



# Commercials Observability & Management

## Partner Enablement



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# #1\*

Cloud Management Services are the largest area of overspending reported by IT organizations.

# 72%<sup>\*\*</sup>

of organizations identify as being in the initial adoption or intermediate stages of Observability maturity.

## *Challenges that enterprises face\*\*\**

- Duplicate and unnecessary data collection*
- On-premises, cloud, and cloud-native technologies*
- Struggling to get a complete picture of performance, in part due to tool sprawl*
- Struggling to identify the cause of a problem and resolve it quickly*



\* Source: IDC AIOps and Observability Survey Results: Leadership Drives Trust and Expansion, Doc# US50059623, January 2023

\*\* Source: IDC, Overspending on Cloud Management Services: Implications for Managed Service Providers, Doc #EUR150609823, May 2023

\*\*\*. IDC Market Glance, Observability and AIOps, 4Q23



# Events that can lead to an O&M opportunity

1. Consideration to move workloads to the Oracle cloud (OCI)
2. Consideration to move an Oracle app to the cloud
3. Adopted hybrid cloud and has multiple management tools
4. They cannot monitor new apps with their current tools
5. They cannot predict IT usage capacity
6. Customers complain about poor performance
7. Staff complains about too much work
8. They need to be able to remediate issues automatically
9. Current management tools are very expensive
10. Any recent security breach (within the customer's industry is preferred)
11. Need agility to compete in business



# Top challenges of modernizing management



## Challenges



Disjoint management of cloud and on-premises deployments with point solutions



Complexity of managing large fleets of cloud and on-premises databases



Unable to identify critical application bottlenecks



Data silos that limit performance and utilization analysis

## Oracle Solutions

1

**Unified observability on-prem & multicloud**

2

**Deep management of databases everywhere**

3

**Rapid troubleshooting & problem resolution**

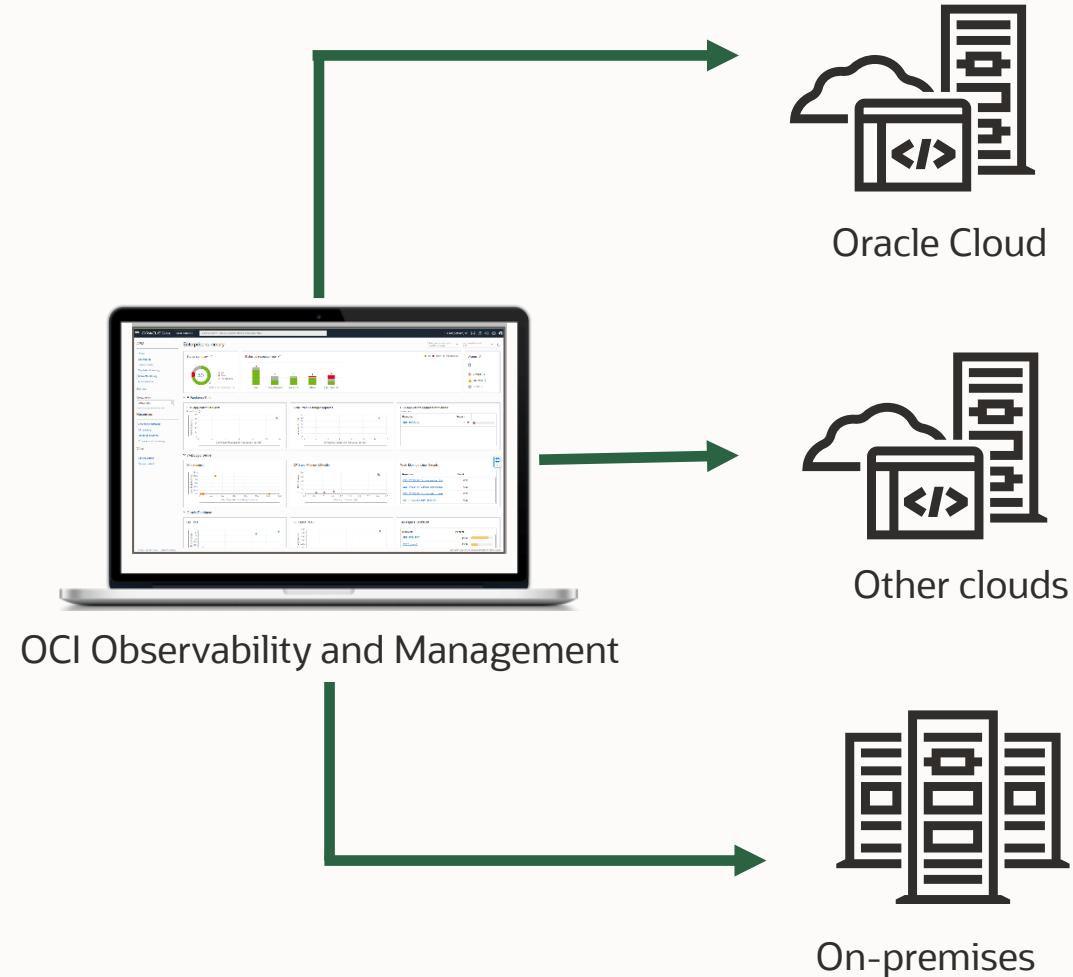
4

**Proactive management**



# Unified observability

 Disjoint management of cloud and on-premises deployments with point solutions



# Observe and manage your entire stack across any environment



**Observe** and **manage** multicloud and on-premises deployment of infrastructure, database, and apps

- Automatically discover application topologies and associated resources
- Provide a unified view of resource usage

**Gain** deep visibility into Oracle Database, Exadata and Oracle Apps Unlimited

- Use knowledge-base of functional modules, logs, alerts

**Reduce** multiple tools with an integrated solution

- Collect all telemetry (Metrics, Events, Logs, Traces, SQL)
- Augment data collection with open integration

**Resolve** issues **before** users, customers, and your business are impacted.

- Eliminate noise, auto-detect problems, and identify root causes
- Provide ML-based operational insights



# Easily connect and extend 3<sup>rd</sup> party platforms

## Co-existence and integration with 3<sup>rd</sup> party management solutions

- Built-in or REST API integration with 3<sup>rd</sup> party management solutions such as Datadog, Cisco Splunk, New Relic, Dynatrace, Prometheus, Grafana, PagerDuty, and others
- No need to “rip and replace” currently deployed management solutions

## Industry standards and opensource tools

- CNCF, OpenTracing, OpenTelemetry, Fluentd, Kafka, Terraform, and so on

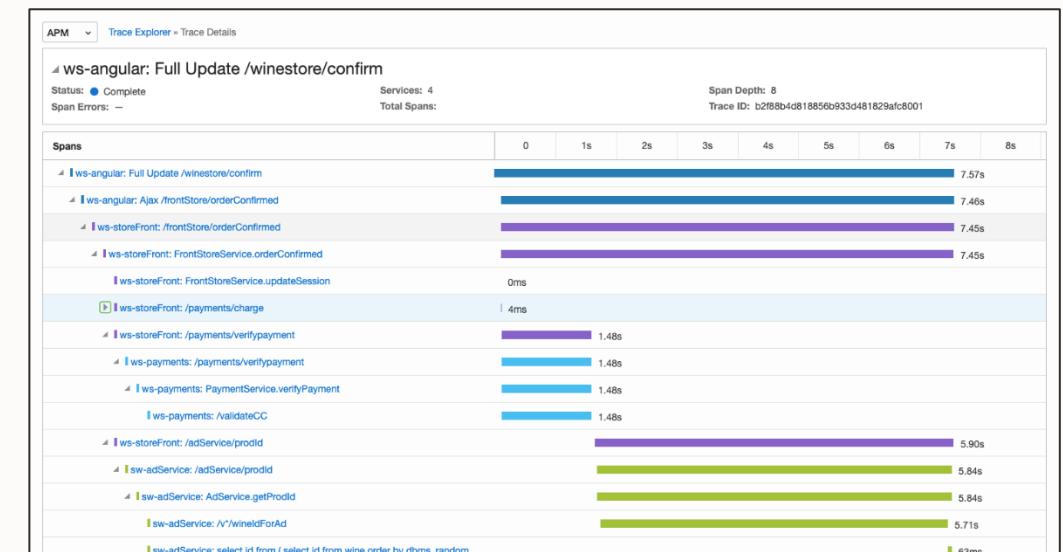
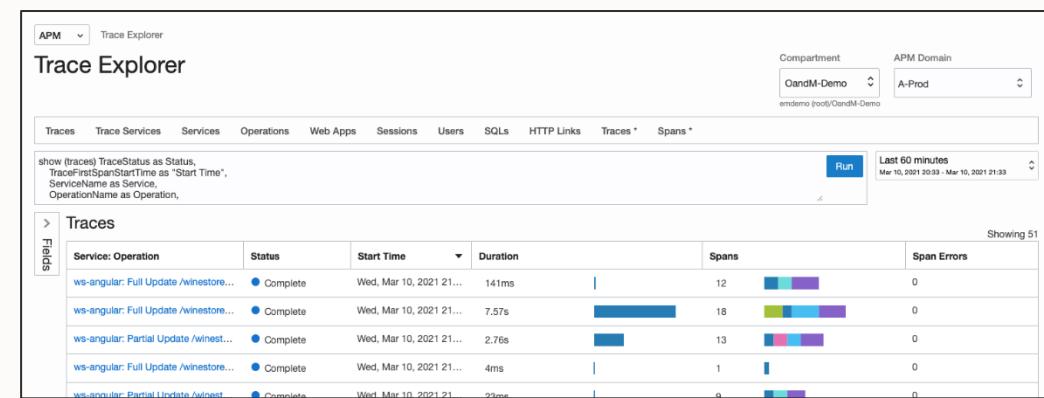
## OCI Connector Hub

- Centralized place to manage and monitor data movements between OCI and many 3<sup>rd</sup> party tools



# End-to-End Transaction Tracing and Service Diagnostics

- Capture all steps (spans) of all transactions (traces) all the time
- Trace sync and async transactions, from browser to database
- Accept and store 100% of the traces
- Long term data retention for diagnostics, comparison, and analytics
- Explore and analyze trace data using an intuitive, strong query-language based UI
- Pre-defined and customizable tagging (dimension) for rich, meaningful, segmentation
- Service topology discovery and visualization
- Dedicated, customizable views for different consumers (SRE, ops, dev, business, etc.)
- Alerts, notification and automation



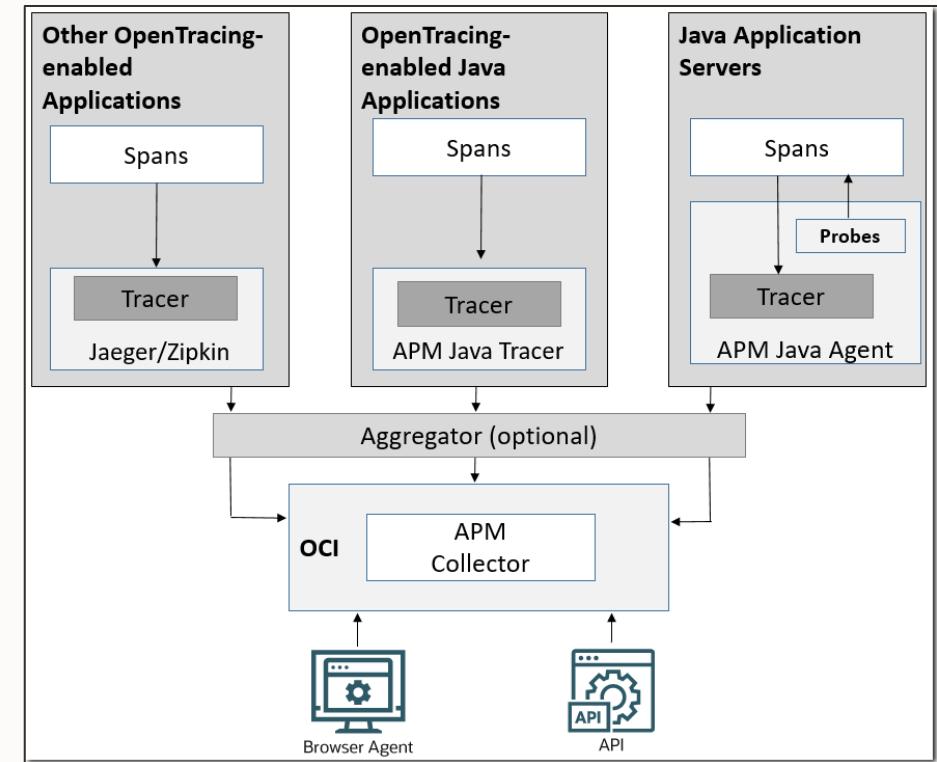
# End-to-End Coverage – Monitor Browsers, Microservices and Functions

## Distributed Tracing

- OpenTracing/OpenTelemetry support
- Automatic instrumentation for Java
- Automatic instrumentation on the browser
- Oracle Cloud Function tracing
- CI/CD integration

## Metrics

- JVM and AppServer metrics
- Prometheus like metric collector
- Pre-configured and customizable metric calculated on in-stream span data
- Apdex value for any operation



# Real User Monitoring

## Browser agent via JavaScript

- Manually inserted to the application or via APM server agent

Generate and send spans directly to the APM collector for each:

