ORACLE

Oracle OCI Cloud @ Customer

Sales Academy - Commercial Overview

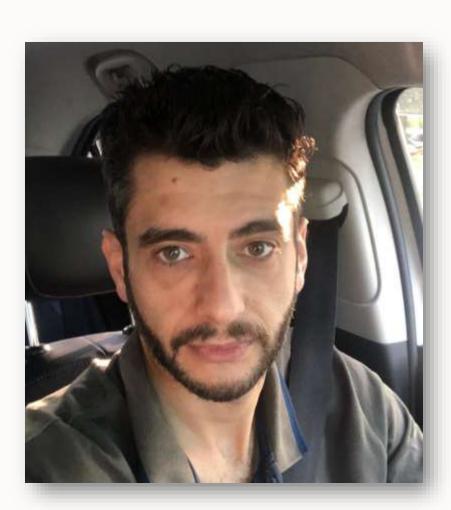
Marcel Lamarca

Exadata Cloud Specialist
Oracle, Alliances and Channels LAD
November, 2023



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 Multi-Cloud Architect Professional

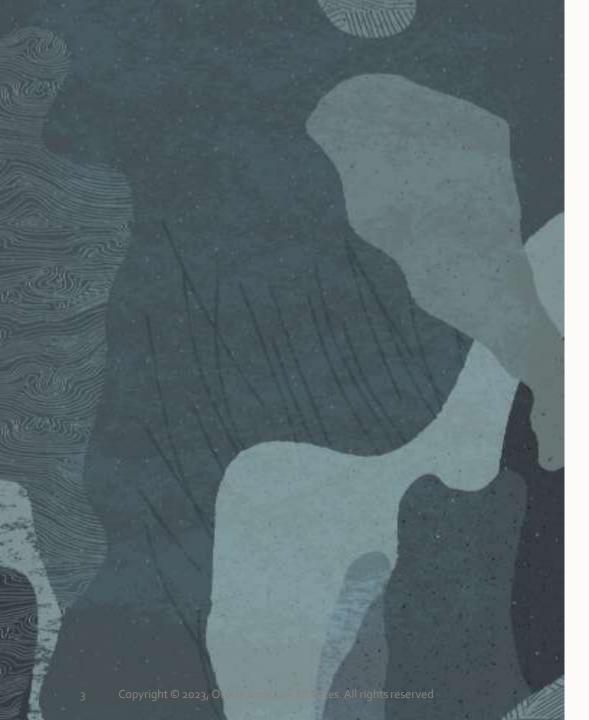
Oracle Certified Professional (OCP)

10g, 11g, 12c and 19c.

Oracle Certified Specialist (OCE)

Grid/RAC Database Administrator 11g





Download presentation here



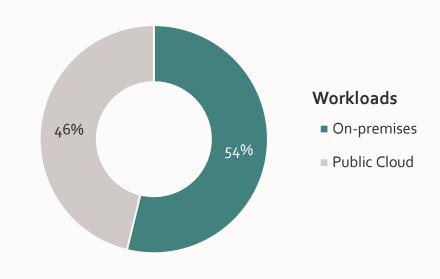
Agenda

- **1** Exadata Cloud At Customer Overview
- 2 OCI Dedicated Regions Overview
- Oracle Customer Success
- **4** Resources



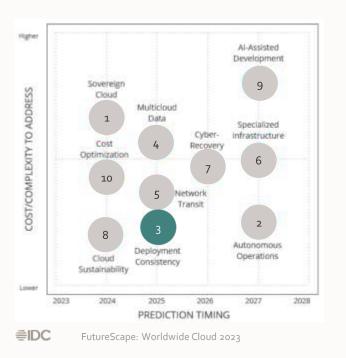
Thousands of critical deployments, on-premises and cloud

54% of enterprise workloads remain on-prem!



Feb 2022 - IDC Survey Spotlight - Document number: # US48833322

IDC FutureScape Worldwide Cloud Predictions





Exadata Cloud at Customer



We meet you where you are in your database consolidation journey

On-Premises Traditional
Exadata Database Machine

Cloud@Customer Exadata Cloud@Customer Public Cloud, Dedicated Region, and
Oracle Database@Azure
Exadata Cloud Infrastructure



Customer Data Center
Purchased
Customer Managed



Customer Data Center
Subscription
Oracle Managed

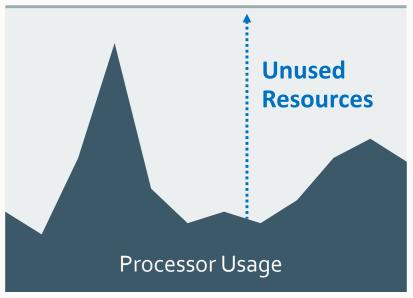
Oracle Cloud
Subscription
Oracle Managed



Online, Elastic Scaling with Exadata Cloud@Customer

Pay Only for What You Use

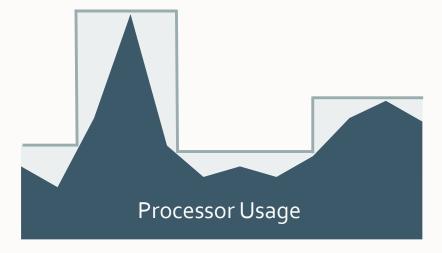
Total Processor Resources



On-Premises – Static

Purchase server processors and software licenses for highest projected peak load

Manually Scaled vCPUs



Exadata Database Service – Elastic

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

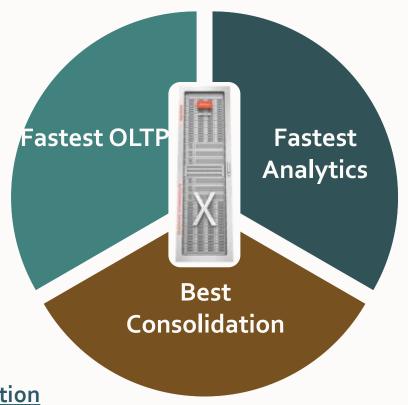


Exadata's Superior Software Architecture Highlights

Smart system software enables highest performance for OLTP | Analytics | Consolidation workloads

Fastest OLTP

- Fastest OLTP I/O with scale-out storage, RDMA to storage, and NVMe flash
- Fastest scale-out with unique RDMA algorithms for inter-node cluster coordination
- Fastest recovery from unplanned downtime and component failure



Fastest Analytics

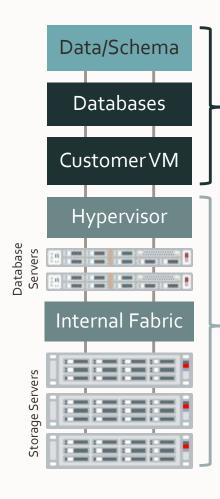
- Unique Smart Scan automatically offloads data intensive SQL operations to storage
- Unique Smart Flash Cache and Storage Index automatically accelerate database I/O
- Unique Columnarization
 automatically converts data to fast In Memory Columnar format in flash

