



Oracle Private Cloud Appliance (PCA)

Sales Essentials

Alexandre Fagundes

OCI Database & Apps LAD

André Sousa

ISV Technical Valid Oracle LAD

Marcel Lamarca

Licences & Systems Oracle LAD

Partner Enablement LAD Alliance & Channels

Telma's Braga Knowledge Team

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Nuestros Valores

Integridad

Compliance

Trabajo en Equipo

Satisfacción del Cliente

Calidad

Ética

Innovación

Respeto Mutuo

Justicia

Comunicación

Como empresa líder en tecnología, aceptamos la **diversidad** en todas sus formas. Realmente creemos que la **innovación** comienza con la **inclusión**. Y esto solo se puede lograr con la cooperación de nuestros **partners**. Afirmamos nuestro **compromiso** de mantener un **ambiente respetuoso y libre de discriminación** y esperamos esto de nuestros **socios de negocios**.

Oracle espera que sus **partners** realicen negocios de manera **justa** y **ética**, cumplan con las leyes anticorrupción en todo el mundo, cooperen con las solicitudes de información de Oracle y eviten participar en cualquier actividad que implique incluso la apariencia de ser incorrecta.

Es vital que nuestros partners se adhieran al **Código de Ética y Conducta Comercial de Oracle**, que da los lineamientos sobre los valores que son esenciales para nuestro éxito como empresa. Estos valores son la base de todo lo que hacemos y lo que debemos vivir todos los días.



Utilice el código QR para acceder al Código de Ética y Conducta Comercial de Oracle.

Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.





SQL> select * from person where name = 'Marcel Lamarca'



Father, Caipira , husband, Cooker and son!

Graduated in Business Administration (FMU-SP)

Oracle DBA

20 year dedicated to study and support Oracle Databases.
7 years working with Exadata (On-prem, C@C and Cloud Services) .
About to complete 3 years at Oracle helping Customers and partners to cloud Oracle Latino-américa Alliances & Channels since 2022

Last book: “ I ‘am Ozzy”

Oracle Certified Professional (OCP)

10g, 11g and 12c.

Oracle Certified Specialist (OCE)

GRID/RAC Database Administrator

OCI Foundation

Oracle Autonomous Database Administrator.

Oracle Cloud Database Migration and Integration

Next-steps: Always looking to become a better person



SQL> select * from person where name = 'Alexandre Fagundes'



Father, Son, Husband, Cloud Architect

Bachelor of Information Systems

Oracle Applications & Databases Administrator
Certified Cloud Architect
Autonomous Database Cloud Certified Professional
Oracle Cloud Operations Certified Professional
Oracle Cloud Security Certified Professional
Oracle Database Migration/Integration Certified
Professional

Last book: “**Database Reliability Engineering: Designing and Operating Resilient Database Systems**” Charity Majors

Oracle E-Business Suite & Database Consultancy Services
since 2002



SQL> select * from person where name = 'Andre Sousa'



Janes and Raul's father, Son, Husband 25 years, dba old school

Graduated in Information Systems

I live a little away from everything even before the world changes

I'm working in Oracle for 21 with Oracle Database products adoption in South America, work mainly with ISVs and SIs helping them on different activities such as POCs, Application Validations, Tuning, he participated as advisor in more than 100 Migration and Upgrade projects.

Oracle Certified Professional 11g (OCP)



