ORACLE

Estate Modernization

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

—

Marcel Lamarca
Exadata Cloud Specialist
Oracle, Alliances and Channels knowledge Team - LAD
October 09, 2023

Nuestros Valores

- **Integridad**
- **Ética**
- **Compliance**
- **Innovación**
- **Trabajo en Equipo**
- **Respeto Mutuo**
- **Satisfacción del Cliente**
- **Justicia**
- **Calidad**
- **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**.

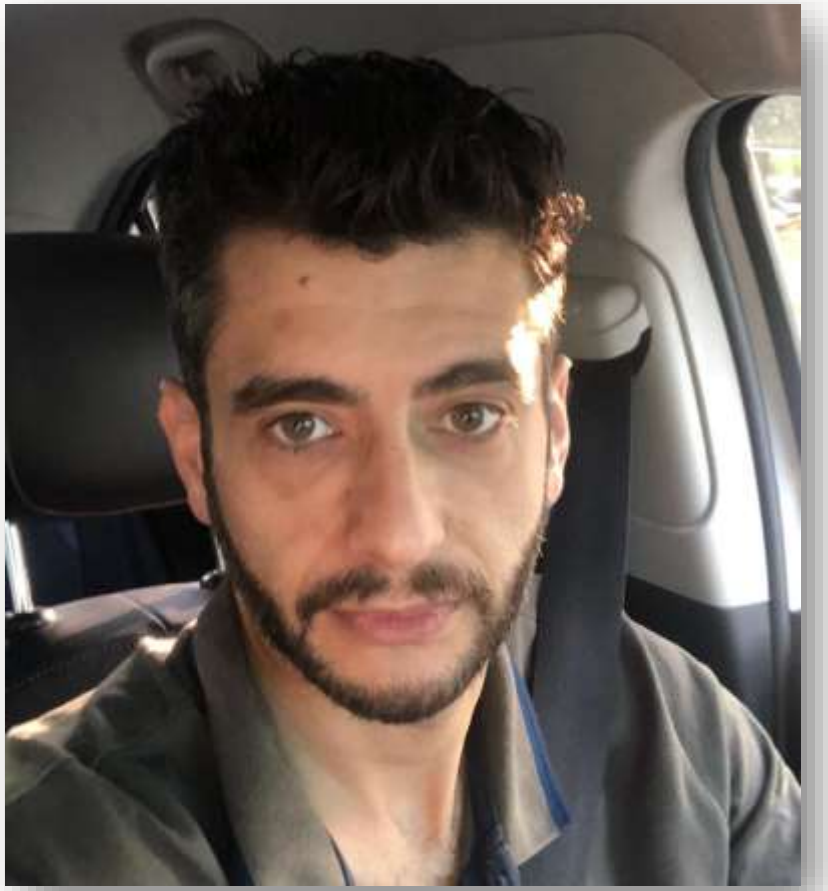
Oracle espera que sus **partners** realicen negocios de manera **justa** y **ética**, cumplan con las leyes anticorrupción en todo el mundo, cooperen con las solicitudes de información de Oracle y eviten participar en cualquier actividad que implique incluso la apariencia de ser incorrecta.

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.

SQL> select * from person where name = ‘Marcel Lamarca’

SCAN ME



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[1]

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

[1] Rationalizing Applications and Infrastructure for Cloud Delivery, Gartner, Sept 2022
[2] 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-premisses** 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

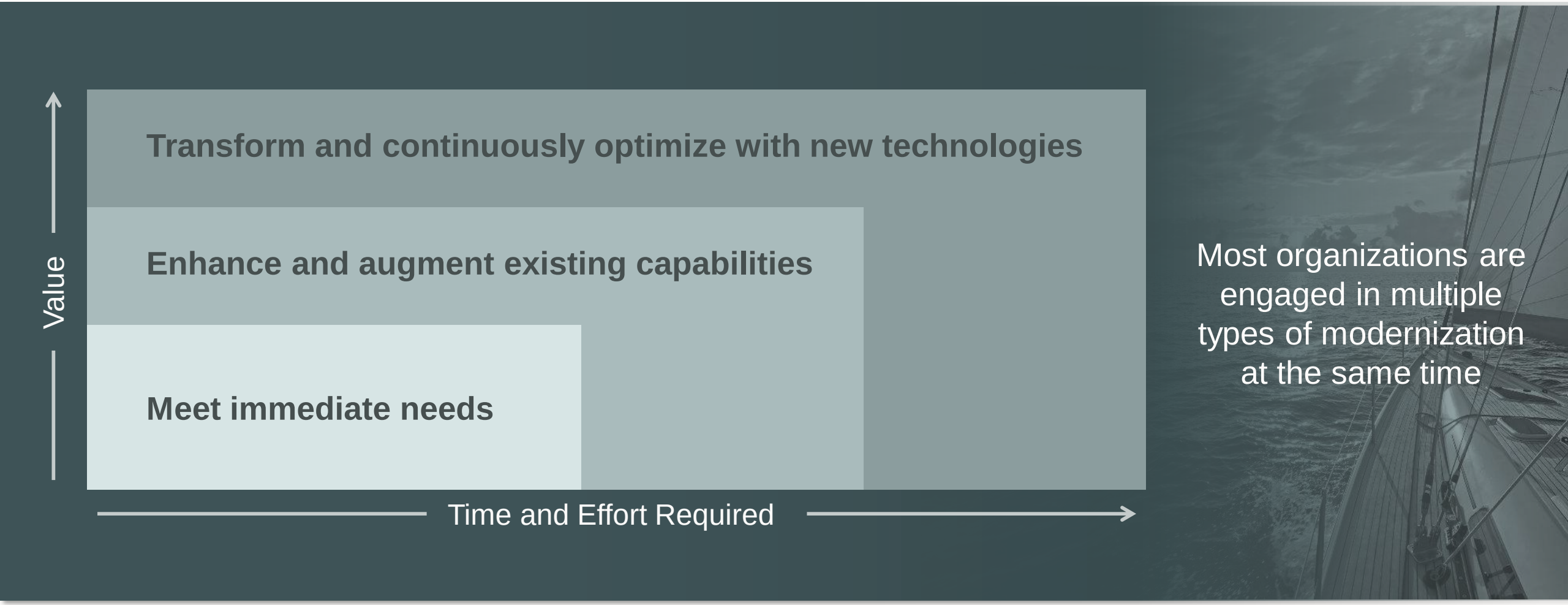
Develop new value streams using enterprise data

