

ORACLE

Oracle OCI Cloud@Customer

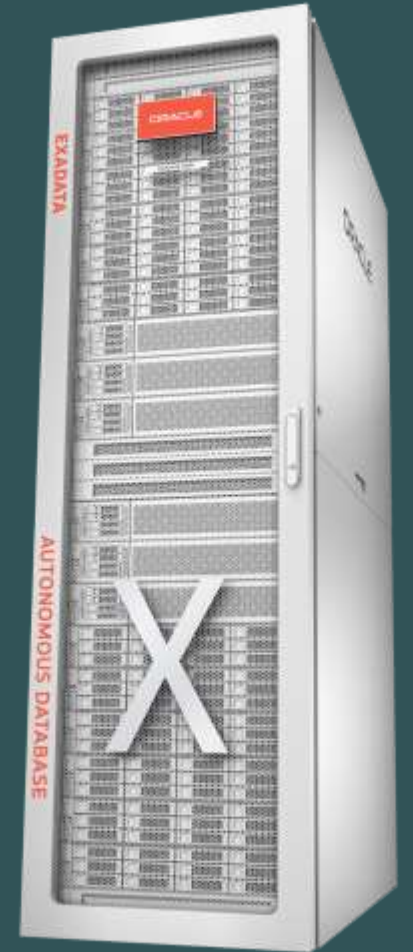
Sales Academy - Business Overview

Marcel Lamarca

Exadata Cloud Specialist

Oracle, Alliances and Channels LAD

March, 2024



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




MARCEL LAMARCA

Exadata Cloud Specialist

Upgrade, Utilities, Patching, Performance & Migrations

 [marcel-lamarca](https://www.linkedin.com/in/marcel-lamarca)

 marcel.lamarca@oracle.com



About My Career

- 22 Years dedicated to study and support Oracle Databases.
- 13 Years working with Exadata (On-prem, C@C and Cloud Services) .
- 5 Year working for Oracle do Brasil
- 2 Year on Alliances LAD knowledge Team

Certifications

Oracle Cloud Specialist (OCS)

- Exadata Database Machine X9M Certified Specialist
- OCI Foundation 2020 / 2023
- Oracle Autonomous Database Administrator Professional 2019 / 2023
- Oracle Cloud Database Migration and Integration 2021
- OCI Cloud Certified Architect Associate 2022
- OCI Cloud Certified Architect Professional 2022
- OCI Multi-Cloud Architect Professional 2023
- Oracle Database Services Certified Professional 2023

Oracle Certified Professional (OCP)

- Oracle Database certified professional 10g, 11g, 12c and 19c.
- Mysql 8.0 Database Administrator Certified Professional

Oracle Certified Specialist (OCE)

- Grid/RAC Database Administrator 11g
- Oracle Golden Gate 12c Certified Implementation Specialist



Agenda

1

OCI Dedicated Regions - Overview

2

Exadata Cloud At Customer - Overview

3

Oracle Customer Success

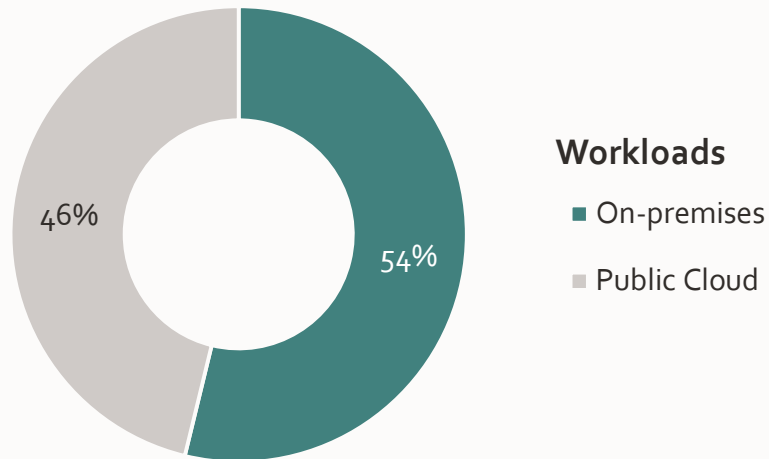
4

Resources



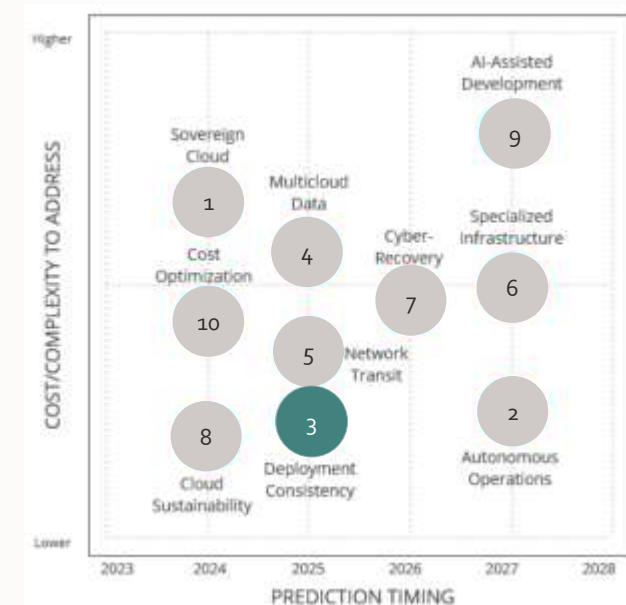
Thousands of critical deployments, on-premises and cloud

54% of enterprise workloads remain on-prem!