- Page load
- Page updates
- Ajax calls

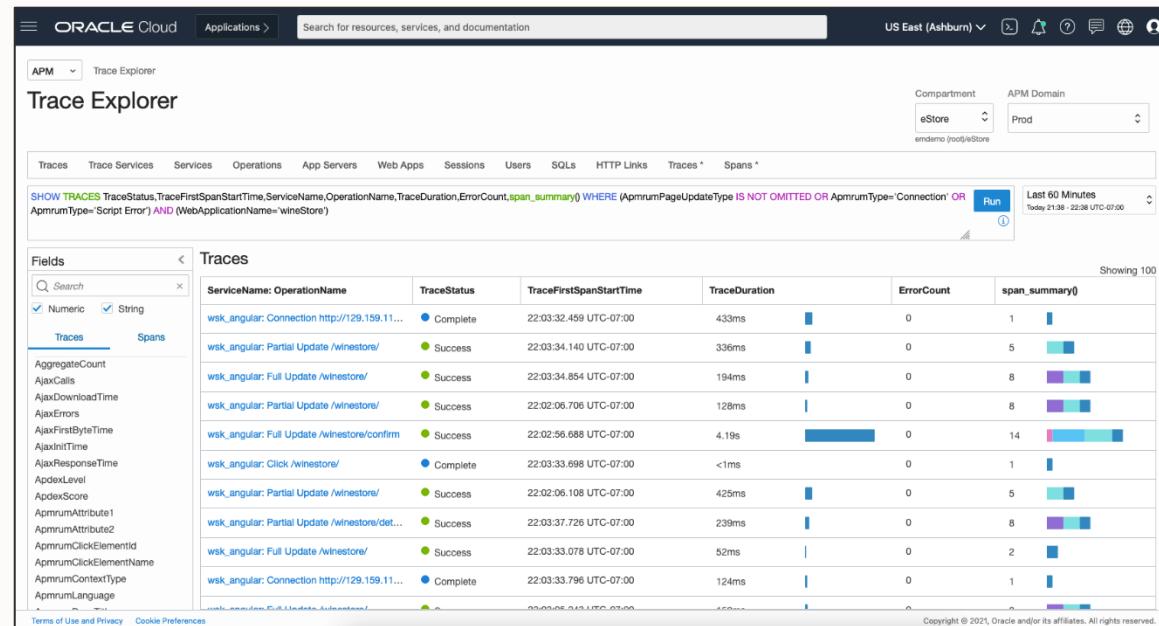
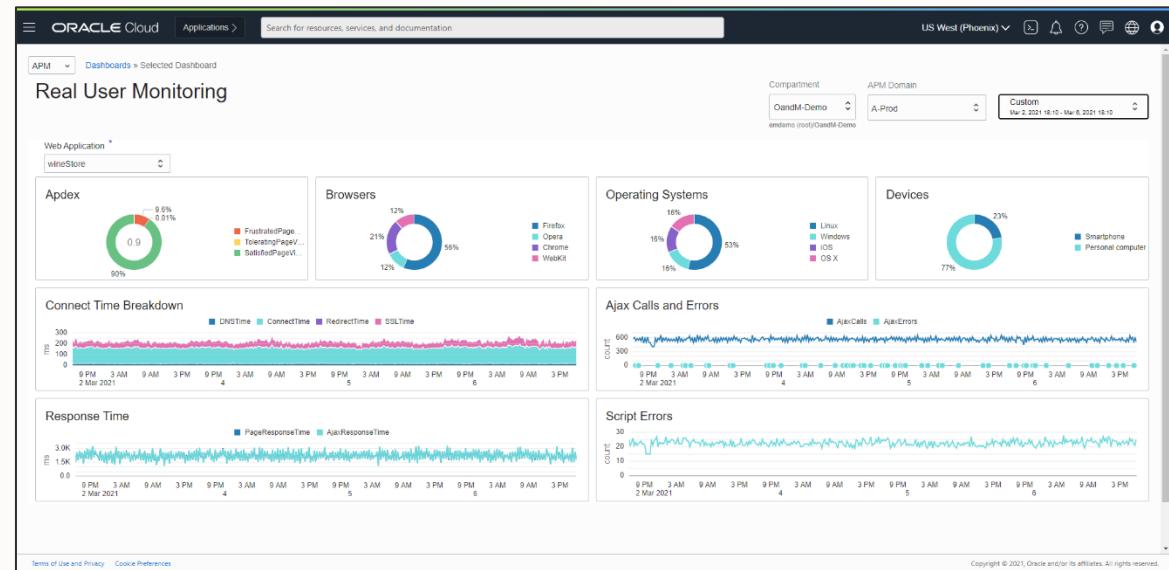
## Metrics per span

- Load time, time to first byte, errors, size, etc.

## Session Diagnostics (single user session reporting)

Include dimensions collected from the browser

- Device type
- Browser type and version
- IP address (location/ISP)
- Metrics are available in the monitoring service UI
- Visualize, set and manage alerts
- Metrics are available in RUM dashboard



# Synthetic Monitoring

## Capability to run scheduled Monitors

- Scripted Browser Monitor (Selenium test scripts)
- Browser Monitor
- Scripted REST Monitor (Postman scripts)
- REST Monitor
- Collect and retrieve HAR file & Screenshots

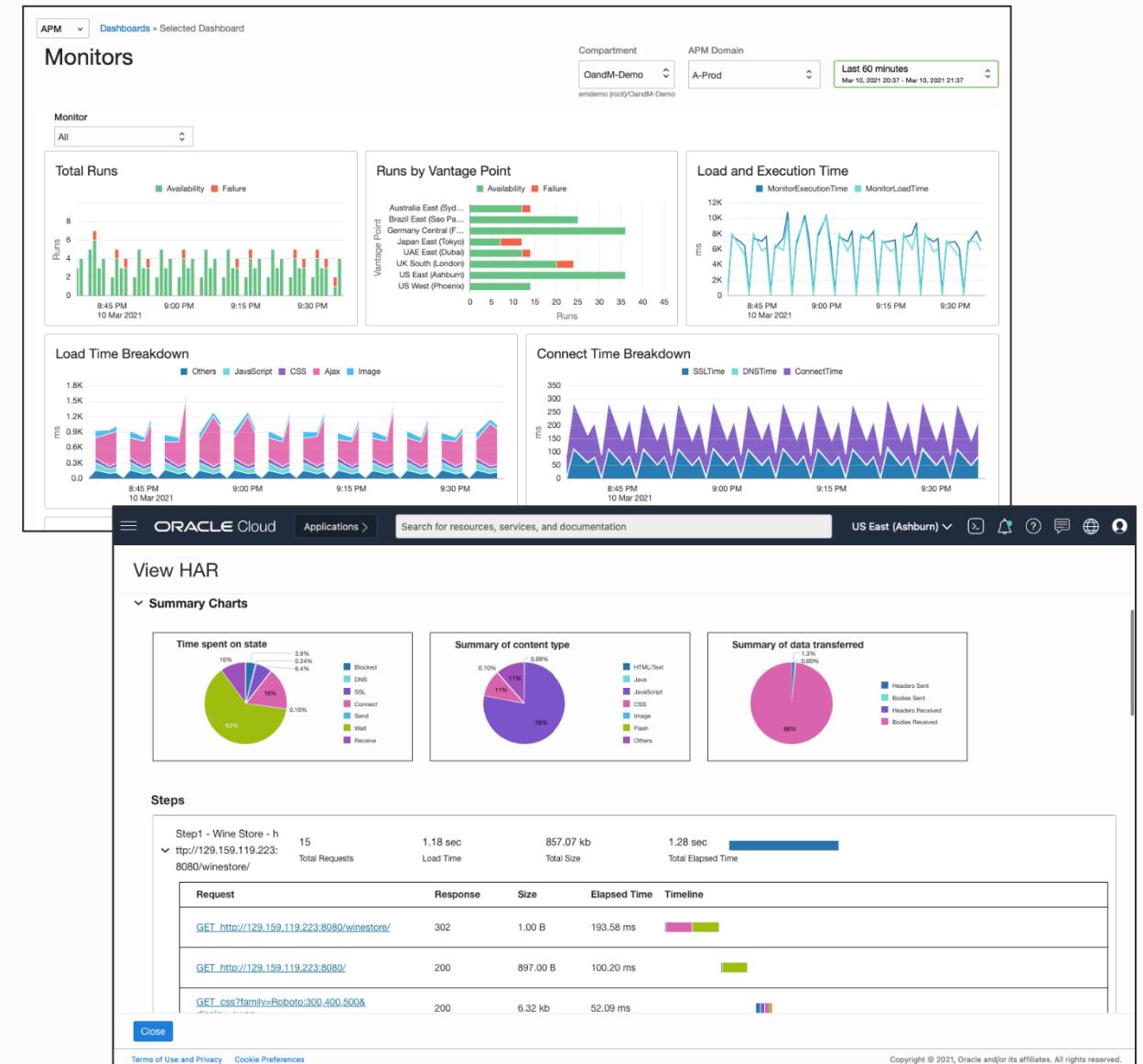
## Oracle hosted Vantage Points (to execute Monitors)

### Combined with server-side tracing

- The actions of each Monitor run are connected to the back-end trace, span collection

### Metric collected for each Monitor run

- Load time, time to first byte, errors, size, etc.
- Metrics are available in the monitoring service UI
  - Visualize, Set and manage alerts
- Metrics are available in Monitor dashboard



## 2. Deep management of databases

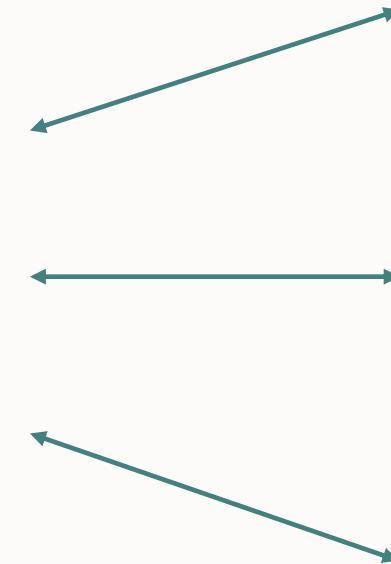


Complexity of managing large fleets of cloud and on-premises databases

Oracle Observability and Management



Oracle Enterprise Manager



Databases on on-premises datacenters



Databases on any public cloud



Databases on on-premises cloud

# Deep management of database fleets anywhere



## Manage database fleets and their infrastructure

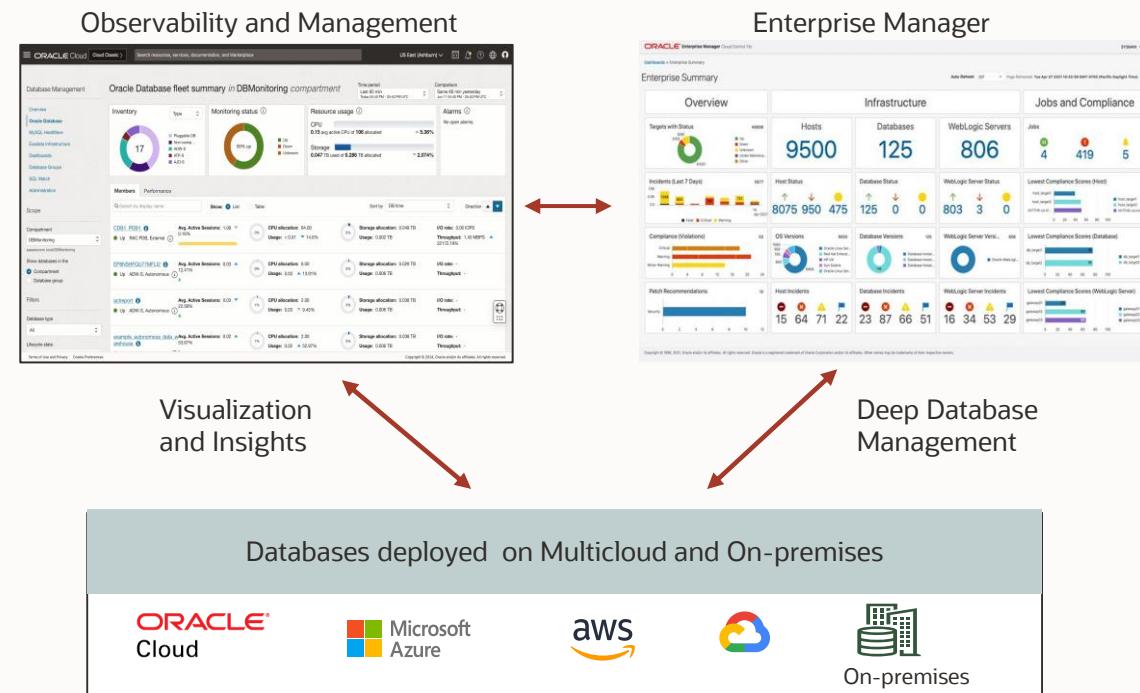
- Oracle Database fleets across OCI, AWS, Azure, GCP, and on-premise
- Exadata deployments
- MySQL and Heatwave MySQL deployments anywhere

## Get quick **insights** on issues, availability and key statistics

- Provide real-time performance at-a-glance views in Performance Hub
- Provide advanced execution plan analysis for database optimization

## Manage the complete **lifecycle** of database fleets

- Diagnose, tune, and test Oracle databases
- Provision, patch and manage compliance for database fleets at scale



