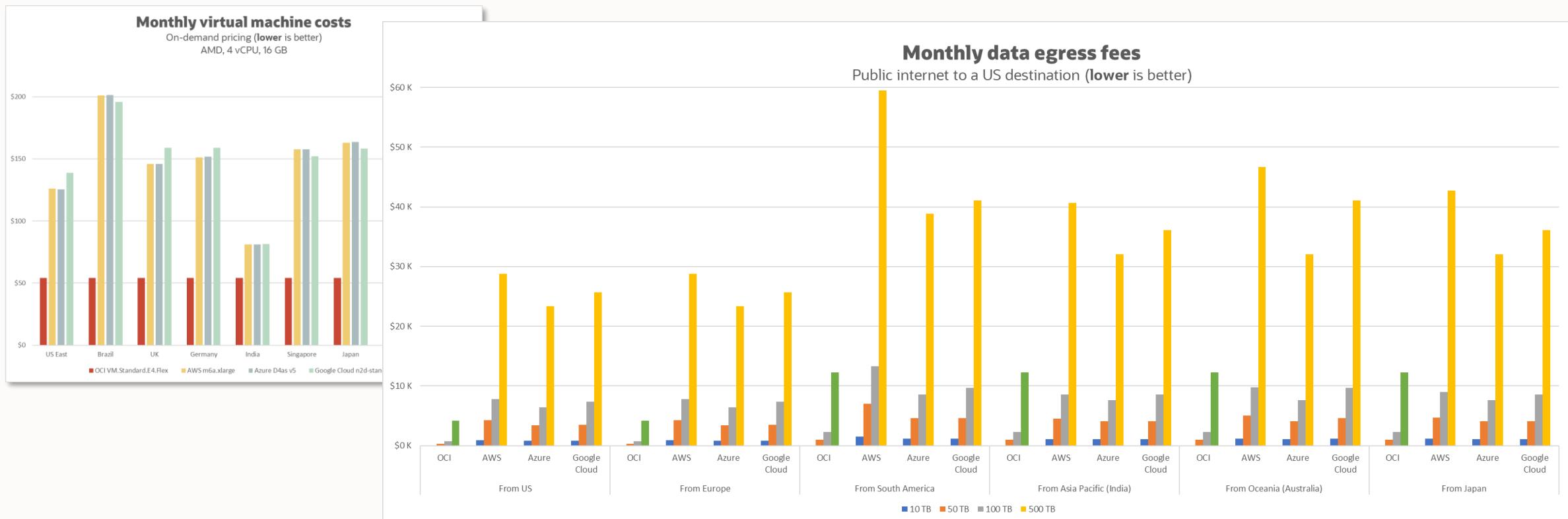
[Link to the announcement on oracle.com](#)



Reduce costs beyond what other cloud providers offer

Other cloud providers charge more for comparable services, as shown for virtual machines and data egress fees.

Only OCI offers consistent pricing for the same services in all global regions. Others can charge significantly more.

