ORACLE

5 Reasons
to run your Oracle Database on Exadata

Oracle Exadata is the only platform that delivers optimum database performance and efficiency for mixed data, analytics, and OLTP workloads. With a full range of deployment options, it allows you to run your Oracle Database and data workloads where you want, how you want—on-premises, in the Oracle Cloud, Cloud at Customer in your data center, or any combination of these models.

Here are five top reasons to choose Exadata to run your Oracle Database.

1. Optimized for Oracle Database.

Using a generic approach to building your database infrastructure means your IT budget disappears if your business grows rapidly. Throwing more hardware at the problem will only work for so long.

Generic infrastructure creates problems. All databases grow, meaning more data, users, copies, and tasks to manage. More servers and more storage means more complexity, and more of your people's time to manage it all. As a result, costs go up, along with the exposure to the risk of errors. It's time for a new approach that's engineered for your critical database workloads.

Oracle Exadata is the answer. With an infrastructure that's engineered to work together with your Oracle Databases, Oracle Exadata delivers far more power with less hardware. It removes IT complexity while delivering greater performance, scalability, security, and data protection.

> " Exadata is helping to transform our business. Our SAP environment, one of the world's largest, can now support twice as much throughput with improved stability, which opens new business opportunities… thanks to a single and optimized Oracle technology stack. "
>
> Mio Smokvina, Director of Database Platform Delivery, Amerisource Bergen

2. Delivers workload performance and scale.

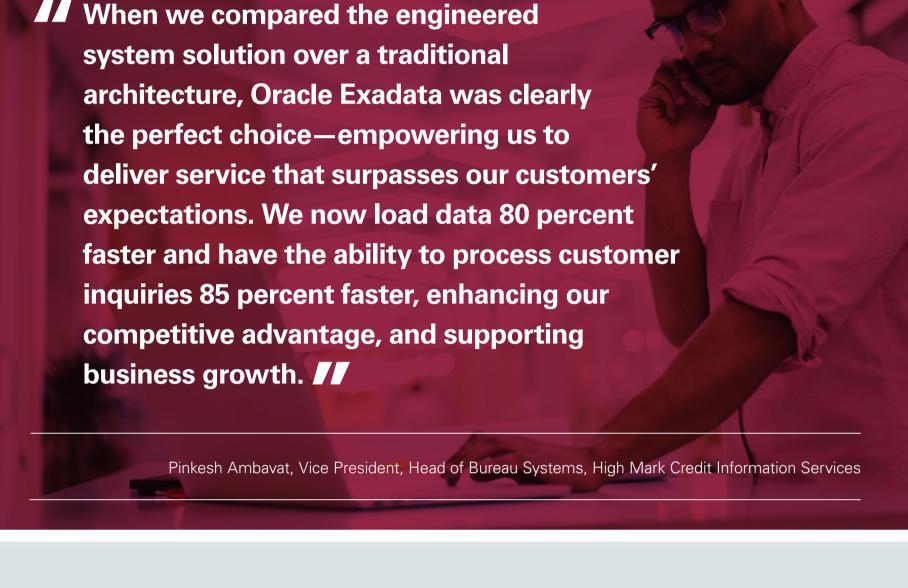All databases grow, meaning more data, users, copies and tasks to manage. A generic approach to infrastructure will result in a complex architecture, and an unsustainable level of IT spend. As a result, you'll have a larger data center footprint, which means you'll be paying for more power, cooling, and floor space. Not only that, but you could be held back by slow data queries that take longer to access information.

Exadata increases employee productivity and helps grow revenues with less cost and complexity vs traditional approaches. With performance up to 100 times faster, you can access data more easily, and engage with customers more quickly.

That same power lets you consolidate your databases onto a single platform, delivering more than four times the density. By using Oracle Database cores sparingly, it saves on licensing costs, and with a choice of consumption models including on-premises, Cloud at Customer and Oracle Cloud, Exadata even offers a database as a service (DBaaS) environment that focuses on rapid provisioning.

> " When we compared the engineered system solution over a traditional architecture, Oracle Exadata was clearly the perfect choice—empowering us to deliver service that surpasses our customers' expectations. We now load data 80 percent faster and have the ability to process customer inquiries 85 percent faster, enhancing our competitive advantage, and supporting business growth. "
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> Pinkesh Ambavat, Vice President, Head of Bureau Systems, High Mark Credit Information Services

3. Operationally efficient.

Does your business rely on hardware from multiple vendors? If so, you probably experience issues managing a complex database infrastructure. Maintaining and tuning each database and server overstretches IT staff, and deploying new appli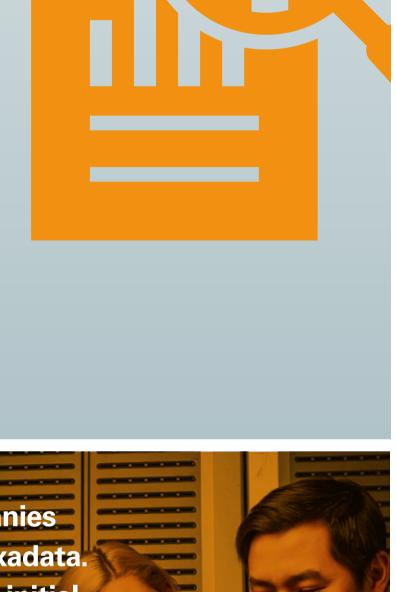cations can take months. You may also need IT specialists to take care of each different component. As the number of applications and their associated databases increases, your admin work go up, and so will your data center footprint.