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	Enhance and augment		Transform and optimize
Add AI services to existing apps	Lift & shift application stacks to the cloud	Integrate custom AI and ML models	Migrate to SaaS
Upgrade software to use new features	Deploy self-service and app-integrated analytics	Implement Maximum Availability and Maximum Security Architectures	Implement multicloud architectures
Run workloads on faster systems	Automate and consolidate database operations	Upgrade data centers with hybrid cloud platforms	Replace existing apps with cloud-native ones

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

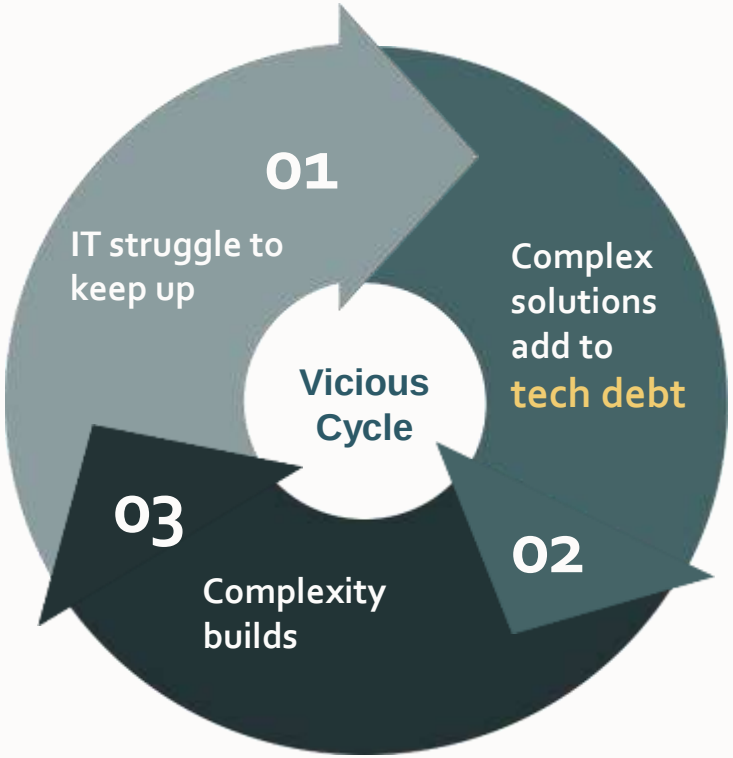
Enhance enterprise security posture by updating obsolete resource-based cybersecurity

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

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

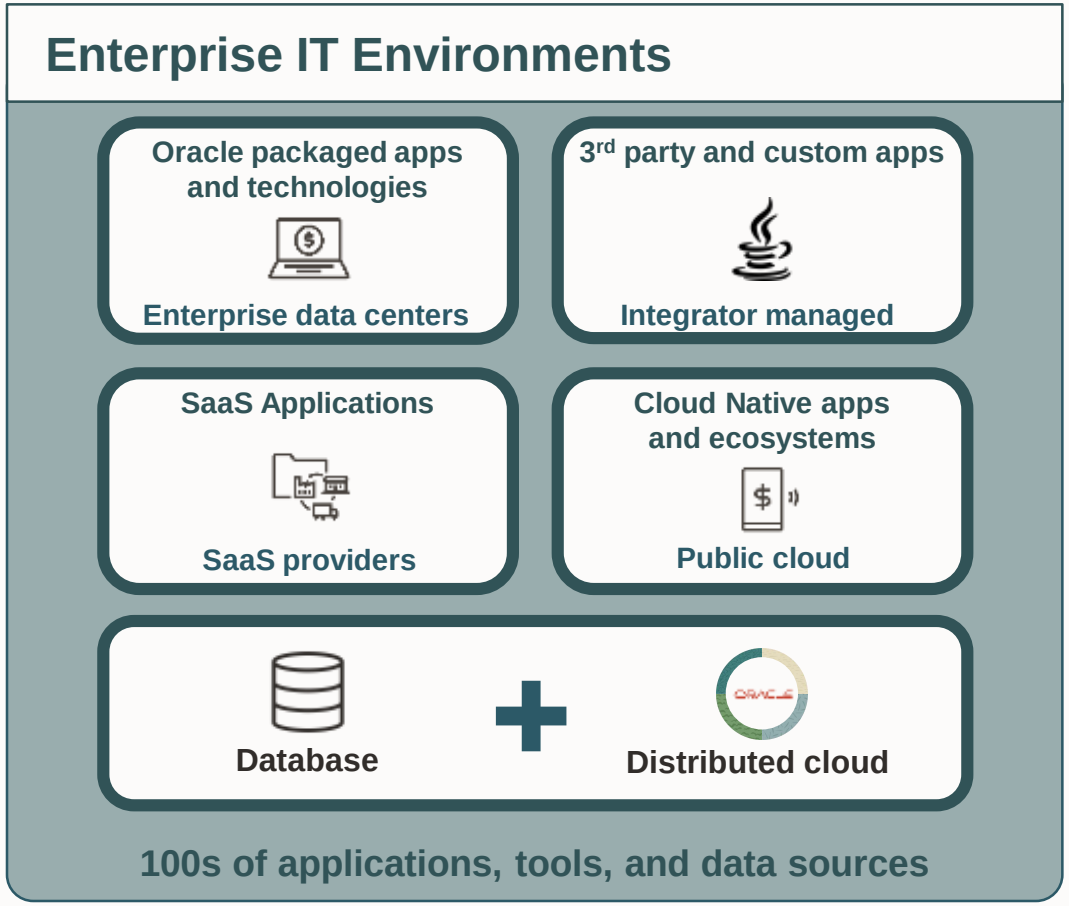
Develop new value streams using enterprise data