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

IDC FutureScape Worldwide Cloud Predictions



FutureScape: Worldwide Cloud 2023

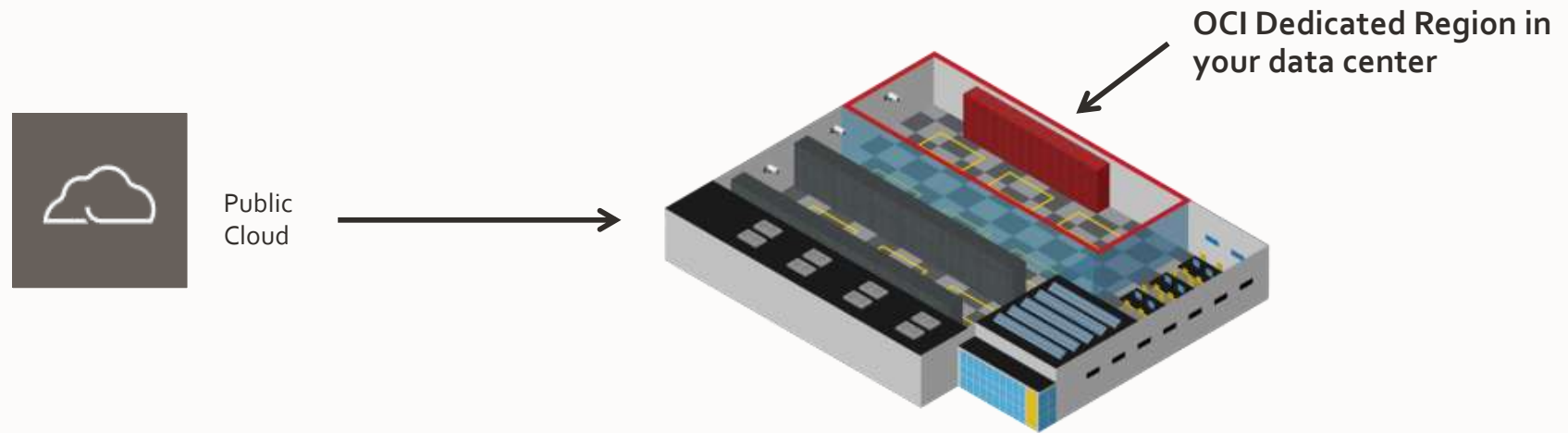




OCI Dedicated Regions



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



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



100+ public cloud services

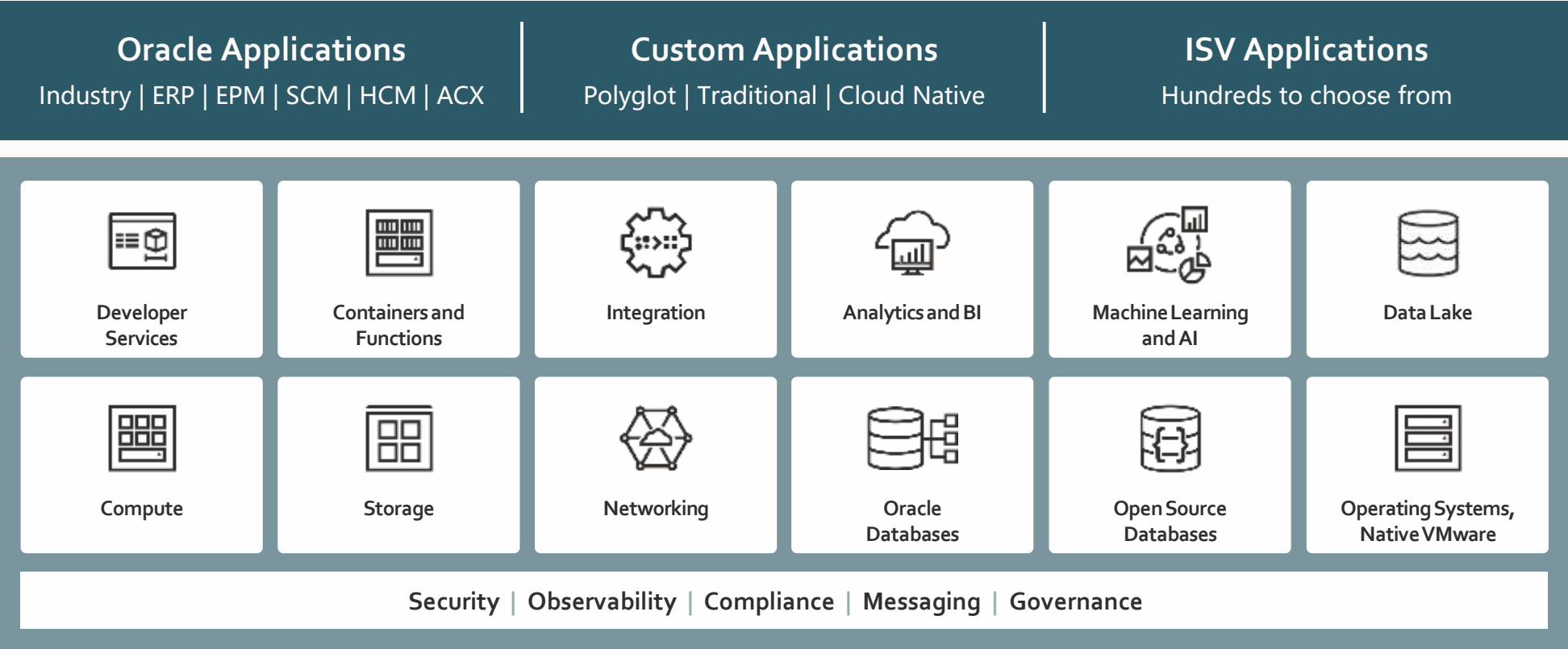


Start small, activate fast, grow on demand