Agenda

PCA - Solution Description

PCA - Market Opportunity

PCA – Target Market

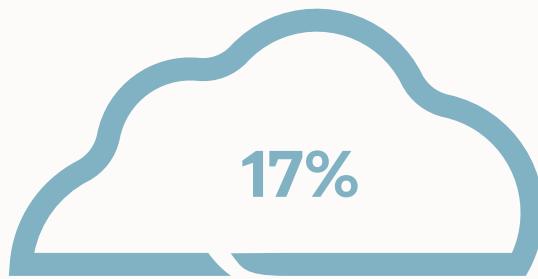
PCA – Hybrid Cloud

PCA – Sales Conversations

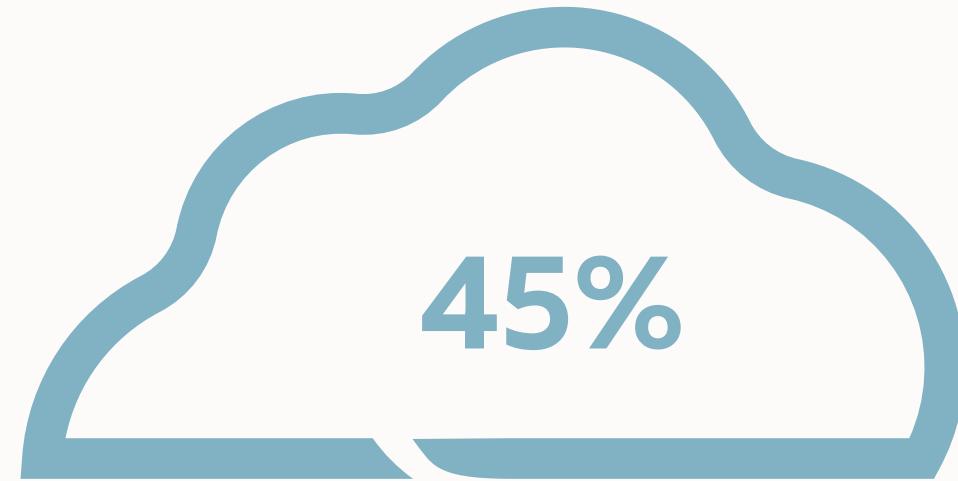
PCA and ExaCC Connectivity

PCA – Successful Cases

Public Cloud Usage Continues to Increase as a Fraction of Total IT Spend



2021



2026

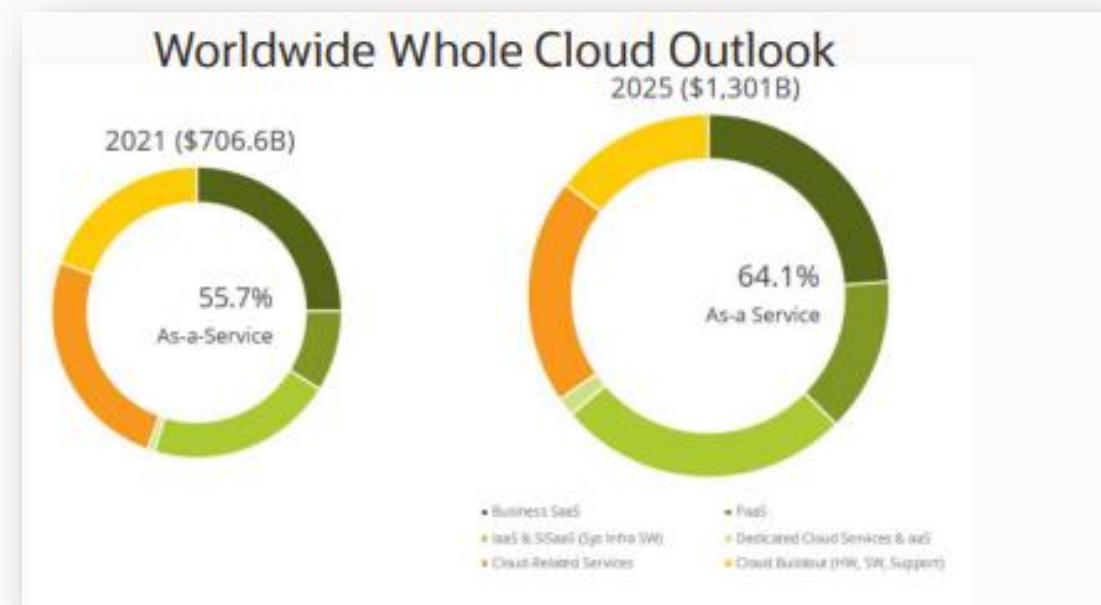
*By 2026, Gartner predicts public cloud spending will exceed 45% of all enterprise IT spending, up from less than 17% in 2021.
<https://www.gartner.com/en/newsroom/press-releases/2021-08-02-gartner-says-four-trends-are-shaping-the-future-of-public-cloud>

Oracle Private Cloud Appliance

Market Opportunity

IDC estimates that total cloud spending (including services, software and hardware) will surpass \$1.3 trillion by 2025 with a compound annual growth rate (CAGR) of 16.9%.