Best Consolidation

- Unique Prioritization of latency sensitive or important workloads
- Unique Workload Isolation of multiple tenants or workloads



Simple Cloud Management Model in at Customer Cloud



Customer owns everything inside database

Data, schema, encryption keys

Customer subscribes to database services

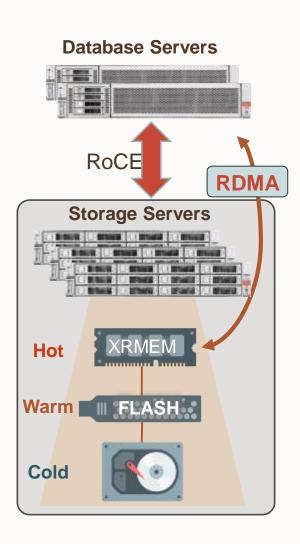
- Customer manages VMs and Databases using Cloud Automation (UI / APIs)
- Automation to create, delete, patch, backup, scale up/down, etc.
- Runs all supported Oracle Database versions 12.1.0.2, 12.2.0.1, 19c and 21c
- Customer controls access to customer VM
- Customer can install and manage additional software in customer VM
- Oracle staff are not authorized to access customer VM

Oracle owns and manages infrastructure

- Hypervisor, database and storage servers, storage network
- Patching, security scans, security updates
- Monitoring and maintenance
- Customer not authorized to access Oracle infrastructure



Exadata architecture – scale out with intelligent storage



Scale-out system architecture and software

- Independent, online scaling of database and storage servers
- Scales from 2 to 210 Exadata X10M database servers
- Scales from 3 to 264 Exadata X10M storage servers
- Redundancy with fast failover provides high availability

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

- Bypasses network and I/O software, interrupts, context switches
- Data is transparently managed in multiple storage tiers to minimize latency
- High-performance active-active 100 Gbit/s internal network maximize throughput
- Speeds up both database reads and commits

Database cluster virtualization

- Deploy environments with different needs on the same system
 - Dev-Test, Staging Production, DR
 - OLTP, Analytics, Mixed Workloads
- Share and manage pools of resources to increase efficiency and lower costs
- Isolate resources to meet differing security and predictability requirements



Exadata Cloud@Customer X10M Shapes



Quarter Rack – X10M

Total Capacity

DB Servers Storage Servers

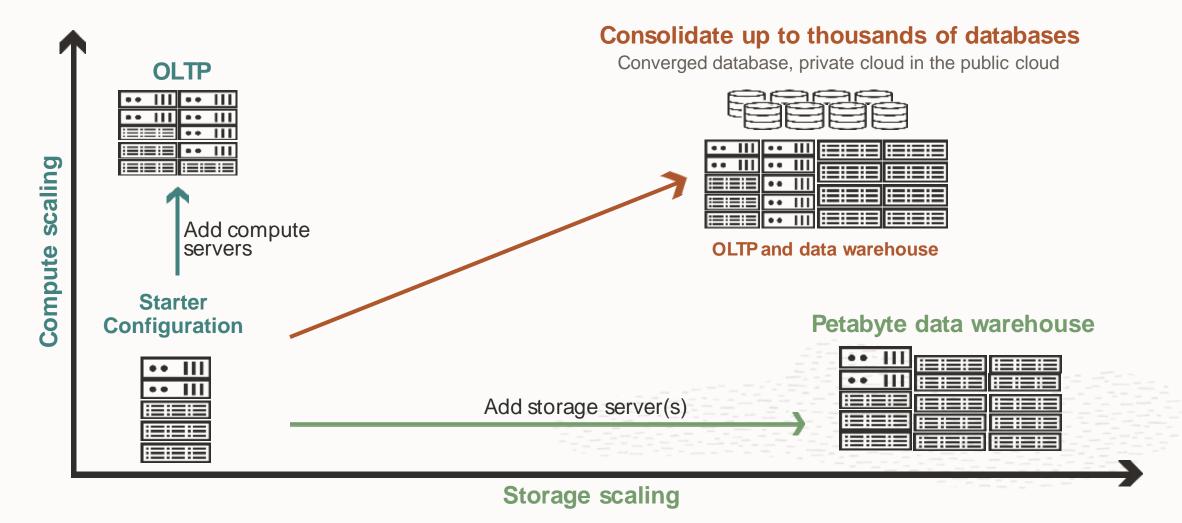
380 Cores – 2,780 GB Memory 192 TB Usable DB Storage



There are no Half and Full rack shapes. Expand Quarter Racks using Expansion Servers.