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

10,000
OCI developers

3,000
field cloud engineers



OCI Dedicated Region

1

100+ Public Cloud Services

2

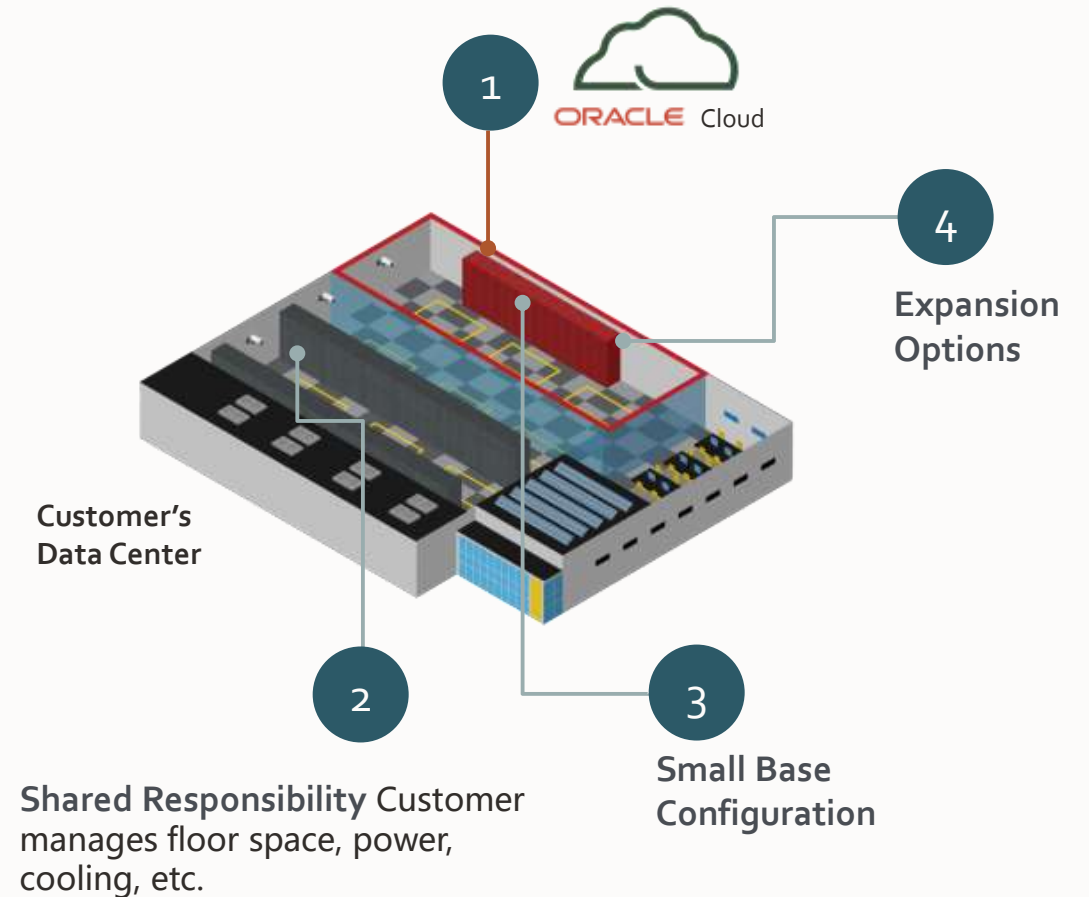
Shared Responsibility

3

Small Base Configuration

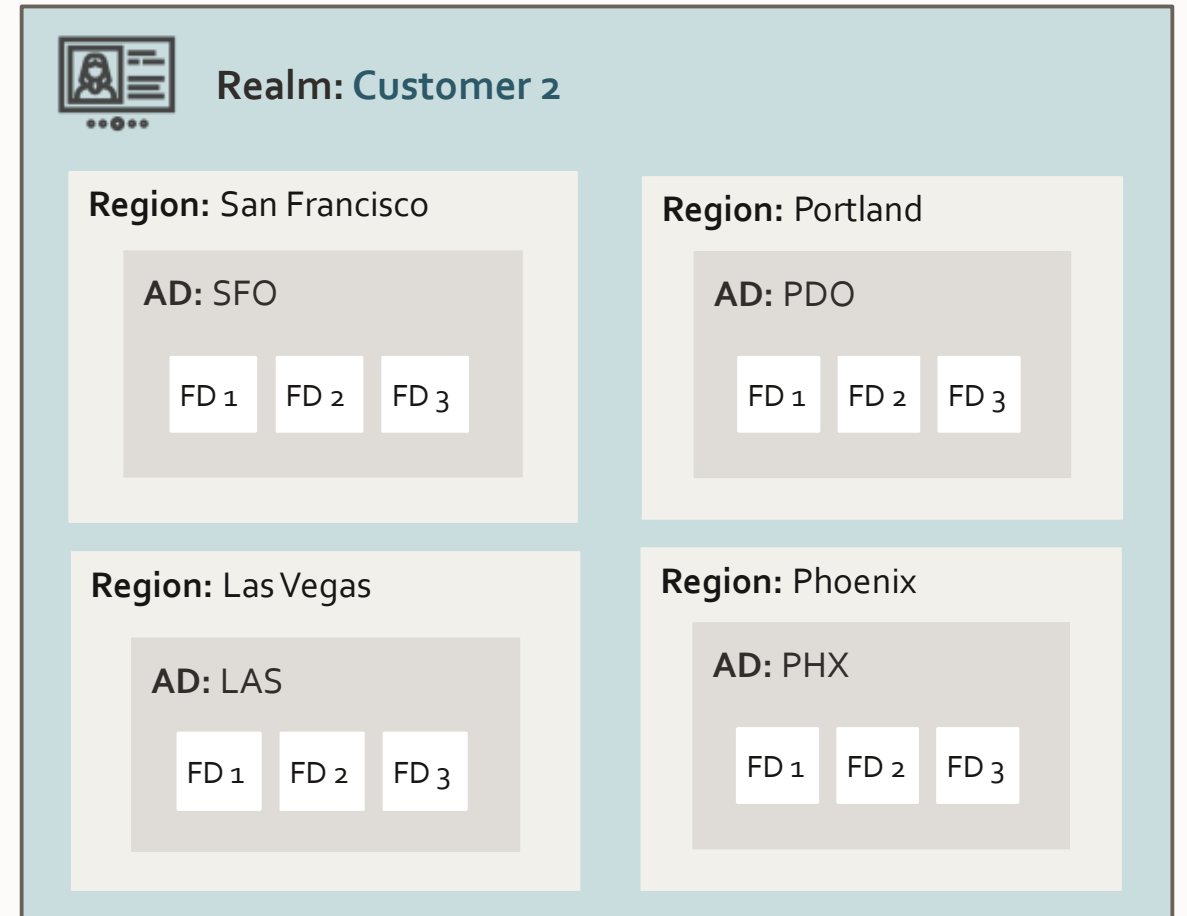
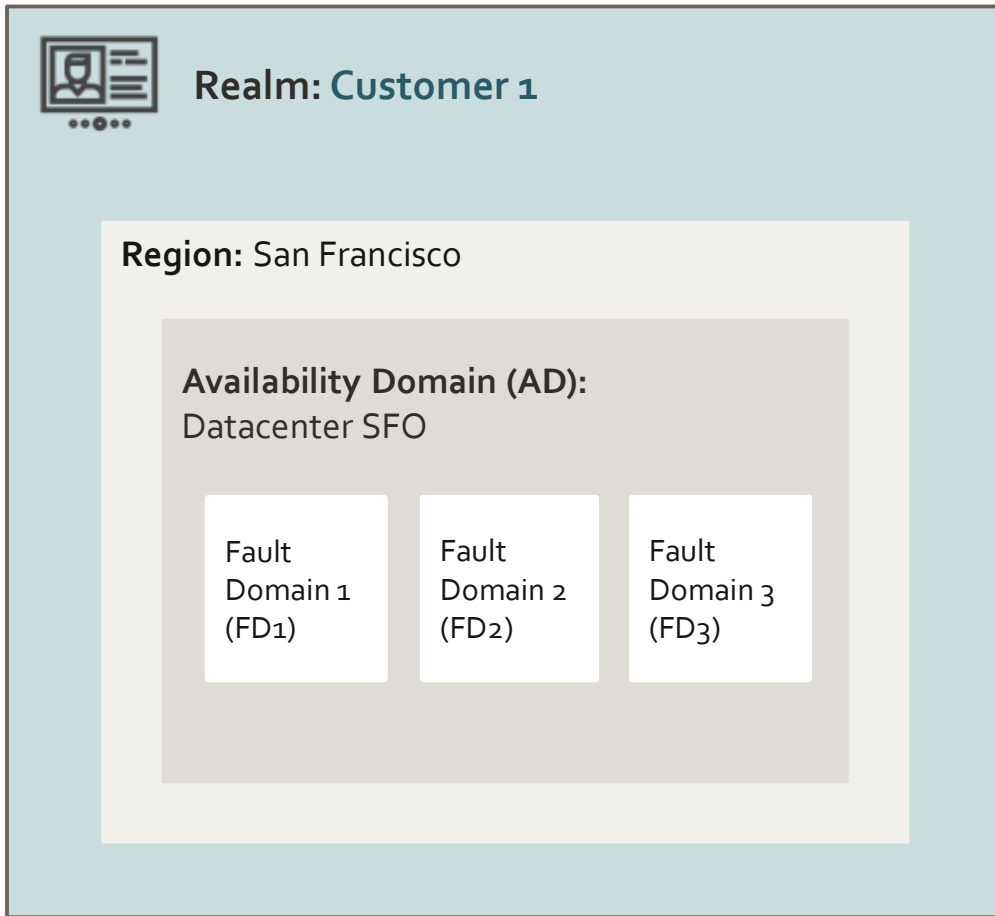
4

Multiple Expansion Options



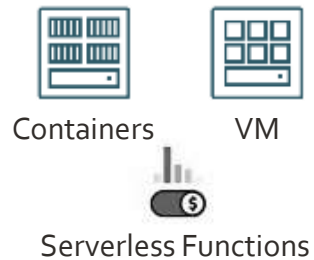