# Oracle Cloud Infrastructure Database Management Service

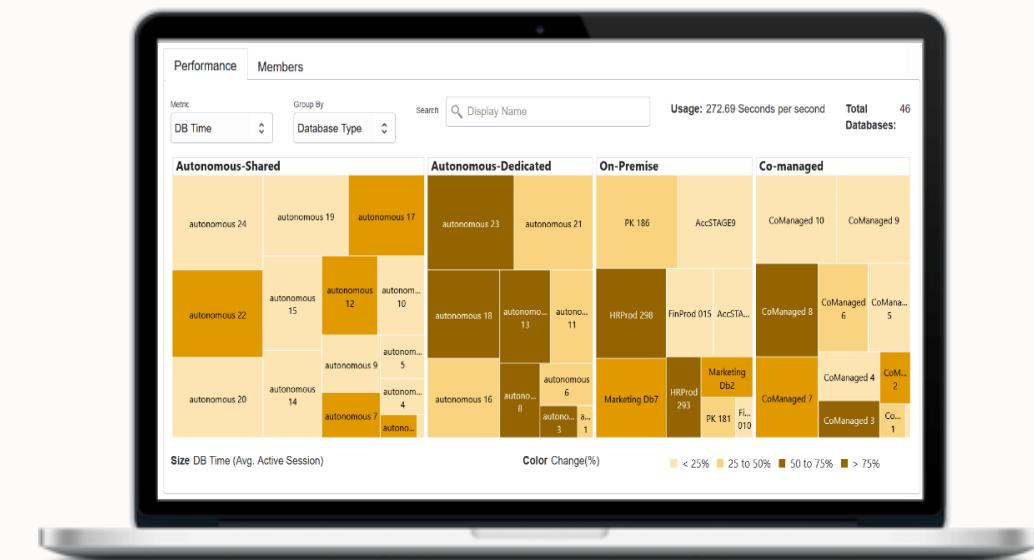
Market-leading database management solution now available as a fully managed service

## Industry leader for database performance diagnostics

- Combines superior back-end instrumentation and tools with visualization-driven interfaces
- Single pane of glass management view for databases

## Cloud native

- Fully managed by Oracle: upgrades, patching, etc.
- True cloud elasticity, low operations cost
- Connects to on-premises, any Oracle 11.2.0.4+



## Key use cases

- Fleet monitoring and management
- Real-time performance diagnostics and administration
- Databases deployed on multi-cloud or on-premises



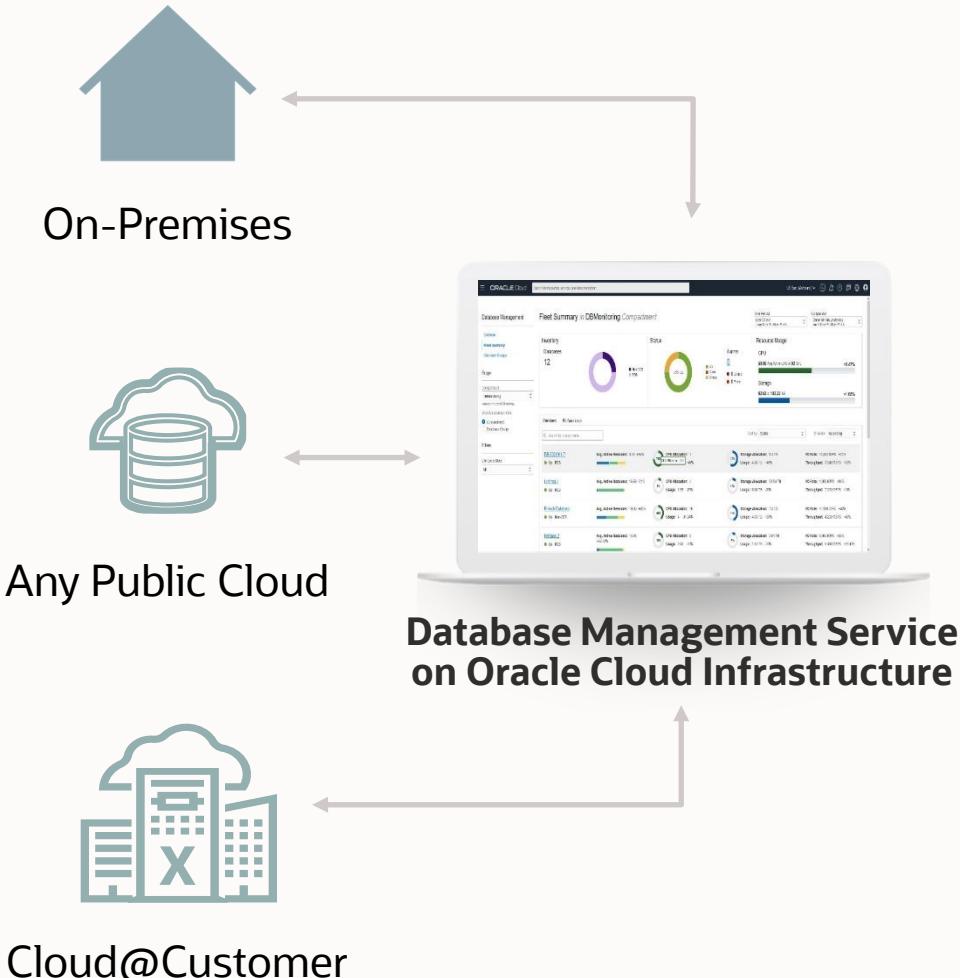
# Manage Oracle Database Everywhere - Database Management Service

## Single unified console for fleet monitoring and management

- Simple to adopt and use - fully managed service
- Fleet-wide administration for highest operational efficiency

## Advanced database diagnostics and tuning

- Full database lifecycle management
- Quickly troubleshoot issues
- Optimize SQL with real-time SQL monitoring
- Optimize database performance



# Database Management Features

## Fleet monitoring and management

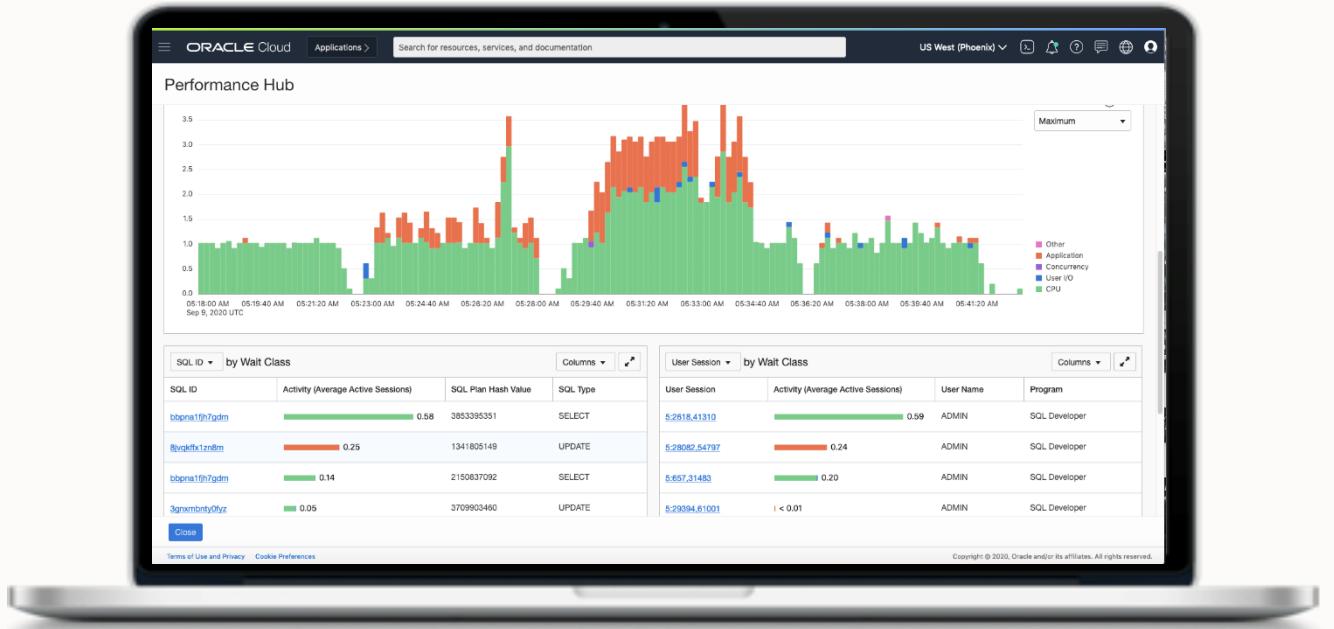
- Unified view for monitoring and managing Oracle Database fleet across on-premises and cloud

## Performance diagnostics

- Integrated view of database activity for easy performance diagnostics
- Includes ASH Analytics, SQL/ Session details, blocking sessions and metrics exploration, etc.
- Advanced execution plan analysis for monitoring and optimization

## Database administration

- Tablespace management, database parameter configuration, user management and backup management, etc.



# Fleet Monitoring and Management

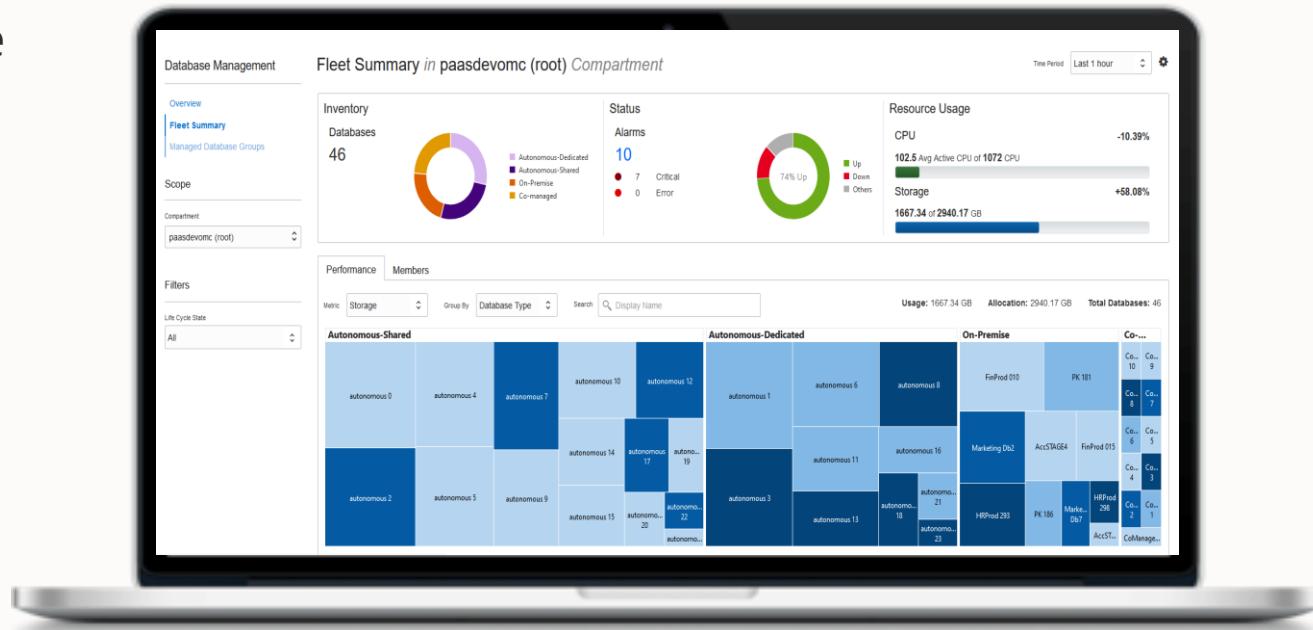
Unified NOC-style view of entire Oracle Database fleet (cloud and on-premises)

Native OCI telemetry for DevOps events and monitoring

Fleet-level management

- SQL job execution

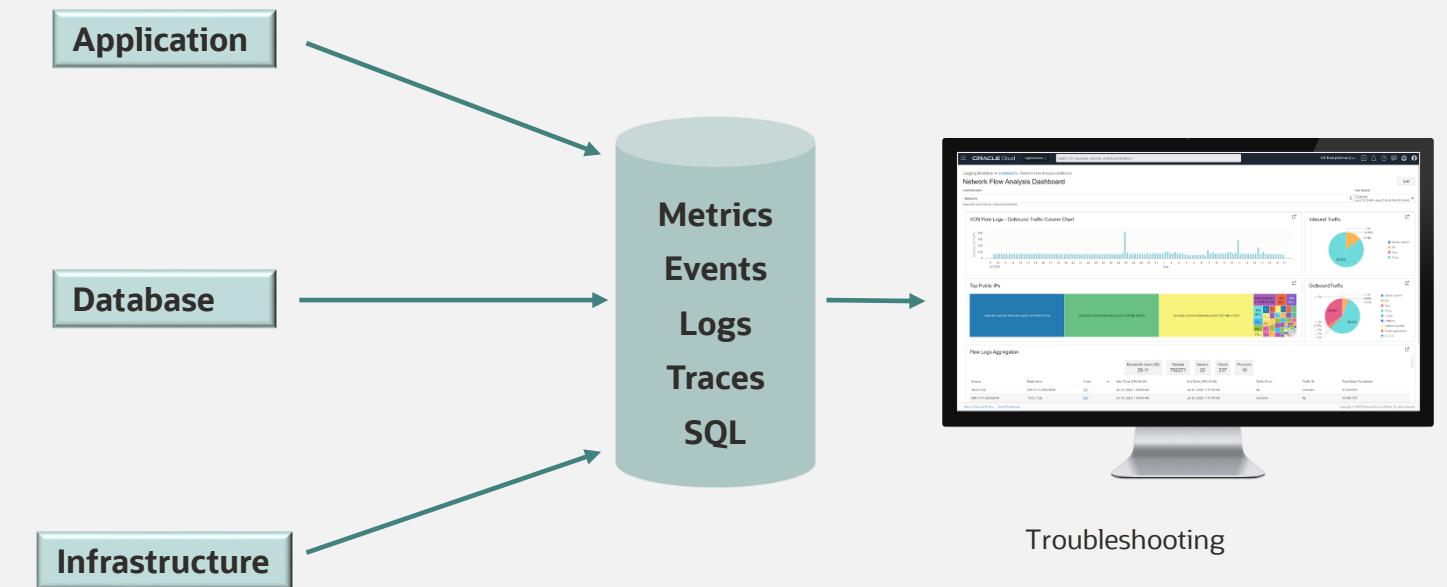
Database Groups enable cross-compartment fleets



# Rapid troubleshooting



Unable to identify critical application bottlenecks



# Rapidly troubleshoot and resolve problems

**Trace transactions and analyze logs** across cloud and on-premises technologies using open standards

- Trace transactions across the stack
- Analyze all metrics, including logs

**Understand real user experiences** with pre-built data models and dashboards

- Measure global web site and application performance via synthetic transaction monitoring
- Monitors user experience for all critical applications