Dedicated (Private) Cloud Services (including infrastructure spend) achieved revenues of \$5 billion in 2021 and are projected to grow faster than the Shared (Public) Cloud segment by a 31.0% CAGR.



Not every organization or workload can use the public cloud



Data Residency and Security

- Regulations or policies require data to be local
- Requirements to protect data in specific ways



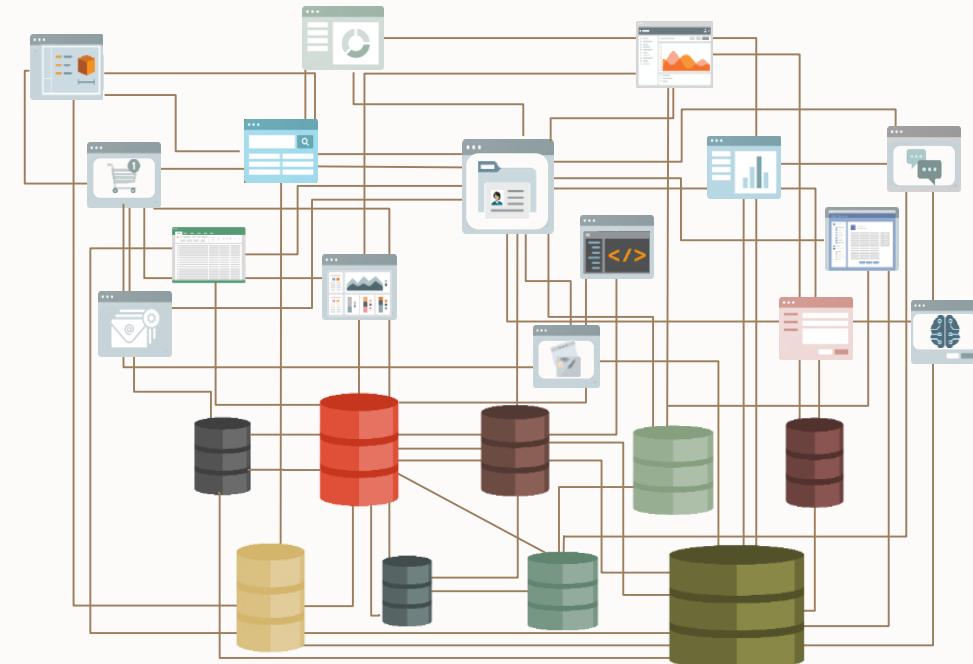
Response Time

- Real-world systems require low latency
- Hard to disentangle one system from others



Perceived Risk

- Concerns about multi-tenant cloud
- Concerns about cloud provider access to data



Enterprises are adopting Hybrid Cloud Infrastructure



On-premises systems remain a significant part of IT operations

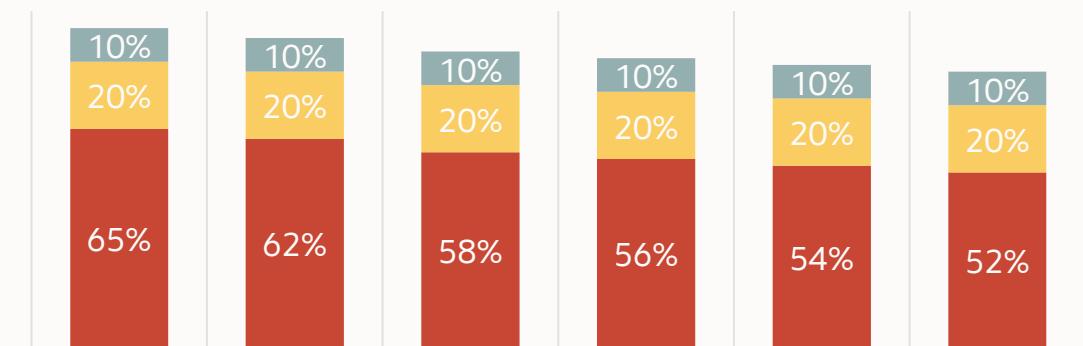
- Traditional IT systems
- Private clouds

