

ORACLE

# Estate Modernization

Any application, technology stack, and location—however you choose

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**Marcel Lamarca**

Exadata Cloud Specialist

Oracle, Alliances and Channels knowledge Team - LAD

October 09, 2023



# Nossos Valores

Integridade

Ética

Compliance

Inovação

Trabalho em  
Equipe

Respeito  
Mútuo

Satisfação  
do Cliente

Justiça

Qualidade

Comunicação



Como empresa líder em tecnologia, abraçamos a **diversidade** em todas as suas formas. Acreditamos realmente que a **inovação** começa com a **inclusão**. E isso só pode ser alcançado com a cooperação de nossos **parceiros**. Afirmamos nosso **compromisso** em manter um **ambiente respeitoso** e **livre de discriminação** e esperamos isso dos nossos **parceiros de negócios**.

A Oracle espera que seus **parceiros** conduzam os negócios de forma **justa** e **ética**, para cumprir as leis anticorrupção em todo o mundo, para cooperar com os pedidos de informação da Oracle e evitar envolver-se em qualquer atividade que envolva até mesmo a aparência de impropriedade.

É vital que os nossos parceiros sejam aderentes aos valores do **Código de Ética e Conduta Empresarial da Oracle**, que baseia-se e implementa os valores que são essenciais para o nosso sucesso como empresa. Nossos valores são a base de tudo o que fazemos e todos nós devemos viver esses valores todos os dias.



Utilize o QR code para acessar o Código de Ética e Conduta Empresarial da Oracle.

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



Father, husband, Cooker and son!

Graduated in Business Administration (FMU-SP)

## **Oracle DBA**

21 Years dedicated to study and support Oracle Databases.

12 Years working with Exadata (On-prem, C@C and Cloud Services) .

4 Year working for Oracle do Brasil

1 Year on Alliances LAD knowledge Team

## **Oracle Cloud Specialist (OCS)**

Exadata Database Machine X9M Certified Specialist

OCI Foundation 2020 / 2023

Oracle Autonomous Database Administrator

Oracle Cloud Database Migration and Integration

OCI Cloud Certified Architect Associate 2022

OCI Cloud Certified Architect Professional 2022

OCI Multicloud Architect Professional

## **Oracle Certified Professional (OCP)**

10g, 11g and 12c.

## **Oracle Certified Specialist (OCE)**

Grid/RAC Database Administrator 11g



# 95%

of global executives agree new data architectures and strategies are required to manage the dramatic changes to their organizations' data landscapes.

# 50%

of in-house applications are still on-premises.  
– Gartner<sup>1</sup>

Accenture Technology Vision 2023

# 86%

of respondents report that more than half of their applications are being modernized.  
– IDC

# \$873B

of potential yearly IT savings, operational savings, and digital risk reduction in 2030 by Global Fortune 2000 companies.  
– McKinsey

<sup>1</sup> Rationalizing Applications and Infrastructure for Cloud Delivery, Gartner, Sept 2022

<sup>2</sup> PaaSView and the Developer Survey, IDC, May 2021



# IT modernization is an imperative

" Our customers are typically **saving 30-50%** overall by moving their applications to our cloud when compared to refreshing their infrastructure **on-premises** or running on **other clouds**."

**Clay Magouyrk**, EVP of OCI at Oracle

"If you have **not developed** a cloud-first strategy yet, you are likely falling behind **your competitors**."

**Elias Khnaser**, VP Analyst Gartner

"The proportion of IT spending that **is being allocated** to cloud will **accelerate even further** in the aftermath of the COVID-19 crisis."

**Ed Anderson**, Distinguished VP Analyst, Gartner

# A few of the modernization goals we're hearing about from customers

## Lower costs



Simplify and automate IT to free up personnel and budget

## Faster time to value



Create dynamic engagements with customers and employees

## Activate and monetize data



Develop new value streams using enterprise data

## Reduce cybersecurity risks

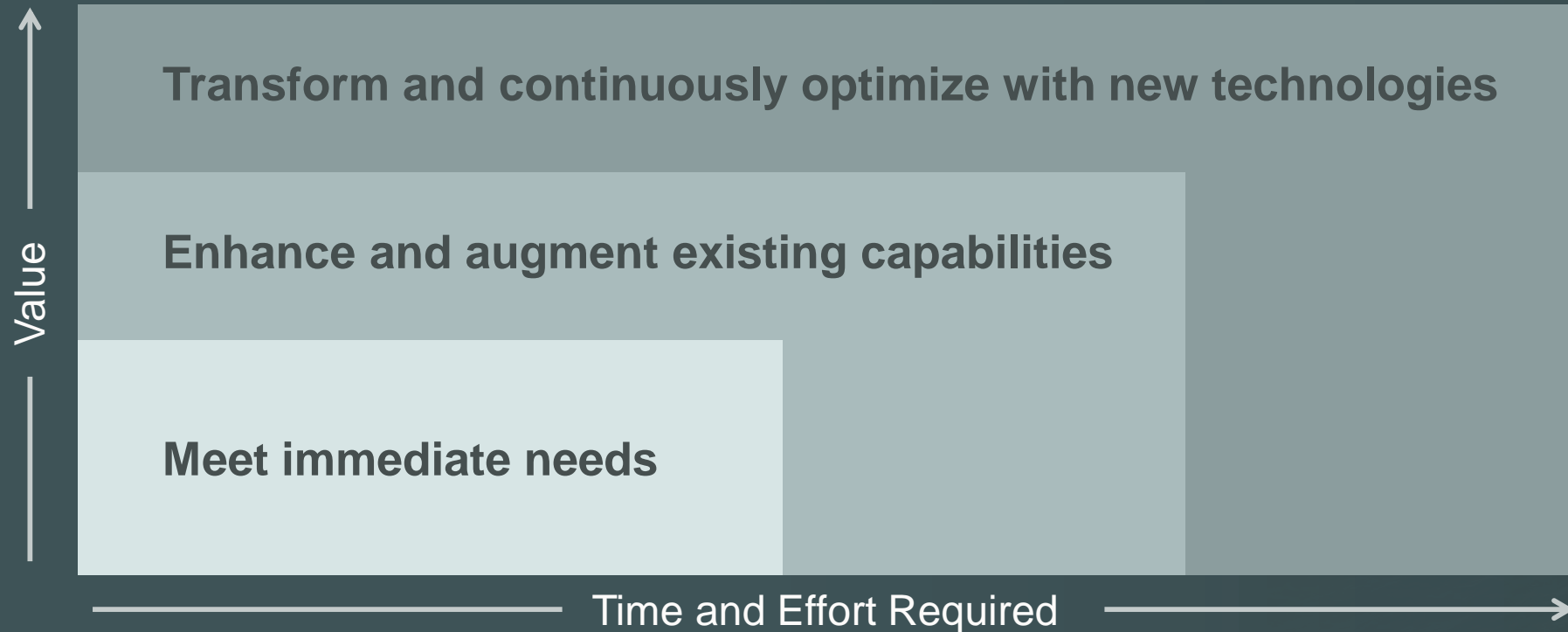


Enhance enterprise security posture by updating obsolete resource-based cybersecurity