**Diagnose problems and identify root cause** to quickly pinpoint and resolve issues

- Analyze Database and Application performance for troubleshooting
- Use ML to identify known patterns and solve problems



# Oracle Logging Analytics: Overview

Proactive, repeatable, and automated problem detection and rapid troubleshooting

## Smart analytics with Machine Learning

- Cluster and time series analysis & outlier detection
- Transaction sequencing, aggregation and rollup of potential issues
- Multi-dimensional data exploration

## Intuitive data visualization and organization capabilities

- Analyze and visualize based on entity relationship
- In-context drill down for troubleshooting

## Out-of-box knowledge contents

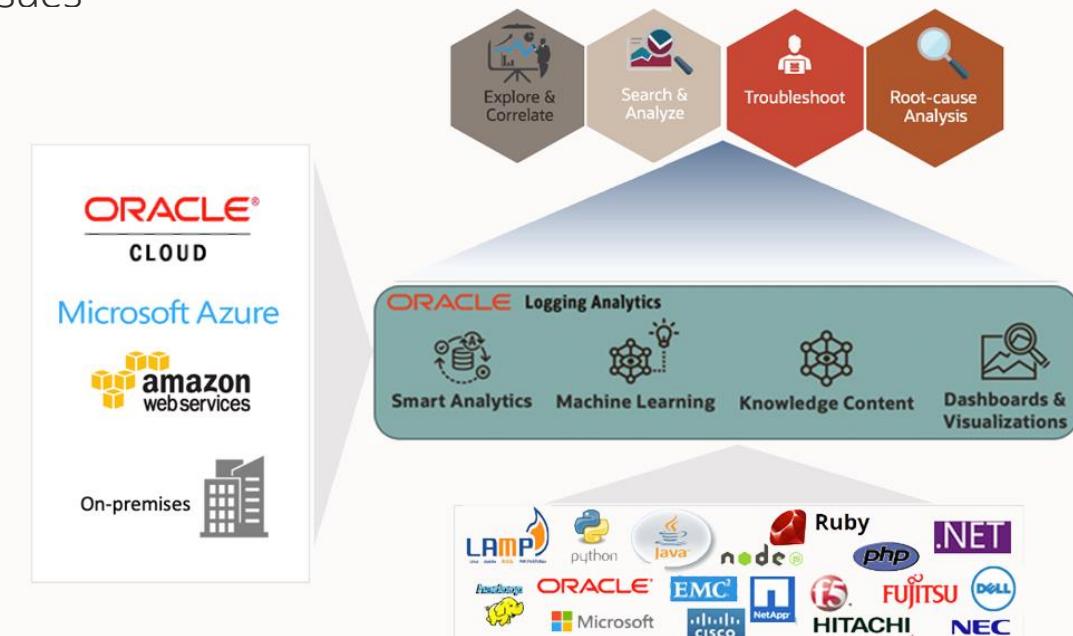
- Rich collection (250+) of parsers and knowledge enrichment for Oracle and non-Oracle stacks
- Error categorization

## Dashboards for monitoring and reporting

- Create custom dashboard using user created widgets

## Simple pricing

- Pay for what you store



# Logging Analytics for 3<sup>rd</sup> Party Apps

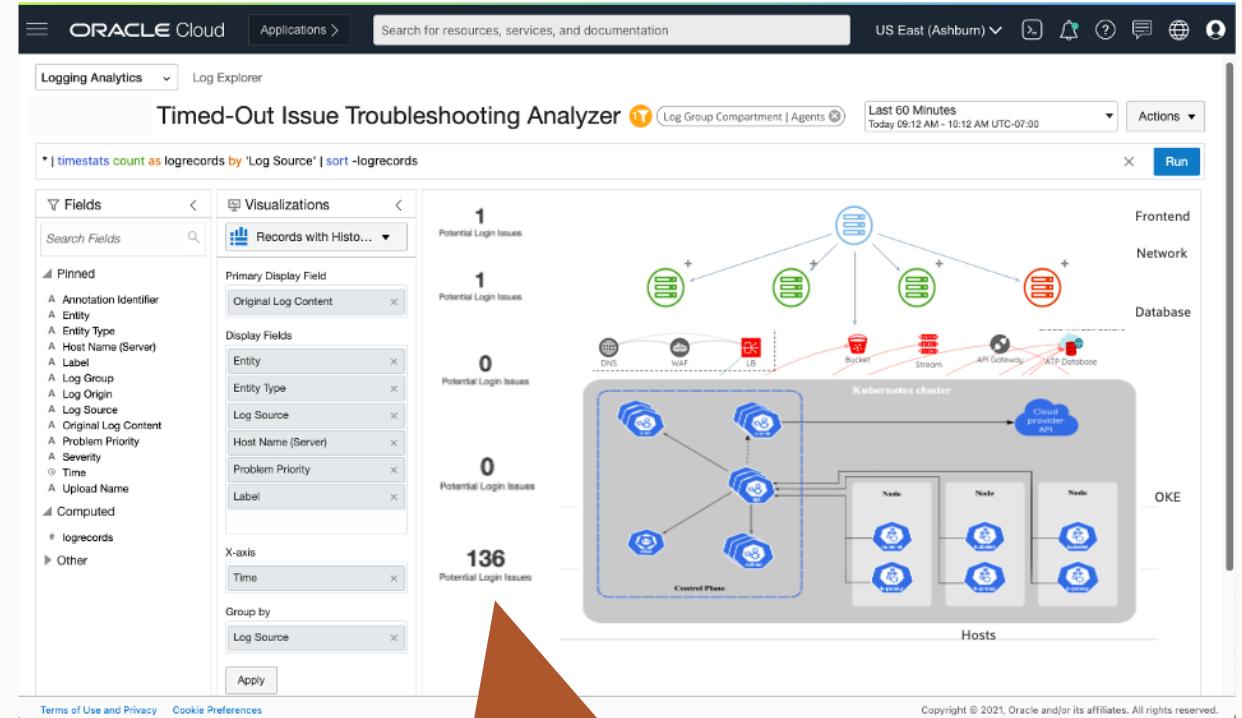
## Topology Based Analysis

- Business service view e.g., fulfillment service
- IT service view e.g., order, payment, inventory, shipment applications
- Infrastructure view e.g., nodes, OKE API server, load balancers, database, pod network

## Automatic entity creation, source identification

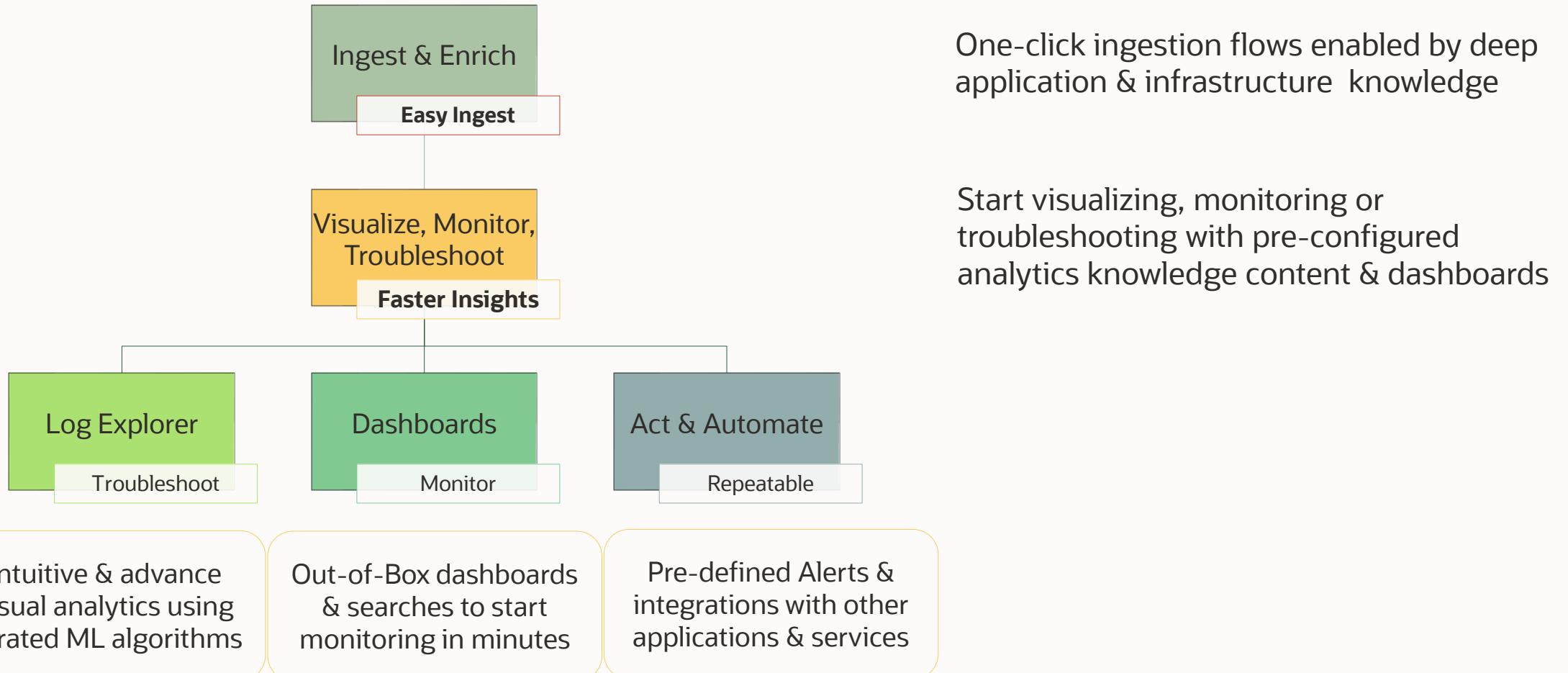
- Auto-scale monitoring with your OKE environment

## Pre-built dashboards, searches at different levels to kick-start analysis



Machine Learning driven Root Cause Analysis,  
correlation & troubleshooting

# Get Faster Resolution and Value with Logging Analytics



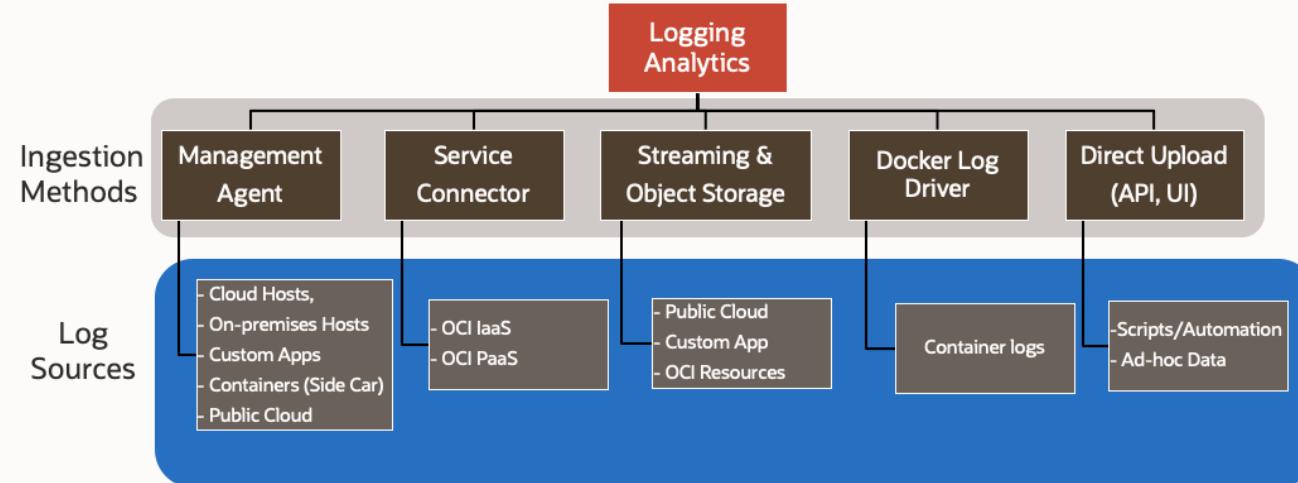
# Versatile and Intelligent Log Ingestion

## Versatile log ingest method support

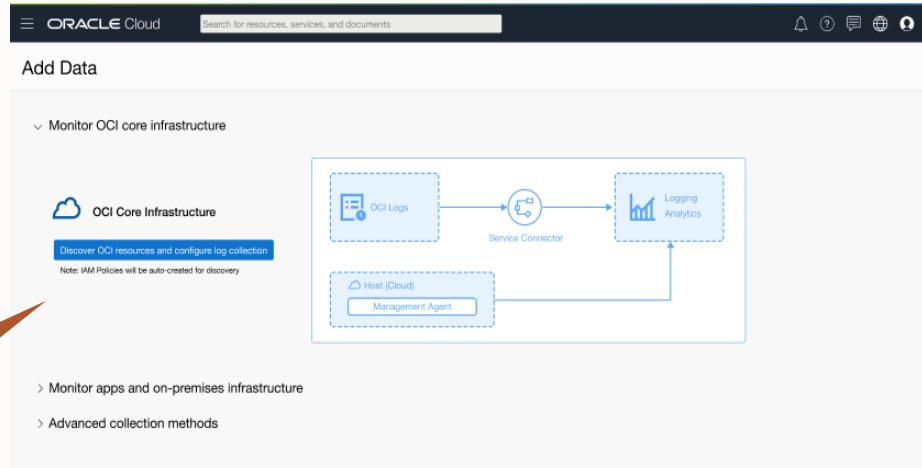
- Management Agent (OCA Integrated Agent)
- OCI Service Connector, Streaming
- SQL and Syslog based collection
- Docker Log Driver
- OCI Object Storage
- APIs