Easily right-size your service by adding compute and storage as needed



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



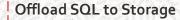
Advanced Analytics, Spatial and Graph



Management Packs for Oracle Database



All Exadata **Innovations**





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

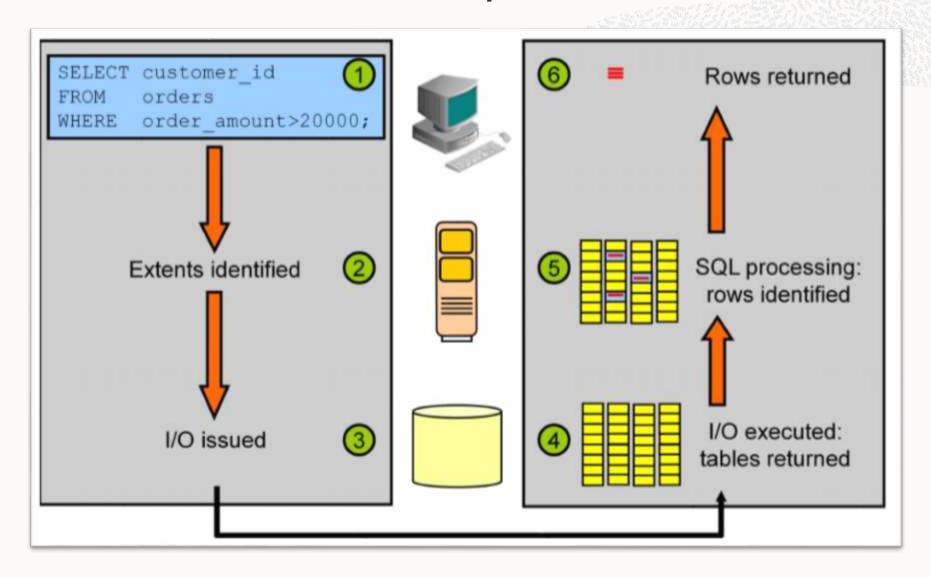


Exafusion Direct-to-Wire Protocol



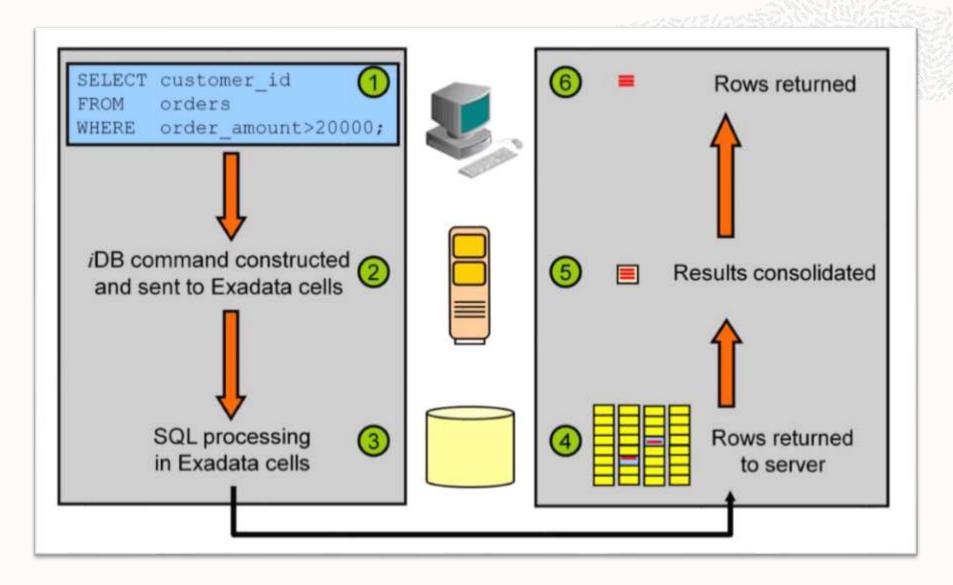


Oracle Database No Exadata System





Exadata Cloud a Smart Scan Off Load Querying

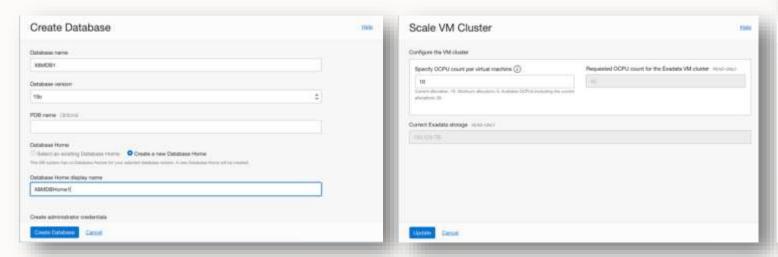




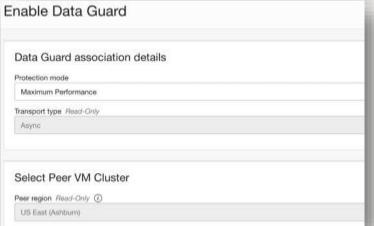
Exadata Cloud Automation on OCI Console

Oracle Cloud Web base UI, REST APIs, SDK, CLI, Terraform

- Scale OCPUs
- Create Database Homes and Databases
- Schedule Infrastructure Maintenance
- Update Operating System, Grid Infrastructure, and Databases
- Backup and recovery
- Enable Data Guard









Exadata Cloud at Customer Licensing



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



Oracle Software Investiment Advisor







Licensing Solutions

Can you help us understand the licensing implications of future technology decisions?"



Investment Economics

"How is our Oracle investment supporting the long-term goals of the business?"



License Knowledge Transfer

"Can you help us better understand our license and subscription terms and conditions?"



Cloud Sizing

"What do we need to consider when moving parts of our existing environment to the cloud?"



Deployment Optimization

"How do I find out if my Oracle TCO is optimized across both on-premise and the cloud?"



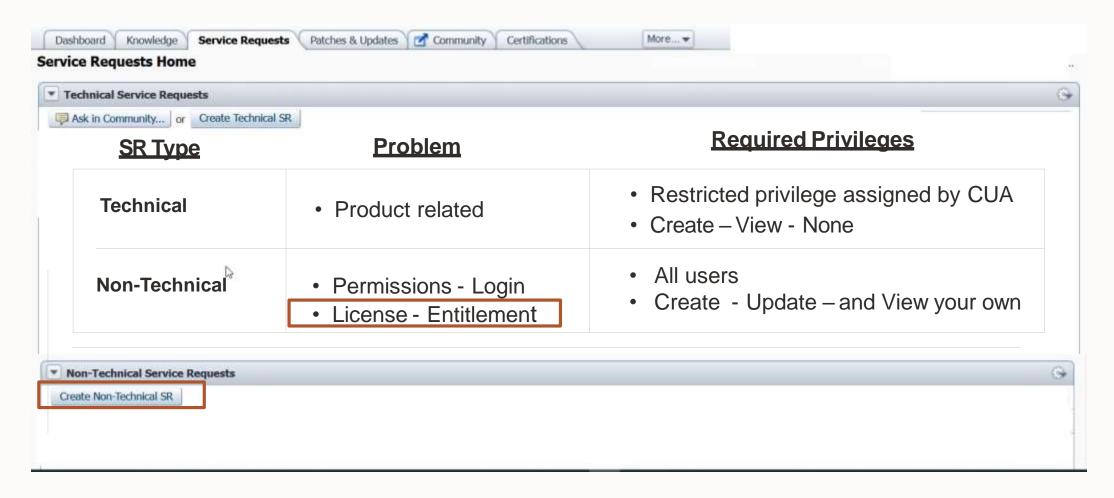
Entitlement Intelligence

"How do I find out the current state of our contractual agreements with Oracle?"

For more informatio contact <u>sia-global_ww@oracle.com</u> or visit <u>www.oracle.com/goto/sia</u>



Service Request Types: Technical vs Non-Technical



Or send an e-mail to: <u>infoprice@oracle.com</u>



Oracle PaaS and IaaS Universal Credits Description





Pay as You Go (PAYG)

- No upfront commitment
- Pay only for what you use
- Pay in arrears based on usage
- Built for land and expand