# IT modernization is a continuous process

Balancing available resources, immediate business goals and longer-term vision



Most organizations are engaged in multiple types of modernization at the same time

# Oracle makes modernizing easier than you think

Broad choices based on your needs, skills, and timelines

## Meet immediate needs

Add AI services to existing apps

Upgrade software to use new features

Run workloads on faster systems

## Enhance and augment

Lift & shift application stacks to the cloud

Deploy self-service and app-integrated analytics

Automate and consolidate database operations

Integrate custom AI and ML models

Implement Maximum Availability and Maximum Security Architectures

Upgrade data centers with hybrid cloud platforms

## Transform and optimize

Migrate to SaaS

Implement multicloud architectures

Replace existing apps with cloud-native ones



# Modernization topics for today's discussion—there are many more

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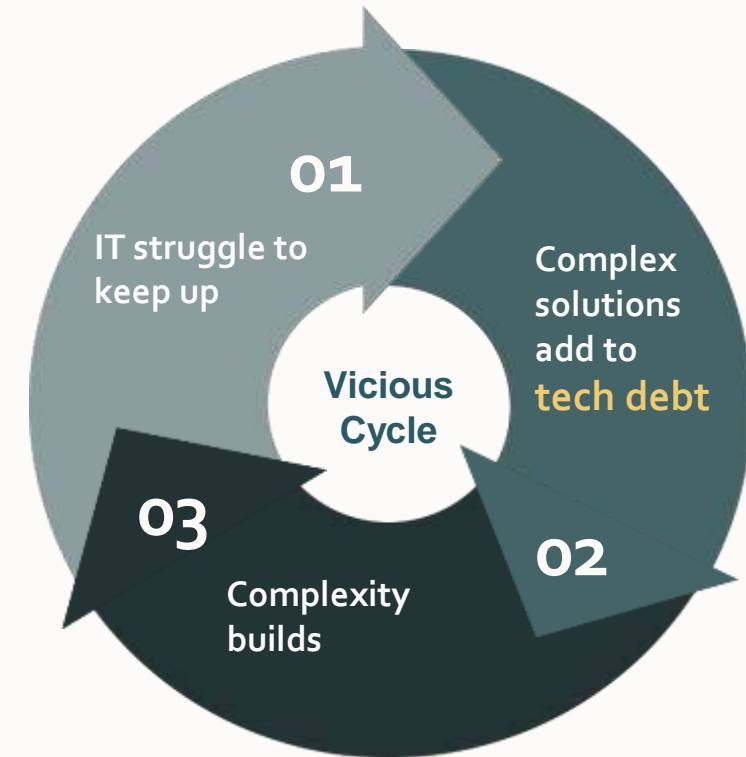
Enhance enterprise security posture by updating obsolete resource-based cybersecurity

# Lower costs

Simplify and automate IT to free up personnel and budget

## Challenges:

- Too much time, personnel, and budget spent “keeping the lights on” due to a lack of automation
- Many copies of data on scattered deployments increases the cost of database infrastructure
- Can’t achieve cloud scaling and management benefits for on-premises application stacks using VMware and Oracle Database
- Oracle E-Business Suite and other packaged applications don’t run fast enough to meet growing business demands and require too much manual administration
- Need high Oracle Database performance and availability in a multicloud environment



**Tech debt accounts for ~40% of IT balance sheets**

[McKinsey & Company - Breaking technical debt's vicious cycle to modernize your business](#)

# Lowering costs with Oracle Distributed Cloud



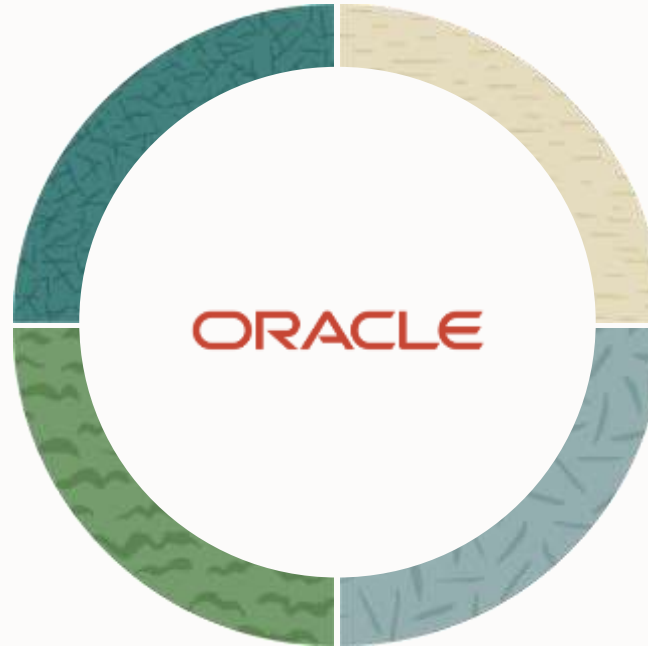
## Multicloud

Our products work with your other providers, including Oracle Database Service for Azure, Oracle Interconnect for Azure, and Oracle MySQL Heatwave on AWS



## Public cloud

Access cloud services in 42+ global locations including Commercial, US Government, UK Government, US National Security Regions, and European Sovereign (2023)



## Hybrid cloud

We bring cloud services to you, including Oracle Exadata Cloud@Customer, Oracle Cloud VMware Solution, Oracle Roving Edge Infrastructure, OCI Observability and Management, and Oracle Database



## Dedicated cloud

We build a cloud just for you, with all 100+ OCI services running in customer data centers, including OCI Dedicated Region and Oracle Alloy

### Meet immediate needs

- Run workloads faster
- Use new software features
- Reduce consumption costs
- Automate administration

### Enhance and augment

- Lift-and-shift application stacks to OCI
- Reduce app dev costs with low-code
- Consolidate database infrastructure
- Run existing apps on container platforms

### Transform and optimize

- Implement a multicloud architecture
- Automate workflows
- Gain insights with an analytics platform and AI services
- Continually enhance cloud-native applications



# Oracle Cloud Infrastructure Global Footprint



**October 2023**

**46 regions; 6 more planned**

**12 Azure Interconnect Regions**

- Commercial
- Commercial Planned
- Sovereign
- Government
- Microsoft Interconnect Azure



# Helping customers lower their costs

Improved EBS reporting, client experiences and cuts costs



Clough eliminated day-long lags in reporting, **cut costs by 85%**, and generated multi-source reports 7x faster with Oracle Autonomous Data Warehouse and Analytics Cloud. Enhanced Oracle E-Business Suite reporting enables new approaches to address supply chain hurdles and provide better service to their clients.