OCI Dedicated Region terminology

Realm, region, availability domains, and fault domains

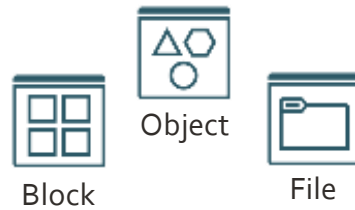


Key Features

Compute



Storage



Networking



Security



High Availability



Disaster recovery



Capacity Management



OCI Control Center

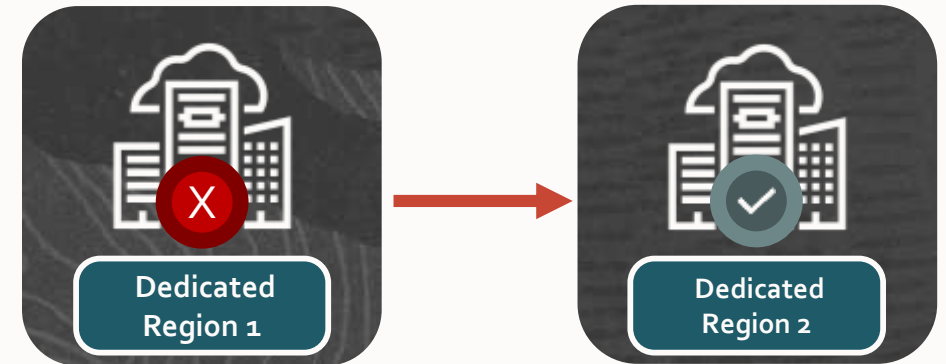
OCI Dedicated Regions provide high availability and disaster recovery

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.