IT departments evolving into cloud brokers

- Private cloud services
- Multiple public cloud services

Worldwide Cloud IT Infrastructure Market Forecast by Deployment Type 2015 – 2020 (shares based on Value)*

■ Traditional DC ■ Private Cloud ■ Public Cloud



Business demands a new kind of Private Cloud

How Private Cloud Appliance delivers cost optimization



Hypervisor Included



- Virtualization included at no additional cost
- Eliminates need for separate VMware licensing

Intelligent Rack Design



- Supports rational growth by scaling one node at a time
- Superior TCO versus self-assembled designs

Efficient licensing



- Trusted partitioning saves money on database licensing
- Pay for the cores you use, not full system capacity

Oracle Private Cloud Appliance X9: Optimized Modern infrastructure

Optimized for Performance – 33% more cores/server

Optimized for Cost - Reduce TCO by over 40%

Optimized for Cloud – OCI compatible APIs, services, and management tools

Mission-Critical
Applications

Business
Applications

Web
Applications



Oracle Private Cloud Appliance

Conversation Starters and topic to investigating

1. “I see you are using Oracle Big Data Appliance and/or Exalogic and/or Exalytics, Oracle Private Cloud Appliance provides a seamless migration path for BDA / Exalytics / Exalogic workloads.”

2. “Are you interested in containers for application portability? Oracle PCA delivers a Cloud Native Framework that allows you to easily create, manage, and use containers to move micro services-based applications between Oracle Cloud Infrastructure, public and private clouds.”

- 3 . “I see you are running your Oracle Database on Exadata, let me show you how we provide the best performance for your middleware and applications with Oracle Private Cloud Appliance.”



Oracle Private Cloud Appliance

Conversation Starters and topic to investigating

4. “Do you want to save on CAPEX and OPEX? Oracle Private Cloud Appliance consolidates distributed servers and workloads onto a centralized, highly available, high performance, cloud-ready platform.”

5. “How much are you spending on virtualization licensing? Oracle Private Cloud Appliances can reduce your TCO by eliminating VMware licensing fees.”

6. “How often do you have to take down the system for patches and upgrades from various vendors?”

7. “Did you know that PCA is a preferred platform for Oracle Apps Unlimited and GBU applications ?”



Oracle Private Cloud Appliance

Sales tactics & messaging

Oracle Exadata for Oracle Database with Oracle Private Cloud Appliance for everything else:

- **PCA** - Host enterprise workloads, cloud-native applications, and middleware with Exadata for Oracle Database
- **PCA** - Migration path for Oracle BDA, Exalogic, and Exalytics
- **PCA** - Preferred platform for Oracle Apps Unlimited (EBS, Siebel, PeopleSoft, Hyperion, JDE)
- **PCA** – Runs non-Oracle applications on various flavors of Linux, Windows, and Solaris

Private cloud infrastructure consolidation

- **PCA** – Complete private cloud platform with integrated compute, storage, networking and software
- **PCA** – Includes Oracle Cloud Native Environment, decoupling workloads from the infrastructure to provide a scalable framework for easy workload portability to Oracle Cloud Infrastructure
- **PCA** - Consolidate infrastructure and eliminate Do-It-Yourself systems with an estimated 40% cost savings

Use Oracle Private Cloud Appliance to host Oracle Global Business Unit (GBU) applications. Examples:

- Oracle Communications Billing and Revenue Management, Oracle Communications Order and Service Management is in use by several Telecom providers for 5G backend support.
- Oracle Flexcube, Oracle Banking, and Oracle Health Insurance, also being used by many customers



Oracle Private Cloud Appliance

Overcoming Objections



“Oracle Private Cloud Appliance isn’t secure”

Response: PCA has built in ACLs that act as a stateless firewall allowing IT Admins to create traffic filters to control incoming and/or outgoing traffic. PCA ZFS provides data encryption. PCA is deployed in the datacenter and leverages the same defense-in-depth security used by the enterprise to protect their other assets including FW, IDS/IPS, antivirus, IAM, Crypto, analytics, WAF, etc.