[Read Clough's story](#)

Increased automation and efficiency reduces total costs



Deutsche Bank is using Oracle Exadata Cloud@Customer to modernize its banking databases and while retaining control over the location of their data. Cloud consumption benefits and automated management are expected to provide more than **100 M€ of savings** over 5 years.

[Read Deutsche Bank's story](#)

Created a cost-effective, easily deployable SaaS model on OCI



CodeGen simplified and automated development lifecycles migrating to OCI's DevOps Service, **cut costs by 25%** with Autonomous Database autoscaling, and reduced time to market by 45% deploying its solutions with Oracle Container Engine for Kubernetes.

[Read CodeGen's story](#)





# Modernization topics for today's discussion—there are many more

## Lower costs



Simplify and automate IT to free up personnel and budget

## Faster time to value



Create dynamic engagements with customers and employees

## Activate and monetize data



Develop new value streams using enterprise data

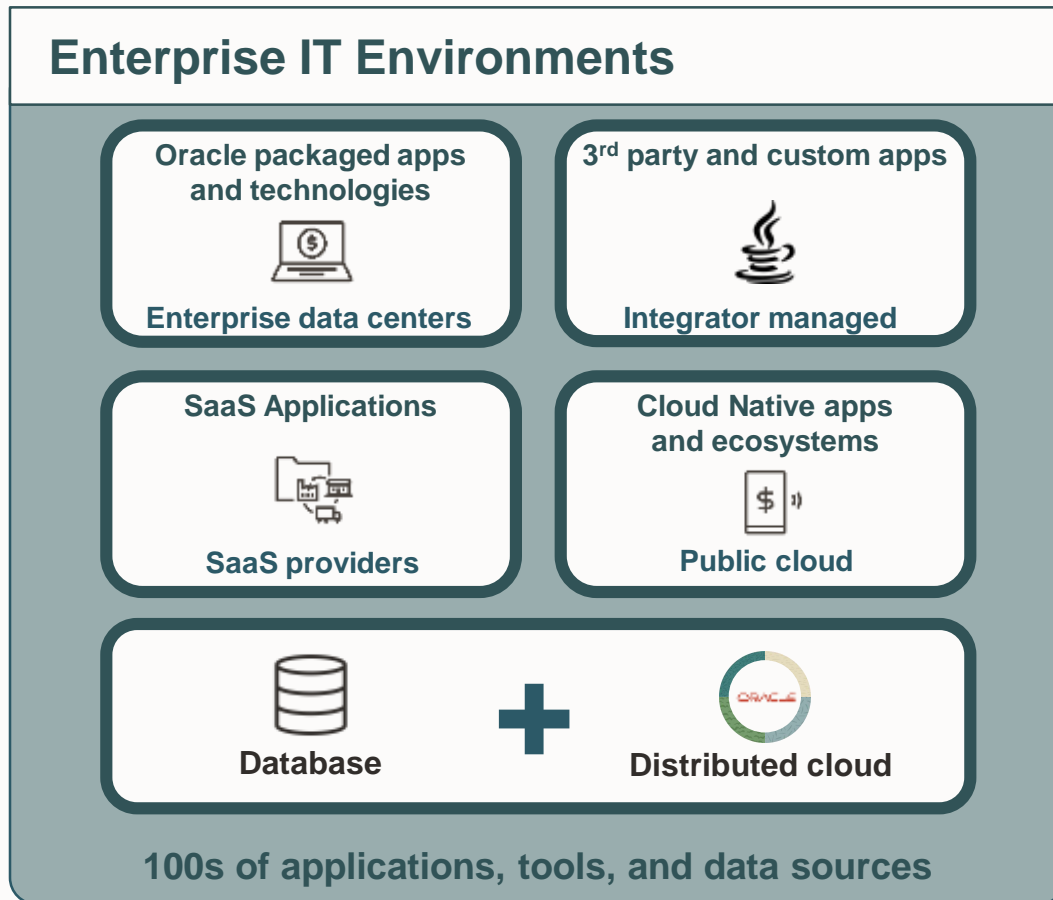
## Reduce cybersecurity risks



Enhance enterprise security posture by updating obsolete resource-based cybersecurity