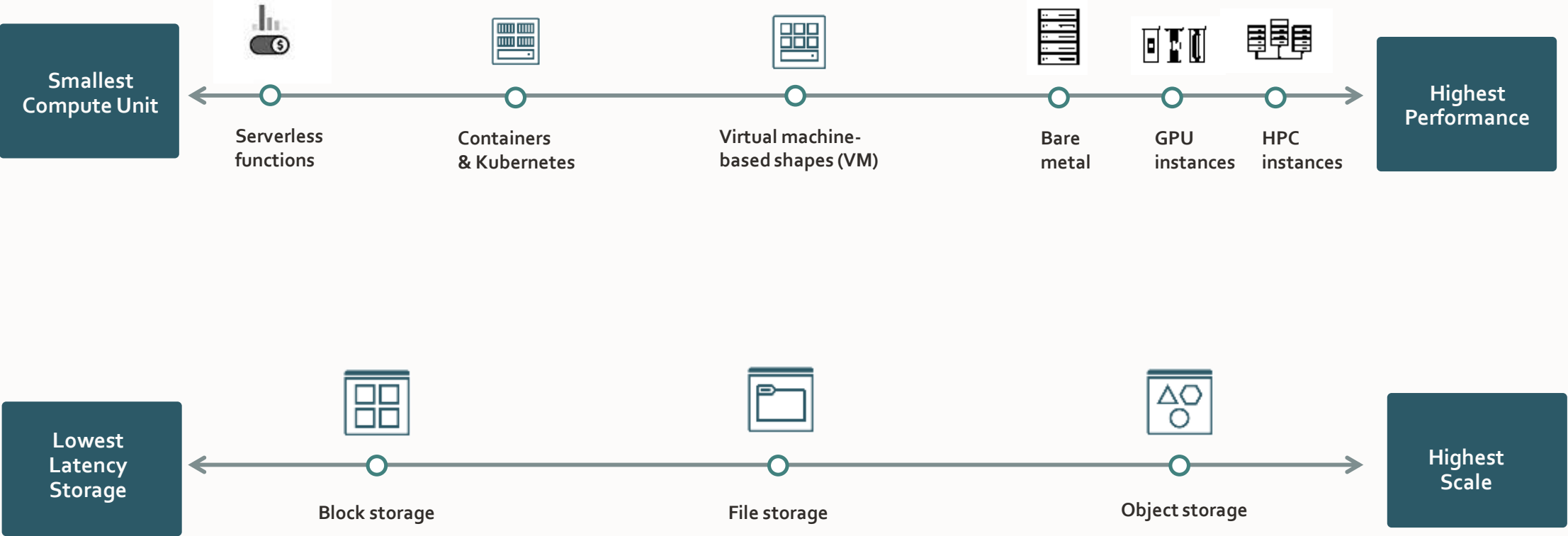
Security

Defense-in-Depth approach with layered security controls

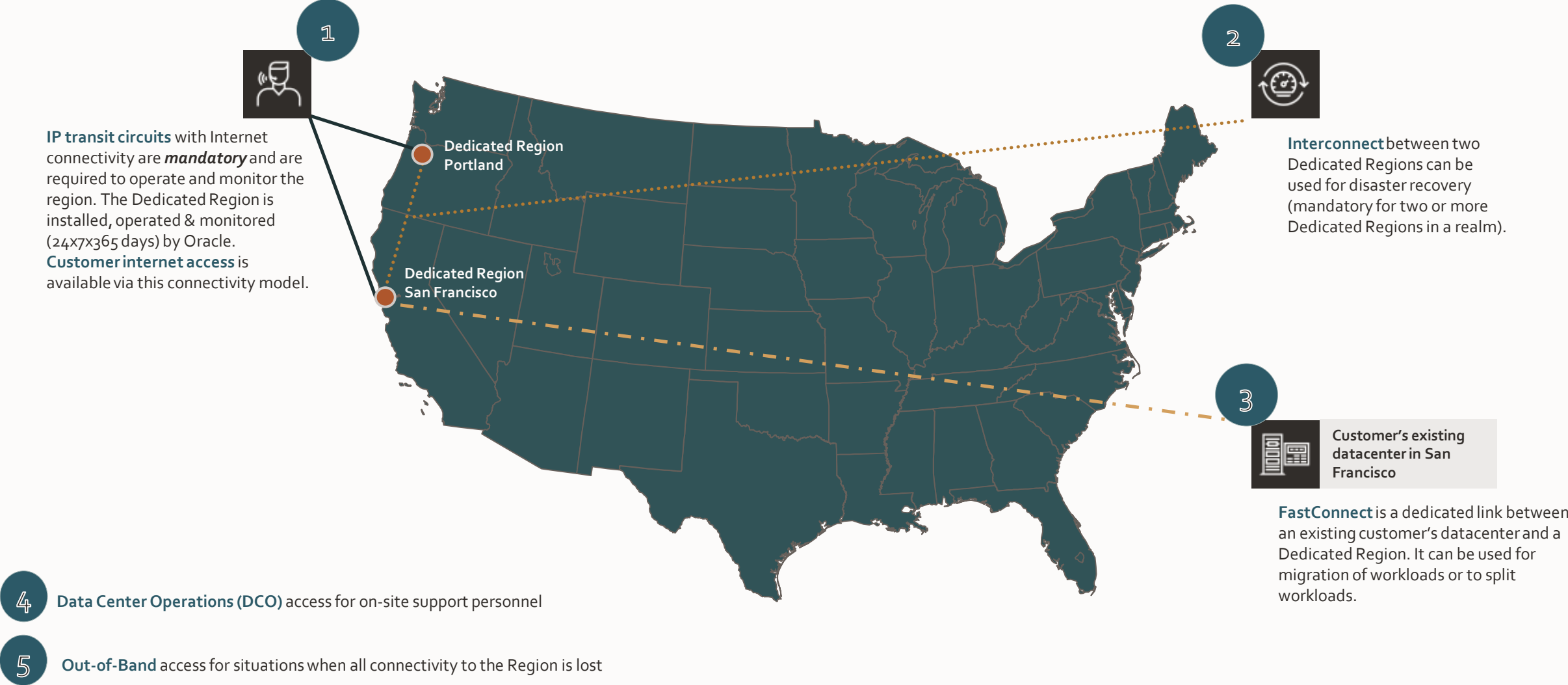
Observability	Security automation, audit logs, monitoring, and reporting, SIEM monitoring 24x7x365
Data Security, at rest and in motion	AES 256-bit & AES 128 TDE encryption; TLS 1.2, FIPS 140-2 Level 3 certified hardware for key storage
Application Security	Web Application Firewall (WAF), IAM policies, vault service, Cloud Guard, etc. to protect cloud resources
Infrastructure Security (ex. network, compute, storage security, & tenant isolation)	Isolate management network from customer network, tenants and compartments
Data Center Physical Security	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

