



# The Power of Exadata Database Service in Customer Data Centers

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Licences and Systems

Partner Enablement LAD Alliance & Channels

Jun, 2023



# Nossos Valores

Integridade

Compliance

Trabalho em Equipe

Satisfação do Cliente

Qualidade

Ética

Inovação

Respeito Mútuo

Justiça

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'



Graduado em Administração de Empresas (FMU-SP)

## Oracle DBA

21 anos dedicados ao estudo e suporte a bancos de dados Oracle e Mysql  
7 Anos focado em Tecnologia Exadata (On-Prem, C@C e Cloud Services) .  
4 anos de Oracle Brasil.

## Oracle Cloud Specialist (OCS)

Exadata Database Machine X9M Certified Implementation Specialist  
OCI Foundation  
Oracle Autonomous Database Administrator  
Oracle Cloud Database Migration and Integration  
OCI Cloud Certified Architect Associate  
OCI Cloud Certified Architect Professional

## Oracle Certified Professional (OCP)

10G, 11G e 12C.

## Oracle Certified Specialist (OCE)

11G Grid/RAC Database Administrator





Aponte a Câmera do seu celular para  
este  
QR code e faça o download da  
apresentação!

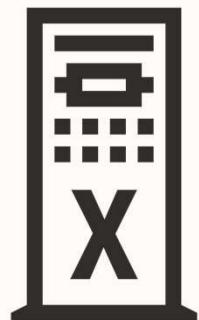


O

# Simplest for Deploying Mission-Critical Databases Where You Need Them

## Traditional On-Premises

Exadata Database Machine



Customer Data Center  
Purchased  
Customer Managed

## Public Cloud or Dedicated Region

Exadata Cloud Infrastructure



Oracle Cloud  
Subscription  
Oracle Managed

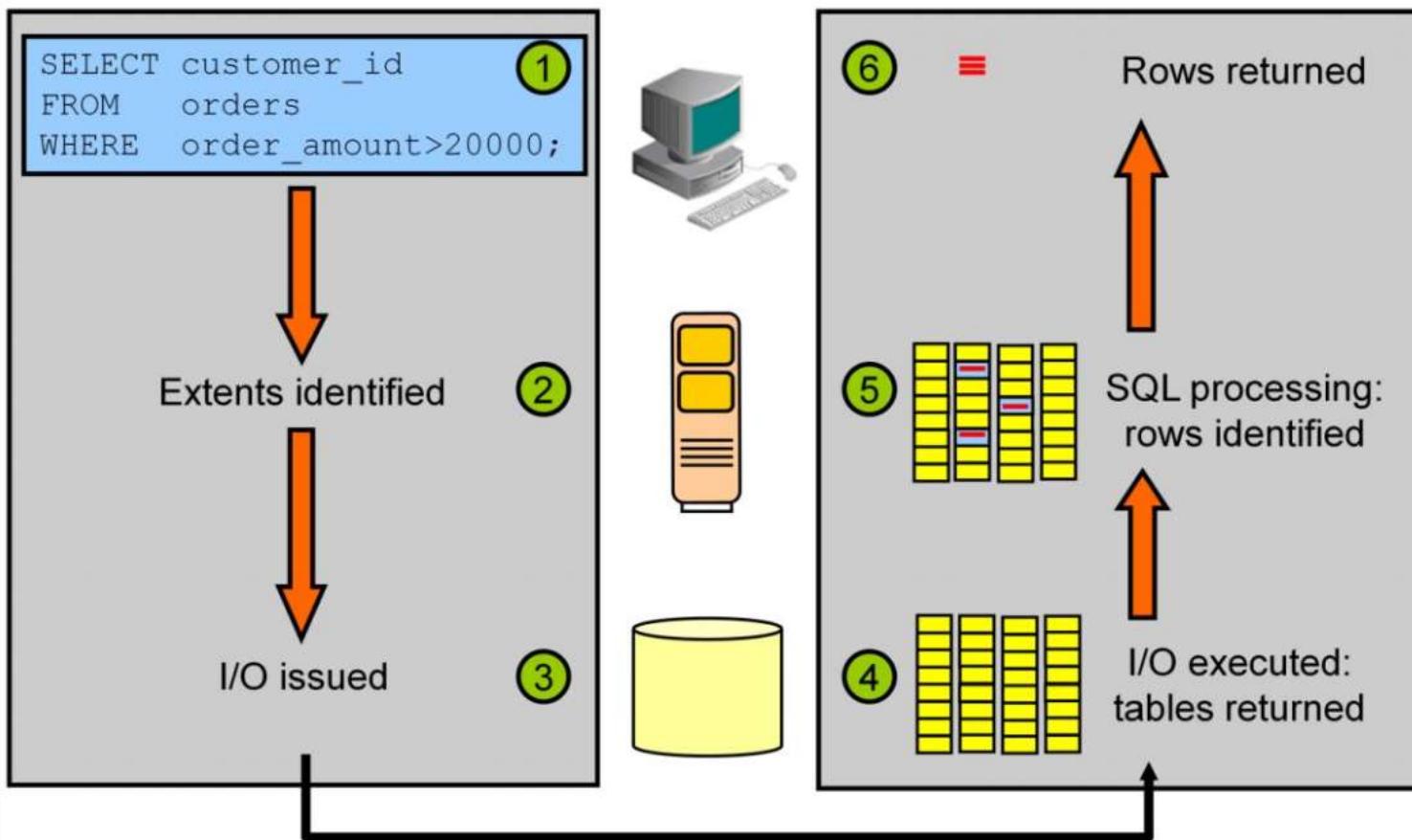
## Cloud@Customer

Exadata Cloud@Customer

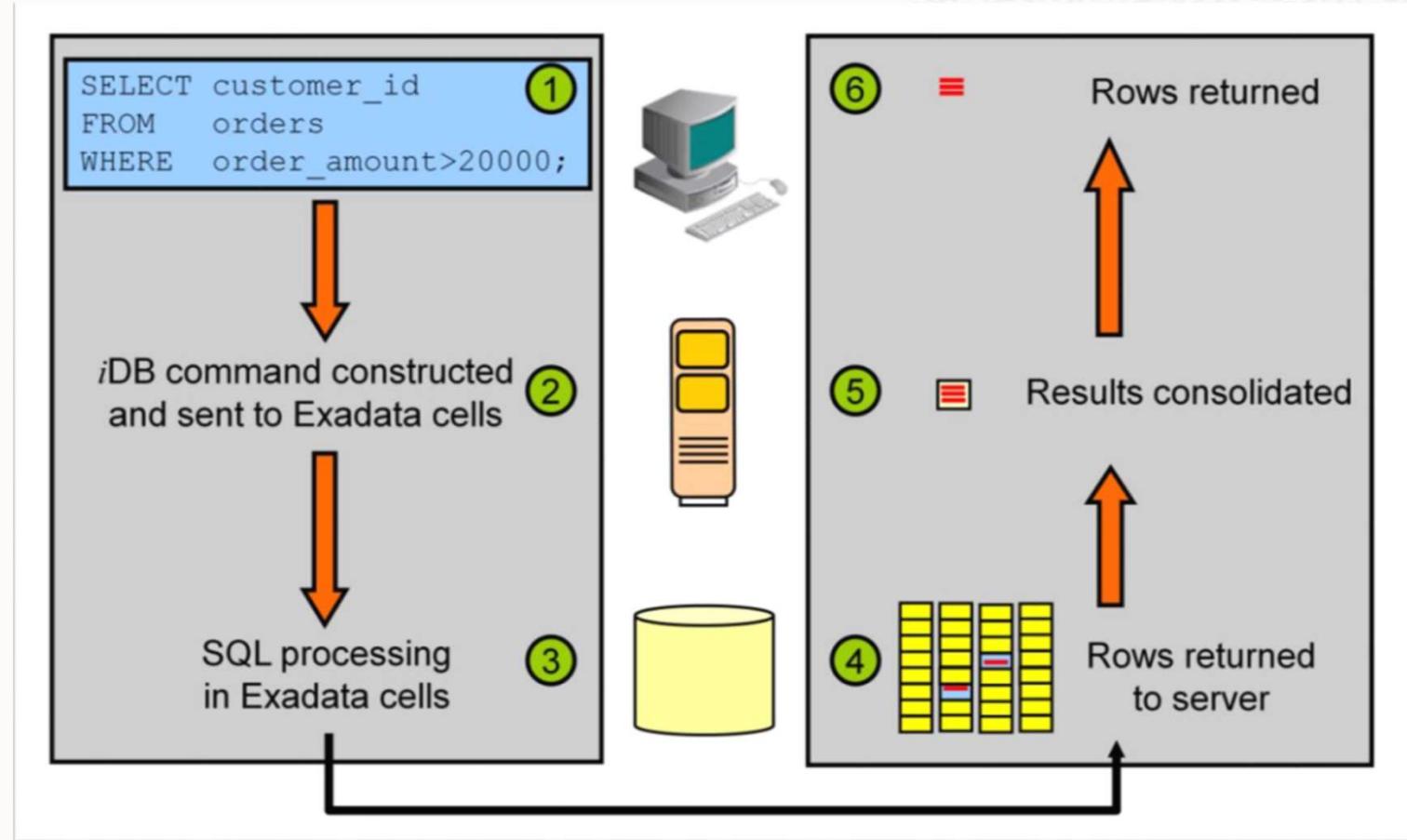


Customer Data Center  
Subscription  
Oracle Managed

# Oracle Database | Diagrama para Bancos não Exadata



# Oracle Exadata | Diagrama para Bancos Exadata



## **Customers want to move database workloads to the cloud**

- Simplified, automated management
- Cloud-native application development
- Pay-as-you-go economics
- With high performance, availability, scalability and security