Reduce cybersecurity risks

Enhance enterprise security posture by updating obsolete resource-based cybersecurity

Faster time to value

Create dynamic engagements with customers and employees



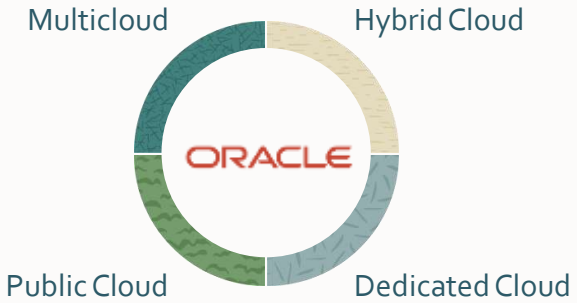
Challenges:

- 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

- Oracle packaged apps and technologies
- 3rd party and custom apps
- SaaS
- Cloud Native apps and ecosystems

Developer Services	APEX and low-code services OCI DevOps, Functions, Visual Builder
Integration	GoldenGate and Data Integration SOA Suite and App Integration
AI & Analytics	Oracle Digital Assistant, OCI Vision Oracle Analytics, OCI Data Science
Data & Database	Autonomous Database, Exadata MySQL HeatWave, GoldenGate
Middleware & Orchestration	Kubernetes, WebLogic Containerization Service Mesh, Load Balancer
Compute & Storage	Burstable VMs, Oracle Cloud VMware Solution; Object, file, & block storage



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

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

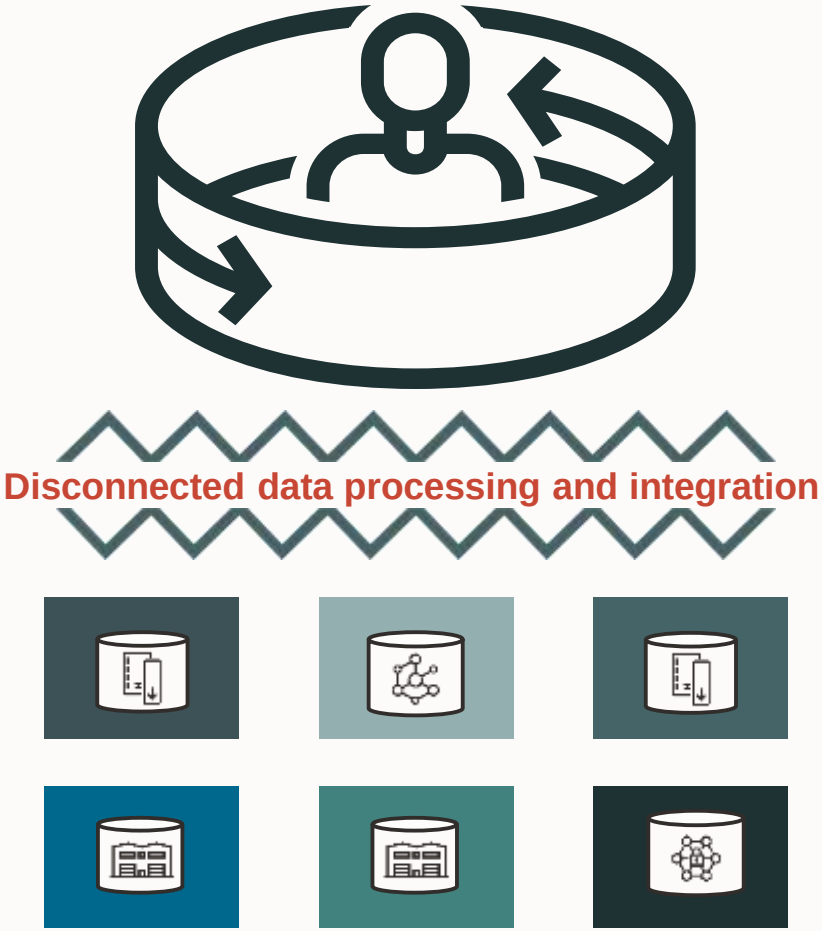
Enhance enterprise security posture by updating obsolete resource-based cybersecurity

Activate and monetize data

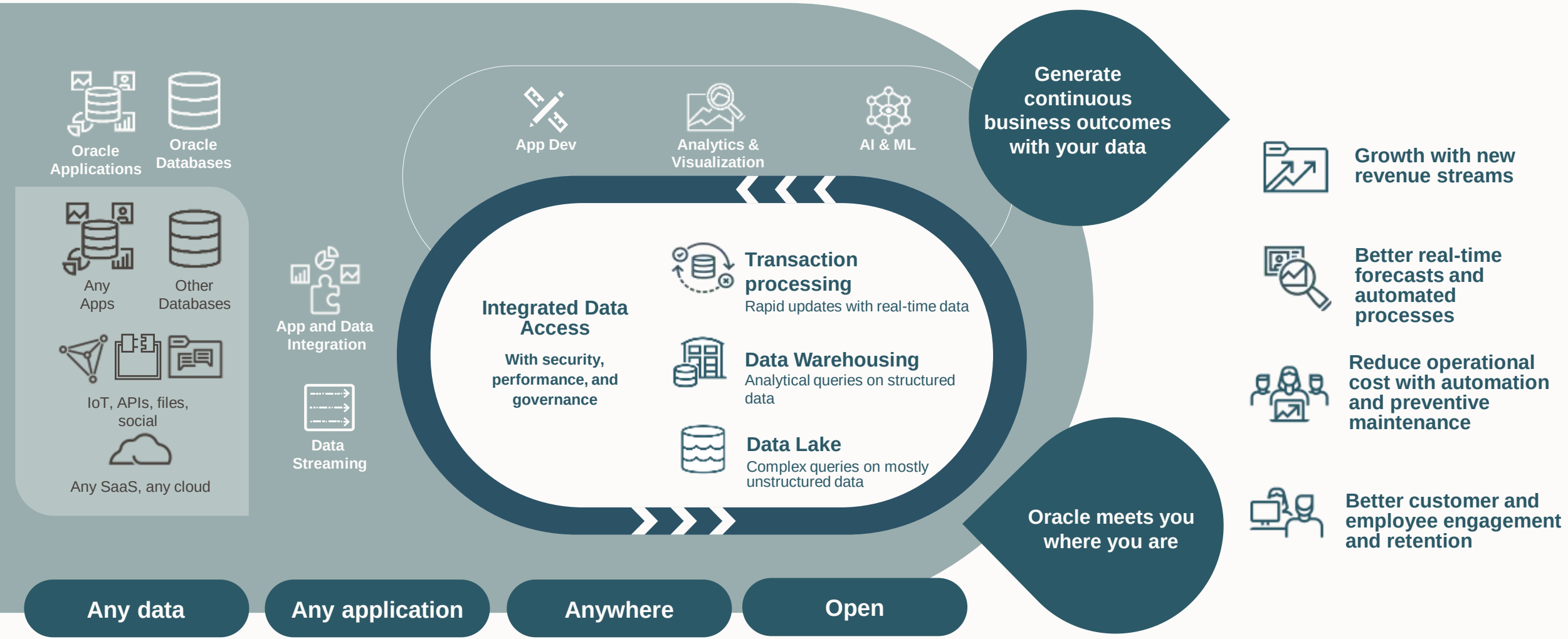
Develop new value streams using enterprise data