Universal Credits

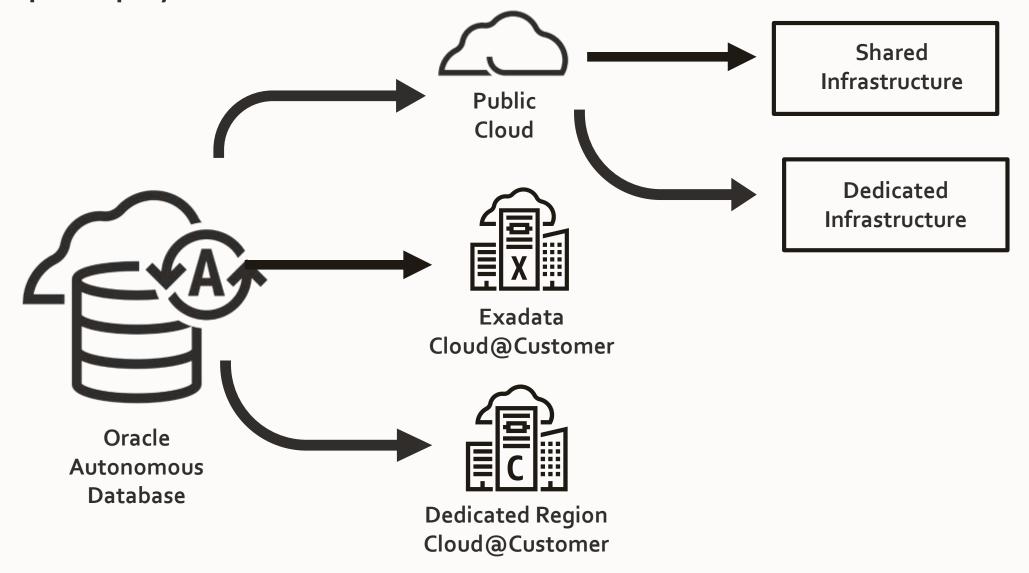
- Agreed-to monthly spend
- Additional discounts based on size and term of deal
- Elastic payments based on usage



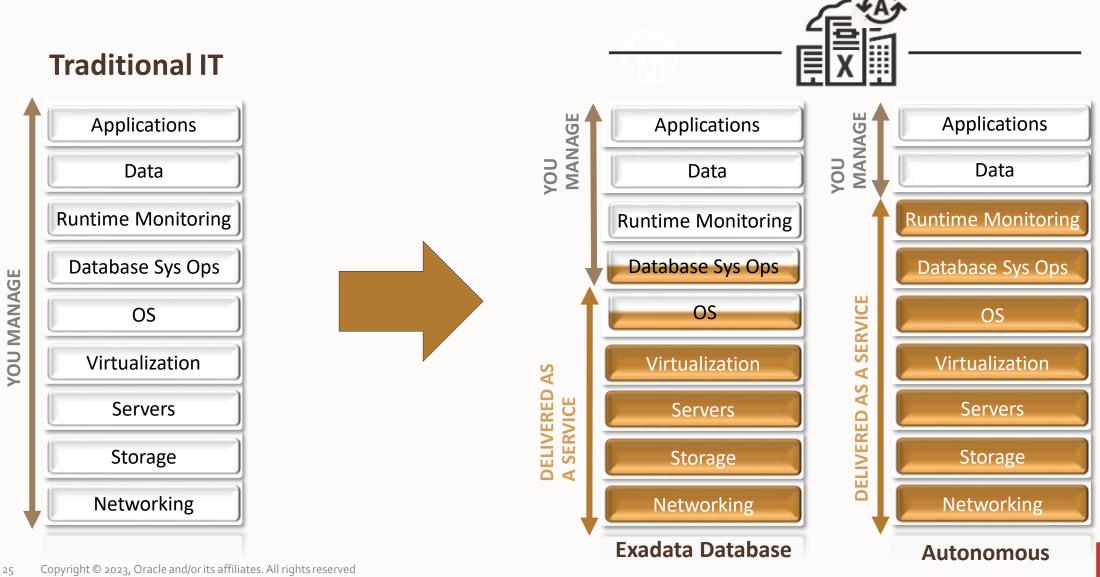
Oracle Autonomous Database ADB



Multiple Deployment Choices



Transfer more responsibility to the service while lowering costs







Software cost totals

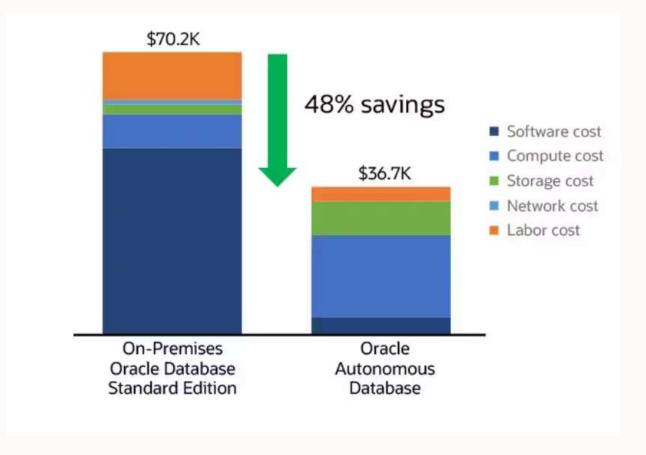
Oracle Autonomous
Database
On-premises Oracle Database
Standard Edition
\$ 46,398
\$ 4,350