## Intelligent log source support

- Out-of-box understanding of log location and type of collection
- Automatically classify log into commonly known/used error categories
- One-touch log ingestion with Enterprise Manager integration

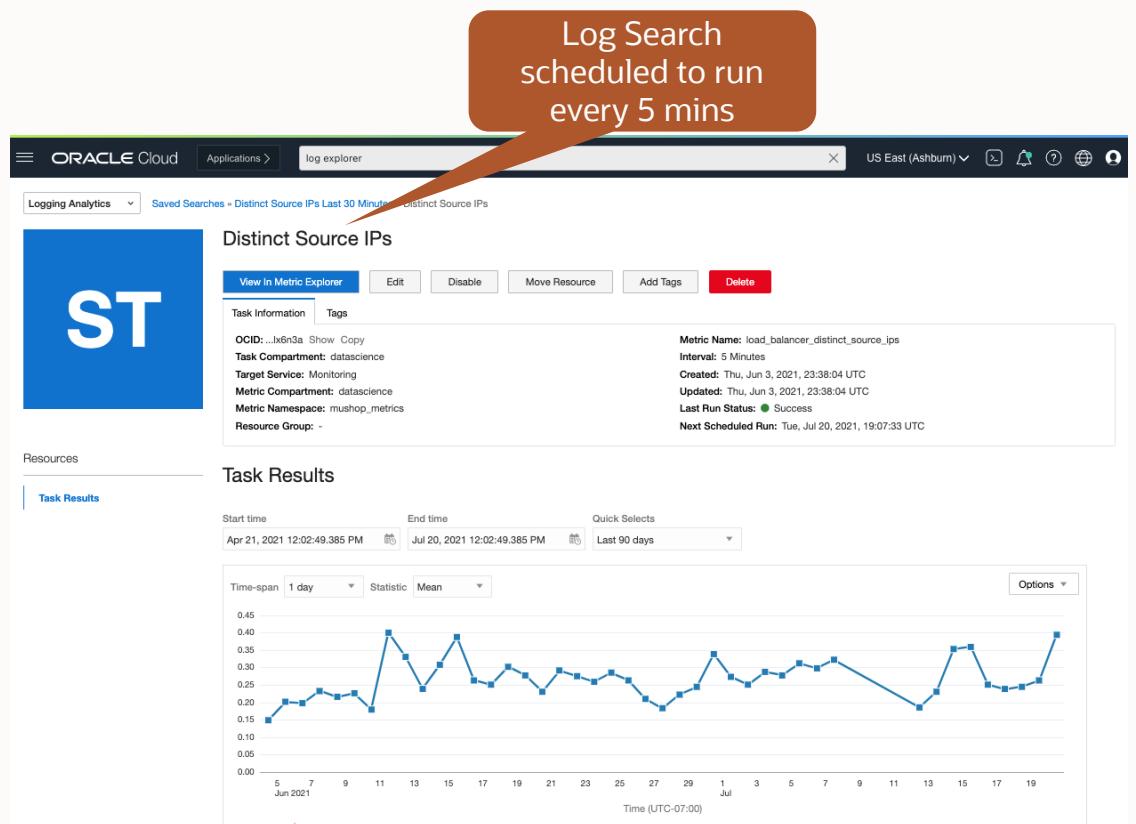


## One-Touch Logs Ingestion



# Act & Automate

- Schedule log searches to extract metrics
- Create notifications, alerts and actions on generated metrics
- Trigger functions



# Proactive Management



Data silos that limit performance and utilization analysis



# Proactively resolve issues and plan for future

## Use AI/ML to provide insights and recommendations

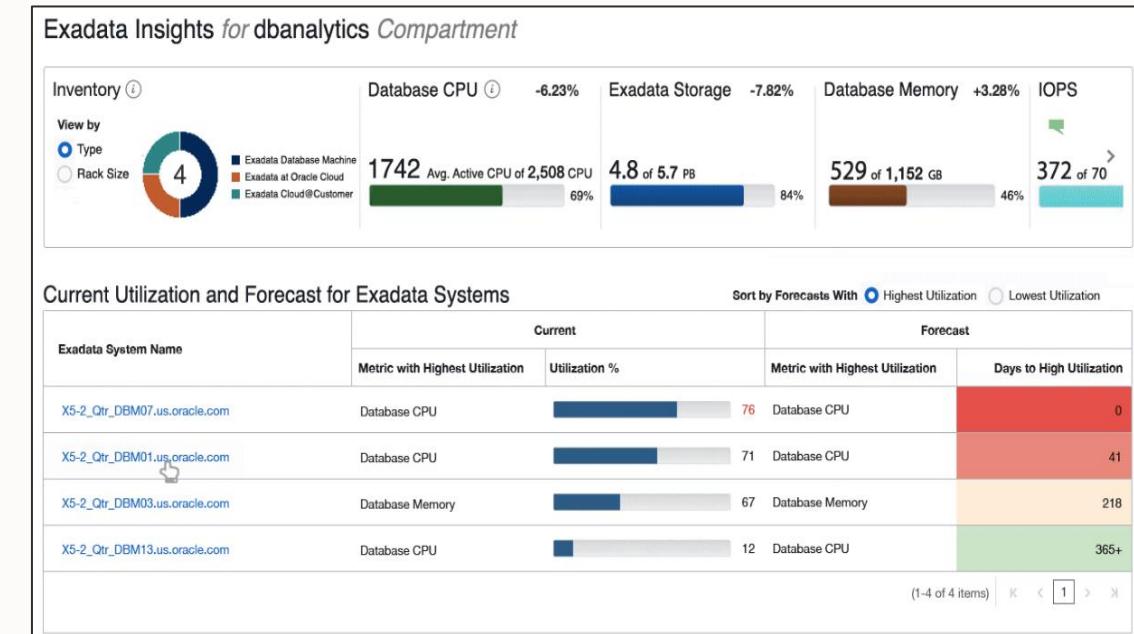
- Analyze utilization across applications and databases
- Identify database and Exadata consolidation opportunities

## Identify and resolve recurring performance and availability issues

- Identify outliers and anomalies to identify potential issues
- Recommend solutions for availability, performance, compliance, and security issues

## Forecast and plan capacity for application and database resources by analyzing all the data

- Harvest historical data stored by Enterprise Manager over the years
- Help with trend analysis, forecasting, and capacity planning



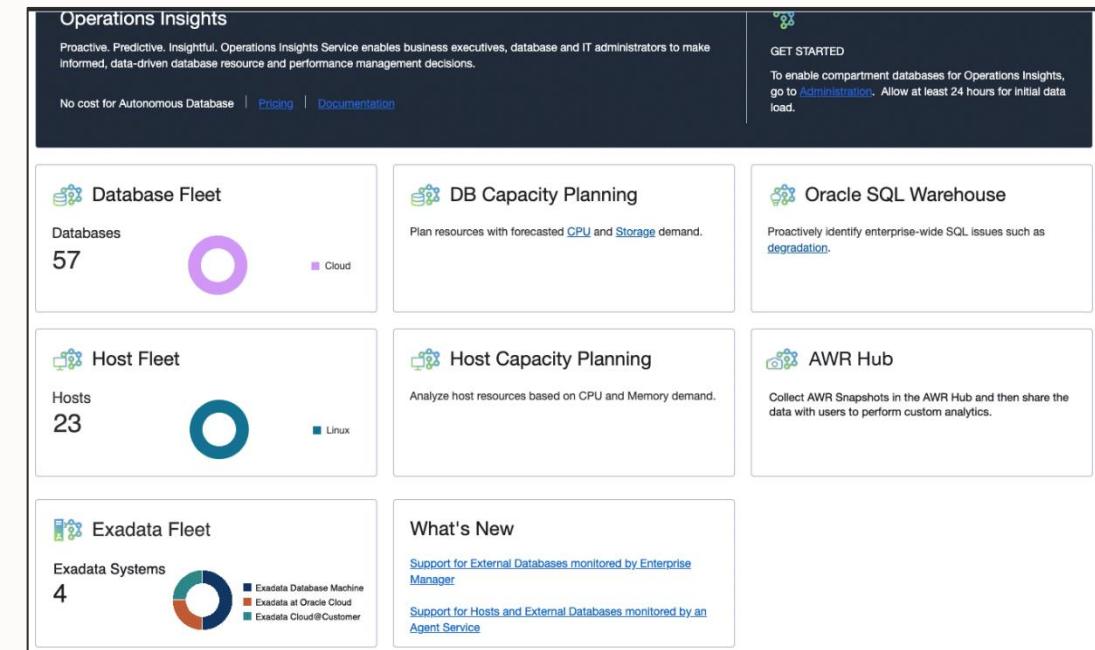
# Oracle Cloud Infrastructure Operations Insights Service: Overview

## Operational Warehouse

- Stores various types of telemetry data from Oracle databases, Enterprise Manager, AWR for long term
- Combines with machine learning for powerful analytics

## Automated Insights

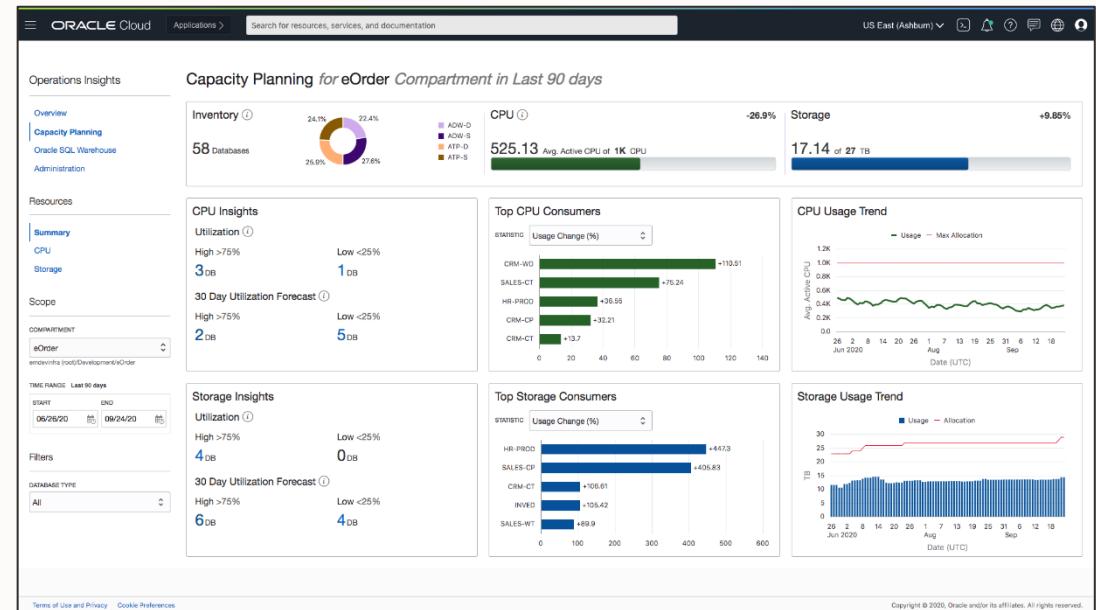
- Using operational and predictive analytics such as linear regression, trending, correlation helps to maximize performance, optimize resource utilization, increase uptime, predict capacity requirements
- Reduces the cost of operations



# Oracle Cloud Infrastructure Operations Insights Service: Key Capabilities

## Database and host capacity planning

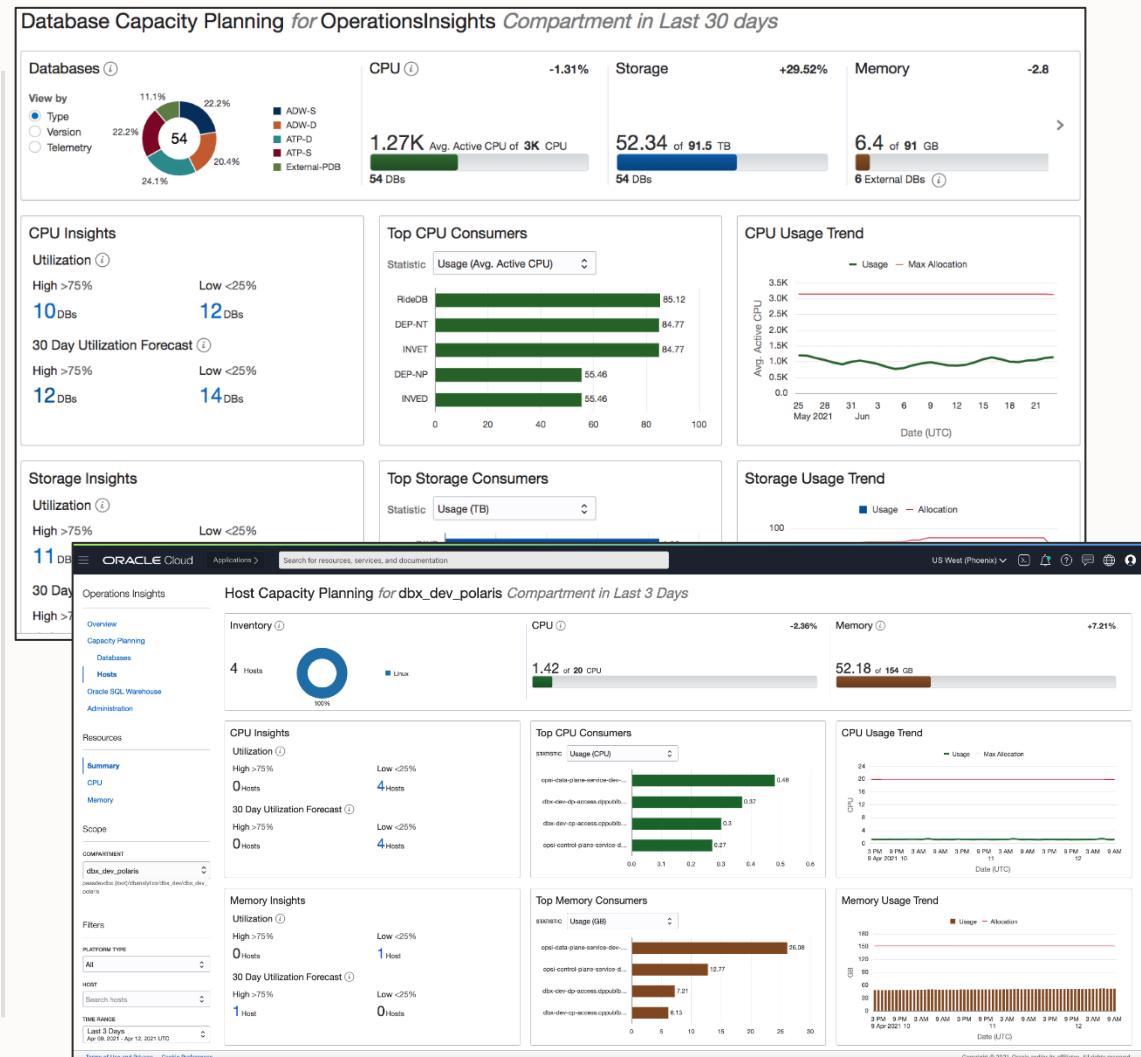
- Trend and forecast database resource demand using up to 25 months historical data for Oracle Autonomous, external on-premises databases and hosts
- Linear and machine learning forecast models
- Automated daily forecasting predicts near-term (30-90 day) capacity utilization issues
- Quickly isolate the largest, most utilized, and fastest growing databases
- Identify under-utilized servers for repurposing to reduce operational costs