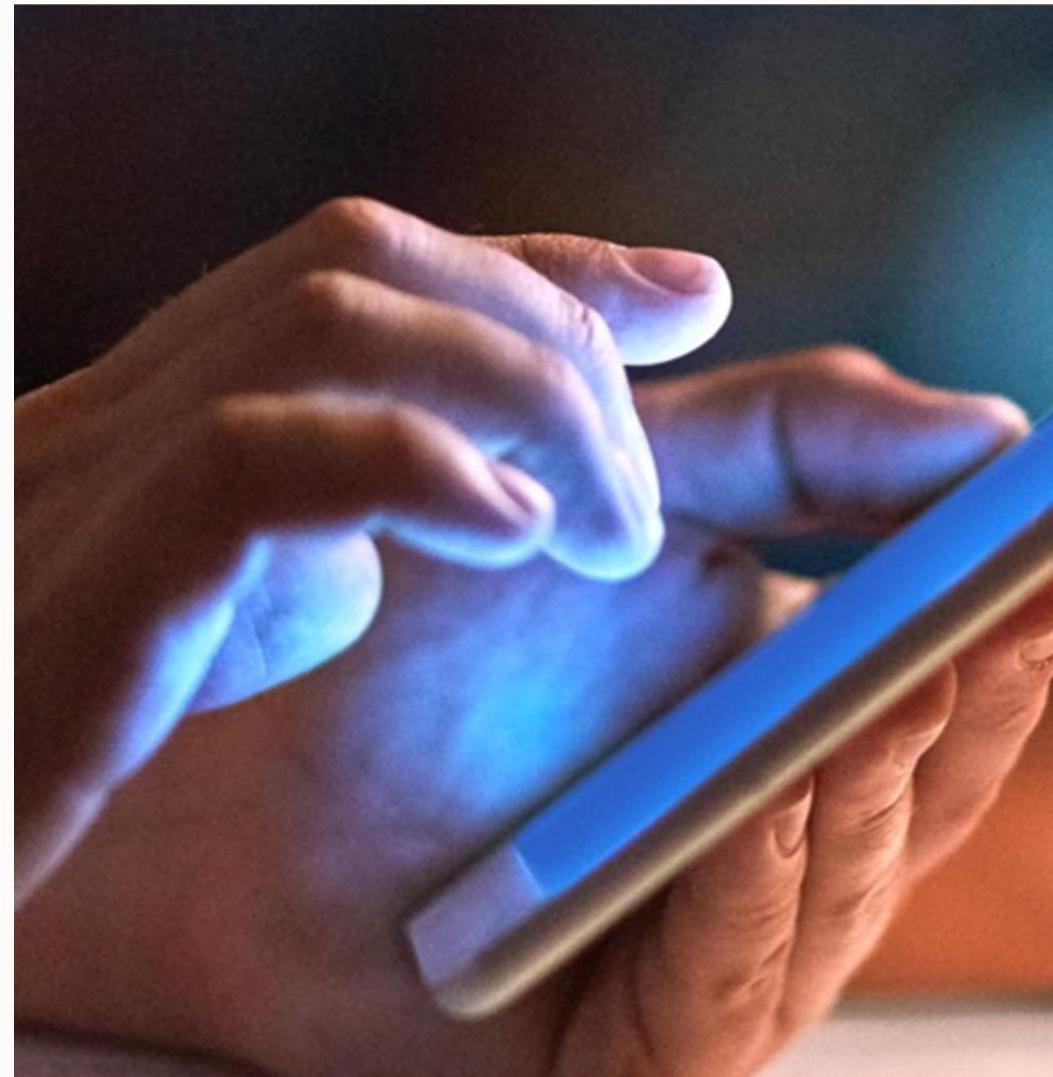


Cybereason gains a more robust VMware infrastructure platform by migrating from AWS to OCI

- Use case: Reduce costs and improve efficiency
- Cybereason chose Oracle Cloud VMware Solution since it provides an identical experience to on-premises
- Current internal processes remain the same as on-premises, Cybereason can leverage their existing experience to provide IaaS services to their development teams
- Competitive replacement of AWS

"The bare metal and CPU memory was stronger [on Oracle Cloud VMware Solution compared to AWS]."

Iztik Moshaof
Sr. Director of IT, Cyberreason



[Link to the announcement on oracle.com](#)

Where do you start and what moves first?