# But not every organization or workload can easily use the public cloud



## Data Residency and Security

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



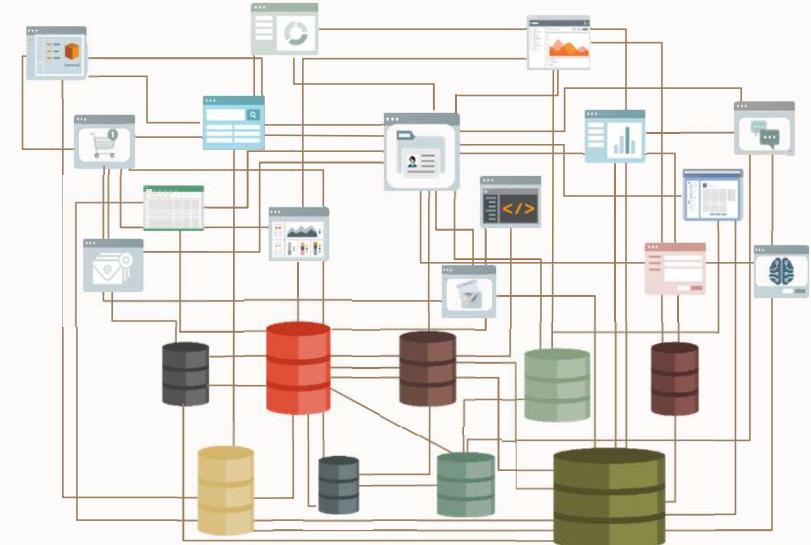
## Response Time

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



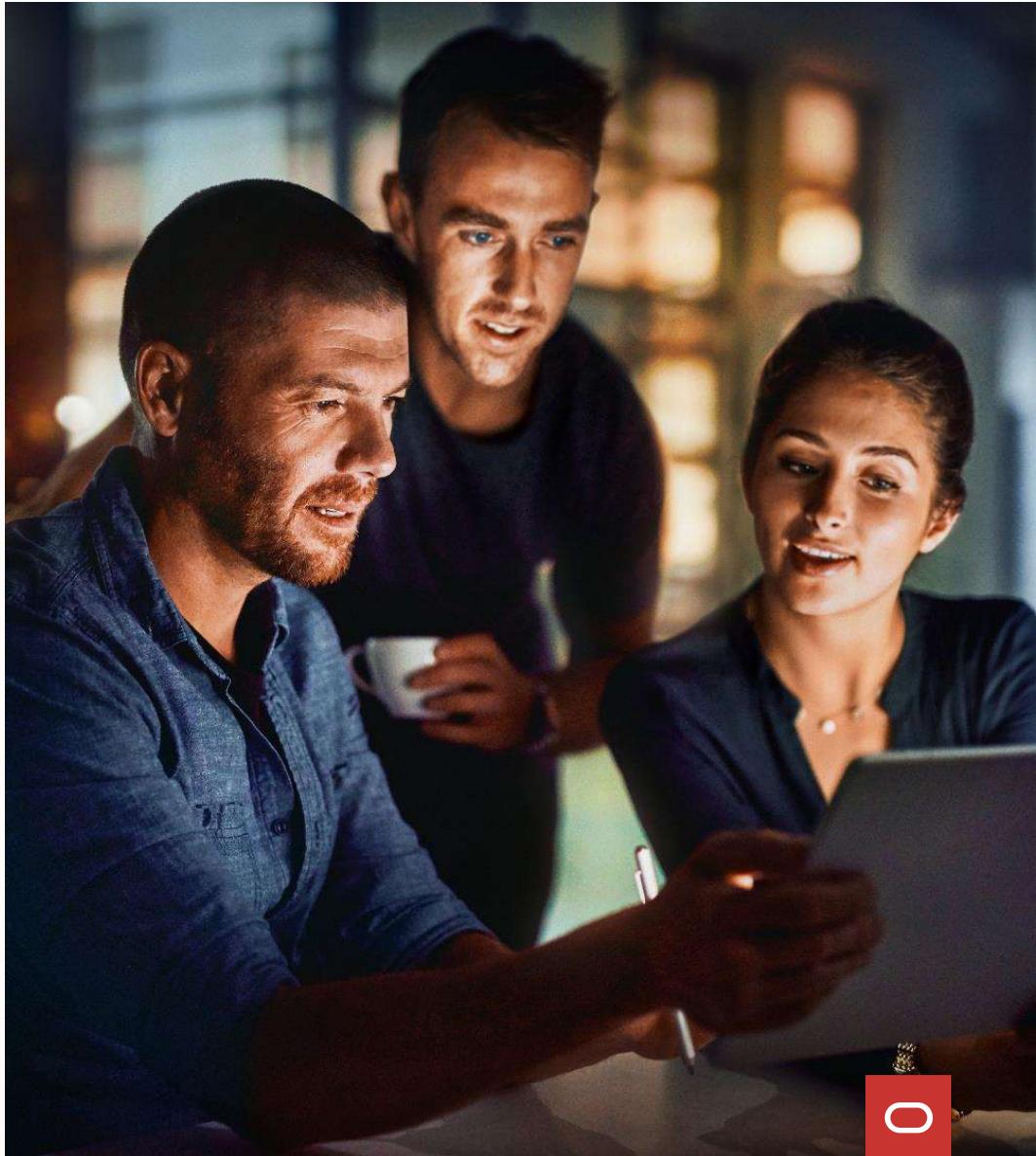
## Perceived Risk

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



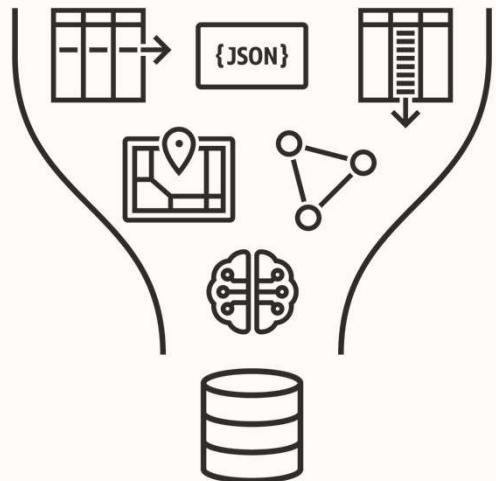
## **Database cloud services in customer data centers address critical needs**

- High security and full data residency behind customer-controlled firewalls
- Low latency connectivity with existing applications and data center resources
- Reduced management and self-service for database developers via cloud automation
- The same consumption model and economics as the public cloud



## Vision Execution Part 1: The Most Complete Database Where You Want it

**Complete**



**Complete** support for all modern data types, workloads, development styles

**Completely** consistent, scalable, available, and secure

**Converged Database**



## Vision Execution Part 2: The Simplest Database Where You Want it



**Autonomous  
Database**

**Simple**

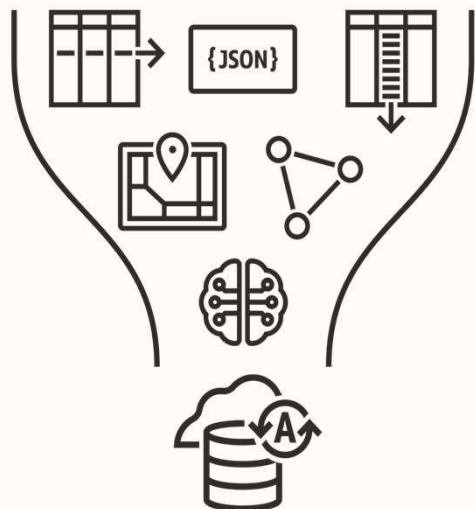
**Simplest** cloud database for developers  
and analysts

**Simplest** cloud database for running  
any app at any scale or criticality

# The Result: Simpler App Architectures and Greater Dev Ops Productivity

## Oracle Autonomous Database

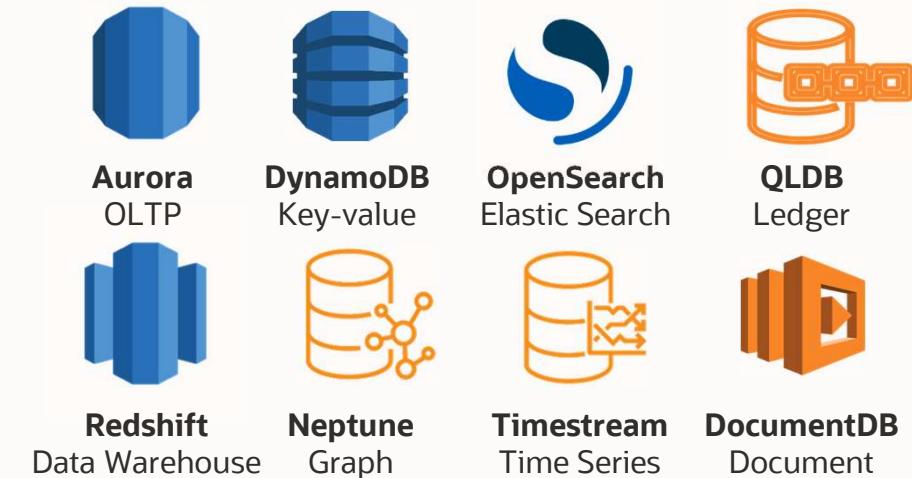
Apps simply use the complete Oracle converged database for any data type or workload