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 form vast amounts of data using traditional analytics methods



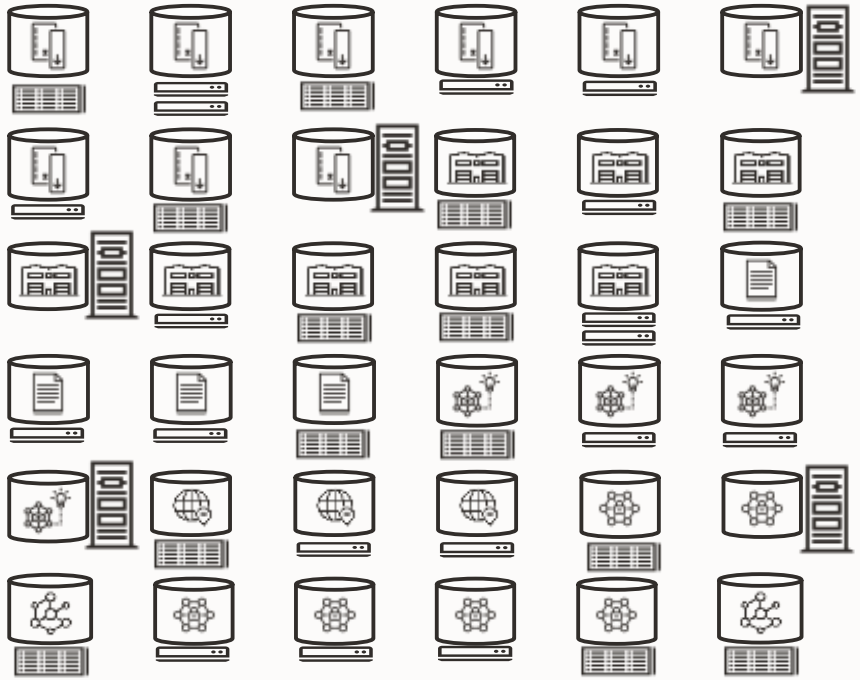
Oracle's Modern Data Platform: The Power of Any



- **Growth with new revenue streams**
- **Better real-time forecasts and automated processes**
- **Reduce operational cost with automation and preventive maintenance**
- **Better customer and employee engagement and retention**

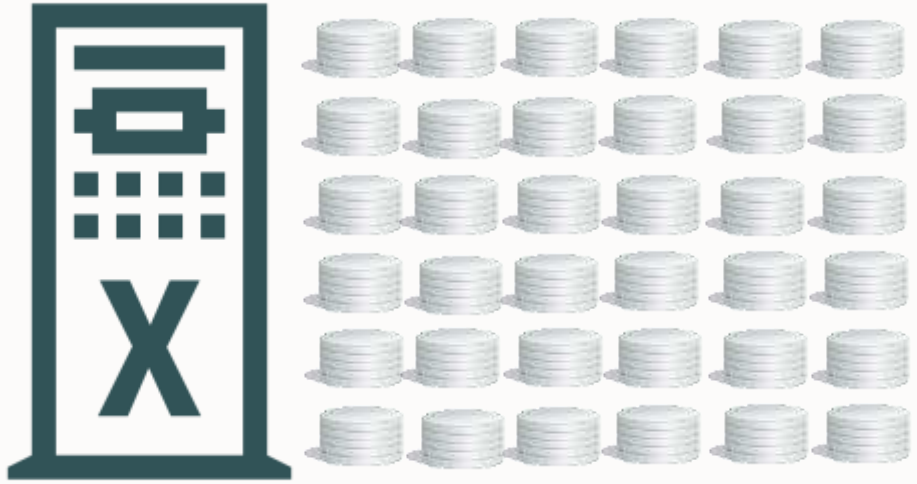
Platform-based database consolidation reduces complexity