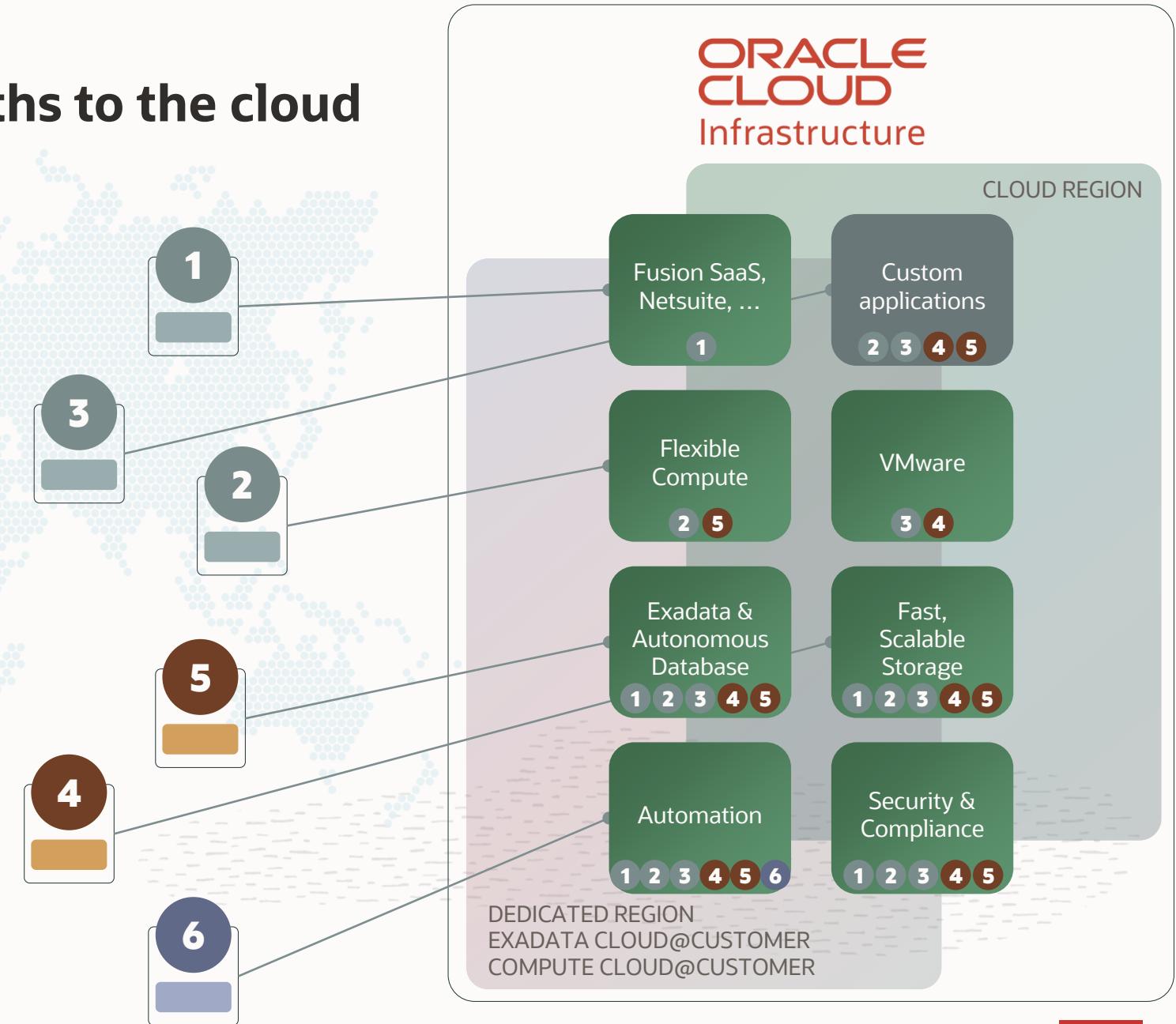


Challenge

Multiple applications, fragmented data, and scattered sites impede innovation.

Moving existing workloads to the cloud requires reviewing architectures, budgets, and resources.

Oracle offers the fastest paths to the cloud



Vivo selects OCI to accelerate time to market while reducing cost

- The Brazilian branch of Telefonica is a leader in mobile phone service provider to 112 million customers
- Migrating essential workloads from data center to OCI to speed up new services by 30%
- VMware simplifies IT infrastructure by running telecom apps in virtualized environment with control
- Vivo reduces its environmental impact with 100% renewable energy powering the OCI São Paulo region

90%+

Workloads migrated from
Campinas data center to OCI

25%+

Operational cost reduction from
closing data center

[Link to the announcement on oracle.com](#)



Exit other clouds to get to market faster

All clouds offer virtual infrastructure that looks similar to on-premises.

However, OCI is designed for enterprise workloads with off-box control plane virtualization, non-blocking network architecture, and RDMA cluster networking. Other clouds were retroactively designed around previous business usage.

Oracle also offers complete applications in the cloud.

	OCI ORACLE CLOUD Infrastructure	AWS aws	Azure Microsoft	Google Cloud Google Cloud
Bare metal servers	Yes OCI is built on bare metal servers and offers them with full control over the hardware. Configuration is simple.	Yes, but AWS offers bare metal in many different configurations, making it confusing to choose	Not currently Azure BareMetal is designed for SAP HANA , and may be over-sized. Azure no longer releases pricing.	Yes, but Google Cloud Bare Metal Solution runs in a separate environment from Google Cloud. Google does not release pricing.
Cluster networking	Yes All bare metal servers offer high-speed, low-latency connections to create high-performance clusters.	Yes AWS offers enhanced networking for most of its bare metal servers. Customers need to check the particular instance type.	Unknown Azure doesn't specify if BareMetal has high-speed interconnects, as this isn't a primary use case.	No Google Cloud Bare Metal Solution provides four (4) 25 Gbps ports and must travel through a partner interconnect to the parent region.
Applications	Yes Oracle offers Fusion Applications for ERP, HCM, Marketing, Sales, and more.	No AWS does not offer any application suites.	Yes, but Azure offers Dynamics but it requires significant customization.	No Google does not offer its own applications, but it does partner with SAP, among others, to provide functionality.



StarCRM moves from AWS to OCI to scale new markets

- Company needed rapid solution scaling since its target market grew to include new customers with new markets to break into
 - Use case: Faster time to market and growth
- ⑩ Tested performance and functionality in a successful POC environment, and began to migrate production workloads from AWS to OCVS
- ⑩ Can now scale compute dynamically and provide performance at an economical cost for clients
- Eliminated issues associated with licensing and scaling the team previously experienced with AWS

50%

Licensing cost savings compared to AWS

40%

Improvement in developer productivity



[Link to the announcement on oracle.com](#)