Developers focus on innovation

## Other Cloud Vendors

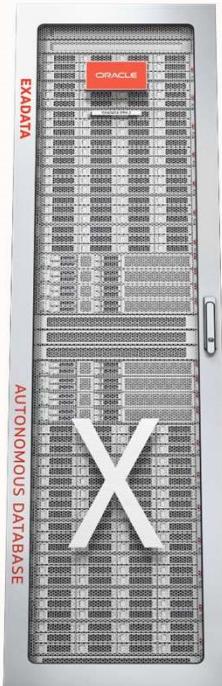
Apps use many single-purpose proprietary database, one for each data type and workload



Developers consumed by integration

# Oracle Exadata

Delivering Maximum Performance, Availability, and Cost-Effectiveness Everywhere



## Ideal Database Hardware

Scale-out, database optimized compute, networking, and storage

## Database Aware System Software

Unique algorithms vastly improve OLTP, Analytics, and Consolidation

## Automated Management

Fully automated and optimized end-to-end

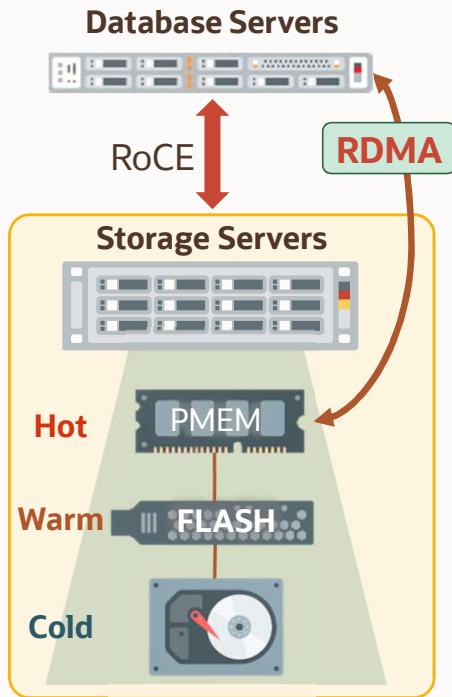
## Available

On Premises

Cloud@Customer

Oracle Cloud

# Exadata Architecture – Scale out design with persistent memory



## Scale-out system architecture and software

- Oracle RAC across multiple database servers for scaling and high availability
- Smart Scan offload of SQL to parallel intelligent storage servers
- Speeds up queries and scans with local access to data

## Database uses RDMA instead of I/O to read PMEM in Smart Storage

- Bypasses network and I/O software, interrupts, context switches
- Hottest data transparently managed in PMEM
- Automatic redundancy across multiple storage servers
- Speeds up both database reads and commits

## Results - 19µs IO latency from Database to PMEM in Storage

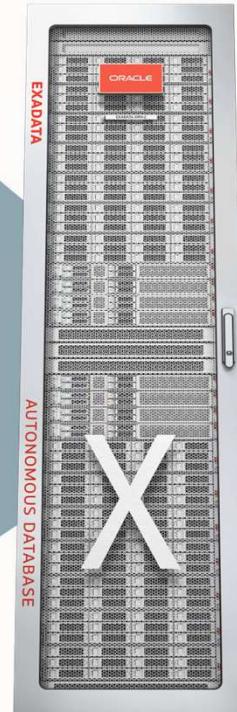
- 10X faster than flash for OLTP

World's Only Shared Persistent Memory Optimized for Database

# Oracle Exadata Database and Platform Innovations

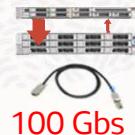
- Multitenant
- In-Memory DB
- Real Application Clusters
- Active Data Guard
- Partitioning
- Advanced Compression
- Advanced Security, Label Security, DB Vault
- Real Application Testing
- Advanced Analytics, Spatial and Graph
- Management Packs for Oracle Database

All Oracle Database Innovations



All Exadata Innovations

Offload SQL to Storage



RoCE Fabric



PMEM Commit and Data Accelerators



Smart Flash Cache



Storage Indexes



Columnar Flash Cache



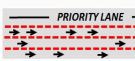
Hybrid Columnar Compression



I/O Resource Management



Network Resource Management



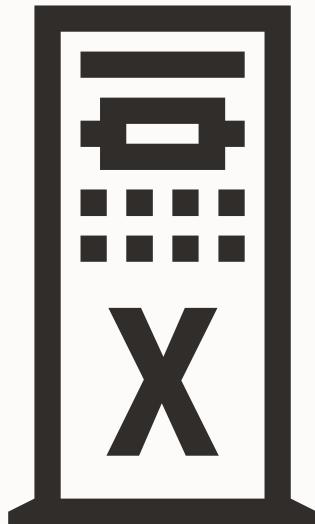
In-Memory Fault Tolerance



Exafusion Direct-to-Wire Protocol



# The Result: The Best Infrastructure for All Oracle Database Workloads



Oracle Exadata

## Best for OLTP

Database transparent PMEM and RoCE, automated data tuning, performance scaling with Real Application Clusters, built-in high availability, and easy-to-use disaster recovery

## Best for Analytics

Smart Scan query offload to intelligent storage servers, in-database machine learning, Smart Flash Cache, and in-memory columnarization

## Best for Consolidation

Converged database supports all workloads, prioritization of latency-sensitive tasks, workload isolation, and large amounts of pooled resources



# Thousands of Critical Deployments, On-Premises & Cloud

86% of Fortune Global 100 Run Exadata | 44% Run Exadata Cloud

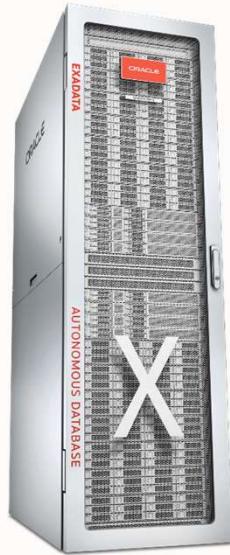
## Superior Architecture for ALL Workloads

- Petabyte Warehouses
- Super Critical Systems
  - Financial Trading
  - Process manufacturing
  - E-commerce
- Packaged Applications
  - SAP, Oracle, Siebel, PSFT, ...
- Database Consolidation



# The Same Exadata Cloud Advantages in OCI and Customer Data Centers

Easy migration and seamless coexistence: The best database platform for any deployment



**Exadata Platform**



**Flexible Subscription & Consumption Model**

**Cloud Automation & APIs**

**Unified Control Plane**

**Cloud Security and Hardening**

**Oracle-Managed Exadata Infrastructure**

Can use  
Public Cloud

Can't use  
Public Cloud

## Exadata Cloud Infrastructure

In Oracle Cloud Infrastructure data centers



Autonomous Database Service – Dedicated



Autonomous Database Service – Shared



Exadata Database Service

## Exadata Cloud@Customer

In customer data centers



Autonomous Database on  
Exadata Cloud@Customer



Exadata Database on  
Exadata Cloud@Customer

## Exadata Cloud@Customer is Easy to Adopt

The simplest way for mission-critical apps to use cloud databases

Maintain governance and control at all times

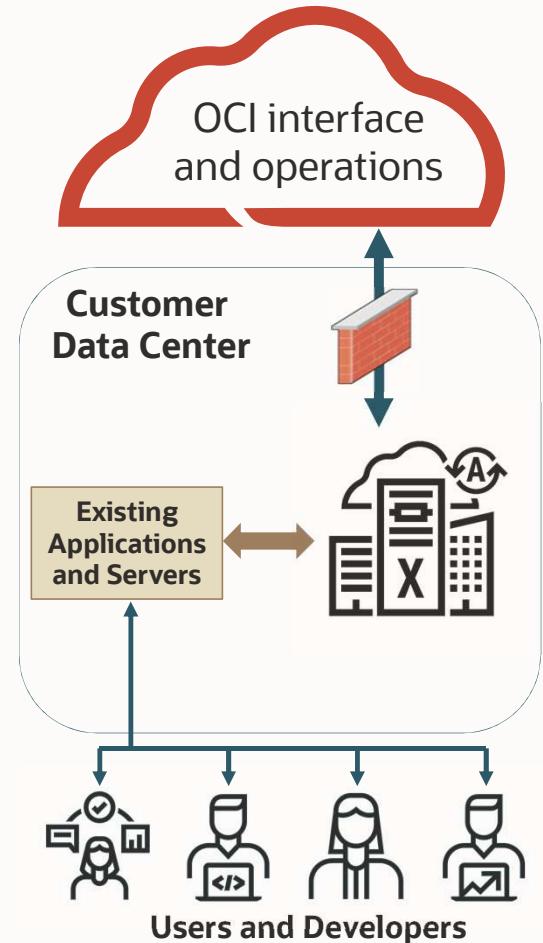
- Data in customer data centers, behind customer firewalls
- Centralized governance and security applied to all databases
- Oversight over patch timing and remote Oracle cloud operators
- Oracle MAA and Recovery Appliance integration for business continuity and data protection

Lift-and-shift existing on-premises databases

- Existing applications simply connect and run
- No application or database changes needed
- Runs Autonomous Database and Exadata Database concurrently