Labor cost totals

Oracle Autonomous
Database

\$ 3,552

\$ 11,853



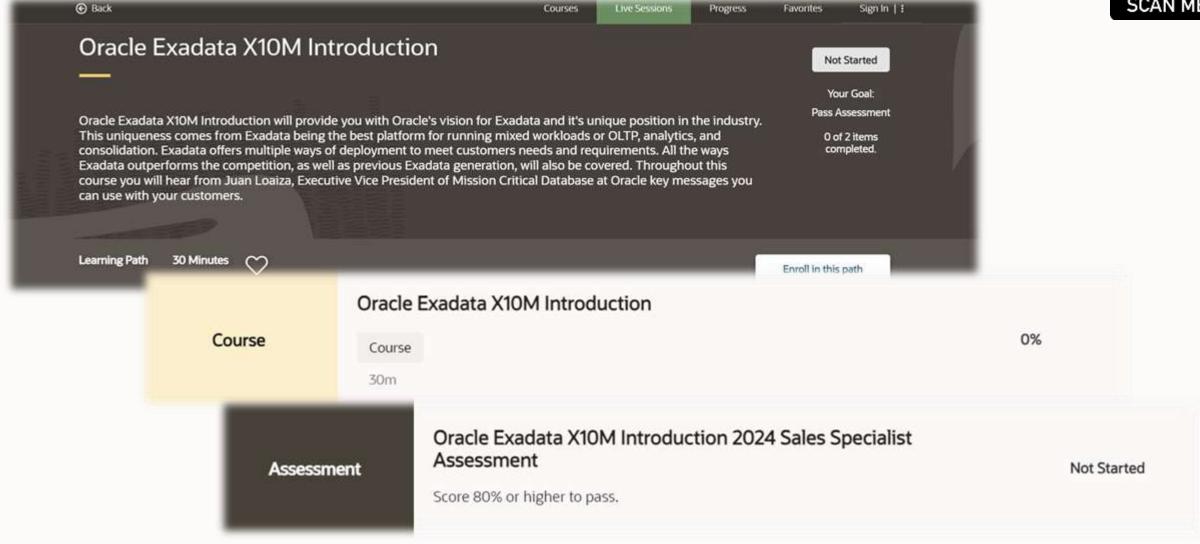


Exadata Cloud at Customer on OPN



Exadata X10M Introduction on Learning Center

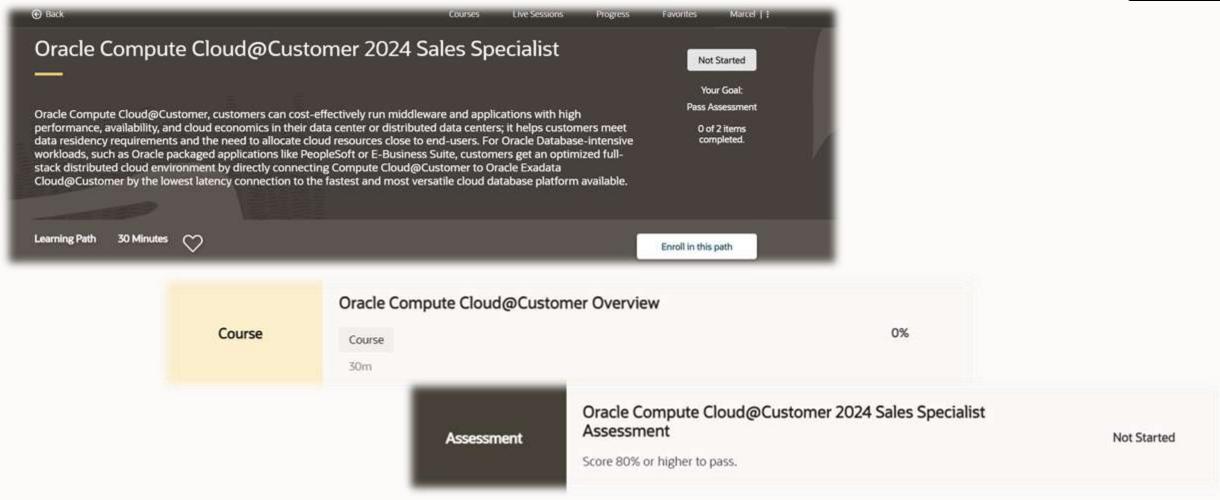






Oracle Cloud@Customer 2024 Sales Specialist







Exadata At Customer on Marketing



Leading organizations in every industry rely on Exadata

10 of the Top 10 Telecoms | 10 of the Top 10 Banks | 9 of the Top 10 Retailers

10 of top 10	Banking	(S)
10 of top 10	Telecommunications	(A)
10 of top 10	Food & Drug	
9 of top 10	Automotive	\(\)
9 of top 10	Healthcare	₩
9 of top 10	Retail	Ê
8 of top 10	Technology	
7 of top 10	Energy	益



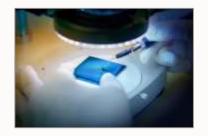


















^{*} Ranking based on 2022 Fortune Global 500

Thousands of critical deployments, on-premises and cloud

Superior architecture for ALL workloads

- Petabyte warehouses
- Mission critical systems
 - Financial trading
 - Process manufacturing
 - E-commerce
- Packaged applications
 - SAP, Oracle, Siebel, PSFT, ...
- Database consolidation

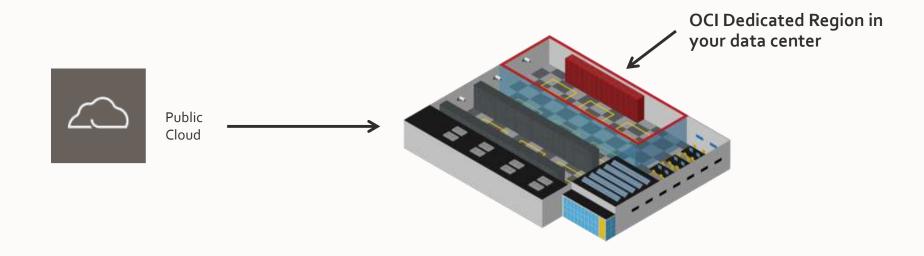




OCI Dedicated Regions



A cloud experience, managed for you, in your data centers



Offering full agility, scalability, and economics of a public cloud



100+ public cloud services



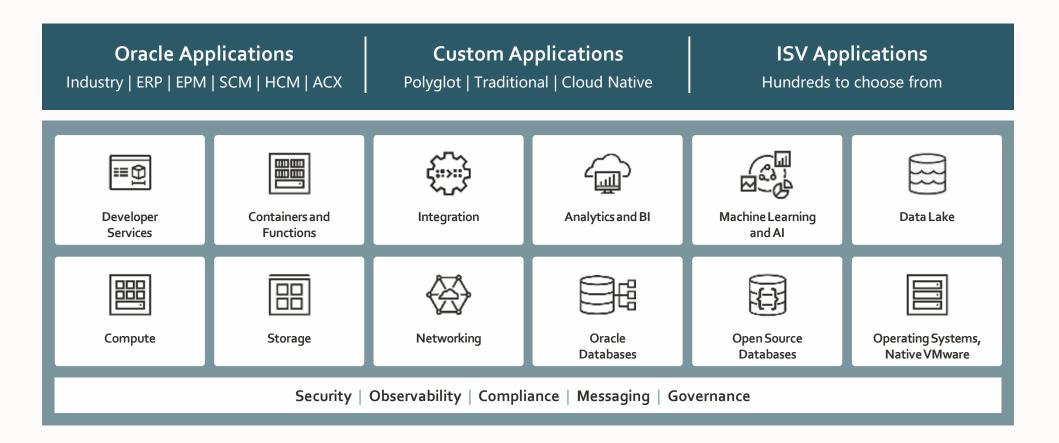
Start small, activate fast, grow on demand



Buy the cloud, rather than build it



100+ public cloud services on-premises



Bring Oracle's 100+ public cloud services and applications to your own data center with the same rates and SLAs.