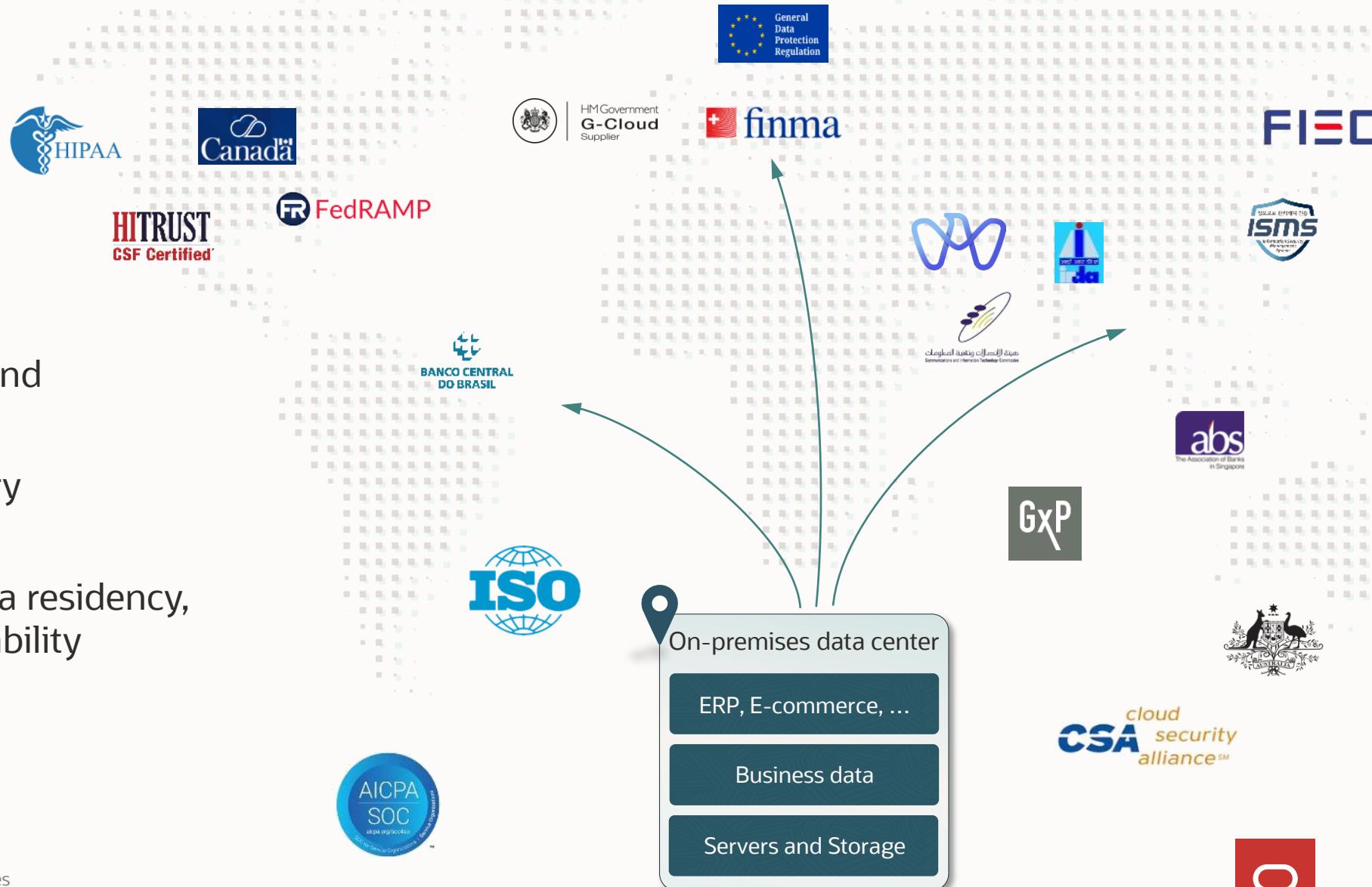
How do you navigate global regulations?

Challenge

Expand to new markets and geographies

Enable meeting regulatory requirements

Support data privacy, data residency, sovereignty, and sustainability



Oracle can help accelerate your regulatory and sustainability goals

80+

compliance
programs



Higher Utilization Rate

Achieve up to 70% reduction in energy usage



Optimized Energy Usage

Energy Star® systems.
ISO14001, ISO50001 data centers



Renewable Energy

Oracle Cloud in Europe runs on 100% renewable



Circularity

99.9% of hardware is re-used or recycled

OCI Distributed Cloud provides regulatory solutions that no other provider can



Commercial
Public Cloud

- All OCI capabilities
- OCI native security plus third-party solutions
- Multicloud, including Azure



Government &
Sovereign Clouds

- All OCI capabilities
- OCI native security plus third-party solutions
- Multicloud, including Azure



Exadata
Cloud@Customer

- Managed Oracle database services in your data center



Compute
Cloud@Customer

- OCI compute-based services in your data center



Dedicated Region
& Isolated Region

- All OCI capabilities in your data center
- Data residency and optional air-gap deployment