Accelerate time to value, convert CapEx to OpEx, and reduce TCO

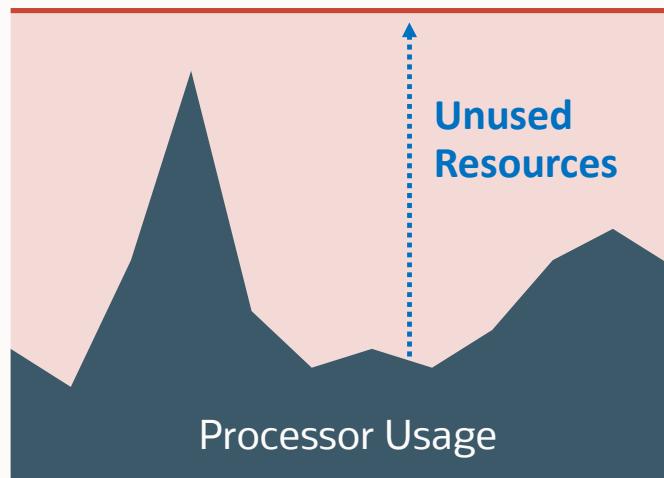
- Online consumption scaling for pay-per-use vCPU economics (automated with Autonomous Database)
- No infrastructure administration
- No database administration when running Autonomous Database
- Self-service database cloud for developers



## Online, Elastic Scaling with Exadata Cloud@Customer

Pay Only for What You Use

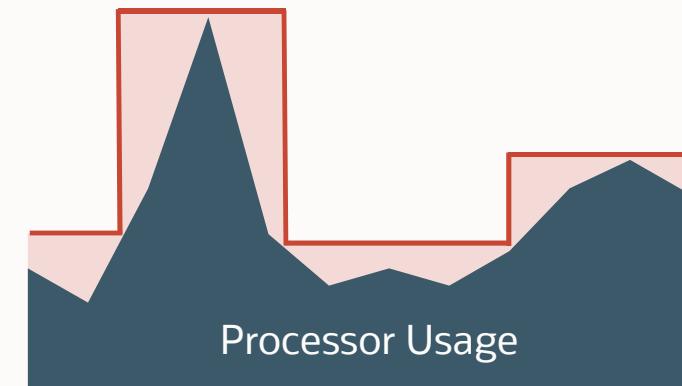
Total Processor Resources



### On-Premises – Static

Purchase server processors and software licenses for **highest projected peak load**

Manually Scaled vCPUs



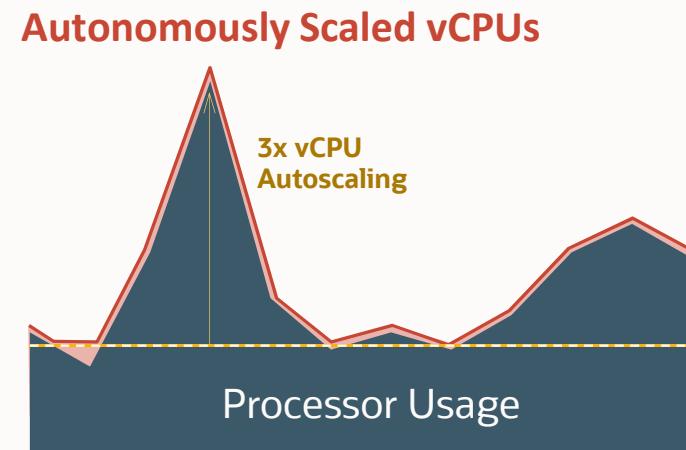
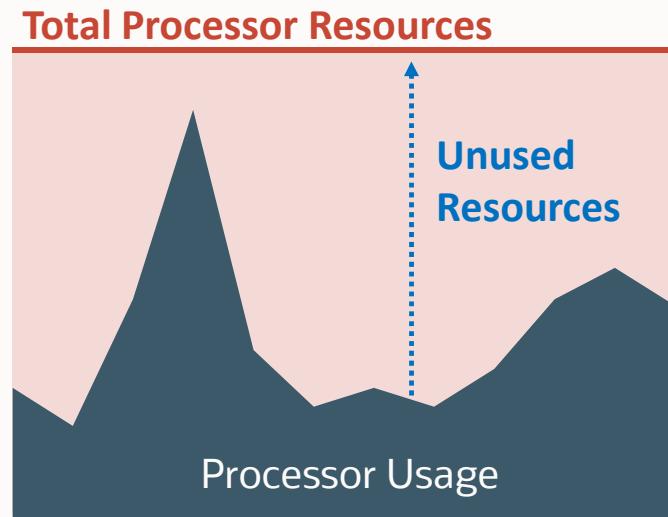
### Exadata Cloud – Elastic

Adjust enabled vCPUs to match **actual workload** via APIs and web UI - vCPUs are charged per second



# Online, Elastic Scaling with Exadata Cloud@Customer

Even better with Autonomous Database



## On-Premises – Static

Purchase server processors and software licenses for **highest projected peak load**

## Autonomous Cloud – Self-scaling

Automatically scales vCPU consumption based on **dynamic workload demands**, in real-time



# Cost-Effective Software Licensing Models

Subscribe to infrastructure and choose License Included or Bring Your Own License (BYOL)

## License Included Pricing

**Ideal for organizations with new workloads and dynamic utilization**

- Includes Oracle Database Enterprise Edition with all options and management packs at one low price
- Consumption-based pricing for software and vCPUs, includes software support and paid for with Universal Credits



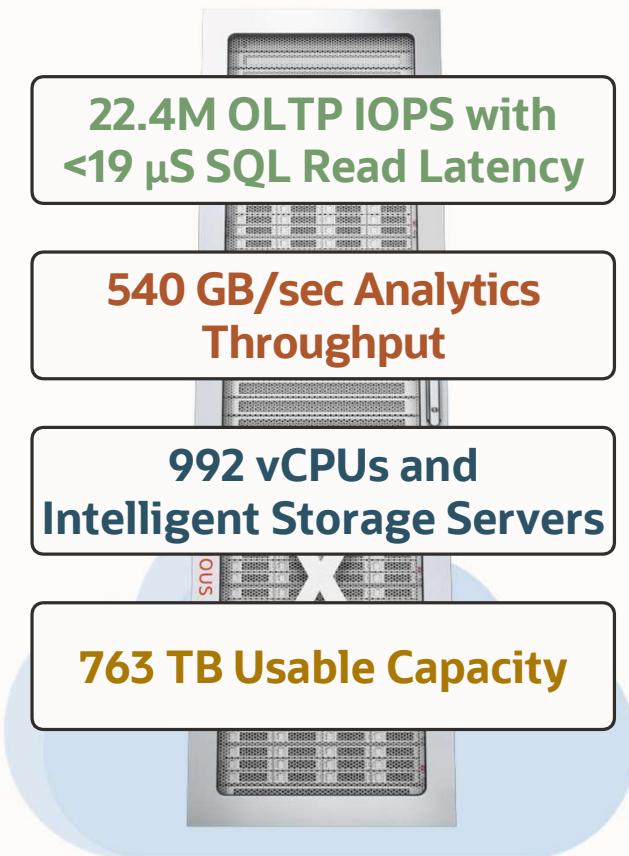
## Bring Your Own License Pricing

**Ideal for organizations moving existing workloads with consistent usage to the cloud**

- Utilize existing on-premises licenses and pay software support for them
- Very-low, compute-only consumption pricing, paid for with Universal Credits
- Includes Transparent Data Encryption, Data Safe, Oracle Machine Learning, and select management packs at no additional cost



# Extreme Performance Exadata Cloud in Your Data Center



Exadata Cloud@Customer Infrastructure X9M



## Analysts Agree – Exadata Cloud@Customer Delivers Significant Advantages

|   |  |
|---|--|
|  <b>FUTURUM.</b> | <p><b><i>"Exadata Cloud@Customer X9M delivers and is unrivaled through lower costs, and blended OLTP/OLAP workload optimization that AWS and Azure are unable to counter."</i></b> – <a href="#">Futurum</a></p>   |
|  <b>WIKIBON</b>  | <p><b><i>"Compared to Oracle Autonomous Database on Exadata Cloud@Customer, the cost of running the same large mission-critical Oracle-based workloads in a traditional IT datacenter is 96% higher and on AWS RDS on Outposts is 90% higher."</i></b> – <a href="#">Wikibon</a></p> |
|  <b>IDC</b>      | <p><b><i>"IDC quantifies the value that study participants are achieving through their use of Oracle Exadata Cloud@Customer at an average of \$1.93 million per organization per year over five years."</i></b> – <a href="#">IDC</a></p>  |