# Faster time to value

Create dynamic engagements with customers and employees

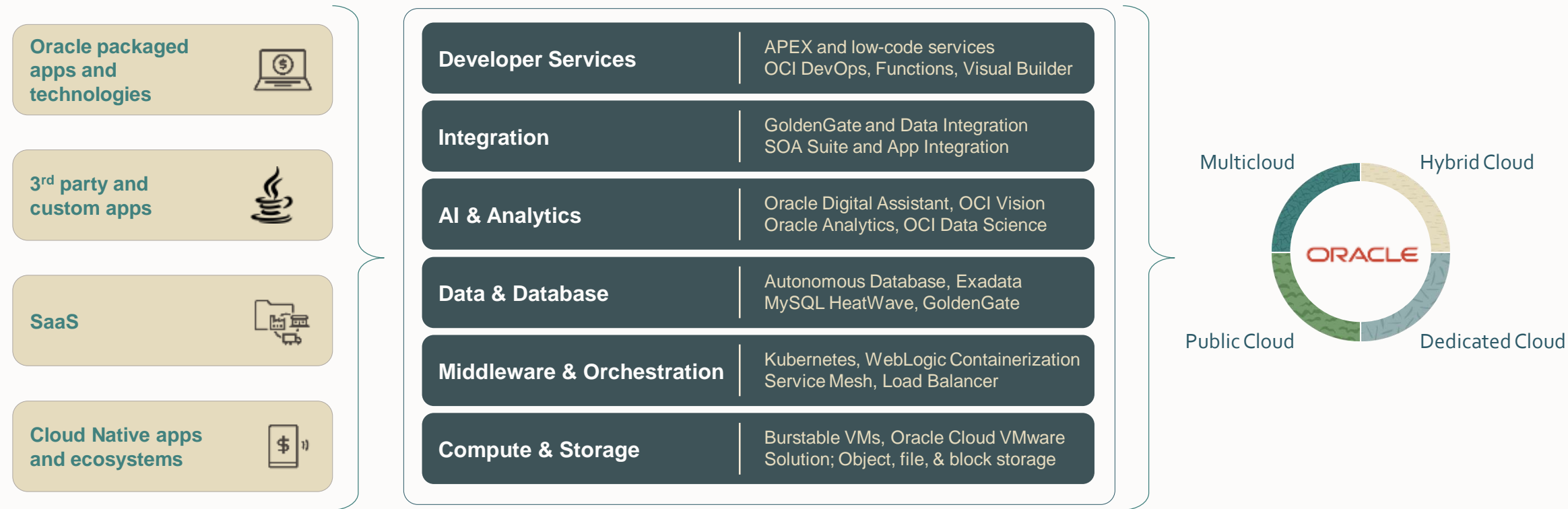


## Challenges:

- Replacing all existing enterprise applications at once creates too much risk of operational disruption
- Need to quickly increment capabilities of existing application stacks
- Different functionality across on-premises and cloud fragments user and developer experiences
- Fragmentation of data on specialized databases complicates application development and deployment
- Complex software release cycle for applications and databases slowing down business



# Oracle application modernization: Any app, any stack, anywhere



## Meet immediate needs

- Add chatbots to on-premises apps
- Containerize apps and middleware in place
- Migrate DB licenses to cloud services
- Simplify app dev with a converged database

## Enhance and augment

- Move apps and SOA to OCI as is
- Connect apps with prebuilt integrations
- Extend SaaS with low code automation
- Automate performance tuning

## Transform and optimize

- Refactor existing apps to microservices
- Use Serverless Functions, Containers, Kubernetes
- Build new event-driven apps and services
- Scale microservices with in-database containers



# Helping customers deliver modern experiences

## Easily add prebuilt AI services to existing applications



In just **6** weeks, Loyola extended their on-premises PeopleSoft environment to improve student services with a chatbot powered by Oracle Digital Assistant. Role-based, multi-lingual responses to over **430** questions helped Loyola achieve an **86%** success rate.

[Read Loyola's story](#)

## Boost business agility with low-code application development



Nomura Research Institute (NRI) offers services to about 70% of Japan's capital market firms, and selected Oracle APEX over more than 20 low-code platforms. They reduced application development efforts by **65%** and application update time from **days to seconds**

[Read NRI's story](#)

## Create differentiated services with low-code and automation



Vertiv reduced Engineer-To-Order turnaround time by **30%**, cut rework by **10%**, and created new revenue streams with real-time automation across E-Business Suite, other on-premises applications, Oracle CX, and ERP Cloud with Oracle Integration services.

[Read Vertiv's story](#)



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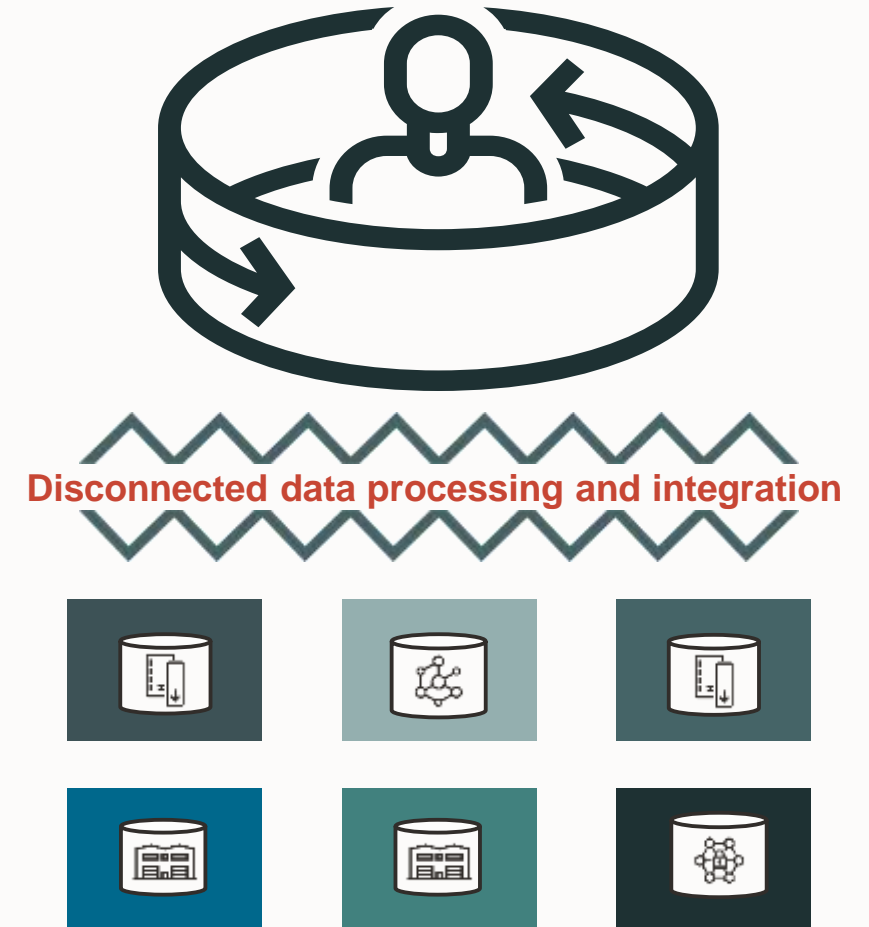