Oracle Alloy

- All OCI capabilities in your data center
- Partners become cloud providers

Control

All 100+
OCI cloud services

Vodafone accelerates technology modernization on OCI

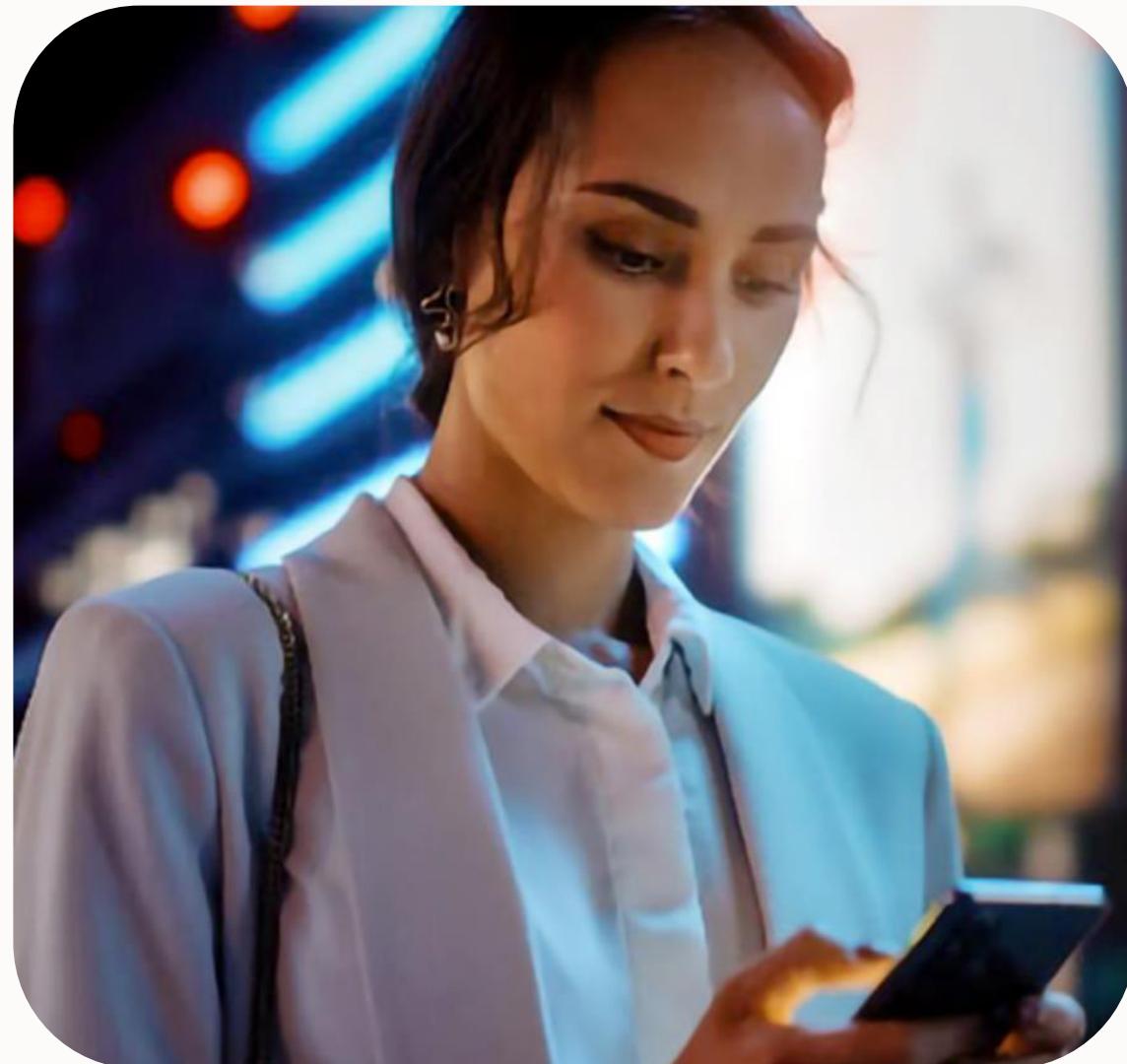
- Vodafone's goal is to transform operations, customer engagement, and service development/deployment
- OCI Dedicated Region enables Vodafone to flexibly modernize, manage, and automate its critical systems using new technologies such as autonomous services, and more easily meet the latency and performance requirements of their applications
- Meets Vodafone's data-residency regulations and application performance standards
- Flexibility to spread Universal Credits across OCI Dedicated Region in Vodafone's data centers and Oracle public cloud

40 to 6

Consolidating 40 data centers into six OCI dedicated regions in three countries

2,500+

Migrating 2,500+ databases and 350+ applications, including CRM and order management



[Vodafone story on Oracle.com](#)

Exit other clouds to meet regulatory requirements

All clouds offer many certifications and compliance. However, many customers may need to be in a specific geographic region, operate under sovereign rules, or still operate in their data center.

OCI provides the most complete set of options while *still offering* 100+ public cloud services. AWS, Azure, and Google Cloud offer limited services outside of their public regions.