**40%** lower IT infrastructure costs

**69%** more efficient IT infrastructure staff

**47%** lower total operating costs

**73%** less unplanned downtime

**40%** faster time to market

Based on the IDC Business Value study



# Oracle Autonomous Database on Exadata Cloud@Customer

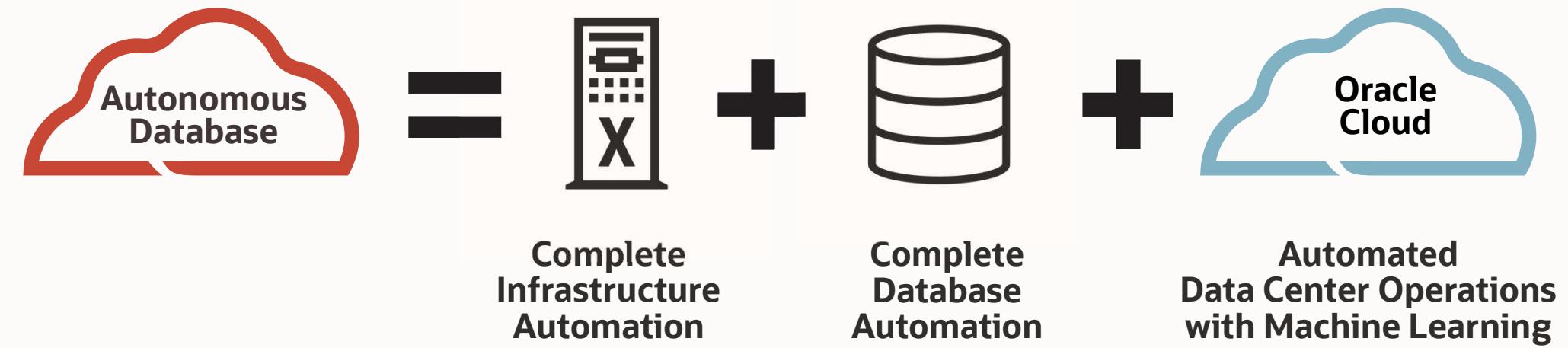
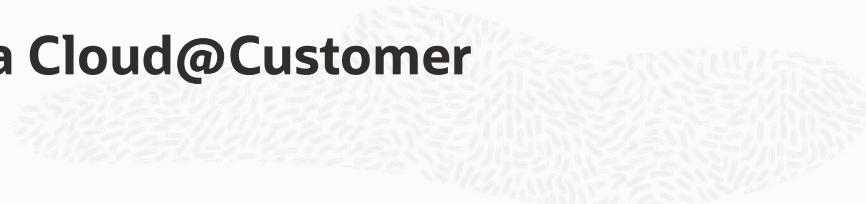
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The lowest cost way to bring the world's most advanced database to developers and database operations in customer data centers



## Oracle Autonomous Database on Exadata Cloud@Customer

Automates the entire database stack



## Autonomous Database on Exadata Cloud@Customer

Multi-VM autonomous clusters Improve database consolidation efficiency and cloud economics

Autonomous Database Service

*and*

Exadata Database Service

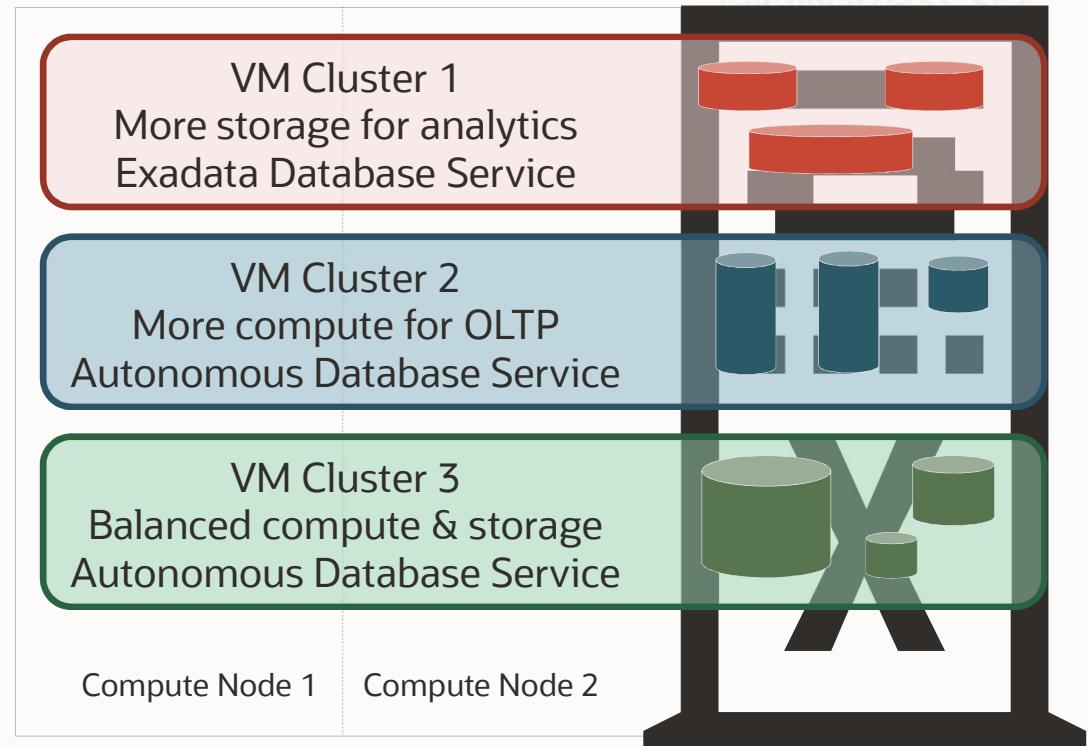
*run concurrently*

on the same infrastructure



# Increasing Resource Utilization Efficiency and Consolidation Savings

1. Multiple VM clusters can be created on Exadata Cloud@Customer Infrastructure
2. Each VM cluster can be configured to match workload needs (e.g. more storage for analytics or more compute for OLTP)
3. Each VM cluster can be used for either Autonomous or Exadata Database Service
4. Each VM cluster can support multiple databases for consolidation
5. More VM clusters can be added as needed using unallocated resources
6. Consumption in each cluster can be scaled independently (and automatically with Autonomous Database)



Available on Exadata Cloud@Customer Infrastructure X7 through X9M

# Autonomous Database Increases Developer Independence and Productivity

Governance and Security are Maintained by Fleet Administrators

Developers and app DBAs use Autonomous Database resources

- Self-service Autonomous Database
- Only see assigned environments and resources
- Operate within assigned quotas
- Have complete freedom to perform database lifecycle operations
- Incur consumption costs only while databases are active



Fleet managers set up infrastructure resources

- Create Multi-VM Autonomous Database clusters for different needs
  - Dev-Test, Staging, Production, DR
  - OLTP, Analytics, Mixed Workloads
- Define which teams can access which VM clusters
- Set quotas and SLA policies per environment
- Have visibility to all resources and plan for expansions
- Databases do not incur any costs at time of allocation



## Operator Access Control (OpCtl)

Enhanced security for regulated industries

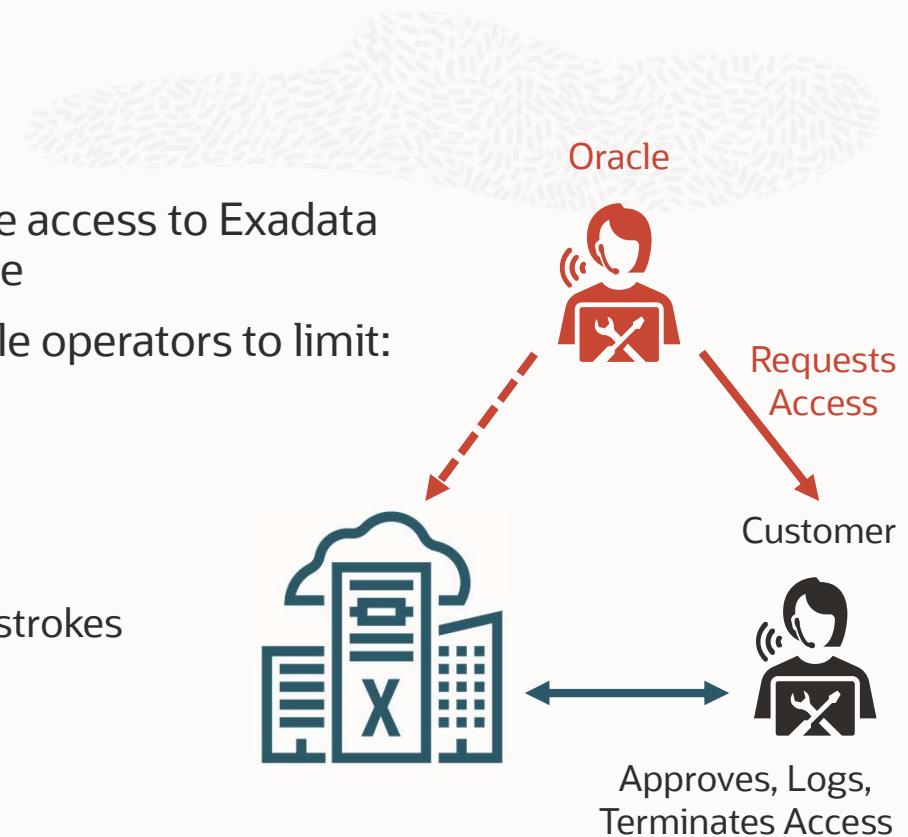
OpCtl enables customers to grant, audit, and revoke access to Exadata Cloud@Customer infrastructure managed by Oracle

Customers control access to infrastructure by Oracle operators to limit:

- when they have access
- components they can access
- commands they can execute

Observe and record Oracle operator commands and keystrokes that Oracle staff execute

Terminate Oracle operator connections at discretion



**Significantly more control than other cloud vendors**



# Autonomous Database on Exadata Cloud@Customer

Enabling faster Cloud adoption for mission-critical databases

- **Mission-critical made simple** – Automated transparent capabilities make it the simplest way to run all types of sophisticated applications
- **Immediate** – Over-the-wire update to existing Exadata Cloud@Customer infrastructure, no wait for additional infrastructure
- **Incremental** – Individual databases can move to an on-premises Cloud service without disrupting the solution architecture
- **Efficient** – Consolidate thousands of Autonomous Database and Exadata Database instances on the same infrastructure
- **Secure** - Isolated networks, externally managed encryption keys, ACLs, Operator Access Control, Oracle Database security, Data Safe security dashboard, OCI self-secur ing technologies