# Activate and monetize data

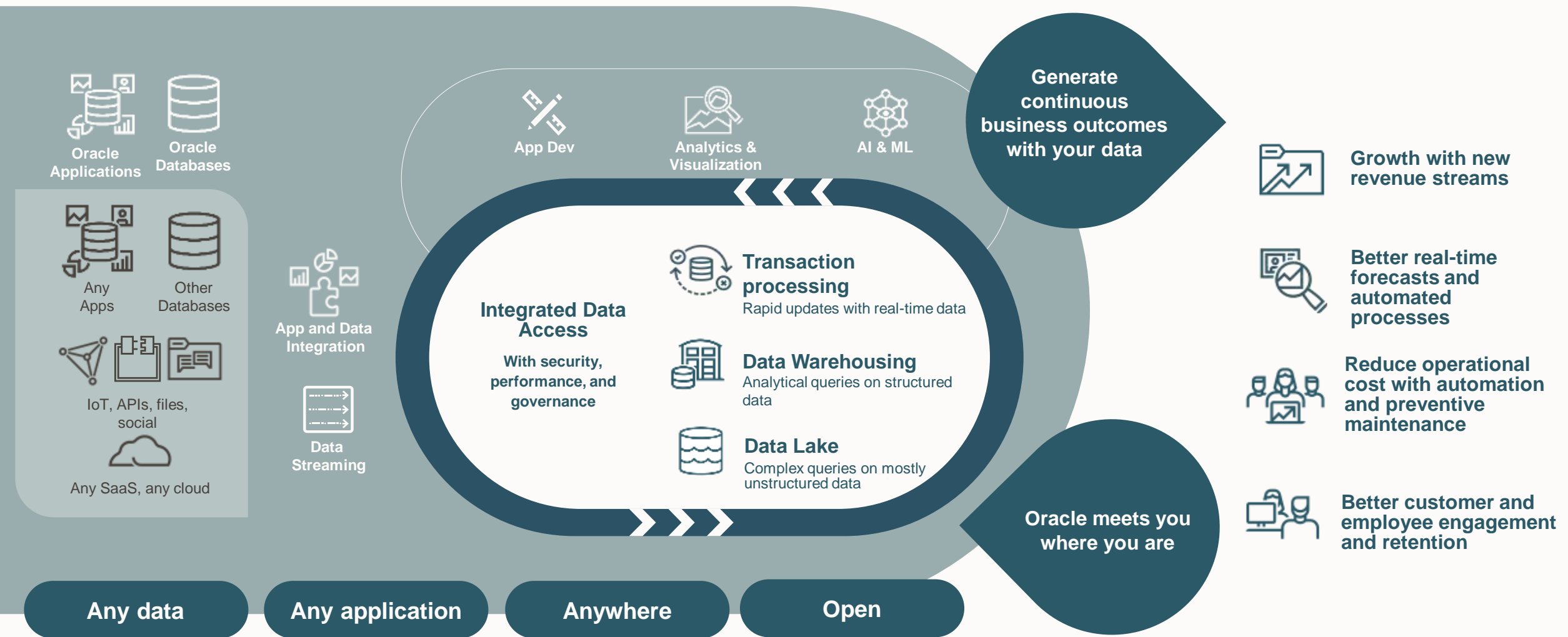
Develop new value streams using enterprise data

## Challenges:

- It's difficult to activate and monetize data because it's in so many places, in different formats, and managed in different ways
- Data and insights aren't trusted due to uncertain data timeliness, lineage, and provenance
- Generating new revenue streams from diverse data requires creating new applications that can be quickly adapted to changing business needs
- Sharing the right data with the right people is complex due to security and privilege requirements
- It's difficult to uncover insights from vast amounts of data using traditional analytics methods



# Oracle's Modern Data Platform: The Power of Any



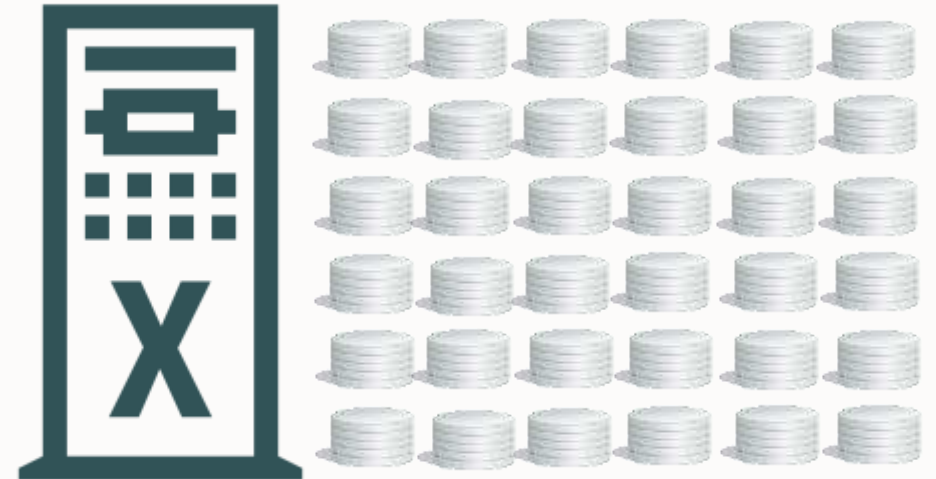
# Platform-based database consolidation reduces complexity

## Before consolidation



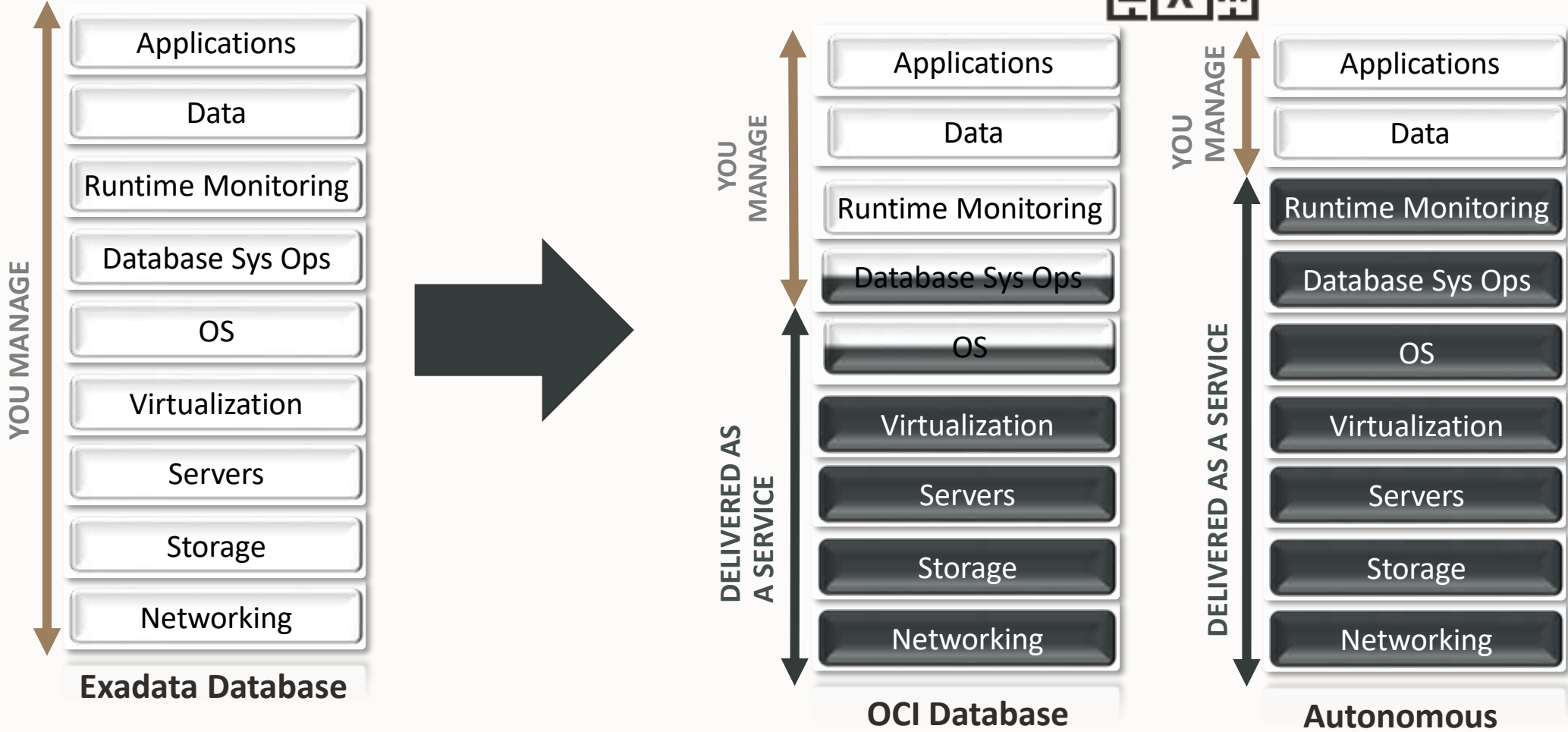
36 databases and  $n$  platforms to patch and manage