	OCI ORACLE CLOUD Infrastructure	AWS aws	Azure Microsoft	Google Cloud Google Cloud
Sovereign region	Yes Two in EU . Both are EU-incorporated and managed by EU citizens. Over 100 public cloud services available.	No No plans to offer sovereign regions. AWS believes permission controls in its existing public cloud regions are sufficient.	Eventually Microsoft is partnering with third-party providers to offer sovereign regions, but these regions will have a limited subset of services. It is not clear how support and operation will be split between Microsoft and the third parties.	Eventually Google is partnering with third-party providers to offer sovereign regions, but these regions will have a limited subset of services. It is not clear how support and operation will be split between Google and the third parties.
On-premises cloud	Yes Dedicated Region provides all public cloud services	Yes, but AWS offers Outposts but it is a limited subset of their public cloud services. Pricing for the same services can be higher than in public cloud regions. Requires connectivity to public cloud region.	Yes, but Azure offers Stack Hub but it is a limited subset of their public cloud services. Hardware is provided by a third party, making support problematic.	Yes, but Google Cloud offers Distributed Cloud but it is a limited subset of their public cloud services. It is still new with no or few public references.

Acuant chooses OCI over AWS, Rackspace, and IBM for regulatory efforts

acuant

- ⑩ When the company grew, Acuant needed a provider that could help the company scale while meeting regulatory requirements
- ⑩ Use case: Meet regulatory requirements
- ⑩ Chose Oracle for its security, support for regulatory compliance efforts, and predictable pricing
- ⑩ Migrated its Version 2.0 platform to Oracle Cloud Infrastructure
- ⑩ Reduced attack surface, better understanding of attack vectors, and faster response time due the Oracle Web Application Security team

99.95%

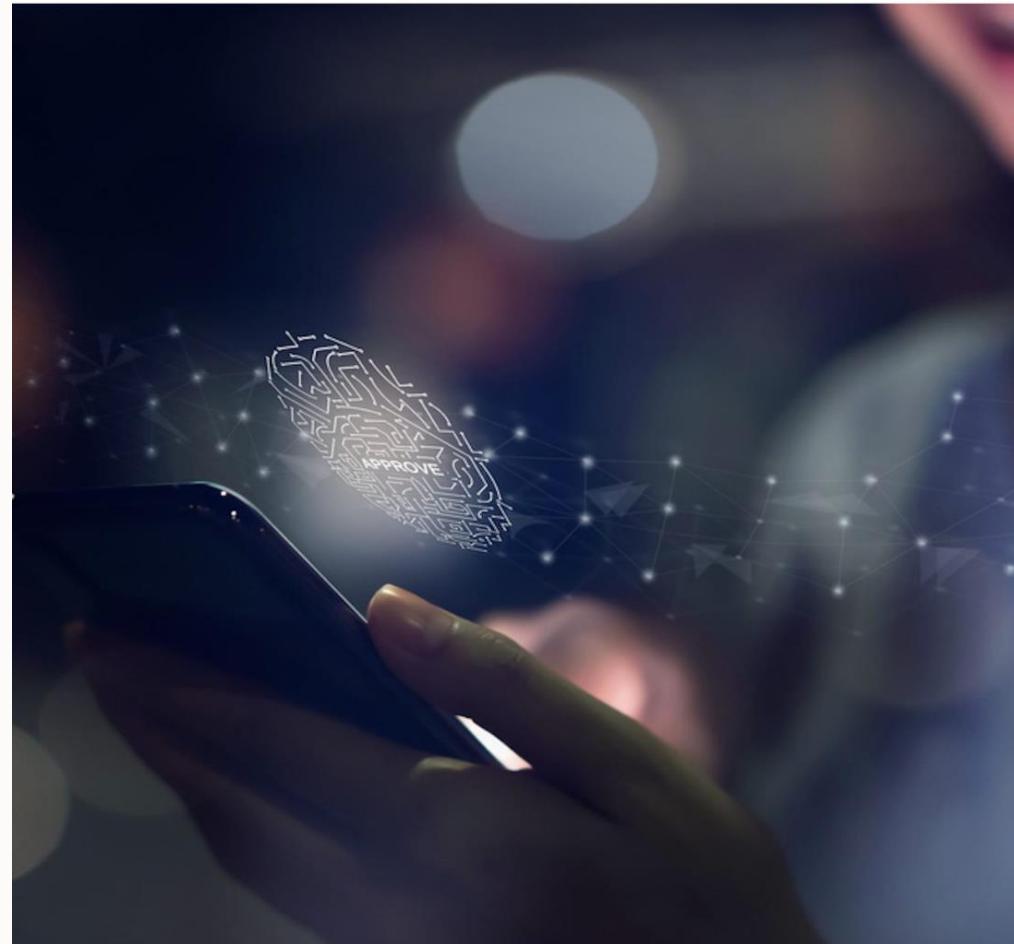
Uptime achieved by Oracle's availability, manageability, and predictability SLAs