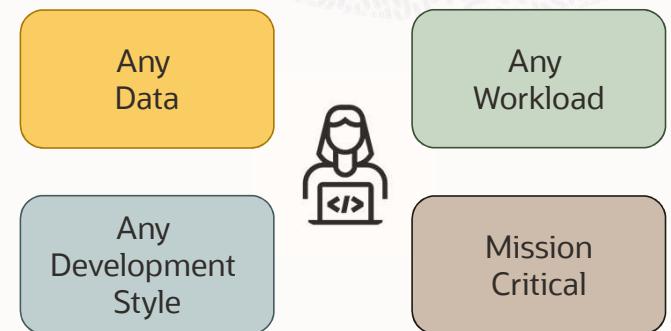


# Autonomous Database on Exadata Cloud@Customer

Increasing database development productivity

- **Flexible** – Any data, any workload, any development style
- **Simple** – Fewer and easier to extend services with less time spent on integration
- **Mission-critical** – The highest levels of performance, scalability, availability, and security are built in, so they don't need to be added
- **Less management** – Databases that tune, scale, manage, and secure themselves are provided as a service
- **Data residency** – Eliminates the need for developers to worry about where data is stored

## Innovate with Ease



## Fully Autonomous Capabilities



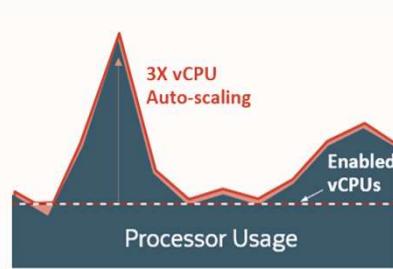
# Autonomous Database on Exadata Cloud@Customer

## 4 key cost-saving capabilities

### Efficient Consolidation



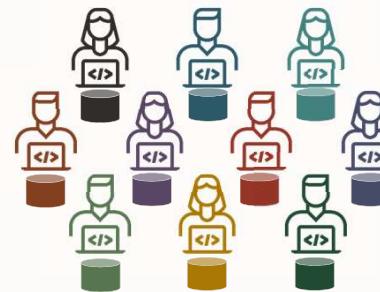
### Auto-scaling



### Exadata Cloud@Customer

Runs Autonomous Database Service and Exadata Database Service at the same time, distributing infrastructure costs across more databases

### Fractional vCPU consumption



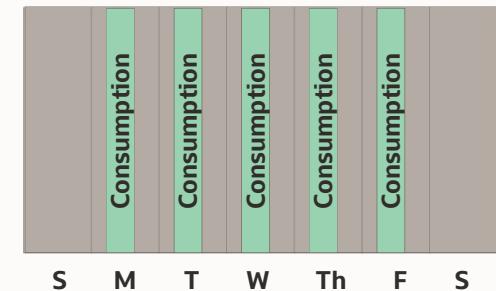
### Autonomous Database Cloud

Consumption adjusted automatically to match current requirements

### Autonomous Database on Exadata Cloud@Customer

Provision as little as 1/10<sup>th</sup> of a core per server for developers and low-use apps, lowering costs to as little as \$60/month

### Zero Consumption Databases



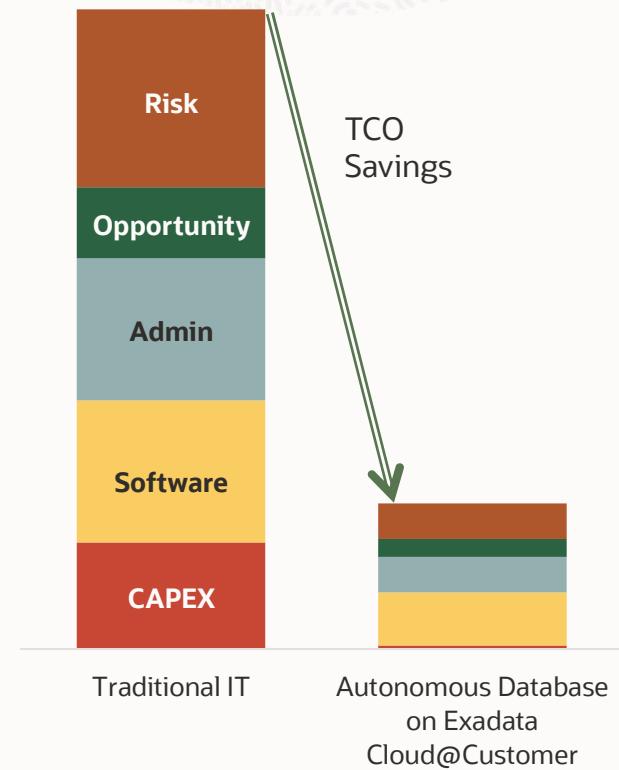
### Autonomous Database Consumption-Only Billing

Billing is consumption only, turning them off when not in use can cut consumption costs by up to 70%

# Autonomous Database on Exadata Cloud@Customer

## Lowering Total Costs

- **No CAPEX** – Infrastructure subscription + vCPU consumption
- **Lower Software Costs** – Higher performance reduces consumption, auto-scaling delivers pay-per-use pricing, and lower costs for developer databases
- **Less Administration** – Replaces manual infrastructure and database administration tasks with automatic tuning, scaling, management, and security
- **No Opportunity Costs** – Self-service databases can be immediately provisioned on existing infrastructure, no ordering wait or approvals
- **Less Risk** – High availability with no-downtime patching, maintenance, and scaling reduces business impacts while automation eliminates human errors and helps protect data





## Deutsche Bank's Moves to Oracle Exadata Cloud@Customer

"Oracle fits into [our] strategy and complements our existing journey. There will be applications staying in the on-premises world, and we need to invest in simplifying them. It fully supports our cloud strategy, supports consuming technology as a service, and comes with significant financial benefits."

**Bernd Leukert**

Head of Technology, Data and Innovation, Deutsche Bank

### Business Challenge:

As a turnaround effort by Germany's Deutsche Bank to gain momentum, its work with Oracle to modernize the data handling software behind key trading, risk management, and capital planning underlines technology's importance in helping banks gain a competitive edge.

### Results:

The Oracle migration, to unfold over the next three to five years, is expected to save the bank triple-digit millions of euros in costs.

- ✓ In-house database service provides near real-time responses to market events
- ✓ Maintains control of customer data, while Oracle handles encryption and software updates
- ✓ Lower network latency for critical banking applications
- ✓ Migrating over 40 PB of Oracle Database data

### Products Used:

Oracle Exadata Cloud@Customer

Oracle Cloud Infrastructure

Oracle Database





## A Move to Cloud while Maintaining Data Residency

"We were dealing with Solvency 2, Cloud Guidelines IT Governance, GDPR, and more. Staying compliant with these rules consume an important part of the budget and workload at the expense of innovation projects. However, a generation of new technology, especially around data represents to Lalux a huge opportunity as an innovation enabler."

**Vincent Arnal**

Head of IT Department, Lalux



### Business Challenge:

Lalux needed the best performance and efficiency for its 40-plus Oracle databases which were originally running at 19% compute utilization. The insurer needed to improve their cybersecurity capabilities and meet industry-standard regulations. Staying compliant with these rules was consuming money and DBA time, slowing innovation.

### Results:

The Luxembourg-based insurance company turns to Oracle Exadata Cloud@Customer to maintain data residency while modernizing its IT infrastructure.

- ✓ Up to 2X better OLTP performance
- ✓ Up to 3X faster batch jobs
- ✓ 6X more on-demand processing capacity to handle peak workloads
- ✓ Control of data security and locality for data residency
- ✓ Availability of Partitioning, Advanced Compression, and other features at no additional cost enables the creation of new applications

### Products Used:

Oracle Exadata Cloud@Customer

Oracle Consulting



## **Superior Performance, Cloud Automation, and Agility in Customer Data Centers**



**1**

### **World's best Cloud database in customer data centers**

- Complete solution for all database needs
- Concurrently run Autonomous and Exadata Database
- Faster, easier, and more cost effective

**2**

### **Cloud benefits without compromising compliance**

- Simpler to develop and deploy cloud-native and mission-critical databases
- Consumption economics and simplified management
- Data residency, security, and connectivity

**3**

### **The simplest and fastest transition to the cloud**

- Existing applications just connect and run
- Move quickly to fully managed Autonomous Database
- Accelerate time to value, convert CapEx to OpEx, reduce TCO

# Certificação OPN Exadata 2022 Sales Specialist

The screenshot shows the Oracle University Learning Subscription interface. At the top, there's a navigation bar with 'University Learning Subscription' and 'Home'. Below it, the main title 'Oracle Exadata On-Premise 2022 Sales Specialist' is displayed. A large text block describes the course: 'Are you confident in explaining Oracle's Exadata On-Premise Solution to your customers? Can you identify what makes this solution unique? If your answer to either of these is no, then you need this course! This seven course learning plan focuses on Exadata On-Premise and will give you the knowledge to uncover opportunities where you can present an already proven on-premise solution. You will also be able to target and qualify customers with different go-to-market approaches and be able to respond accordingly to objections and competition.' To the right, there's a progress summary: 'Not Started', 'Your Goal: Pass Assessment', and '0 of 7 items completed'. Below this, there's a 'Learning Path' section with '1+ Hours of expert training' and a heart icon. The main content area shows a course card for 'Course : Oracle Exadata Market Trends and Drivers'. The card features the Oracle University logo, a play button, and a 'Playlist' tab selected. The playlist shows a single item: '1: Oracle Exadata Market Trends and Drivers'.