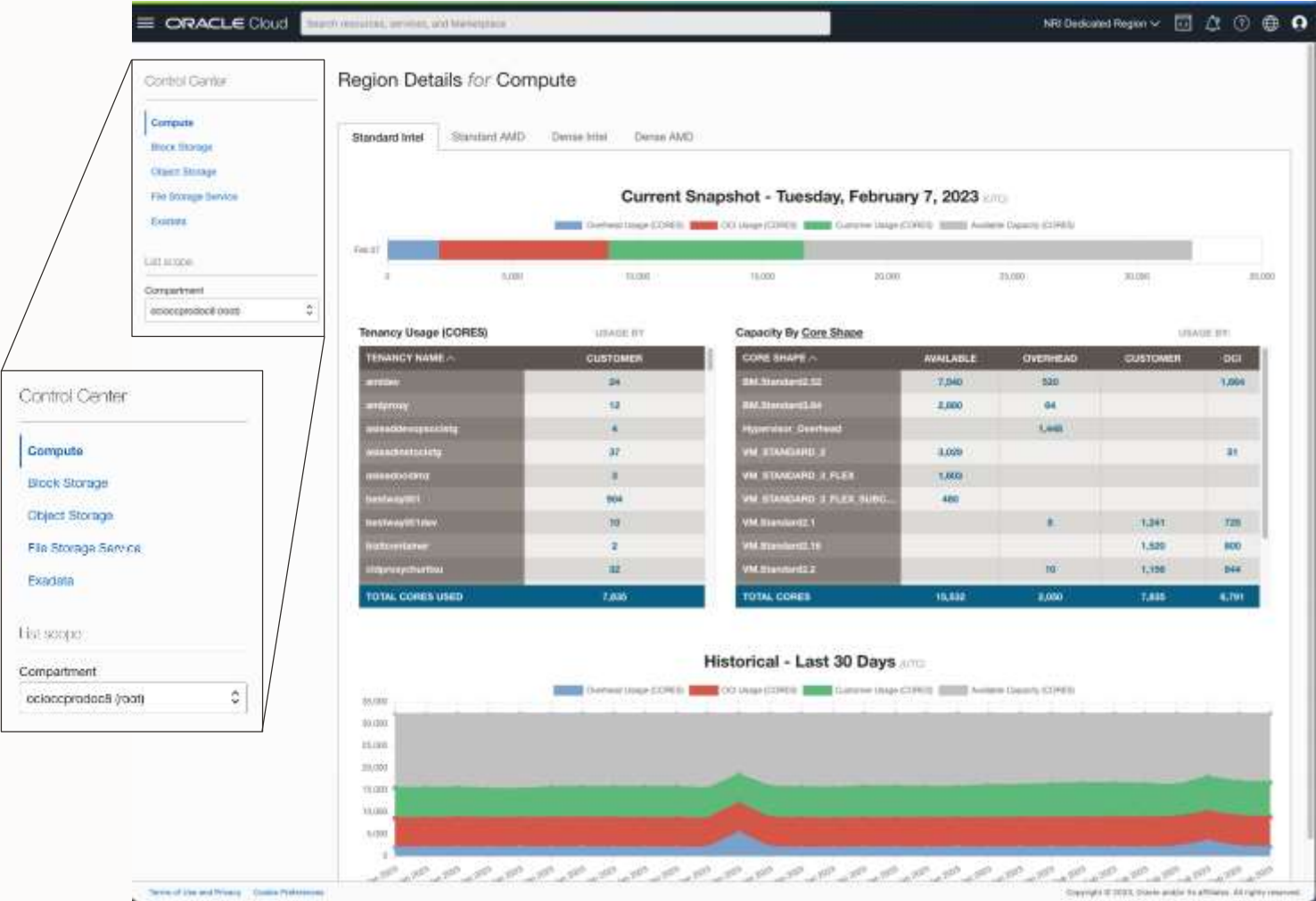
View Resource Consumption

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



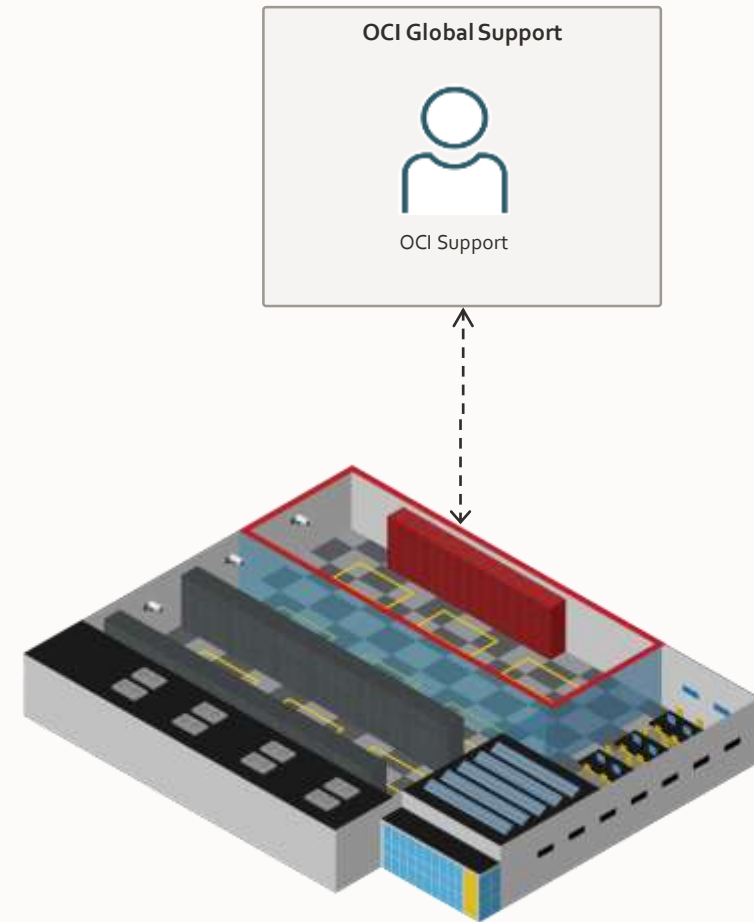
24 x 7 access
to a Customer
Support
Portal