100+public cloud services to support your

workloads
50+

Oracle Fusion and Industry applications

10,000OCI developers

3,000 field cloud engineers

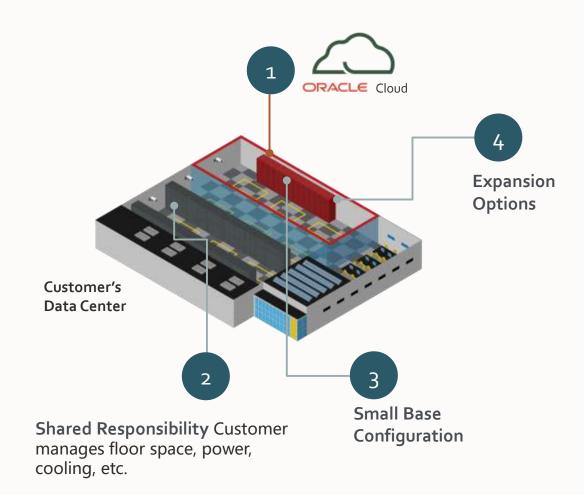


OCI Dedicated Region

100+ Public Cloud Services **2**Shared Responsibility

3
Small Base Configuration

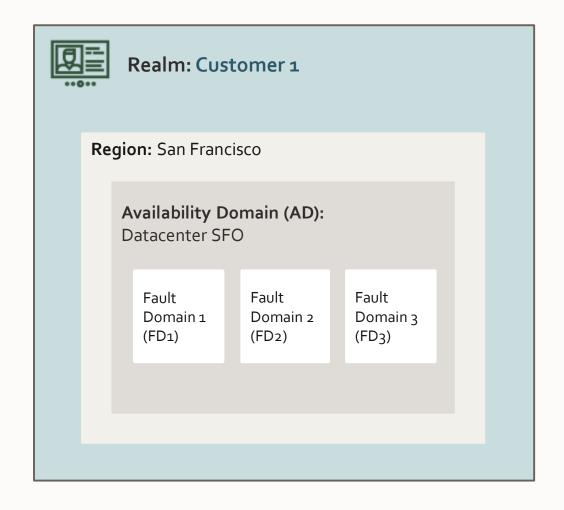
4 Multiple Expansion Options

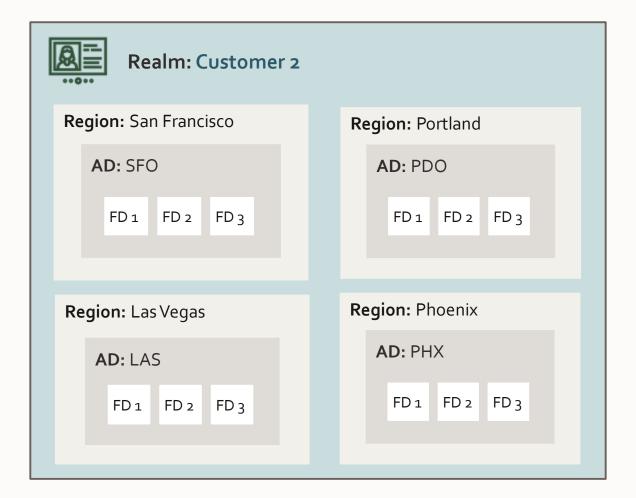




OCI Dedicated Region terminology

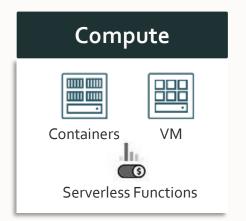
Realm, region, availability domains, and fault domains

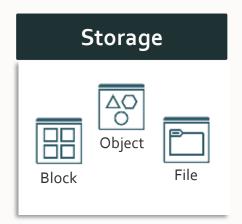


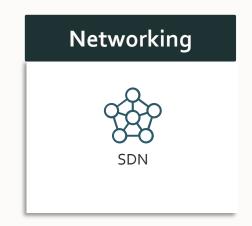




Key Features

















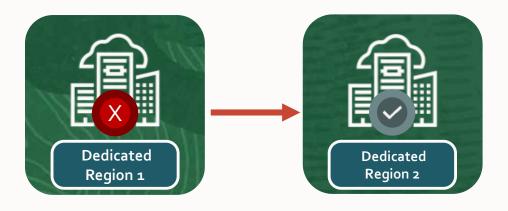
OCI Dedicated Regions provide high availability and disaster recovery

Why Disaster Recovery (DR)?

- Protects applications and data from region failure
- DR provides resiliency across regions, whereas HA technologies provide resiliency within a region
- DR requires Dedicated Regions to be in different geographical areas to protect against natural disasters impacting the entire region

Deployment Method

- For a Dedicated Region, DR is achieved by replicating the entire application stack, including storage (Block, File, Object), and database between a primary Dedicated Region and a DR site
- To implement a robust DR strategy, customers must deploy at least two Dedicated Regions



Customers can use the following features to implement DR:

- VCN (Virtual Cloud Network) remote peering between primary and DR sites to enable communication
- Custom scripts, CI/CD pipelines to synchronize workloads (binaries, configurations, etc.)
- Auto-scaling to scale compute resources at DR site on demand
- Data Guard or Golden Gate for database replication.
- **Block-volume replication** to replicate block storage volume or volume groups.
- **Object storage** cross-region replication to replicate object storage.
- File storage replication to replicate file storage.



Security

Defense-in-Depth approach with layered security controls

Observability

Data Security, at rest and in motion

Application Security

Infrastructure Security (ex. network, compute, storage security, & tenant isolation)

Data Center Physical Security

Security automation, audit logs, monitoring, and reporting, SIEM monitoring 24x7x365

AES 256-bit & AES 128 TDE encryption; TLS 1.2, FIPS 140-2 Level 3 certified hardware for key storage

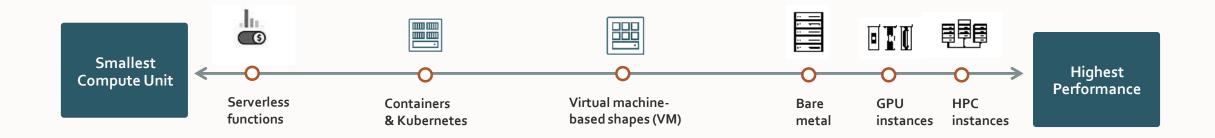
Web Application Firewall (WAF), IAM policies, vault service, Cloud Guard, etc. to protect cloud resources

Isolate management network from customer network, tenants and compartments

Restricted access with multiple levels of authorization, clean hardware and firmware