Before consolidation



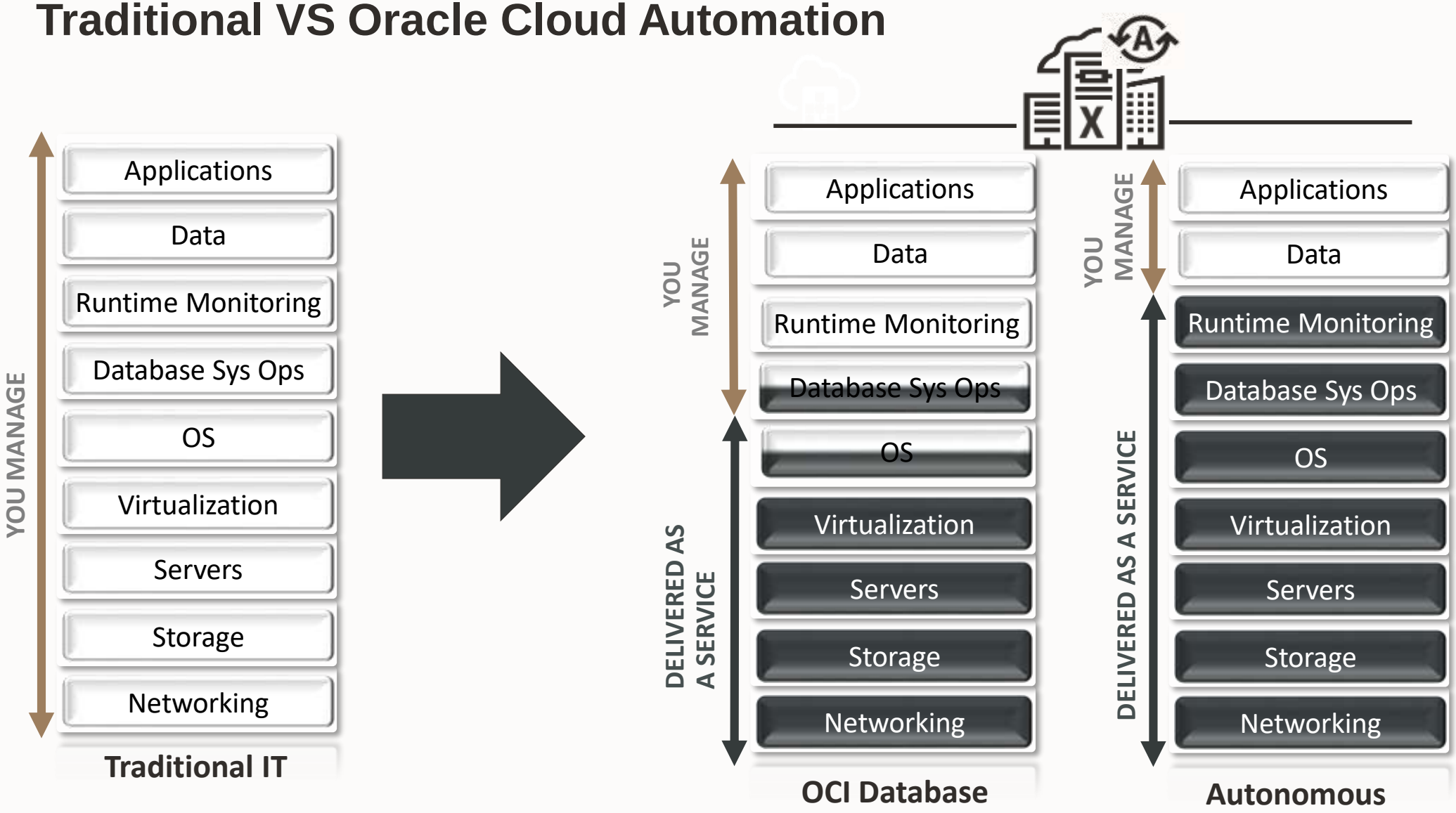
36 databases and n platforms to patch and manage

After consolidation



36 database and one platform to patch and manage

Traditional VS Oracle Cloud Automation



Move your Oracle Standard Database to ADB

SCAN ME

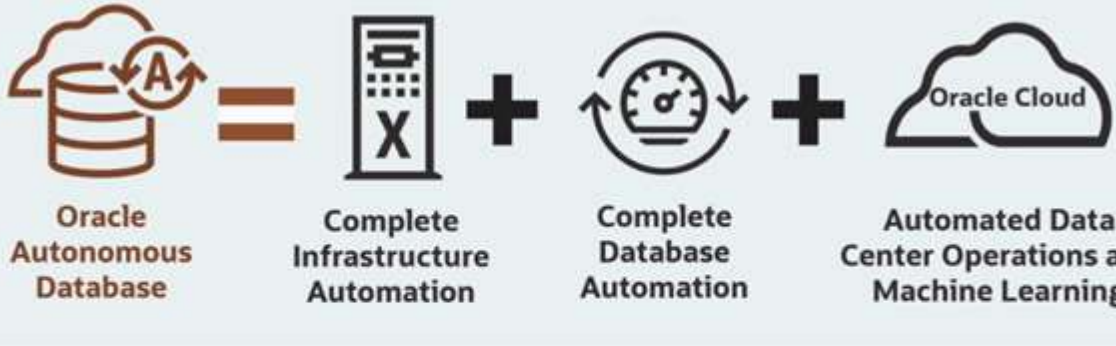
AppDev, Autonomous Database

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 e
support business-critical applications for all types and sizes of
and are evaluating different options for taking their on-premis
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

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

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

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

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

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

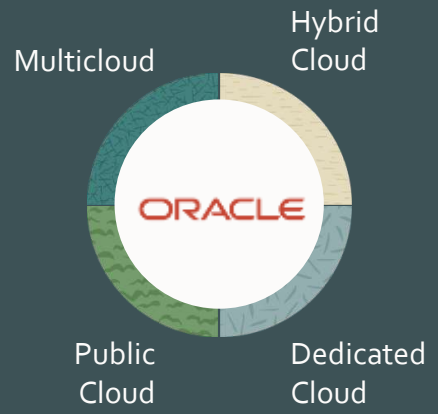
Simple and automated security

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

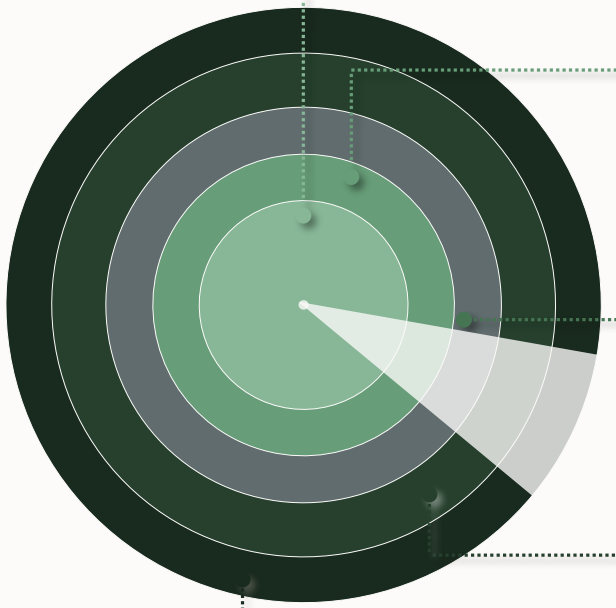
Continuously **monitor cloud environment** for posture changes