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
Fusion HCM	Enterprise Performance Mgmt	Fin Services (AFCS/PBMCS)
Fusion ERP	Warehouse Management	
Fusion SCM	Transportation Management	
Fusion CRM	IoT Intelligent Apps	
Fusion Hybrids (ODA, ODCS, etc)	Field Service	
Fusion Analytics		
<ul style="list-style-type: none">Complete Fusion suite qualification targeted in FY24	<ul style="list-style-type: none">Additional non-Fusion Applications qualified based on customer demand	<ul style="list-style-type: none">Industry Applications qualified based on customer demand

Services available now

Services currently being qualified

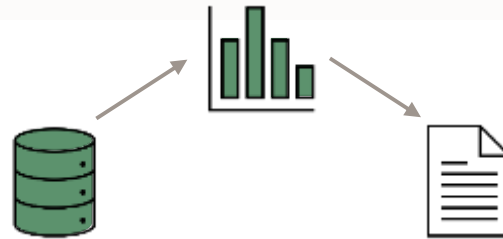
Dedicated Region key use cases

Data Residency



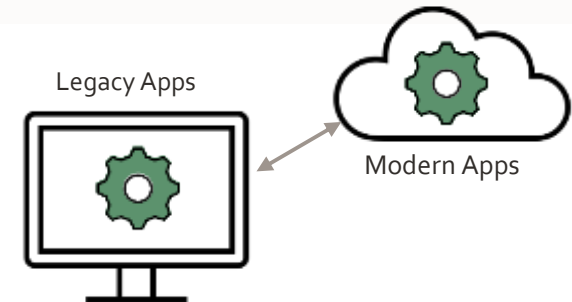
Choose the physical location of your Dedicated Region to enable all data to be stored on-premises to meet your regulatory and compliance requirements.

Low Latency Applications



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

Modernization of Infrastructure & Apps



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.



Exadata Cloud at Customer



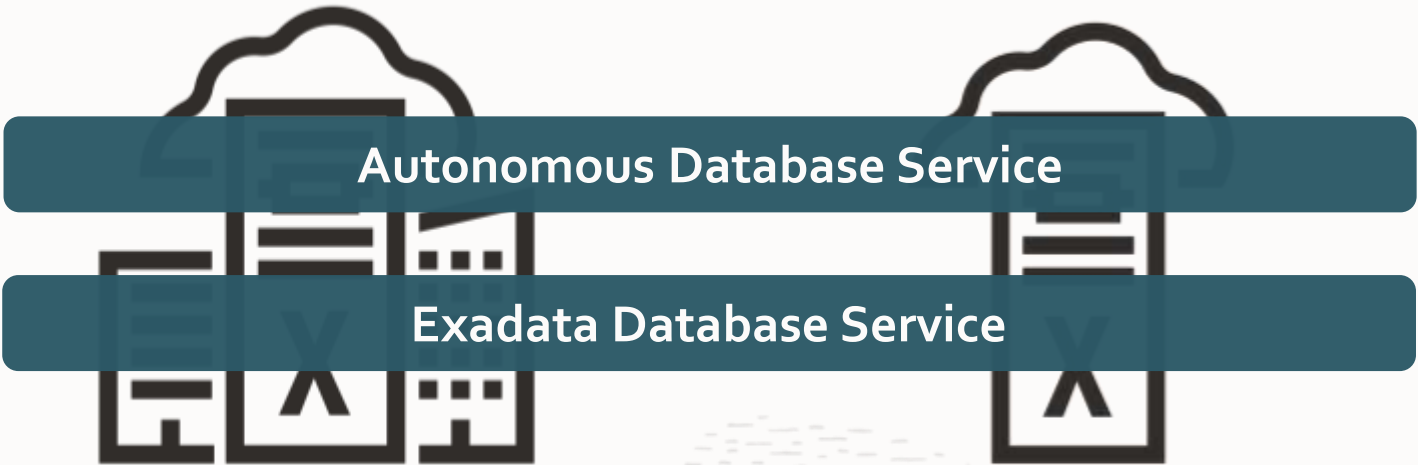
We meet you where you are in your database consolidation journey

On-Premises Traditional
Exadata Database Machine



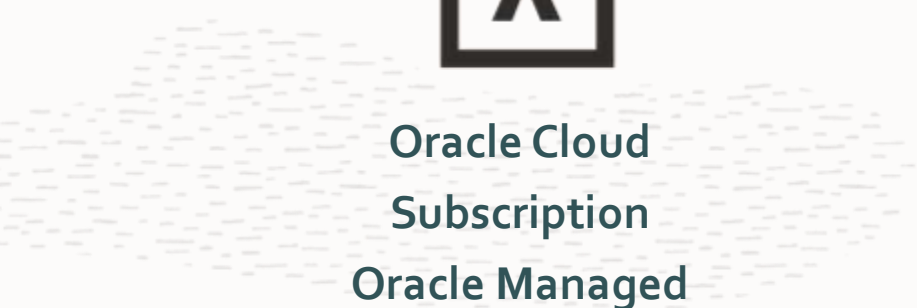
Customer Data Center
Purchased
Customer Managed