“Oracle is too expensive”

Response: Private Cloud Appliance is engineered to provide a cost effective yet simple and secure private cloud. Trusted partitioning ensures efficient licensing so that you only pay for what you use. Premier Support for Oracle Linux and Oracle Solaris is included. Support for Oracle container runtime and container services for use with Kubernetes is included in Oracle Linux premier support.

“I prefer to buy the best components available”

Response: Best of breed components are great individually but it can be challenging to get them to work together. Private Cloud Appliance is engineered as a single stack that's easily managed, upgraded, and supported. It seamlessly functions as a compute engine next to Oracle Exadata. A single converged infrastructure to manage and maintain vs disparate systems or DIY saves on OPEX. •

“We’re a VMware shop”

Response: Consider whether you need all of the features VMware claims – and their high licensing costs. PCA eliminates VMware licensing fees. If you’re looking to use VMware in the cloud, have you considered the Oracle Cloud VMware Solution as a way of lowering your VMware costs?

Oracle Private Cloud Appliance

Key features

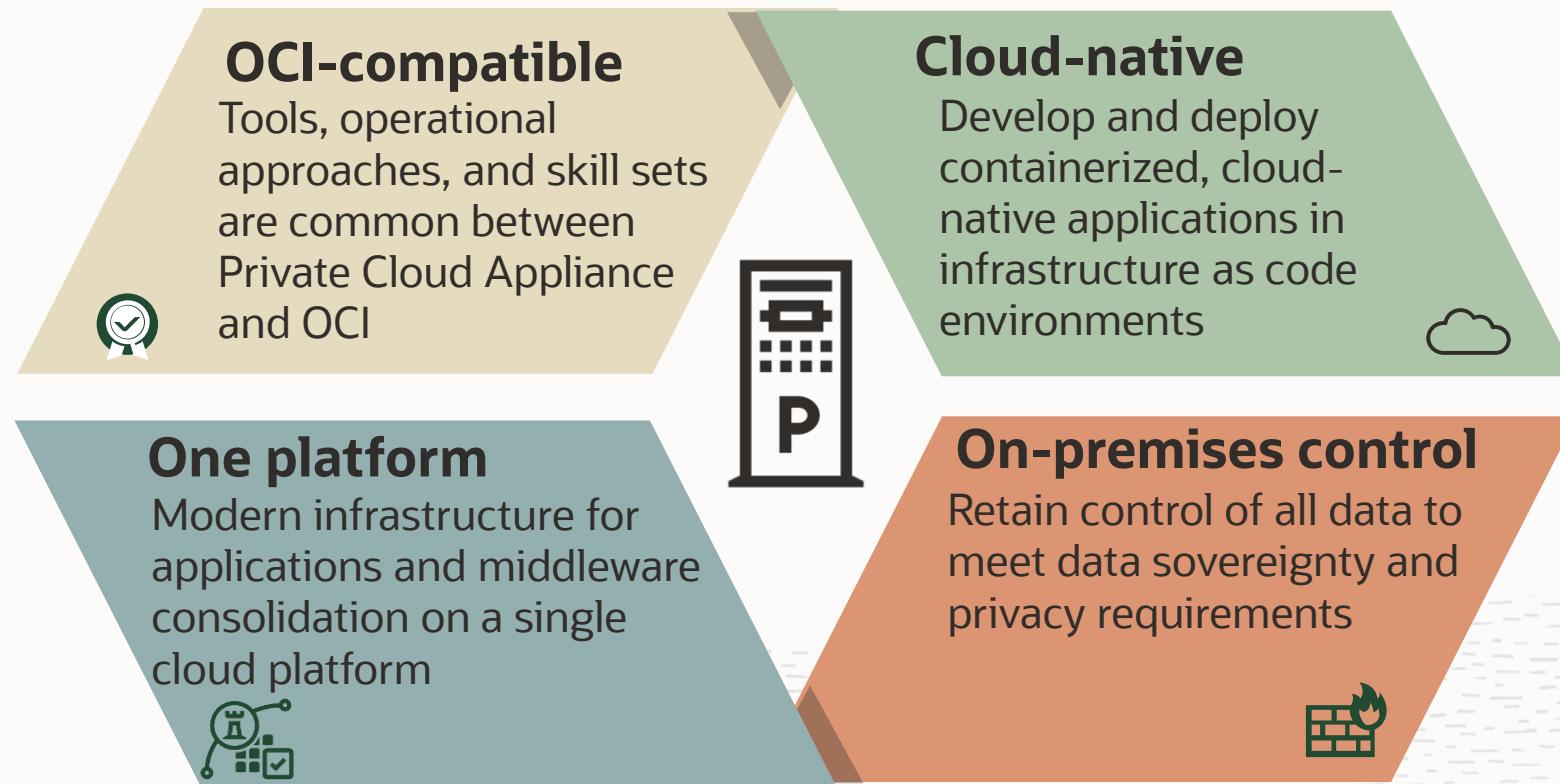


Oracle Private Cloud Appliance is an Engineered System designed for rapid and automated deployment of private clouds. Whether running enterprise applications on Linux, Windows, Oracle Solaris, applications or containerized cloud native applications, Oracle Private Cloud Appliance enables the consolidation of a wide range of mixed workloads on common infrastructure in customer data centers.

- Power-on to production in hours as opposed to weeks or months
- Develop once – deploy to PCA or OCI
- Supports Trusted Partitioning for efficient Oracle software licensing
- Secure multitenancy – up to eight independent tenant groups
- PCA scales compute up to 1080 cores to more than 8 PB of storage – Proven Scalability
- Availability - Increase application and service availability with redundant hardware, three fault domains, built-in data replication, and Site Guard for disaster recovery