[Saiba mais aqui](#)

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# Oracle Cloud Cost Estimator

My Estimate ... Configure and estimate costs for OCI services ([Learn more](#))

Start for Free USD - US Dollar Estimated Monthly Cost \$0.00

Services Compute shapes Reference architectures My favorites Advanced Search

Select category All Categories Search

Most Popular Services

Serviços Formas de computação Arquiteturas de referência Meus favoritos Pesquisa Avançada

Selecionar categoria All Categories Search

Most Popular Services

**Compute VM**  
Um ambiente de Computação Virtual multitenant e totalmente escalável para executar aplicativos com desempenho incomparável, controle e resiliência incorporada.

**Base Database Service - Virtual Machine**  
Base Database Service - Virtual Machine allows you to create and manage full-featured Oracle Database systems in the cloud. It can be provisioned on virtual machines with block storage to provide high performance and cost-efficient pricing.

**Armazenamento de Objetos**  
O Object Storage permite que os clientes armazenem qualquer tipo de dados em seu formato nativo. Isso é ideal para criar aplicativos modernos que exigem escala e flexibilidade, uma vez que pode ser usado para consolidar diversas origens de dados para finalidades de análise, backup ou arquivamento. O Armazenamento de

**Armazenamento de Volumes em Blocos**  
O Oracle Cloud Block Volume fornece armazenamento em blocos confiável e de alto desempenho, projetado para funcionar com uma variedade de máquinas virtuais e instâncias bare metal. Com redundância incorporada, os Block Volumes são persistentes e duram mais que uma máquina virtual, podendo ser ampliados

Carregar Carregar Carregar Carregar

[Click Aqui](#)

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# Oracle Sales Accelerator Site

The screenshot shows the Oracle Sales Accelerator Site. At the top, there's a navigation bar with a house icon labeled "Sales Accelerator", a search bar with "Search Sales Accelerator", and buttons for "Content", "Product", "Industry", "Sales Play", and "Location". On the right of the search bar are "Create Story (Oppty ID)" and "ML" buttons. Below the navigation is a QR code. To the left is a sidebar with a dark background containing a list of categories: Products, Customers, Customer Stories, Industries, Campaigns, Sales Plays, and Competitors. To the right of the sidebar is a main content area with a blue header banner that says "Use in campaigns, events and sales activities" and a "Visit Page" button. Below the banner is a "Featured Content" section with four items: "Sales Accelerator Training & FAQs for Sellers" (Mar 24, 2023 | Custom), "Advertising Claims" (Apr 11, 2023 | Custom), "Sustainability at Oracle" (May 10, 2023 | Custom), and "One Oracle Industry Narratives and Frameworks" (May 30, 2023 | Custom). A small "Technicolor" watermark is visible on the right side of the main content area.

[Clique Aqui](#)



# Oracle Support Rewards Program



Oracle Brasil > Nuvem >

## Oracle Support Rewards

Com o Oracle Support Rewards, quanto mais você usar a Oracle Cloud Infrastructure (OCI), maior será a sua economia. Os clientes ganham entre US\$0,25 e US\$0,33 em recompensas para cada US\$1 gasto na OCI. Você pode resgatar os valores para reduzir a sua conta da licença de suporte técnico de software, podendo chegar a zero<sup>1</sup>.

### Ganhe recompensas todos os meses

Você pode assinar ou renovar um pedido de Universal Credits para ganhar as recompensas, além de acompanhá-las no painel da OCI. O programa dá aos clientes o direito de ganhar e usar recompensas de suporte durante o período de seus serviços. O Support Rewards é uma obrigação contratual que a Oracle garante durante toda a vigência do contrato de UCM do cliente, que pode ser estendido a qualquer momento.

The composite image includes:  
1. A QR code in the top right corner.  
2. A screenshot of the Oracle Support Rewards landing page on the left, showing the program's purpose: "Use OCI. EARN REWARDS. REDUCE YOUR BILL".  
3. A large graphic on the right side with the text "Use OCI. EARN rewards. Reduce your bill by" above a large green "25¢" and a bar chart with a downward arrow, indicating cost reduction.

[Saiba mais aqui](#)



# OPN Web Page



## Oracle PartnerNetwork (OPN) Members

### Welcome to the OPN Portal!

Expertise is the cornerstone of OPN - customer success is the reward.

The OPN Portal provides guidance to enable your journey to customer success and make partnering with Oracle as simple as possible.

- **Build Expertise** leveraging skills transfer, environments and technical assistance
- **Go-to-Market** using tools and guidance on how to take your solutions and services to market
- **Stay Connected** with the latest OPN has to offer and ask questions in our Partner Community Forums
- **Manage Your Membership** by monitoring your Expertise achievements, executing agreements, updating your Partner Finder profile, and more

Have you heard?



### 4 Steps to Marketing Success

Take a quick tour now of the marketing resources available to you from Oracle. This Partner's Guide to Oracle Marketing Resources infographic will help you explore and discover valuable steps to boost your business.

[Get Started](#)

[Click here](#)

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Log in to the OPN Portal

[Login](#)

First time visiting? [Register for access](#)

Video: Things to know before you register

Need Help?

Our [Partner Assistance](#) agents are ready to assist.





Hora de testar seu conhecimento!

**Preparado?**

O

# Certificações Gratuitas em OCI | Até 31 de Agosto, 2023



Oracle University | Treinamento | Certificação | Soluções | Comprar | Português (Brasil) | Minhas Subscrições

## Free Certification for OCI

**June 1 – August 31, 2023**

Atain in-demand skills across OCI, AI, Machine Learning, OCI multicloud, data management, applications business processes and earn badges and win prizes for free.

[Join the Race to Certification](#)

**JOIN THE RACE TO CERTIFICATION!**

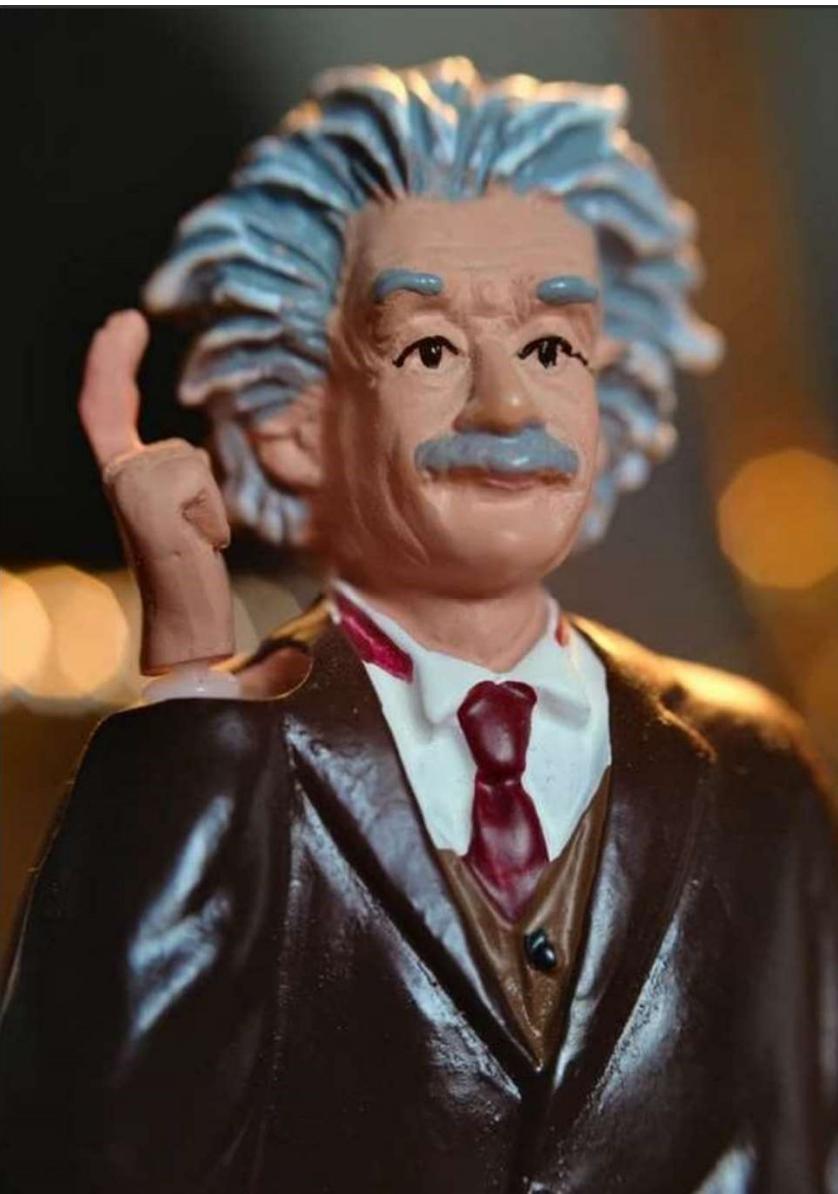
**Oracle Cloud Infrastructure**  
Accelerate your career by gaining new and valuable cloud skills.  
[Free Training and Certification](#)

**Oracle Database Management**  
Learn to use this industry-leading Oracle platform and manage data efficiently.  
[Free Training and Certification](#)