KYC and AML

Met the following necessary compliance regulations: Know your customer (KYC) and anti-money laundering (AML)

1 week

Reduced the amount of time it took to onboard new customers from 90 days to <1 week



[Vodafone story on Oracle.com](#)

Meeting customers where they are: Oracle Database@Azure



Oracle Exadata Database Service, Autonomous Database, and Base Database Service are available in the Azure Marketplace

Oracle hardware resides in Azure regions

Deeply integrated with Azure logging, metrics, events, and Microsoft Entra ID (formerly Azure Active Directory)

Services offered in Azure are the same (at feature parity) with those in OCI

Oracle sales are compensated the same

Customers earn Support Rewards

Oracle Database@Azure usage counts towards a customer's Microsoft Azure Consumption Commitment

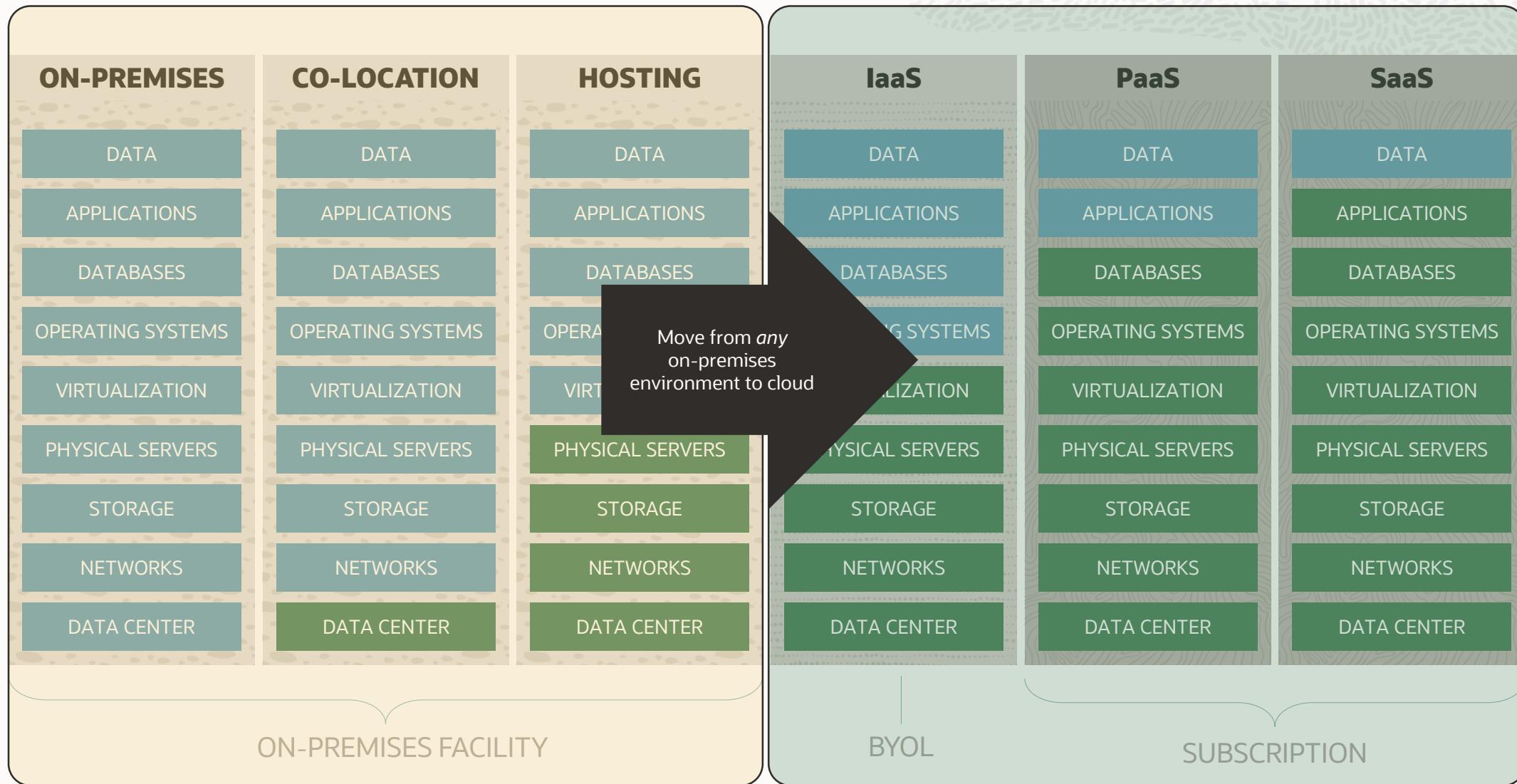
For Oracle customers with significant Azure commitment but no OCI exposure, use Oracle Database@Azure to keep the customer on Oracle