# Oracle Cloud Infrastructure Operations Insights Service: Key Capabilities

## Database and host capacity planning

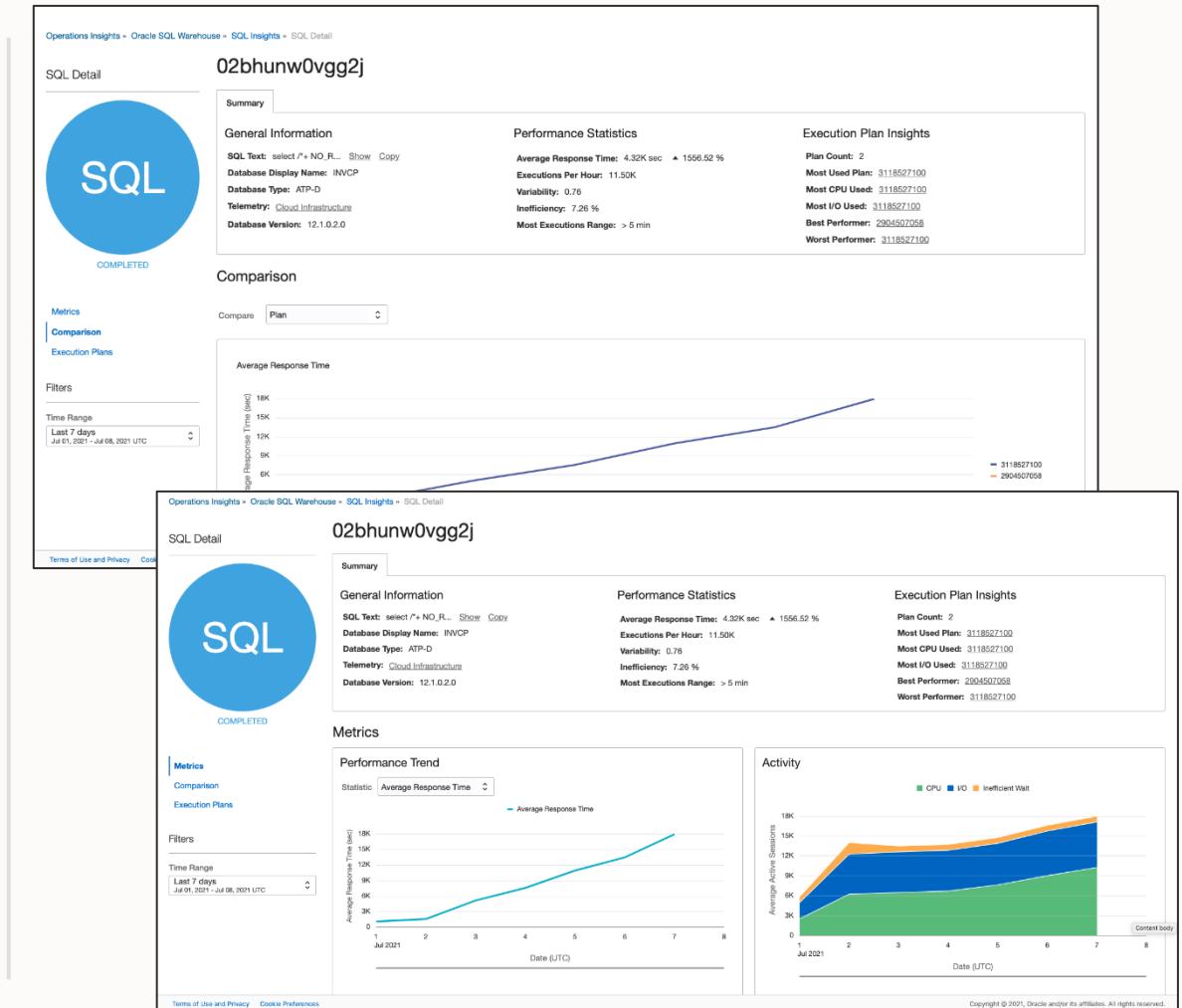
- Aggregate database and host CPU, storage allocation, utilization and trends
- Top databases and hosts by allocation and usage
- Insights into current or forecast near-term CPU/storage utilization issues
- Fleet-wide distribution of CPU/storage resources, both allocated and used
- Trend and forecast CPU/storage utilization for specific databases and hosts
- Trend and forecast aggregated CPU utilization for groups of databases and hosts



# Oracle Cloud Infrastructure Operations Insights Service: Key Capabilities

## SQL Performance Insights

- Performance details for the selected SQL
  - Insights into performance trend, activity, response time
  - Compare SQL performance by execution plan hash value or databases based on Average Response Time, Average Active Sessions, Executions Per Hour, I/O Time, and CPU Time
  - Compare SQL execution plans
  - Quickly identify degraded and unpredictable performance
  - Analyze application inefficiency and plan volatility of the SQL

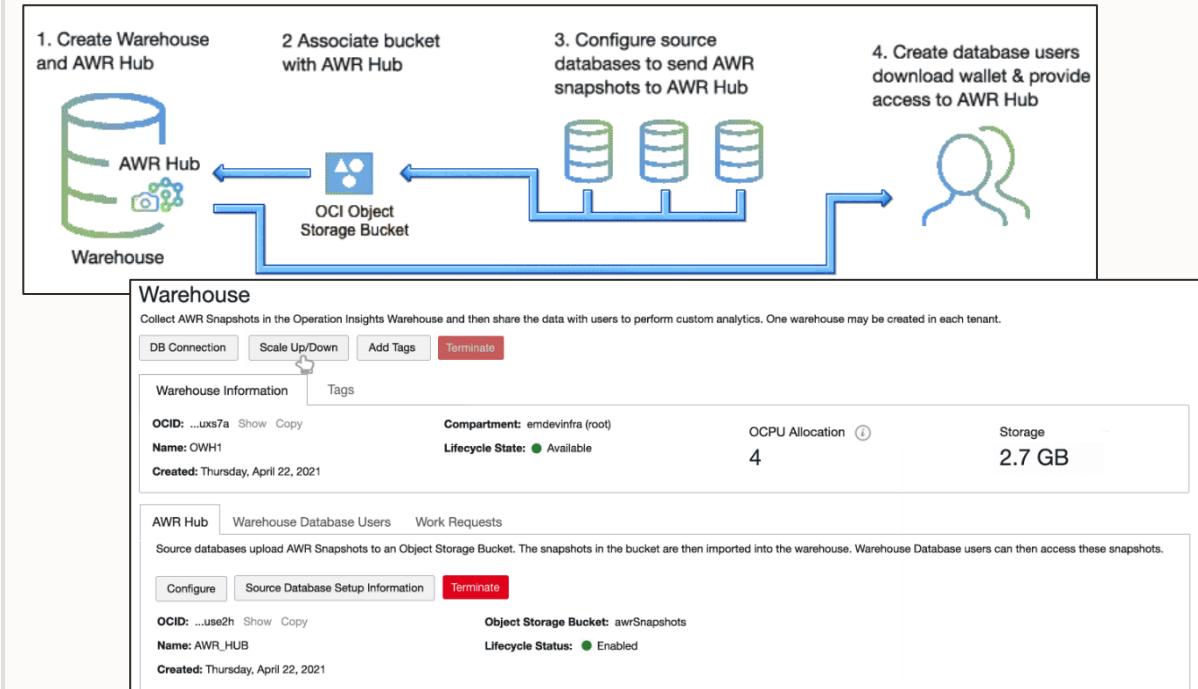


# Oracle Cloud Infrastructure Operations Insights Service: Key Capabilities

## AWR Hub for expert DBA

- Cloud based warehouse to store the AWR data for long term
- Ability to perform offline Oracle database performance analysis
- Compare database performance before and after database consolidation
- Analytics to solve various custom use cases which is not done out-of-the-box today
- Search, compare, and contrast systems data to acquire insight on applications and systems
- Advanced analysis such as aggregation, trending, correlation, categorical, overlay, seasonality, forecasting, clustering

Coming Soon



# Oracle's Solution Suite

## Observability and Management

### Enterprise Manager

## Oracle Observability and Management

Anywhere, any stack, all data, actionable insights

Oracle Observability and Management

The interface includes sections for Oracle Apps Unlimited, Custom, ISV and Cloud-native Applications, Oracle and MySQL Databases, and Oracle Engineered Systems. It supports Oracle, Azure, AWS, Google Cloud, and On-premises environments. Key features listed are Logging Analytics, Application Performance Monitoring, Stack Monitoring, Database Management, Ops Insights, and Enterprise Manager. Sub-sections include Logging, Monitoring, Streaming, Notifications, Functions, Service Connector Hub, Resource Manager, and Java Management.

Notes:  
• OCI Core Services: Logging, Monitoring, Streaming, etc.  
• OCI Observability and Management: Logging Analytics, Application Performance Monitoring, Stack Monitoring, Database Management, Ops Insights



## Oracle Enterprise Manager

- **Manage and administer** databases deployed on-premises, multicloud and hybrid cloud
- Can be installed and run on-premises or on any cloud
- **Monitor** databases and the underlying infrastructure (Exadata and servers)
- **Diagnose, tune and test** databases
- **Provision, patch, clone, and secure** database fleets at scale (tens of thousands of databases)
- Get **in-depth diagnostic and SQL metric detail** to enable faster troubleshooting
- Keep your **database fleets available & secure**

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## Deep management of Oracle Databases anywhere

Oracle Enterprise Manager

The interface includes sections for Oracle Database, Autonomous DB, MySQL, and Oracle Engineered Systems. It supports Oracle, Azure, AWS, Google Cloud, and On-premises environments. Key features listed are Diagnostic Pack, Tuning Pack, Real Application Testing (RAT), Database Lifecycle Management Pack (DBLM), and Cloud Management Pack.

Notes:  
• OCI Core Services: Logging, Monitoring, Streaming, etc.  
• OCI Observability and Management: Logging Analytics, Application Performance Monitoring, Stack Monitoring, Database Management, Ops Insights



# How Observability and Management complements Enterprise Manager



- **Enterprise Manager**
- **Deep management** of Oracle databases running on-premises or on any cloud
- **Functionalities include:**
  - Monitoring, diagnostics, tuning, testing, provisioning, patching, compliance monitoring, cloning, and more
- **Stores historical data** of database utilization for years
- **Runs as licensed, installed software** on-premises or on any cloud

Installed, maintained and managed by customers

- **Observability and Management**
- **Full observability** for heterogeneous workloads running on-premises or on any cloud
- **Functionalities include:**
  - Stack monitoring, log-based trouble shooting, application and database performance monitoring, Performance Hub, AI/ML-based insights, capacity planning, OS Management, and more
- **Harvests historical data** from Enterprise Manager for capacity planning
- **Runs as cloud subscription services** on OCI, Government Cloud, Dedicated Region, or Alloy

Managed and updated by Oracle

# Key Takeaways

**Unified observability**



**Monitor and analyze** cloud-native apps, Oracle Apps Unlimited, custom/ISV apps, logs and underlying stacks

**Deep management of database fleets**



**Monitor and manage the** complete lifecycle of large fleets of Oracle databases and Exadata

**Rapid troubleshooting**



Use automation to identify and remediate anomalies in **minutes instead of hours**

**Proactive management**



**Realize** performance benefits and cost savings using AI/ML-driven analytics

# Oracle can give you visibility and management anywhere



## Solutions in the public or government cloud:

- OCI Observability and Management
- Enterprise Manager software

## Cloud solutions in your data center (Dedicated Region, Alloy)

- OCI Observability and Management
- Enterprise Manager software

## On-premises on your datacenter servers

- Enterprise Manager software





# What assets are available to Sales teams?

# Questions to Ask During First Discovery Call



## Executive CIO

- Are you currently experiencing issues with too much downtime, elongated problem resolution, or lack of agility to respond to LoB needs?
- Is IT viewed as a business partner and innovator, or as a cost center and business inhibitor?
- Is your team proactively identifying and resolving potential performance issues before they impact the business?
- How important is it to reduce operational costs by optimizing resource usage?