Oracle Private Cloud Appliance X9

Delivers consistent development and deployment for public and private cloud



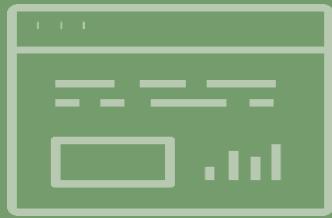
Oracle Private Cloud Appliance X9

Enhancements over prior generation



OCI Compatible

- APIs, UIs, Console
- Infrastructure and Identity Management
- Security model and services
- Embedded backup and data protection



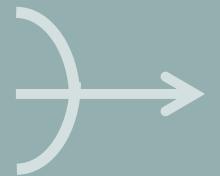
Increased Scalability

- 33% more cores/server
- 2.6x storage capacity
- 2.5x storage bandwidth



Open Source Software

- KVM virtualization
- Grafana and Prometheus for monitoring and visualization
- Terraform scripts automate infrastructure provisioning



Oracle Private Cloud Appliance

The best platform for middleware and applications in customer data centers



Manage diverse ISV workloads

- Supports multiple ISV applications architecture (Monolithics & Microservices)
- Ease of integration between ISV apps & Oracle Apps
- Proven consolidation platform

Deploy mission critical Oracle applications and middleware

- Highly available: 3 isolated fault domains and no single point of failure
- Lowest latency Exadata direct connect
- Integrated disaster recovery

Reduce TCO by over 40%

- Trusted Partitions optimize software license costs
- Eliminates infrastructure “tax” by including cloud administration and management, Oracle Linux, Oracle Solaris, Cloud Native Stack, etc.
- Up to 8 tenancies securely consolidate infrastructure for multiple organizations



Oracle Cloud Compatible Infrastructure on Premises

Engineered for Mission Critical Private Cloud



Image portability to OCI
OCI compatible APIs



Tools and Services

CI/CD
SDK



Business Continuity

Fault Domains
Disaster Recovery



Monitoring and Management

Grafana, Prometheus



Security and Governance

Identity and Access
Policy
Tagging
Encryption



Storage

Block
File
Object



Network

Virtual Cloud Network
Network Services
Security Lists
Gateway Services
Datacenter Connectivity