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



Storage and Database Safeguards

- Data Safe
- Always-on at-rest, in-transit encryption
- Oracle-managed or customer-managed keys
- Integrated secrets management
- Cross-region replication
- Hardware security modules

Compute

- Hardware root of trust
- Signed firmware
- Off-box networking
- Harden disk images
- Autonomous Linux
- Certificates rotation

Network Security

- Virtual cloud network
- Interface segmentation
- Private networks
- FastConnect
- Secure VPN
- P2P, NAT, DRG gateways
- Bastion
- Network Firewall

Identity and Operator Access

- Identity and access management
- Identity federation
- Role-based policy
- Ephemeral bastions

Monitoring and Prevention

- **Cloud Guard**
- **Custom Security Zones**
- **Cloud Guard Threat Detector**
- **Threat Intelligence**
- **Cloud Guard Fusion Apps Detector**
- Built-in vulnerability scanning
- Logging/Flows
- Governance
- Compliance

Internet and Edge

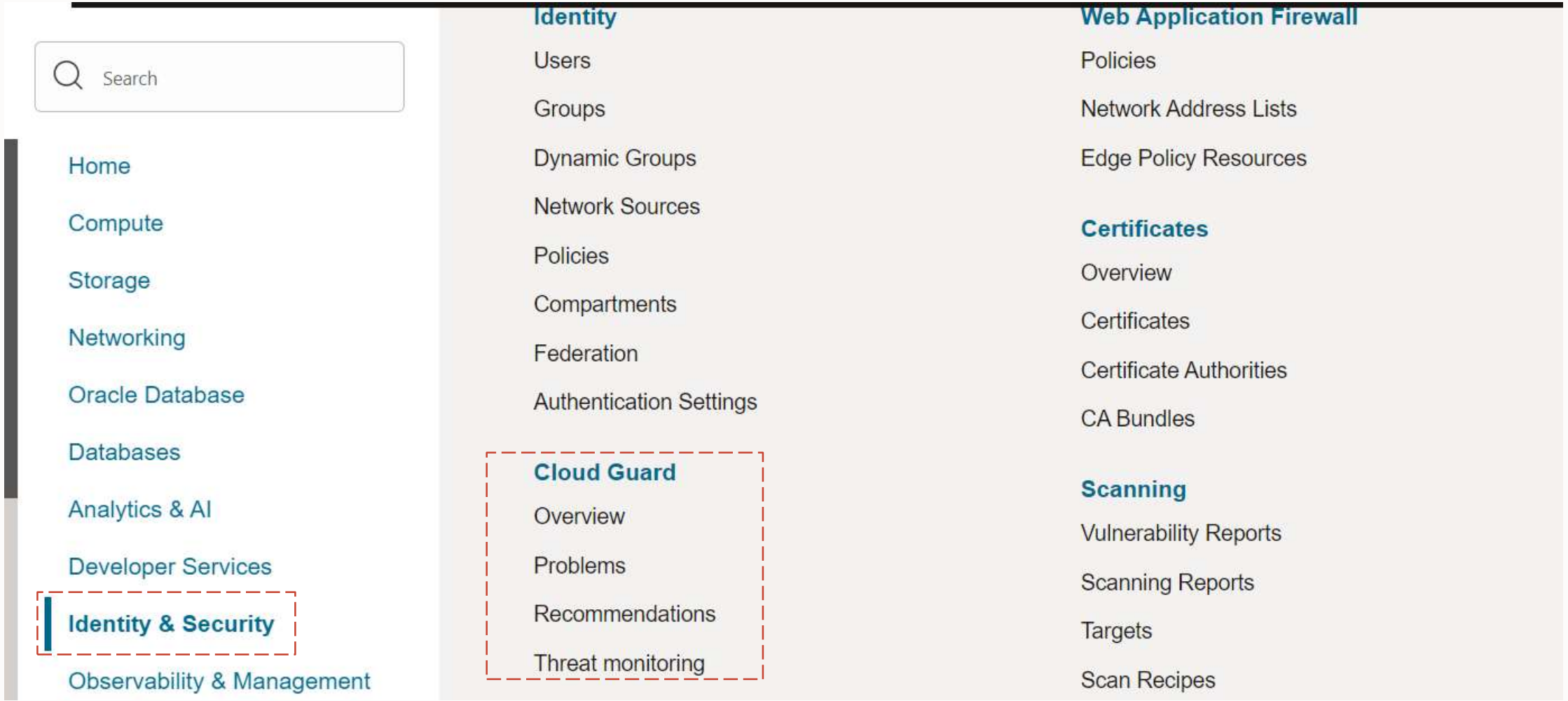
- DDoS protection
- SD-WAN
- Enhanced WAF protection

What OCI Cloud Guard is ?

“Cloud Guard is a service that helps customers achieve and maintain a strong security posture on **Oracle cloud infrastructure.**