## After consolidation



36 database and **one** platform to patch and manage

# Traditional VS Oracle Cloud Automation



# Move your Oracle Standard Database to ADB



AppDev, Autonomous Database

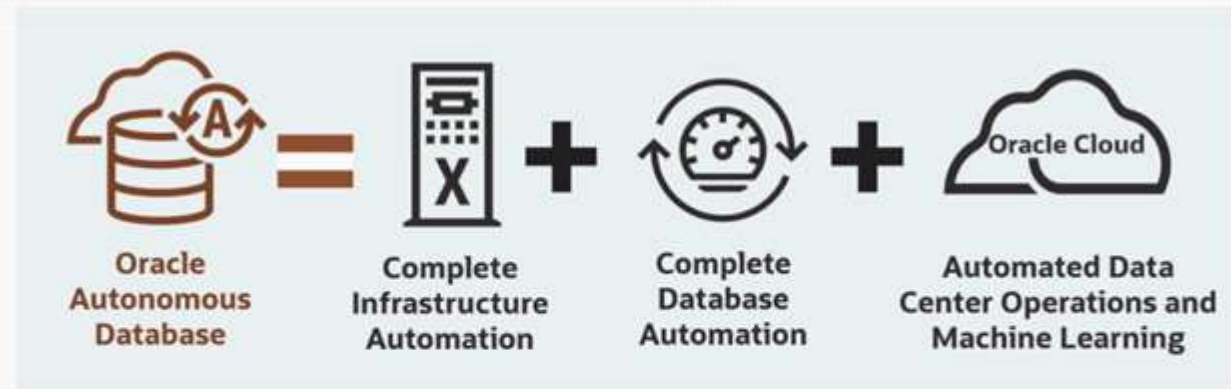
## Minimize Cost and Maximize Benefits: Move Your Oracle Database Standard Edition to Oracle Autonomous Database

January 7, 2022 | 9 minute read



**Youko Watari**  
Product Marketing Director

Shifting data, databases, and applications from on-premises environments to the cloud can support business-critical applications for all types and sizes of organizations. Many organizations are evaluating different options for taking their on-premise databases to the cloud before taking the first step of your cloud journey.



### Use BYOL to Lower Your TCO

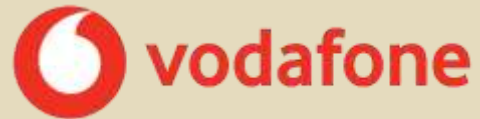
For a CFO or CIO, lowering the total cost of ownership (TCO) by migrating to the cloud is critically important. Moving to the public cloud frees organizations from paying for hardware and data center-related costs, such as power, cooling, data center networking, and physical security. [Migrating to Autonomous Database](#) can also cut database administration costs up to 80% with automation of database operations and tuning. In addition, automatic scaling can reduce runtime costs, billing you only for the minimum resources required at any given time.





# Helping businesses get more value from data

**Increase customer engagement  
with a build-once, deploy  
everywhere approach**



Vodafone are modernizing thousands of on-premises database workloads and applications using Oracle Autonomous Database with middleware running in OCI Container Engine for Kubernetes. They are support innovation and lower costs by using a secure, fully featured on-premises cloud region in their data centers.

[Read Vodafone's story](#)

**Accelerated digital innovation  
by 2X with automation and  
a unified data strategy**



Hearst automated application connectivity and data flows from multiple sources using OCI integration services. Autonomous Data Warehouse made their "single source of truth" readily accessible to data analysts resulting in faster project delivery times and reduced operational costs by 80%.

[Read Hearst's story](#)

**Improved availability and  
resilience**



VLI provides logistics vital to Brazilian economy, making time-to-market critical. They modernized core systems by migrating databases to Exadata Database Service and their Oracle WebLogic Server environment to OCI improved availability, productivity, and profitability.

[Read VLI's story](#)



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## Reduce cybersecurity risks



Enhance enterprise security posture by updating obsolete resource-based cybersecurity

# Reduce cybersecurity risks

Requirements continue to evolve across the enterprise



## Challenges:

- Risks from ransomware and data theft are increasing due to an expanding attack surface
- Outdated software and patches anywhere in the application stack can increase security risks
- Data and applications are spread across multiple on-premises and cloud locations without a global view of security
- Lack of consistent security enforcement
- It's difficult to keep up with continually evolving regulation and compliance requirements