## VP/Dir of IT Operation

- What are your top 3 challenges regarding your current Observability & Management tools?
- What measures do you take to prevent outages or monitor user experience?
- How often do service levels drop below acceptable levels?
- Are your teams struggling to identify and correct issues in a timely manner and meeting your SLA's?
- What are your thoughts on participating in an Oracle Workshop for Oracle's unified Observability and Management platform?



## IT Dir/Manager/ DB Admin

- Do you use the same tool(s) to manage your data in the cloud as you do on-prem? What are the tool(s)?
- How much time does your team spend on troubleshooting issues?
- Do you have more DBs than your team can manage?
- How do you consolidate and analyze all telemetry (metrics, events, logs, traces, SQL) data?
- Are you getting deep insights into your Oracle apps and DBs with your current tools?
- Interested in hearing how our O&M solution services can supplement and integrate with your existing tools?



## Cloud/Solution Architect, Analyst

- Do you currently use Oracle Enterprise Manager? What are the challenges you face with your current solution?
- Can your team use the same management tools in the cloud that they use on-prem?
- Do you monitor user experience? Apply automatic synthetic monitoring?
- What is your Cloud migration timeline related to Oracle workload? Do you anticipate issues meeting your timeline, and if so what are they and what are you doing to address them?



# Conducting Discovery

## Prep for the Conversation

- Review the Company Profile, Customer Context and previous call notes.
- Discuss with EA, Field Rep, Sales Engineer and/or other pursuit team to gain additional customer insights and practice your discovery questions.
- Prepare relevant win stories based on your initial conversation.

## Open the Conversation

“On our last call, I understood you to have a challenge with...

...I want to make sure we cover your areas of interest...

... If we can successfully address your questions, what are the next steps?

How can we help?

## Top Discovery Questions

### Understanding current tools, challenges, Oracle installs -

- Do you currently use Oracle DB, Exadata, Exadata database service, Oracle Apps Unlimited (E-Business Suite -EBS, PeopleSoft, Siebel, JDE, etc.), or Cloud native Apps?
- Do you currently use Oracle Enterprise Manager?
- What are your top 3 challenges regarding your current monitoring and management tools?

### Operational

- How often do you have an outage and how is IT viewed by the business?
- Are you able to predict problems and prevent them instead of responding to them?
- How many management tools do you have and use? How do you integrate them and how do you assess the associated data?
- How many weekly man hours does it cost to manage these tools?
- How can you be sure that your apps deliver a good user experience?
- Do you have complete visibility across the entire IT stack deployed anywhere in the cloud or on-premises? Or across multiple clouds?
- Are you able to do event correlation across the layers of the stack, and understand the impact from the business point of view? e.g. degrading memory causing retries in the hardware slowing down the application response, making the total amount of transactions your system can handle to be 30% lower, resulting in \$500K less in sales made each 8 hour shift...



# Common Objections

Objection	Response
We already have an existing observability and management solution, such as Splunk, Datadog, and others.	Splunk was a Logging Analytics specialist which started adding other functionalities, but got sold to Cisco. Cost of using Splunk is known to escalate quickly as the amount of data collected and stored increases. Datadog doesn't have deep insights into Oracle Database and Oracle Apps Unlimited. These tools maintain their own data in silos. Imagine the time and money you and your staff need to spend on integrating, maintaining, and using your existing tool(s) across multiple environments? So, surely it's worth 30-45 minutes of your time to examine what Oracle offers and see how we can help?
You're Oracle – I'm sure your tool is proprietary, and likely not compatible with any of our other tools	Oracle O&M supports open standards and open source technologies such as CNCF, Fluentd, Kafka compatible Streaming service, OpenTracing, Open Telemetry and cloudevents as well as REST API's, making it <b>easy to co-exist and integrate with the 3<sup>rd</sup> party tools</b> and technologies which customers may have already deployed in their enterprises. This <b>eliminates the risk of disruptive rip-and-replace of existing tools</b> . In addition, Oracle O&M also provides free out-of-the-box integrations with many third-party tools from vendors such as PagerDuty, Twilio and Grafana.
You're too expensive	Competitors may lead with free trials/starter editions with just very basic features, creating an initial impression of low cost. To make it really useful, you need to pay for their numerous add-on modules (APM, synthetic, browser, user experience, log, search, analytics, infrastructure monitoring, database monitoring, SIEM, Compliance), with add-on costs that are not easy to estimate. And those costs will vary based on where in the world they are being implemented. We too have Always Free editions which you can use to get started. Alternatively, we can offer you a free PoC and show how you can start with a module of your choice (Logging Analytics, Stack Monitoring, Application Performance Monitoring, Database Performance Monitoring, etc.) and then incrementally start adding needed modules. Our solutions are priced for functional modules that are fully integrated and have simple to understand pricing, that is consistent around the world. No additional time, effort and cost are needed for integration. Note that unlike other cloud vendors, Oracle doesn't charge data egress charges which can cost a lot with other vendors as the size of data grows (See <a href="https://www.oracle.com/cloud/networking/pricing/">https://www.oracle.com/cloud/networking/pricing/</a> ).

**Tip:** Don't forget to leverage the SEARCH technique for handling objections. See notes section under the slide for a refresher.



# Common Objections

Objection	Response
AWS, Google Cloud and Azure have observability and management solutions. Why should I consider OCI?	Unlike Oracle, the other cloud vendors typically focus on observability for their own infrastructure layer and what runs on it. Amazon CloudWatch is a prime example. When it comes to monitoring and managing workloads running on multi-cloud, on-premises and hybrid environments, they rely on many open-source tools (Elasticsearch, Logstash, etc.) and 3 <sup>rd</sup> party solutions (Datadog, Splunk, New Relic, Dynatrace, etc.). In addition, <b>many of them don't have deep visibility and insights into Oracle applications and databases.</b> Oracle O&M can do all of this.
We are looking at some other vendors who say that they can manage our Oracle Database and Exadata fleets	When it comes to managing the entire life-cycle of Oracle Databases and Exadata at scale, there is no better solution than the Oracle Enterprise Manager. While other vendors monitor database resources and provide threshold-based alerts, Enterprise Manager can monitor, diagnose, tune, test, provision and patch thousands of databases in a short time. This, combined with the cloud-based capabilities of Oracle Observability and Management such as visualization, log-based troubleshooting, database and Exadata usage trend Analysis and capacity planning, there are no matching capabilities elsewhere.
We use our scripts to manage our databases	Scripts often break when a database is upgraded, or when the person who built it leaves. This can expose you to performance, security, and compliance risks. With Oracle solutions, you never need to worry about this. Oracle continuously supports all new database releases and updates our recommendations and best practices, which you can leverage without hiring expensive DBA resources.
We can't use public clouds. Our management solutions need to run behind our firewall.	We offer you complete on-premises deployment choice. Enterprise Manager can run in your data center on your servers. You can use our Observability and Management and Enterprise Manager software as cloud solutions in your data center, inside your firewall, on Oracle Dedicated Region or Alloy.



# Conversation Starter: Modernization with Observability & Management (O&M)

INTERNAL SLIDE

Persona	What they care about	What to look for	Sales Accelerator <a href="#">Modernize with On-premises and Cloud-based Management</a>		
CIO, VP/Dir of IT Ops, CTO, VP of Infra-structure, Architects/DBA, LOB Execs	<ul style="list-style-type: none"> <li>Deploy and manage applications anywhere – multicloud, hybrid and on-prem</li> <li>Minimize business-critical application down time</li> <li>Proactively identify &amp; resolve potential issues before they impact business</li> <li>Reduce operational costs by optimizing resource usage</li> <li>Forecast and plan future resource needs</li> <li>Impacts to brand &amp; reputation</li> </ul>	<ul style="list-style-type: none"> <li>Existing users of <a href="#">Enterprise Manager</a> (EM), <a href="#">Oracle DB</a> (cloud or on-prem) or <a href="#">Oracle Apps Unlimited</a> (Cloud or on-prem)</li> <li>Currently using multiple vendors' management tools (point solutions) and not taking full advantage of Oracle O&amp;M (Observability &amp; Management)</li> <li>Lack of end-to-end operational visibility with single pane of glass</li> </ul>	<b>Next Steps</b> <ul style="list-style-type: none"> <li>- Customer meeting to perform additional discovery and high-level presentation</li> <li>- Engage EA and/or Specialist for technical deep-dive in follow-on meeting</li> <li>- Introduce LiveLab, Demo, and offer Workshop/Webinar</li> </ul>		
Discovery questions	What to listen for	Action steps			
<b>(Client's current workload)</b> Do you currently use Oracle DB, Exadata, Exadata database service or Oracle Apps Unlimited (E-Business Suite -EBS, PeopleSoft, Siebel, JDE, etc.) or Cloud native Apps? Do you currently use Oracle Enterprise Manager?	<ol style="list-style-type: none"> <li>Need one solution for managing Oracle database on multiple platforms/clouds</li> <li>Multiple instances of EBS is very challenging to monitor and manage</li> <li>Traditional monitoring tools can't monitor cloud-native apps</li> <li>Lots of tools on board and still can't get end-to-end visibility across all IT</li> <li>Needs visibility into workloads running inside VMs</li> </ol>	<ol style="list-style-type: none"> <li>Document customer's current workload, type of workload (DBs and Apps) and where deployed, any dependencies on cloud migration, etc.</li> <li>Find out if customer uses EM and evaluate their interest in a cloud-native approach.</li> <li>O&amp;M solution is appropriate for both on-prem or multicloud workloads, but will have better traction with OCI/Cloud workloads, thus use the '<a href="#">Cloud Adoption</a>' questions to understand client's Cloud Journey map</li> <li>If on-prem Oracle DB, leverage <a href="#">Modernize with Oracle Database in OCI</a></li> <li>If on-prem Oracle Apps, leverage <a href="#">Modernize Oracle and Other Apps with OCI and Oracle DB</a></li> <li>If on-prem VMware, leverage <a href="#">Migrate to Oracle Cloud VMware Solution</a></li> <li>Offer Tech deep dive on Oracle O&amp;M</li> </ol>			
<b>(Current tools/Challenges)</b> What are the challenges you face with your current solution? How do you consolidate and analyze all telemetry (metrics, events, log, traces, SQL) data? Are you able to uncover performance issues, forecast consumption, and plan capacity using machine-learning(ML) based analytics ? Do you monitor user experience? Apply automatic synthetic monitoring?	<ol style="list-style-type: none"> <li>Existing tools don't work, were not designed to support cloud, hybrid and multi-cloud management workloads</li> <li>Currently using multiple vendors' management tools (point solutions) and it takes a lot of efforts to integrate all telemetry data</li> <li>Not using Oracle O&amp;M or using partial features (free services) of O&amp;M or not taking full advantage of Oracle O&amp;M</li> <li>Lack of end-to-end operational visibility with single pane of glass</li> <li>Use different tool(s) to monitor apps performance</li> </ol>	<ol style="list-style-type: none"> <li>Identify the top use case of interest per the customer deck and only focus on that for your next step. Also see the full <a href="#">O&amp;M portfolio</a></li> <li>Engage EA or CE resource via SR and schedule next meeting to explore O&amp;M capabilities and features</li> <li>Share recorded <a href="#">demo</a> via email</li> <li>Share <a href="#">architectures for Observability and Management</a></li> <li>Share <a href="#">git-hub</a> resource with client technical audience (architect)</li> </ol>			
<b>(Cloud Adaptation)</b> Which Oracle workloads run on prem? Any approved budget/timeline to migrate oracle workload to cloud ? Have you migrated any Oracle DB's or Oracle Apps to the cloud? What % is left on-prem? What is stopping migrations to cloud/OCI?	<ol style="list-style-type: none"> <li>Concerns about unforeseen migration problem or performance degradation after migration.</li> <li>Customer consolidating on-prem databases to Exadata or another modern platform or Autonomous Databases.</li> <li>OCI, Hybrid or multi-cloud customer with Oracle workload is good target</li> </ol>	<ol style="list-style-type: none"> <li>Leverage <a href="#">Modernize with Oracle Database in OCI</a></li> <li>Leverage <a href="#">Migrate to Oracle Cloud VMware Solution</a></li> <li>Leverage <a href="#">Modernize Oracle and Other Apps with OCI and Oracle DB</a></li> <li>Offer Tech deep dive (<a href="#">Oracle LiveLabs</a>) for Oracle O&amp;M</li> </ol>			
Scenario	Benefits Realized	Win Story Fivos	Scenario	Benefits Realized	
Win Story <b>Cognizant</b>	<ul style="list-style-type: none"> <li>PeopleSoft application serves more than 340,000 employees globally</li> <li>Needed to closely monitor and manage PeopleSoft application</li> <li>Could not afford any delays in financial processes</li> </ul>	<ul style="list-style-type: none"> <li>Observability has been a key enabler for their cloud transformation project</li> <li>Was able to be proactive and reduce firefighting by more than 50%</li> <li>Oracle Customer Success Services team was very flexible and was like an extended Cognizant IT team</li> </ul>	Win Story <b>Fivos</b>	<ul style="list-style-type: none"> <li>Security, compliance and cost were very important for choosing cloud</li> <li>AWS was costing a lot for support</li> <li>Resource needs to run Splunk prevented them to run it during the day</li> </ul>	<ul style="list-style-type: none"> <li>Moved core applications to OCI at 20% of the cost of an alternative migration</li> <li>Moved from Splunk to OCI Logging Analytics to address Splunk shortfalls</li> <li>Resulted in lower costs for hospitals and doctors, and improved patient outcomes.</li> </ul>

# Modernize with On-Premises and Cloud-Based Management Resources

## Oracle.com webpages

[Observability and Management](#)

[Enterprise Manager](#)

## Sales Accelerator pages

[Oracle.com/made](#)

[Customer Presentation – Modernize with  
On-Premises and Cloud-based  
Management](#)

[Conversation Starter](#)

[First Touch Guide](#)

[Customer Stories](#)

[Customer Videos](#)

[Rep Enablement Deck](#)