Oracle Exadata delivers greater database and application performance with less hardware—and fewer licenses. Oracle Exadata means easier upgrades, tuning, patching, monitoring, and support, so you can control your costs. Its linear scalability means newer models work alongside older models by design, so you can start modestly and add capacity when you need it. Our new on-premises Exadata Cloud Machine means you can choose the Oracle Cloud, and move to a pure OpEx model.
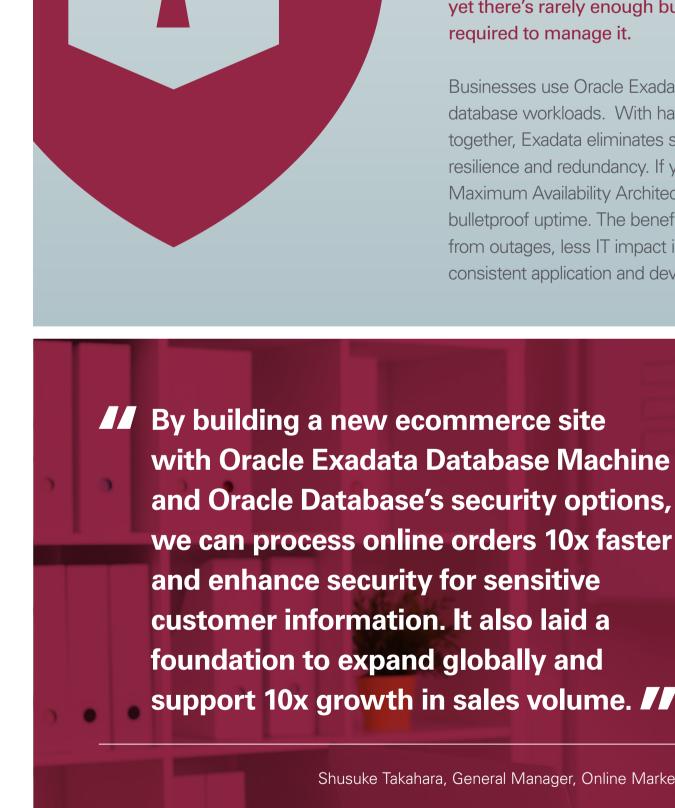
> IDC surveyed eight Global 2000 companies on their business results from using Exadata. On average, they saw a return on their initial Exadata investment in 11 months. But it meant more than breaking even, the customers claimed an average of 222,000 USD more revenue per 100 users. They logged 94 percent less unplanned downtime, 25 percent less time spent keeping the lights on, and 42 percent less effort from the application development staff. The bigger your environment, the bigger the numbers can be.

4. Maximize availability and security.

Good data security and database uptime are critical to business operations and revenue growth for your organization. Database sprawl makes it harder to establish consistent protection and policies for sensitive data. There are too many points of control to monitor and maintain. A larger surface area is vulnerable to attack, yet there's rarely enough budget for the specialist skills required to manage it.

Businesses use Oracle Exadata to run their most important database workloads. With hardware and software working together, Exadata eliminates system downtime, using its built-in resilience and redundancy. If you need even more, the Oracle Maximum Availability Architecture can provide the ultimate in bulletproof uptime. The benefits are clear: less business impact from outages, less IT impact in managing downtime, and consistent application and developer productivity.

> " By building a new ecommerce site with Oracle Exadata Database Machine and Oracle Database's security options, we can process online orders 10x faster and enhance security for sensitive customer information. It also laid a foundation to expand globally and support 10x growth in sales volume. "
>
> Shusuke Takahara, General Manager, Online Marketing Strategy Office, Bandai Co., Ltd.

5. Ready for the cloud.

Business leaders want a single and complete cloud strategy and implementation. Ideally, you'll invest in an architecture that offers you a pathway to a cloud consumption model for the future. One that offers the flexibility to mix and match on-premises deployment with a compatible public cloud option, whether that's for development and testing, running globally, providing extra capacity, or ensuring business continuity.

Multi-vendor database infrastructure and generic public cloud offerings cannot offer on-premises and public cloud compatibility, or let you to bring a public cloud model to your data center.

Oracle Exadata offers the best of both worlds. You can buy and manage our on-premises Oracle Exadata in the traditional way. You can choose an Oracle Exadata Cloud Service that's equivalent to an on-premises Oracle Exadata, just with a different consumption model. And for an on-premises consumption model equivalent to our public cloud, behind your firewall, there's the Cloud at Customer service delivered by Exadata Cloud Machine. Now that's a powerful set of options, the same architecture, with all the same benefits. All you need to do is choose which consumption model works best for you.

> " Applications, databases, and infrastructure all have to work together in harmony. When we looked at other cloud providers, they offered these in pieces. It was up to us to craft a solution. Oracle offered an integrated solution for me. It was a natural choice. "
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> Sheetal Shedolia, VP, Systems and Technology, Macy's

Discover how Oracle Exadata can help run your business. Visit www.oracle.com/exadata