For customers with little investment in Azure, lead with OCI

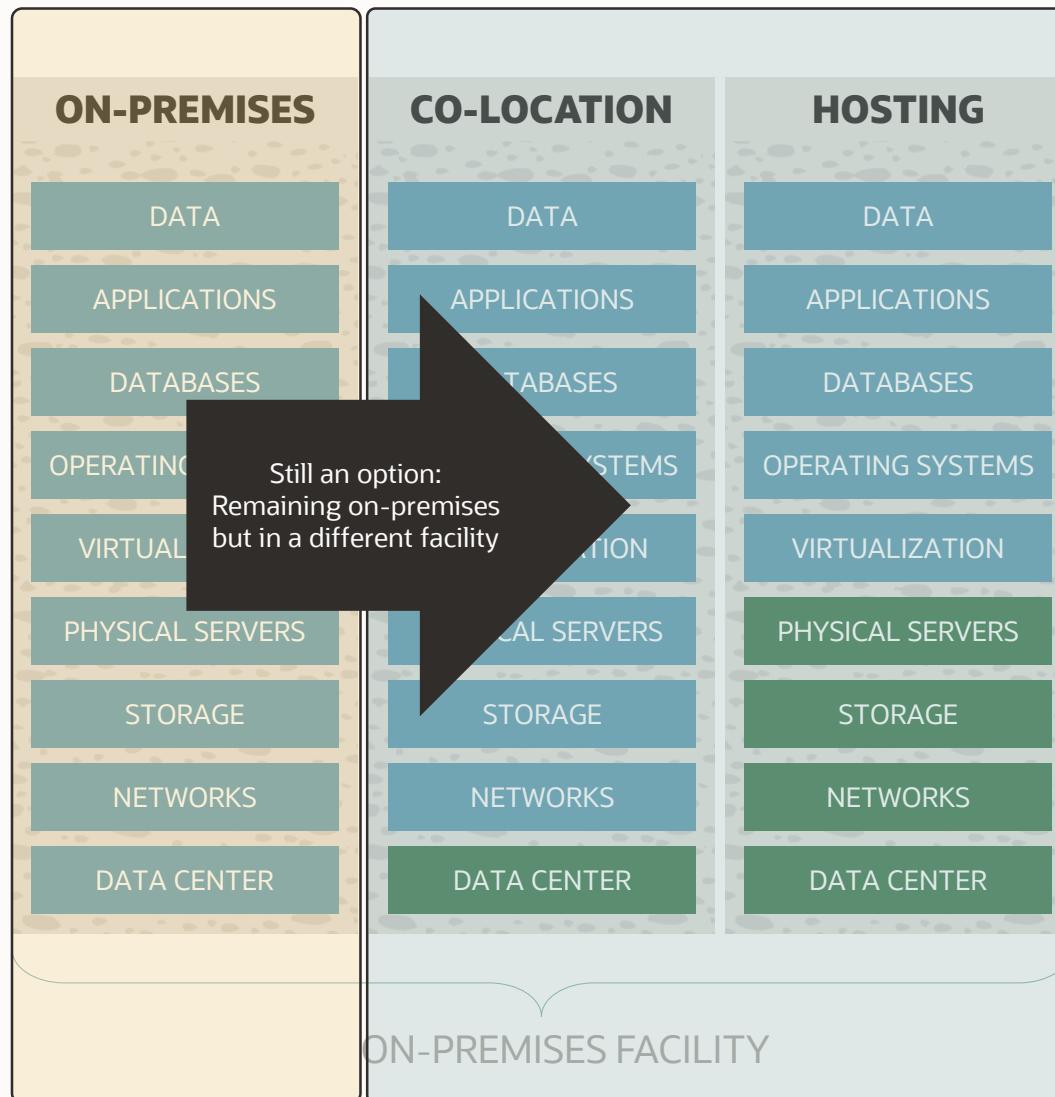
Addendum

Moving to a co-location or hosting facility

Data Center Exit: this sales play



Data Center Exit: still on-premises



The value proposition for customers running in the data center mostly holds true when **moving to co-location or hosting facilities**

When moving, customers can take make optimizations for their Oracle estate:

- Consolidate onto Exadata or, preferably, Exadata Cloud@Customer, to provide additional performance, scaling, and cost savings
- Identify data that can be archived into cold storage or at least compressed to use less space

While moving, customers *will* have additional costs as they duplicate most of their licenses (applications, database, OS) and buy additional hardware. Customers can save if they retire these applications from the original on-premises data center (or even shut it down).

BYOL

SUBSCRIPTION

What project should we consider first?

1. Migrating applications to OCI
2. Migrating SaaS applications to OCI
3. Migrating open-source data platforms to OCI
4. Consolidating Oracle Databases, considering Exadata Cloud@Customer and cloud regions



Thank you



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