# Oracle offers layers of security with integrated visibility

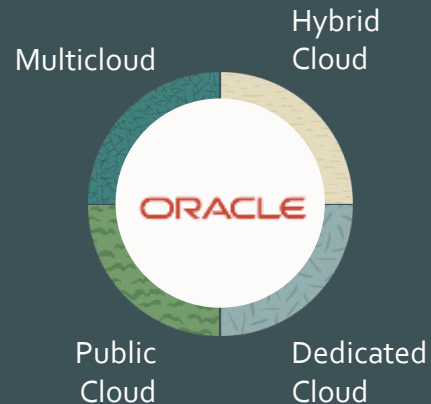
## Simple and automated security

**Built-in** security across databases, infrastructure, and applications

**Automated** security updates across databases and Linux

**Always-available** security and identity enforcement

## Integrated security across the distributed cloud



## Seamless visibility of security posture helps address compliance

Continuously **monitor cloud environment** for posture changes

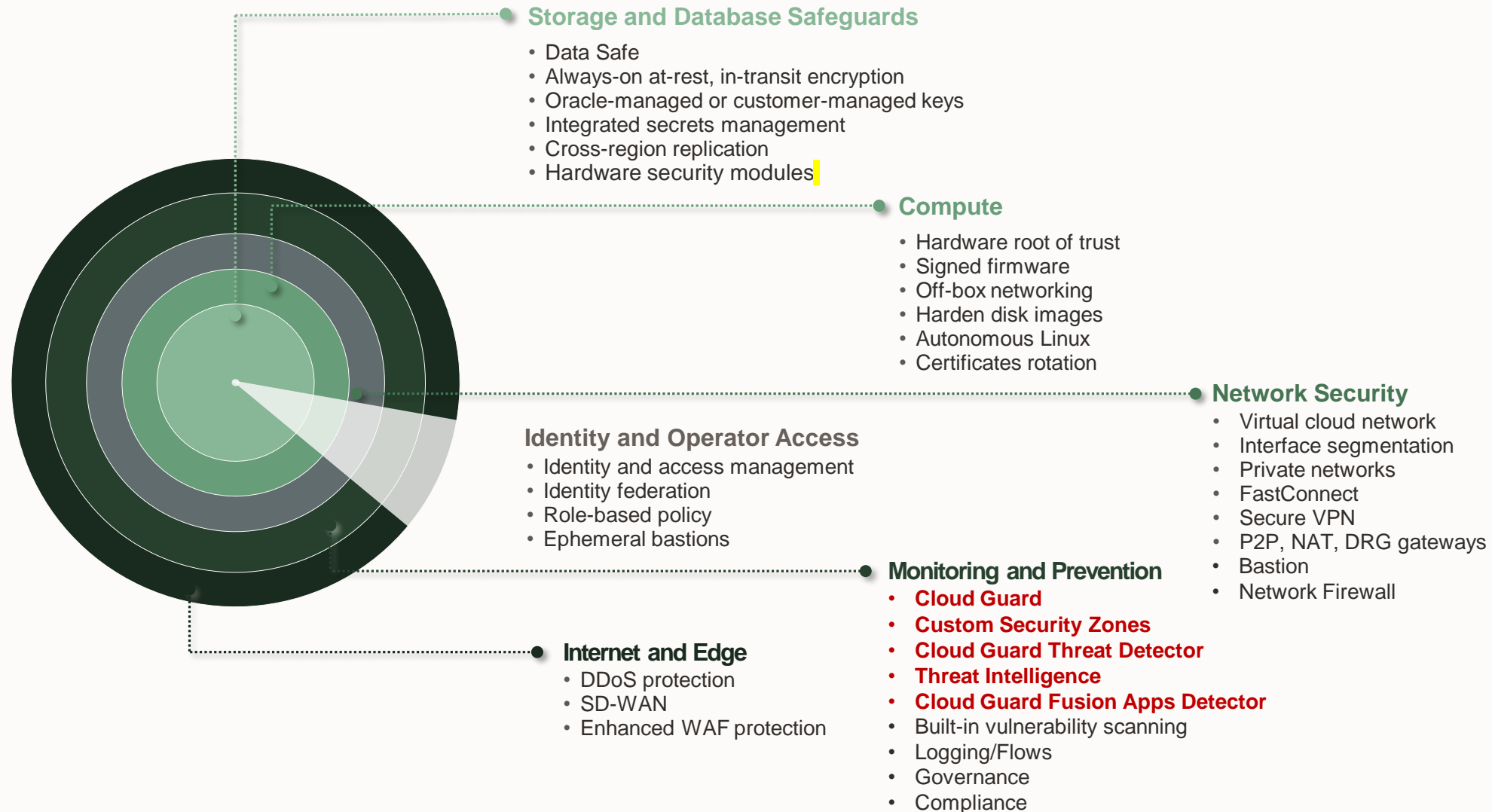
Protect **data privacy** and sensitivity

Centralized visibility to govern **digital identities and access rights**

Helps customers address **70+ government and industry compliance** programs



# Defense-in-depth, from data to the edge







## Cloud Guard

Obtenha uma exibição unificada da postura de segurança entre os locatários dos clientes Oracle Cloud Guard, incluindo recursos configurados independentemente entre locatários e atividades administradores de segurança para resolver os problemas de

## Recursos do Cloud Guard

Prontidão para a nuvem

Documentação

Comunidade de clientes

Aprendizado na nuvem

Conteúdo relacionado



### Modo Gratuito da Oracle Cloud

Crie, teste e implemente aplicações na Oracle Cloud gratuitamente. Inscreva-se uma vez e tenha acesso a duas ofertas gratuitas.

[Comece com a Oracle Cloud - Modo Gratuito](#)



# Helping customers reduce cybersecurity risks

## Streamlined identity management across the distributed cloud



Securely provides IT services for 50 City and County of San Francisco departments. Adopted a highly available identity platform to create a centralized, secure experience for their citizens across PeopleSoft, Office 365, ServiceNow, and Salesforce.

[Read San Francisco DoT's story](#)

## Improved security posture remediation



Provides roadside assistance and other services to 2.6 million members in Australia. Shortened lag time from discovery to remediation of vulnerabilities to protect member data to free the team to better serve their business and members.

[Read NRMA's story](#)

## Created a cost-effective, easily deployable SaaS model on OCI



Improved data processing, security, and quality for increasing data volumes and concurrent users with Oracle Autonomous Data Warehouse and Data Safe. Reduced budget planning cycle in half while reducing IT overhead.