[Rep Enablement Video](#)

[Use Case Summary](#)

[Enterprise Manager](#)

[Observability & Management](#)

## Additional Resources

**Sales Play** – [Estate Modernization](#)

**Use Case** – [Modernize with On-Premises  
and Cloud-based Management](#)



# Scenario 1: Rapid Troubleshooting

## Technical Overview Presentations

- [Deep Dive Presentation: OCI Logging Analytics](#)
- [Customer Presentation – Cloud-based Management](#)

## Reference Architectures & Solution Playbooks

### Solution Playbooks

- [Implement observability and monitoring in OCI](#)
- [Monitor and analyze Oracle E-Business Suite health and performance](#)

### Reference Architectures

- [Monitor Kubernetes and OKE clusters with OCI Logging Analytics](#)
- [Enable OCI Service Mesh on your Kubernetes applications](#)
- [Aggregate logs using OCI Search Service with OpenSearch](#)
- [Store and analyze your on-premises logs in Oracle Cloud Infrastructure](#)
- [Ingest OCI WAF Logs by using Oracle Functions and Events](#)

### Blogs

- [Oracle EBS: Streamline Business and IT Ops with Logging Analytics](#)
- [Monitoring OCI Web Application Firewall \(WAF\) with Logging Analytics](#)
- [Have greater control over the security of your logs in Oracle Logging Analytics](#)

### Whitepaper

- [Omdia Universe: Hybrid and Multicloud Management Solution, 2022–23](#)

## Customer-driven use cases

- [8X8](#)
- [Cognizant](#)
- [Customer Success – Cloud-based Management](#)

## Workshops, LiveLabs

- [The Essentials of Cloud Observability](#)
- [Kubernetes Monitoring and Troubleshooting](#)
- [OCI Observability and Monitoring Services for Containerized Applications](#)
- [Monitoring and Troubleshooting Issues in Large Enterprises Using Advanced Machine Learning](#)
- [Monitor and Troubleshoot E-Business Suite Performance](#)
- [Extend EBS with Logging Analytics](#)
- [Manage Java Runtimes, Applications and Managed Instances Inventory with Java Management Service](#)
- [Enable OpenTracing/OpenTelemetry for Java Microservices](#)

## Demos, Videos, Webinars

- [OCI Logging Analytics Videos](#)
- [Oracle Showcases Multicloud Observability & Management](#)
- [OCI Monitoring and Management Webinar](#)
- [Observability and Management Showcase Demo](#)
- [Observability and Management Resource Hub](#)
- [Customer Success - Cloud-based Management](#)

# Scenario 2: Application Performance and User Experience Monitoring

## Technical Overview Presentations

- [Customer Presentation – Cloud-based Management](#)
- [Deep Dive Presentation: OCI Application Performance Monitoring](#)
- [Deep Dive Presentation: Observability for Modernizing Custom & 3rd Party Apps](#)
- [Deep Dive Presentation: Observability for Cloud Native Applications](#)

## Reference Architectures & Solution Playbooks

### Solution Playbooks

- [Monitor and trace microservices with application performance monitoring on Oracle Cloud](#)
- [Monitor and analyze Oracle E-Business Suite health and performance](#)
- [Improve the performance of cloud database systems by finding inefficiencies](#)

### Reference Architectures

- [Proactively detect application issues by using Synthetic Monitoring in OCI APM service](#)
- [Monitor and trace microservices with application performance monitoring on Oracle Cloud](#)

### Whitepaper

- [Omdia Universe: Hybrid and Multicloud Management Solution, 2022–23](#)

## Customer-driven use cases

- [Customer Success – Cloud-based Management](#)

## Workshops, LiveLabs

- [Get started with OCI Application Performance Monitoring](#)
- [OCI APM Stack Monitoring fundamentals: Single-pane of glass monitoring of EBS, WebLogic, Oracle Database and Host](#)
- [Monitor Traces for WebLogic Server Deployed on Kubernetes using Oracle Application Performance Monitoring](#)
- [Trace a Native Cloud App Utilizing Oracle Application Performance Monitoring](#)
- [Automatically instrument Java microservices on Kubernetes](#)
- [Extend EBS with Logging Analytics](#)

## Demos, Videos, Webinars

- [OCI APM Demos](#)
- [Oracle Showcases Multicloud Observability & Management](#)
- [Observability and Management Resource Hub](#)

## Blogs

- [Application Performance Monitoring: Take advantage of the latest enhancements in Synthetic Monitoring](#)
- [Customize and display trace data in Application Performance Monitoring dashboards using widgets](#)
- [Maximize availability and performance of JD Edwards applications with Oracle Cloud Infrastructure Application Performance Monitoring](#)

# Scenario 3: Database Monitoring and Management

## Technical Overview Presentations

- [Customer Presentation – Cloud-based Management](#)
- [Deep Dive Presentation: OCI Database Management](#)
- [Deep Dive Presentation: Enterprise Manager Database Performance Management](#)
- [Deep Dive Presentation: Manage Database Consolidation for license Sellers](#)
- [Deep Dive Presentation: Configuration Management & Compliance](#)

## Reference Architectures & Solution Playbooks

### Reference Architectures

- [Improve the performance of cloud database systems by finding inefficiencies](#)

### Solution Playbooks

- [Monitor Oracle Cloud Infrastructure backups with Functions and Autonomous JSON](#)
- [Design the infrastructure to deploy Oracle Enterprise Performance Management in the cloud](#)

### Blogs

- [Monitor Oracle Exadata Storage Infrastructure](#)
- [Discover and monitor database components with less effort](#)
- [Quick start - get more insight on databases using OCI Database Management Dashboards capability](#)

### Whitepaper

- [Omdia Universe: Hybrid and Multicloud Management Solution, 2022–23](#)

## Customer-driven use cases

- [Customer Success – Cloud-based Management](#)

## Workshops, LiveLabs

- [Get Started with Oracle Cloud Infrastructure Database Management](#)
- [Get Started with Oracle Cloud Infrastructure Ops Insights](#)
- [MySQL Databases: monitoring & troubleshooting using machine learning](#)
- [Enterprise Manager Fundamentals: Monitoring Quick Tour](#)
- [DBA Essentials - DB Admin with Oracle Enterprise Manager Cloud Control](#)
- [Manage and Monitor Autonomous Database](#)
- [Monitor Oracle APEX Applications with OCI Monitoring Custom Metrics](#)
- [DB Security - Unified Auditing](#)
- [Simplify Security for Microservices on Converged Oracle Database](#)
- [Hybrid Database Configuration and Compliance Management](#)
- [EM - Automated Database Patching at Scale with Fleet Maintenance](#)
- [EM - Patch Oracle Databases With Ansible and Enterprise Manager](#)
- [Unified Observability in Grafana with converged Oracle Database](#)
- [Improve the performance of cloud database systems by finding inefficiencies](#)

## Demos, Videos, Webinars

- [OCI Database Management Service Videos](#)
- [Oracle Showcases Multicloud Observability & Management](#)
- [Observability and Management Resource Hub](#)
- [Ops Insights Demo](#)

# Scenario 4: Full-Stack Infrastructure Observability and Management

## Technical Overview Presentations

- [Customer Presentation – Cloud-based Management](#)
- [Stack Monitoring Technical Presentation](#)
- [Customer Presentation: Resource Manager](#)
- [Resource Manager Overview - Modernizing App Delivery](#)

## Solution Playbooks

- [Best practices for optimizing the performance and cost of cloud resources](#)
- [Best practices for operating cloud deployments efficiently](#)
- [Establish a foundational Oracle Cloud Infrastructure Governance Model](#)

## Blogs

- [Zero to Full Monitoring in Minutes with Stack Monitoring Easy On-Boarding](#)
- [OCI Stack Monitoring Expands PeopleSoft and Host Monitoring](#)
- [Gain Insight into Apache Tomcat with Stack Monitoring](#)
- [Best Practices for Using Tags to Manage Costs, Operations, and Governance](#)

## Whitepaper

- [Omdia Universe: Hybrid and Multicloud Management Solution, 2022–23](#)

## Customer-driven use cases

- [Customer Success – Cloud-based Management](#)

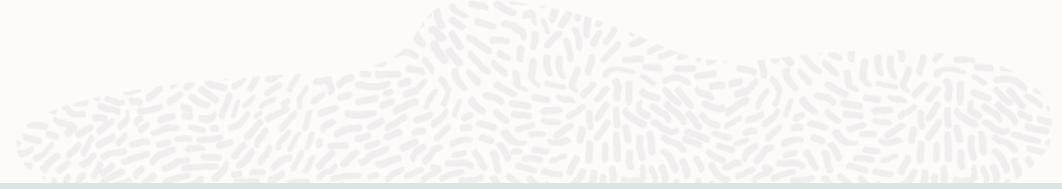
## Workshops, LiveLabs

- [OCI APM Stack Monitoring fundamentals: Single-pane of glass monitoring of EBS, WebLogic, Oracle Database and Host](#)
- [Deploying Infrastructure using Terraform](#)
- [Introduction to Resource Manager and Terraform](#)
- [Budget and Cost Analysis](#)

## Demos, Videos, Webinars

- [Oracle Showcases Multicloud Observability & Management](#)
- [Using Terraform Automation on OCI](#)
- [Getting Started with Terraform on OCI](#)
- [Cost Management and Budgets](#)
- [Billing, compartments, tags, and the cost estimator](#)
- [OCI Terraform Solutions on Github](#)
- [CIS Landing Zone Github](#)
- [Enterprise Landing Zone Github](#)

# Scenario 5: Cloud Operations



## Technical Overview Presentations

- [Customer Presentation – Cloud-based Management](#)
- [Deep Dive: Presentation: OCI Ops Insights](#)
- [OCI Cloud Shell - Internal Presentation](#)

## Documentation

- [OCI Ops Insights](#)
- [Software Development Kits and Command Line Interface](#)
- [Plugins: Grafana, Ansible, Jenkins, PowerShell and more](#)
- [OCI Toolkit for Visual Studio Code](#)
- [Basic Tutorials](#)

## Blogs

- [Predictive Insights Using OCI Ops Insights](#)
- [Single-click AutoML forecasting for complex workloads](#)
- [Oracle Cloud Infrastructure Ops Insights now supports Private Endpoint \(PE\) for Autonomous Database](#)
- [Oracle Exadata Capacity Planning dashboards in Oracle Enterprise Manager App for Grafana 4.0](#)

## Whitepaper

- [Omdia Universe: Hybrid and Multicloud Management Solution, 2022–23](#)

## Customer-driven use cases

- [Customer Success – Cloud-based Management](#)

## Workshops, LiveLabs

- [Get Started with Oracle Cloud Infrastructure Ops Insights](#)
- [OCI Cloud Shell and Terraform, the perfect marriage](#)
- [How do I create a managed SSH session?](#)

## Demos, Videos, Webinars

- [OCI Operation Insights videos](#)
- [Oracle Showcases Multicloud Observability & Management](#)
- [Oracle Cloud Infrastructure Operations Associate](#)
- [Manage Your Cloud Like A Pro With Cloud Shell](#)
- [OCI Cloud Shell and Terraform, the perfect marriage](#)
- [Using SQLcl in Oracle Cloud Shell!](#)

# Scenario 6: Cloud Security Posture Management

## Technical Overview Presentations

- [Customer Presentation: Cloud Guard and Security Zones](#)
- [Customer Presentation – Cloud-based Management](#)
- [Customer Presentation: Data Safe](#)
- [Autonomous Database and Data Safe Customer Presentation](#)

## Reference Architectures

- [Integrate manage and secure E-Business Suite applications using Logging Analytics](#)
- [Implement Oracle Data Safe for your on-premises databases](#)
- [Connect Oracle Data Safe to Exadata and Autonomous Databases](#)
- [Implement Oracle Data Safe for your on-premises and OCI deployed databases](#)
- [Connect Oracle Data Safe to Oracle Databases on multicloud and hybrid cloud environments](#)
- [Use OCI Security Services for Data Protection with Oracle Cloud VMware Solution](#)
- [Design CloudGuard Network Security for OCI and secure your workloads](#)
- [Secure cloud workloads with Check Point CloudGuard Network Security](#)
- [Deploy network security partner solutions to a secure CIS landing zone on Oracle Cloud](#)

## Solution Playbooks

- [Secure and monitor Oracle Identity Cloud Service](#)
- [Best practices framework for Oracle Cloud Infrastructure](#)

## Customer Stories

- [TIAA \(formerly TIAA-CREF\)](#)
- [Soho Media Solutions](#)
- [Adventist Health](#)

## Workshops, LiveLabs

- [Strengthening your Security Posture Using Log Data](#)
- [Get Started with Oracle Data Safe Fundamentals](#)
- [Oracle Data Safe for On-Premises Database](#)
- [Integrate Oracle Data Safe with Applications and Services](#)
- [How do I enable Oracle Cloud Guard?](#)
- [How do I create a security zone?](#)
- [Deploy a Secure Landing Zone in OCI](#)

## Demos, Videos, Webinars

- [Data Safe Tour](#)
- [Introduction to Oracle Data Safe](#)

## Whitepaper

- [Oracle Cloud Guard](#)
- [Data Safe Technical Brief](#)

## Blogs

- [Catch IP Address threats in your logs to analyze and mitigate them](#)
- [Maintain strong security posture with Oracle Enterprise Management Agent Cloud Management Gateway setup](#)
- [Security first with guided policy setup for OCI Database Management](#)
- [Harden Security: patching and plug-in deployment using non-SYS user](#)

# Strong Customer, Partner Adoption and Analyst Validations

## Customers



## Partners



No Image



## Analysts

Oracle's focus on monitoring and observability is meeting customer challenges

puts Oracle to the test, assessing its capabilities for multicloud observability and active management

Oracle is a leader in multicloud management

Oracle enables holistic observability

## Takeaways

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