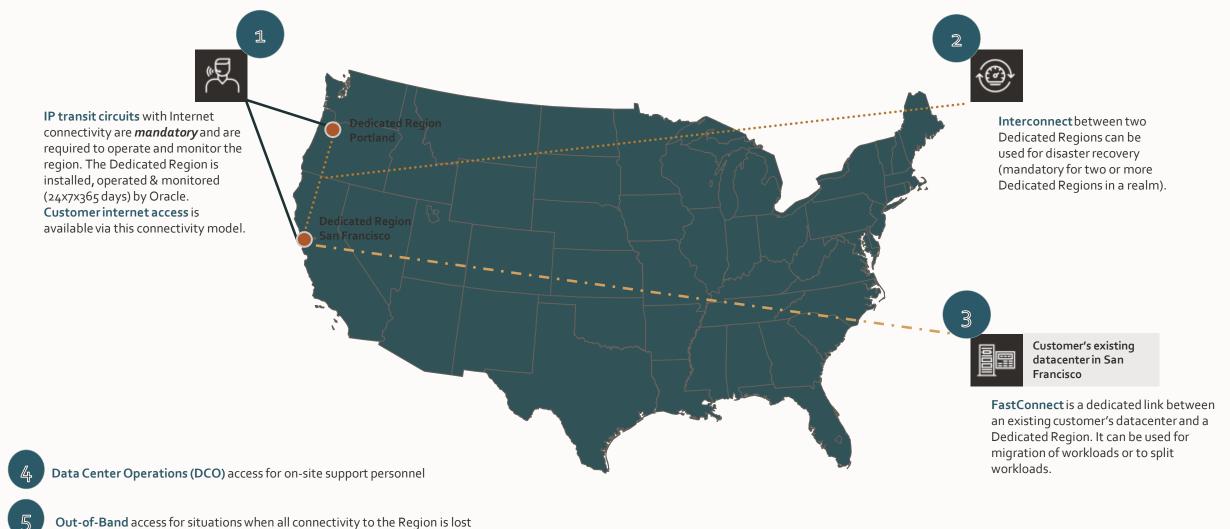
Full range of compute and storage options







Dedicated Region network connectivity





OCI control center

Console for simplified capacity management

OCI Console Extension

The new OCI Console extension is available to all Dedicated Region customers

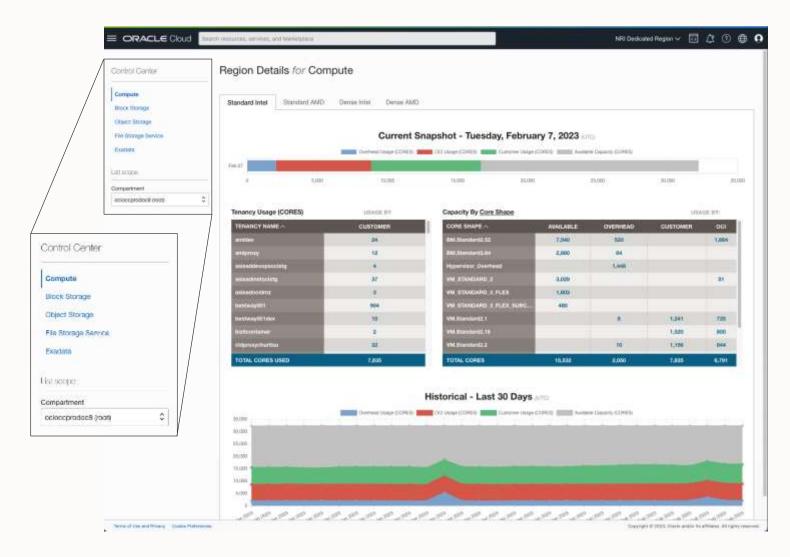
View Resource Consumption

Customers can view regional consumption of resources relative to their physical Dedicated Region environment(s)

- Compute
- Storage
- Exadata

Access To Consumption Data

Consumption data is downloadable and available via APIs for automation





Oracle manages Dedicated Region customer support



Same support as public cloud at no added cost



15-minute response time for critical issues



24 x 7 help with technical service requests



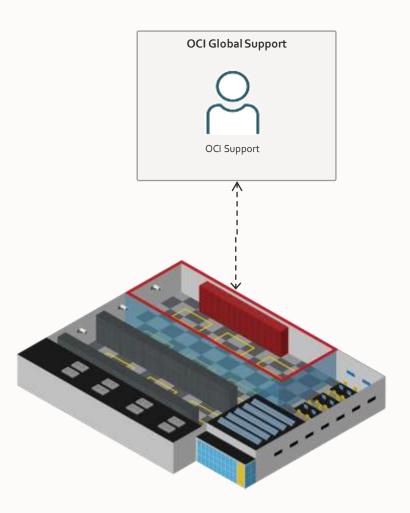
24 x 7 access to a Customer Support Portal



24 x 7 live phone support



Assistance during change management





Oracle SaaS applications on Dedicated Region

Customer-requested Oracle SaaS applications run on Dedicated Regions **Fusion Applications Non-Fusion Applications Industry Applications Enterprise Performance Mgmt** Fin Services (AFCS/PBMCS) **Fusion HCM Fusion ERP Warehouse Management Fusion SCM Transportation Management Fusion CRM** IoT Intelligent Apps Fusion Hybrids (ODA, ODCS, etc) Field Service **Fusion Analytics** Additional non-Fusion Applications qualified based on customer Industry Applications qualified Complete Fusion suite qualification demand based on customer demand targeted in FY24

Services available now

Services currently being qualified



Dedicated Region key use cases

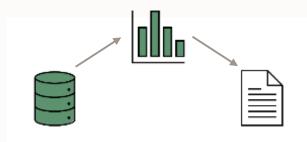
Data Residency

Low Latency Applications

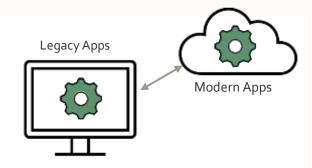
Modernization of Infrastructure & Apps



Choose the physical location of your Dedicated Region to enable all data to be stored on-premises to meet your regulatory and compliance requirements.



Maintain single-digit millisecond latency between applications and databases with no requirement to connect to public cloud.



Capitalize on existing investments by seamlessly migrating legacy workloads to an on-premises cloud. Modernize apps with Dedicated Region's 100+ cloud services.



Agility, scalability, and economics of public cloud in your data center



Full OCI services

- Includes IaaS, PaaS, and SaaS
- Run all workloads from day 1



Start small, activate fast

- Scales on-demand
- Future-proof for expansion as workloads grow



Buy cloud services (don't build them!)

- Single vendor accountability
- Managed by OCI 24x7x365

100% OpEx. Pay only for services consumed.



Oracle Customer Success





Consolidated Oracle Databases on OCI using a Multicloud Architecture

"Our proposal is to take the customer's experience to a new level with more efficiency and agility, and always with the highest levels of security. We are the first carrier to promote a change with this dimension, also anticipating initiatives related to governance and sustainability, within a larger project related to an ESG agenda across all of TIM's operation."

Pietro Labriola CEO, TIM Brasil

Products used:

Oracle Exadata Database Service
OCI Compute and Storage
OCI – Azure Interconnect

Oracle Database Service
Oracle Cloud VMware Solution



Business challenge:

TIM Brasil needed to modernize their infrastructure in order to improve customer experiences while taking efficiency, agility, and security to the next level. They wanted to simplify management, reduce energy use, and cut carbon emissions.

Results:

The Brazilian telecommunications provider is moving critical workloads to a multicloud environment with databases running on Oracle Exadata Database Service and Oracle Database service, VMware in OCI, and other workloads and VDI environments on Azure.