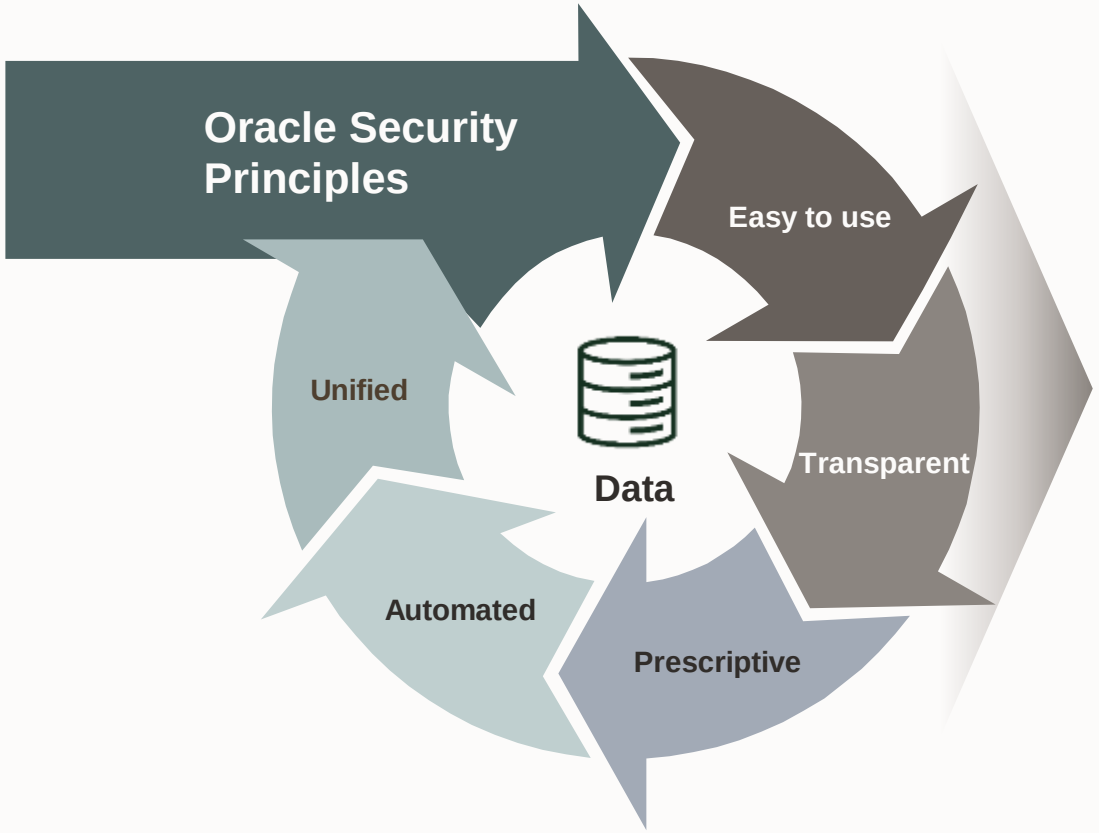
Monitors Oracle cloud infrastructure, identifies issues, and **helps resolve them**! ”