Compute

Virtual Machines



Private Cloud Appliance to Exadata Direct Connect

Lowest latency connection to Exadata improves response times and productivity



- Secure low latency application to database connectivity
- Designed-in optimizations for Oracle Database and multi-node scalability



50 Gbps bandwidth to each database server



PCA Customer's Implementation Result Summary



**85% lower
total cost of ownership**



**30% faster
return on investment**



**80% reduction
in complexity**



**90% lower
deployment costs**



**20% lower
software licensing cost**



**50% decrease
in CAPEX**



Jet Propulsion Laboratory
California Institute of Technology



NASA's Deep Space Network powered by Oracle Private Cloud Appliance

Business Challenge:

NASA's Jet Propulsion Laboratory (JPL) relies on its Deep Space Network (DSN) to provide uninterrupted communications with spacecraft exploring beyond Earth's orbit. NASA needed to upgrade from a legacy environment to a modernized infrastructure to receive data from space, then process it quickly and efficiently running a number of homegrown applications.

Results:

- ✓ Crucial for monitoring and managing satellite assets for NASA
- ✓ Consolidated over 300 legacy servers to six Oracle Private Cloud Appliances
- ✓ Achieved zero downtime for critical operations.

Products Used:

Oracle Private Cloud Appliance

Link to Forbes article:

<https://www.forbes.com/sites/oracle/2017/09/27/how-nasa-captured-the-moment-of-cassinis-last-dive>



IT Services provider optimizes client results with Oracle Exadata and PCA

“The Oracle Private Cloud Appliance combined with ZFS and Oracle Exadata have provided a solution which we have been able to get on the floor quickly, cheaply and which provides services to our customers which are not available anywhere else and in a way that gives them significant benefits.”

Ryan Lea
Solution Consultant, Revera

Business Challenge:

Revera is a leading cloud services provider in New Zealand providing private and public services for commercial and government clients. They sought an infrastructure which could be deployed quickly to meet their clients pressing data processing requirements.

Results:

- ✓ Revera reduced key processing times from 24 minutes to 15 seconds using the combined Oracle Private Cloud Appliance, Exadata, and ZFS infrastructure.
- ✓ The combined Oracle architecture enabled Revera to dramatically improve dev ops and code deployments.
- ✓ Using Oracle Private Cloud Appliance, Exadata, and ZFS together, Revera reduced deployment times from 240 to 20 minutes.

Products Used:

Oracle Private Cloud Appliance

Oracle Exadata, Oracle Database

Oracle ZFS



Tractor Supply scales growth with Oracle Exadata and Private Cloud Appliance

“Oracle Exadata is a fantastic solution for us since it provides the high performance and availability that we need for critical applications and fast backup and recovery. By far, Oracle has the best database engine on the planet. With Exadata, I sleep better at night, and my team sleeps better at night.”

Drew Diamond,
Technology Manager, Tractor Supply Co.

Business Challenge:

Tractor Supply has been a leading retailer for rural farmers, ranchers, and outdoorsmen for more than 80 years. To continue providing legendary customer service Tractor Supply needed to refresh its aging environment that managed huge amounts of data for internal analysis and processed many mission-critical applications.

Results:

- ✓ Using new Oracle Exadata systems, Tractor Supply experienced an average 3x performance improvement across its Oracle Database workloads.
- ✓ Tractor Supply deployed an Oracle Private Cloud Appliance to successfully support a mobile point-of-sale system for contactless curbside pick-up.
- ✓ Tractor Supply’s batch processing of its warehouse management system improved 7X to 8X, cutting their nightly analysis run from minutes to seconds.

Products Used:

Oracle Exadata, Oracle Database, Oracle RAC

Oracle Private Cloud Appliance, ZFS Storage Appliance



Thank You 😊

Questions / Feedback / Training Suggestions

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Ask for help 😊

ORACLE