- Run customer billing, Siebel, and Oracle SaaS apps in Oracle Cloud
- Migrate 1,200 databases, 15 petabytes of storage, 7,000 servers
- Run up to 4,000 VMware servers on OCI
- Use a 40 Gbps link to Azure with < 2 mS latency for distributed apps
- Federated identity services with Azure to reduce management

Read story





Amaggi boosts uptime by migrating key workloads to Oracle Cloud Infrastructure

"Moving from our data center onto Oracle Cloud Infrastructure has reduced costs, eliminated hardware refresh bottlenecks, and has given our producer and logistics ecosystem a tremendous boost in availability."

Wagner Biasi, CSC and IT Manager, Amaggi

Product used:
Oracle Exadata Database Service
Exadata Cloud@Customer
Oracle Cloud Infrastructure
OCI FastConnect



Business challenge:

Amaggi is a Brazilian agribusiness company active in large-scale soybean, corn, and cotton production with emphasis on sustainable development. In 2022, with data center equipment and maintenance at end of life, the company decided to migrate to a more robust structure that would guarantee data security and high availability of its IT infrastructure.

Results:

Migrated their entire production environment to OCI with Exadata Database Service and use Exadata Cloud@Customer for disaster recovery resulting in:

- 99.999% database uptime
- 20% overall cost saving by not refreshing their data center
- 8x faster monthly closes
- 3x faster database provisioning supports complex app demands
- Runs in-house applications as well as Amaggi's SAP ERP system
- Helps comply with fiscal complexity and controls
- Implemented their migration in less then 6 months assisted by Oracle Consulting and Oracle partner, <u>Lanlink</u>

Read Amaggi's story





Fibabanka improves time to market and customer satisfaction with Oracle Cloud

"Continuously patching our multiple databases and related environments had become a nightmare for me and my technical staff. We were working long hours and over weekends. With Oracle Exadata Cloud@Customer, all that is now handled by OCI. Work-life balance has been re-established and my team and I are much happier."

Çağatay Avşar

System Infrastructure Director, Fibabanka

Products used:
Oracle Exadata Cloud@Customer
Oracle Cloud Infrastructure



Business challenge:

Fibabanka is one of the fastest-growing banks in Turkey, offering a portfolio of custom applications. The company strives on innovation and had built a complex on-premises infrastructure that spanned multiple databases and host environments.

Results:

Fibabanka consolidation databases on Oracle Exadata Cloud@Customer achieving the agility, performance and availability while meeting data residency requirements.

- 40% reduction in IT infrastructure and database license costs
- 50% time savings for their IT staff enabling them to focus on more strategic business initiatives
- Addressed the country's Banking Regulation and Supervision Agency (BRSA) restrictions on data storage and transfer
- Adopting a managed service alleviated ongoing concerns related to IT staff skill gaps
- Consolidated environment enables sharing of pooled resources which improved the use of licensing costs, reduced energy costs, and avoided further sprawl.

Read the story



Resources



Oracle Support Rewards program

SCAN ME

Cloud >

Cloud Support Rewards

With Oracle Support Rewards, the more you use Infrastructure (OCI), the more you save. Custome \$0.25 to \$0.33 in rewards for every \$1 spent on O rewards can be used to pay down your tech soft support bill, even down to zero.¹

Migrate a few new workloads

Let's say you start with a \$1M annual Oracle technology support bill and spend \$2M on OCI for two new workloads. In this scenario, you'll earn \$500K in Oracle Support Rewards, reducing your annual bill by half.

Migrate more workloads

What if you identify four new workloads to run on OCI? No problem. With a \$1M Oracle technology support bill, plus \$2M in additional OCI spending (for \$4M total), you'll earn a total of \$1M in Oracle Support Rewards, cutting your bill to \$0.



Oracle Support Rewards Start Guide



Accrue rewards for every dollar spent on OCI



• Reduce your technology support bill

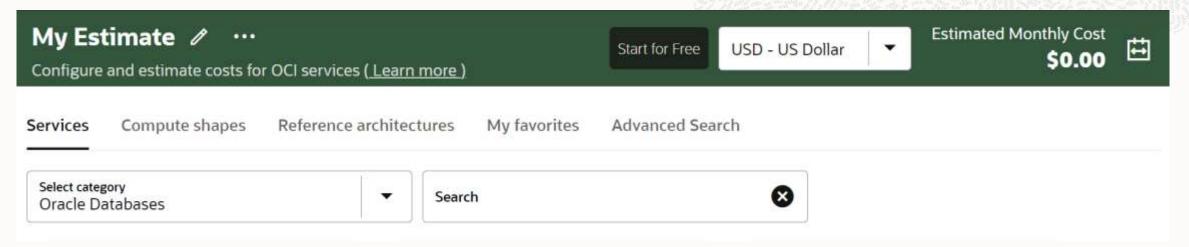
• Combine with other support programs

• For every dollar spent on OCI, you can accrue \$0.25 in Oracle Support Rewards



Oracle Cloud Cost Estimator





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.

Base Database Service - Virtual Machine

Load

Exadata Database Service

Oracle Exadata is the fastest platform to run the Oracle Database, allowing enterprises to accelerate their mission-critical applications while the uptake of the new platform requires no code changes, sparing enterprises expensive quality assurance and validation cycles.

Load

Data Safe

Data Safe is a unified control center for all your Oracle Databases which helps you understand the sensitivity of your data, evaluate risks to data, mask sensitive data, implement and monitor security controls, assess user security, monitor user activity, and address data security compliance requirements.

Load



Exadata Cloud at Customer

https://docs.oracle.com/en/engineered-systems/exadata-cloud-at-customer/

Exadata Services on Azure

https://docs.oracle.com/en/solutions/deploy-exadata-on-oracle-db-azure/index.html

Software Investiment Advisor

https://www.oracle.com/corporate/software-investment-advisory

Oracle Licenses e-mail

infoprice@oracle.com

Oracle Rewords Program

https://www.oracle.com/br/cloud/rewards

Oracle Cost Estimator documentation

https://docs.oracle.com/en-us/iaas/Content/GSG/Tasks/signingup_topic-Estimating_Costs.htm

OCI License Manager Annoucing Blog

https://blogs.oracle.com/cloud-infrastructure/post/announcing-license-manager-for-oracle-cloud-infrastructure © 2023, Oracle and/or its affiliates. All rights reserved



Oracle Partner Network

https://www.oracle.com/partnernetwork/program

Oracle free certification program

https://education.oracle.com/oracle-oci-certification

Introducing Exadata X10M

https://learn.oracle.com/ols/learning-path/oracle-compute-cloudcustomer-2024-sales-specialist/89350/128629

Oracle Cloud at Customer sales Specialist 2023

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Thank you

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