OCI Cloud Guard on OCI Console



Oracle's Security Principles

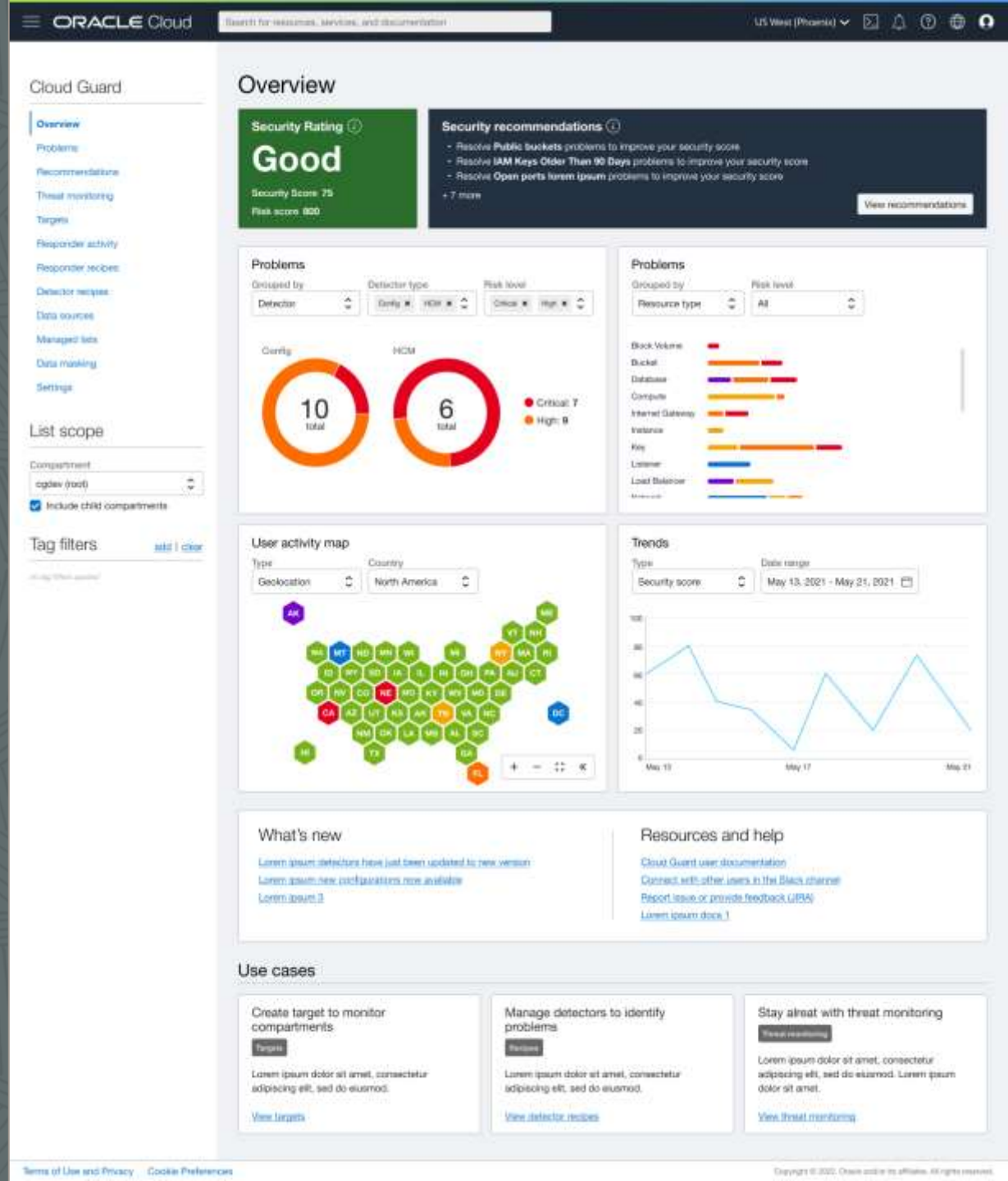
Simple, Prescriptive, and Integrated



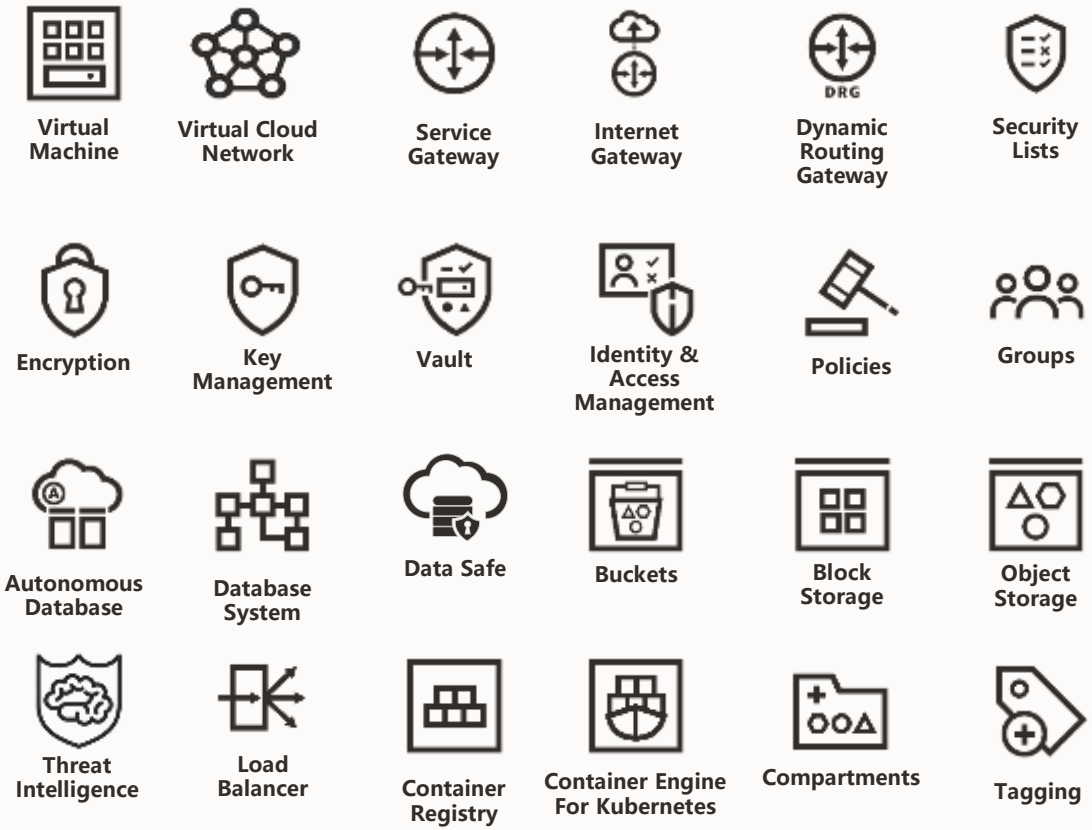
- **Simple**: 'Always on' security posture. Easy defaults for developing and running apps
- **Prescriptive**: Recipes to enforce security posture, automated baseline management
- **Integrated**: Unified Security and Identity across IaaS, PaaS, and SaaS
- Offer "at cost" to eliminate the cost/security tradeoff

Oracle Cloud Guard

- Consolidated view: A single pane of glass to view global security concerns
- Easy to use: Out of the box recipes to find common issues with notification & remediation features to drive fixes
- Inexpensive: Provided for no-charge to paid OCI tenancies



Cloud Guard covers more them 90OOTB Detections



Example Detections

- **Storage, Networking, Compute, Crypto,..**
  - Bucket is public
  - Load Balancer has public access
- **Databases and Data Safe**
  - Data Safe is not enabled
  - Database is not registered with Data Safe
  - Database has public access
- **Load Balancer**
  - Weak SSL Protocols and Cipher suites
- **Scanning Detectors**
  - Scanned hosts have open ports
  - Scanned hosts has CVE violations
- **Identity & Users**
  - Create, update, and delete operations on users, groups, and credentials
  - Credentials are too old (unrotated)
  - User activity from suspicious IP

Oracle Cloud Guard

SCAN ME

Cloud Guard

Obtenha uma exibição unificada da postura de segurança entre os locatários dos cliente
Oracle Cloud Guard, incl
recursos configurados in
entre locatários e ativida
administradores de segu
resolver os problemas d

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 Ora
Cloud gratuitamente. Inscreva-se uma vez
tenha acesso a duas ofertas gratuitas.

Comece com a Oracle Cloud - Modo Gratui

Helping customers reduce cybersecurity risks

Streamlined identity management across the distributed cloud

SAN FRANCISCO DEPARTMENT OF TECHNOLOGY

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

NRMA INSURANCE

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

AdventistHealth

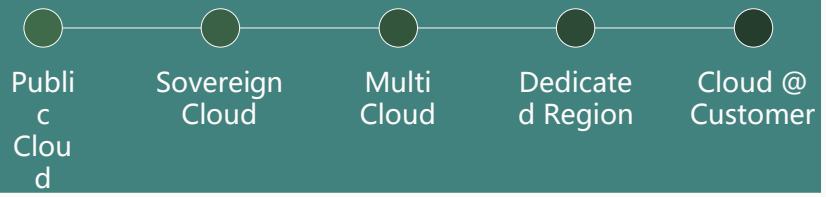
Improved data processing, security, and quality for increasing data volumes and concurrent users with Oracle Autonomous Data Warehouse and Data Safe. Reduced budget planning cycle in half while reducing IT overhead.

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

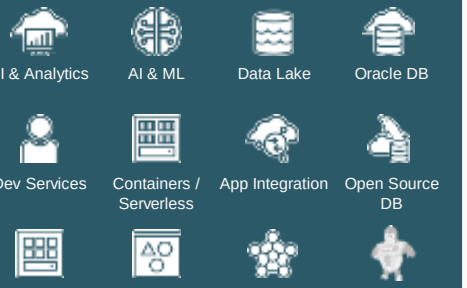
Purpose-built database hardware, exclusive capabilities, efficient consolidation, licensing flexibility, automated administration

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 divesture
- 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

Ask for help ☺


ORACLE