[Read Adventist Health's story](#)



# IT modernization is a journey not a destination

Oracle can help you navigate, pivot and succeed more gracefully

Distributed cloud brings cloud capabilities where needed



High Operational Efficiency



End-to-end automation of database operations, analytics, and workload management

Faster cloud migrations



With cloud native and VMware environments that minimize migration time and complexity

Best for Oracle apps and databases

Purpose-built database hardware, exclusive capabilities, efficient consolidation, licensing flexibility, automated administration



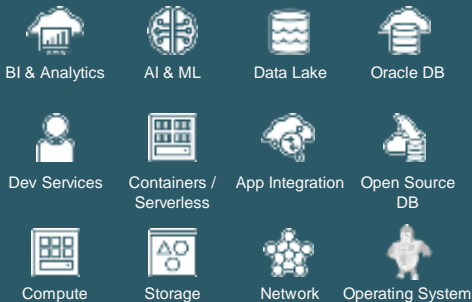
Security-first, always on by default

Zero trust architecture provides defense in depth, at every layer



Complete Capabilities

All services available where needed



Innovative App Dev

With Autonomous Database, AI Cloud Services, and Oracle APEX



# Hapvida improves patient outcomes and saves lives with Oracle Cloud



- Hapvida Saúde – Brazil’s largest verticalized healthcare solutions provider – sought to modernize its data and analytics platforms to improve service levels and enhance patient care
- Hapvida turned to Oracle Autonomous Database and Oracle Analytics Cloud to boost operational decision-making and improve healthcare efficiency – delivering accurate, real-time data to physicians across their network of facilities

## 8x faster

Medical reporting speeds with Oracle Autonomous Database and Oracle Analytics Cloud

[Read Hapvida’s story](#)





# MetrôRio gains performance and cost savings with Oracle

- MetrôRio – a rapid transit network that serves the city of Rio de Janeiro, Brazil – needed to modernize their entire back office due to a divestiture
- Coupling its data-intensive ticketing app to the lower processor requirements of Oracle Exadata Database Service and the granular scalability of OCI gave MetrôRio more command over cash flow through predictable operating expenses and judicious use of Oracle Universal Credits

**35%**

Savings over 5 years with predictable, consumption-based billing

**18x**

Reduced disaster recovery window by 18x – from 72 to 4 hours

[Read the MetrôRio story](#)



# VLI improves cargo management efficiency and reliability with Oracle



- Brazilian logistics operator VLI's aging on-premises systems—which issue bills of lading and manage train movement—were becoming increasingly unreliable, with frequent system errors and outages.
- VLI migrated core applications to OCI and their database to Exadata Database Service, resulting in a 30% reduction in system errors. This improved their ability to load and dispatch trains correctly and on time, enhancing customer service, productivity, and profitability.

**30%**

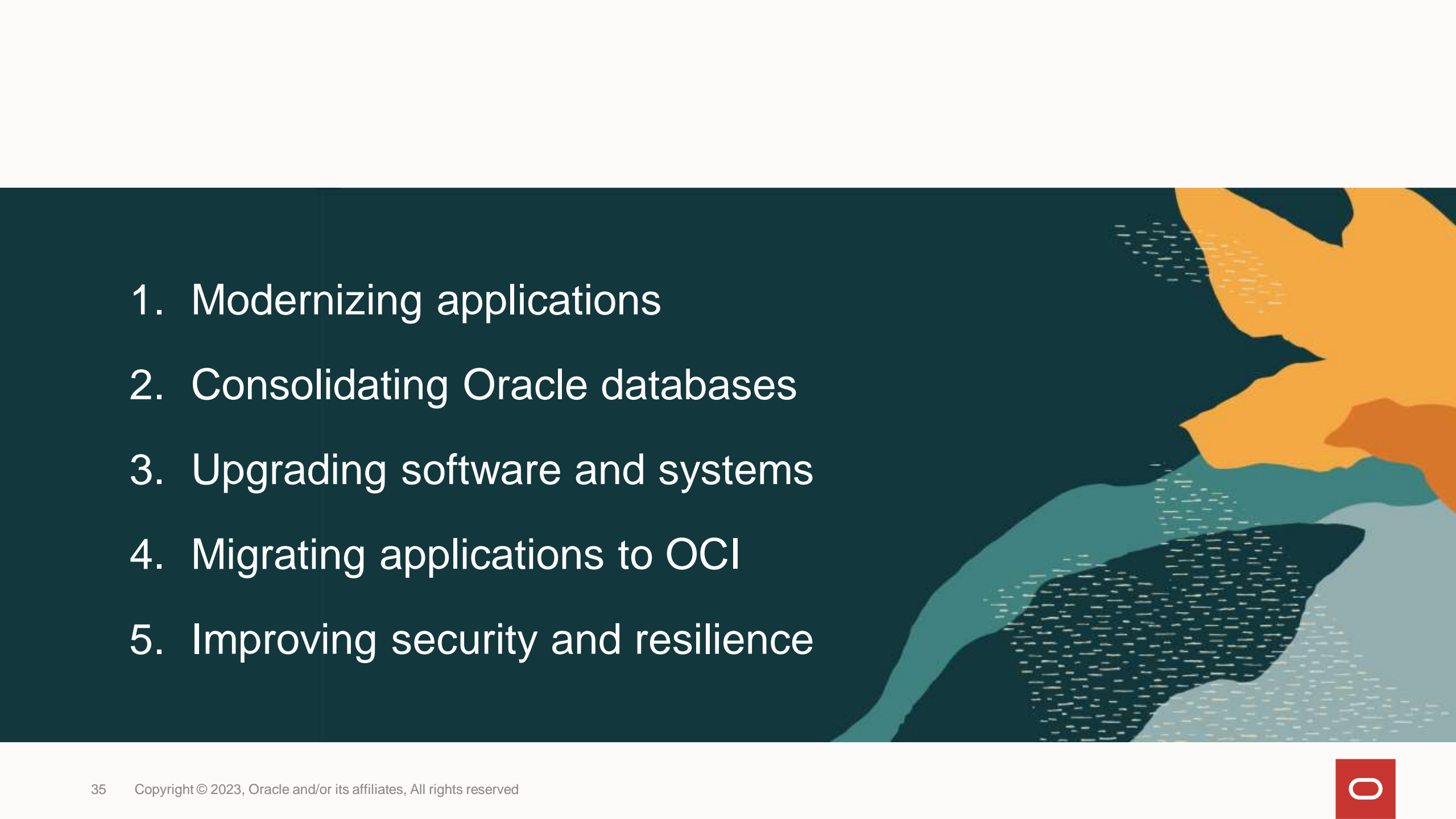
Reduction in system errors following migration to OCI

**10x faster**

Core business processes for train operations and billing are running up to 10 times faster

[Read VLI's story](#)



- 
1. Modernizing applications
  2. Consolidating Oracle databases
  3. Upgrading software and systems
  4. Migrating applications to OCI
  5. Improving security and resilience





# Thank You 😊

**Questions / Feedback / Training Suggestions**

[marcel.lamarca@oracle.com](mailto:marcel.lamarca@oracle.com)

**Ask for help 😊**



ORACLE