**Oracle Cloud Applications**  
Prepare for success. Start your cloud implementation project with Oracle Cloud Applications Business Process training.  
[Free Training and Certification](#)

[Saiba Mais Aqui](#)





## Demo Time

- OCI Cost Estimator Demo



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Obrigado! 😊

Dúvidas / Feedback / Treinamentos / Certificações

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# ORACLE

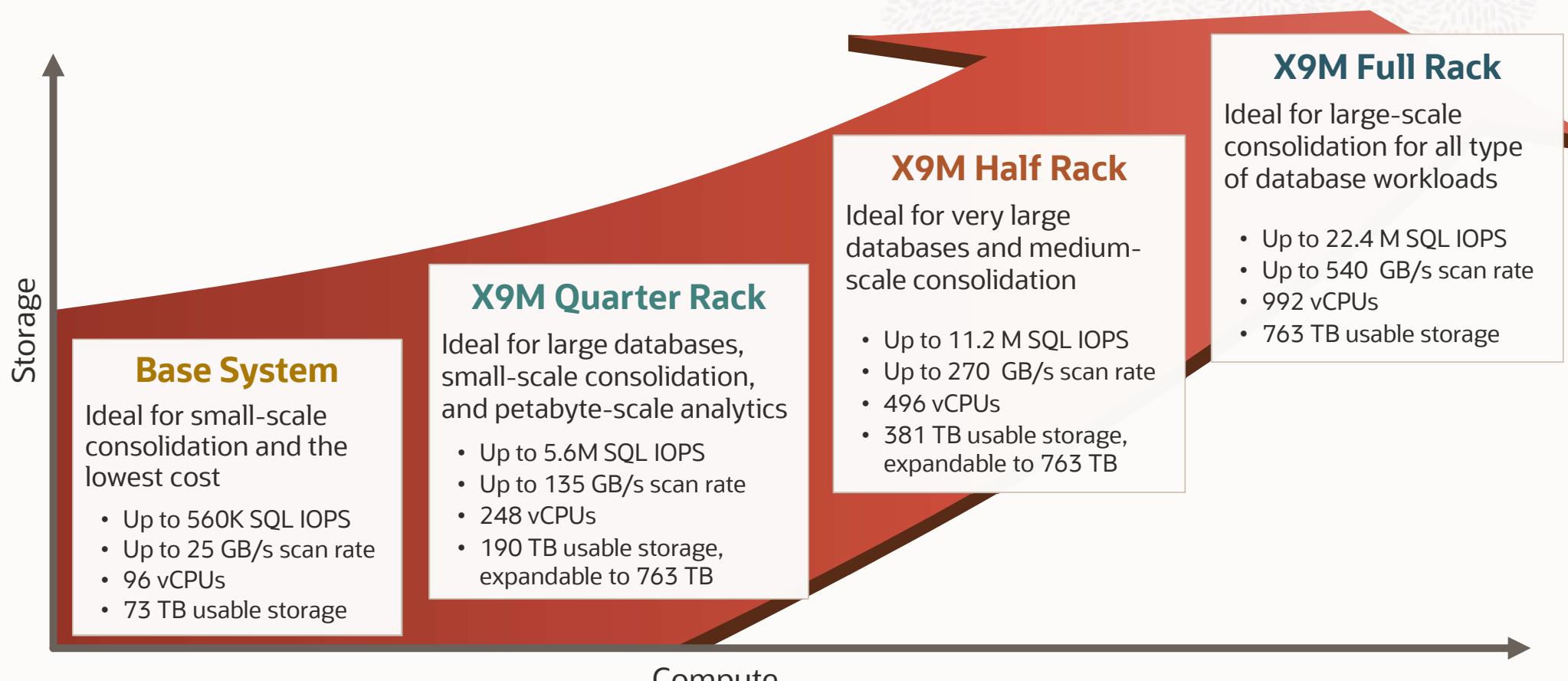
O

# Backup Slides

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# Exadata Cloud@Customer Flexible Shapes

Available in high-performance, cost-effective shapes to match enterprise needs





## University keeps up with student demand

"We need to make sure our students are successful and provide them with the best experience possible. Keeping up with student requirements from a technology perspective is challenging as it is constantly changing. We had to become more agile and responsive, and Exadata Cloud@Customer has allowed us to become that – by using cloud features."

**Kevin de Kock**

Director of Enterprise Solutions and Applications, McMaster University

### Business Challenge:

McMaster University is a public research university in Hamilton, Ontario, Canada with six academic faculties and more than 31,000 students. Whenever the university needed to fire up a database or a virtual machine, it took 5 and 10 days.

### Results:

The ability to scale consumption up or down during the university's open registration period was key to anticipating spikes and adding resources when required.

- ✓ Consolidated 175 databases down to only 75
- ✓ 80% time-savings in database provisioning
- ✓ End-to-end IT refresh dropped from 6 hours to 1.5 hours
- ✓ HR backup from 1 hour to 7 minutes
- ✓ 10x faster ETLs
- ✓ 70% improvement in scheduled query runtimes

### Products Used:

Oracle Exadata Cloud@Customer

Oracle Cloud Infrastructure





## Vale innovates with Exadata Cloud@Customer

“Oracle really showed the capability and experience to go to the cloud. With Exadata Cloud@Customer we were able to satisfy the ordinance surrounding the migration of workloads to the cloud, which was a big motivation for us.”

**Daniel Pedrozo**  
IT Project Leader, Vale

### Business Challenge:

Was strategically looking at cloud to realize better optimization, flexibility, and the best performance for their critical applications. They needed to deliver a consistent set of capabilities to support their operations in 6 different countries.

### Results:

Oracle showed more capability and experience over the other competitors for migrating to cloud.

- ✓ 84% reduction in patching
- ✓ 16x faster database installs
- ✓ 150% ROI
- ✓ 40% performance increase
- ✓ Reduced overall DBA time by 70%
- ✓ Moving to cloud enabled a huge consolidation in terms of 86% of processors

### Products Used:

Oracle Exadata Cloud@Customer

Oracle Database





## n11.com improves customer service with Exadata Cloud@Customer

“Because of regulations we chose Oracle Exadata Cloud@Customer solutions. After deployment we get all the scalability the business needs while decreasing Opex, and it is a much faster solution so we can provide a smoother shopping experience for our customers.”

**Alper Yilmaz**

Director IT Operation, n11.com

### Business Challenge:

n11.com is a rapidly growing Turkish ecommerce platform that must meet strict regulations regarding data residency and security. They wanted the advantages of the public cloud delivered in their data center.

### Results:

n11.com selected Exadata Cloud@Customer to meet high growth and campaign driven spikes as well as reduce costs by moving from CapEx to a scalable, cloud-based OpEx model.

- ✓ Utilized bursting to meet peak demand
- ✓ 50% faster transactions overall
- ✓ Freed up DBA time to support revenue-driving activities
- ✓ Strengthened security using built-in database options

### Products Used:

Oracle Exadata Cloud@Customer





## NTT West Drives Regional Revitalization Cloud Initiative

“Oracle Exadata Cloud@Customer uses the superior technology of Oracle Database as a cloud service delivered in our own data centers, meeting all of our data sovereignty and compliance requirements for the Regional Revitalization Cloud. We now have a scalable database platform, allowing us to flexibly expand to meet further business growth and usage increases.”

**Norihiro Senda,**  
Nagoya Branch, Advanced Solution Department, Corporate Business Headquarters, NTT WEST

### Business Challenge:

NTT WEST aims to transform into a “social ICT pioneer” by using its regional data centers and other facilities to solve regional issues. They needed a platform that allows local governments, educational institutions, regional banks, and other regional business across 30 prefectures in Japan to move to the cloud, streamline IT operations, and reduce costs.

### Results:

NTT WEST selected Oracle Exadata Cloud@Customer to provide high-performance database services at the lowest possible costs.

- ✓ Deployed in NTT WEST data centers to meet data residency and compliance
- ✓ Use converged Oracle Database capabilities to support all workloads on a common set of infrastructure, reducing management
- ✓ Reduce system processing time by 40%
- ✓ Lower overall costs with pay-per-use pricing

### Products Used:

Oracle Exadata Cloud@Customer





## Norwegian Public Roads Administration enhances security and cuts costs

“We have significant potential for increased operational efficiency and cost-cutting with Oracle Exadata Cloud@Customer. We don’t need to focus on hardware maintenance or software licensing and can dedicate ourselves to our primary business.”

**Rikard Thorbjørnsen**

Head of IT platform services, Norwegian Public Roads Administration



### Business Challenge:

Statens Vegvesen needed to eliminate the costs of periodic hardware refreshes and reduce growing maintenance expenses. As a long-term Exadata user, they wanted to maintain its capabilities but wanted to move to the cloud. Maintaining data residency, security, and adherence to European Union GDPR requirements prevented them from moving to a public cloud.

### Results:

After migrating 90 critical systems with 395 databases to Exadata Cloud@Customer in 2 months, Statens Vegvesen was able to:

- ✓ Reduce maintenance costs by 30%
- ✓ Implement disaster recovery across two locations
- ✓ Strengthened security and compliance with always-on encryption and automatic security patching
- ✓ Reduce operational costs during spikes in usage by using consumption-based pricing with Universal Credits

### Products Used:

Oracle Exadata Cloud@Customer



# Automation Eliminates DBA Responsibilities and Lowers Costs

Same per-hour consumption cost per core with less management increases value