Cloud@Customer
Exadata Cloud@Customer



Customer Data Center
Subscription
Oracle Managed

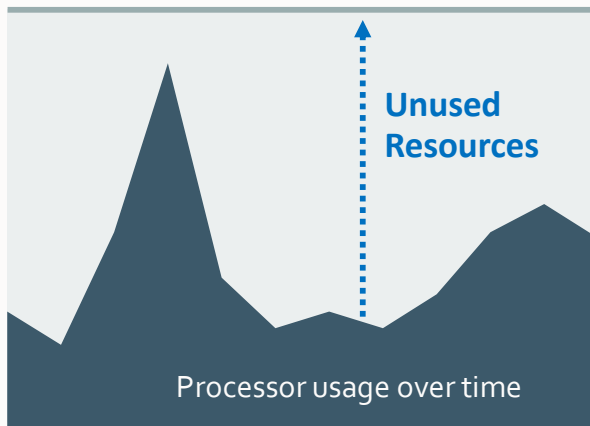
Public Cloud, Dedicated Region, and
Oracle Database@Azure
Exadata Cloud Infrastructure



Online, Elastic Scaling with Exadata and Autonomous Database Services

Pay only for what you use, in OCI or your data center

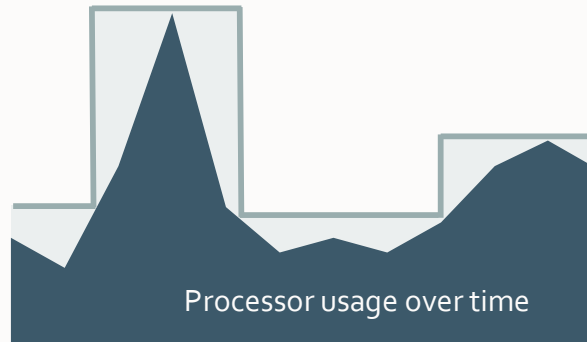
Total Processor Resources



On-Premises & Other Clouds – Static

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

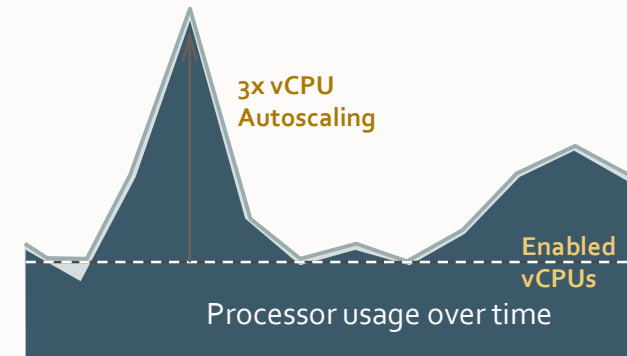
Manually Scaled CPU cores



Exadata Database Service – Elastic

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

Autonomously Scaled CPU cores



Autonomous Database – Self-scaling

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

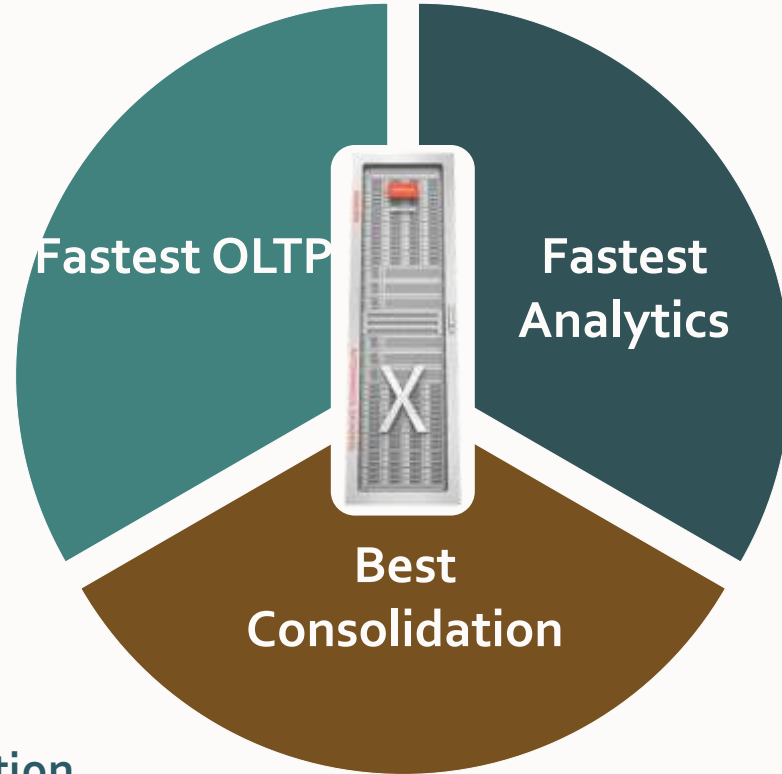


Exadata's Superior Software Architecture Highlights

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

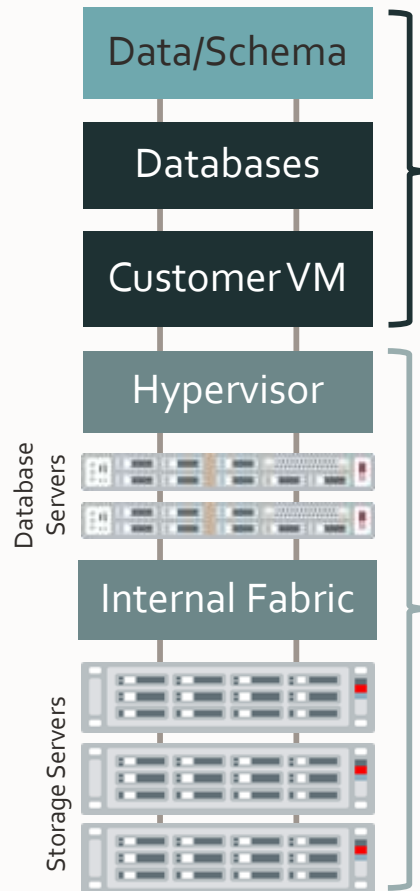
- **Unique Smart Scan** automatically offloads data intensive SQL operations to storage
- **Unique Smart Flash Cache and Storage Index** automatically accelerate database I/O
- **Unique Columnarization** automatically converts data to fast In-Memory Columnar format in flash

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

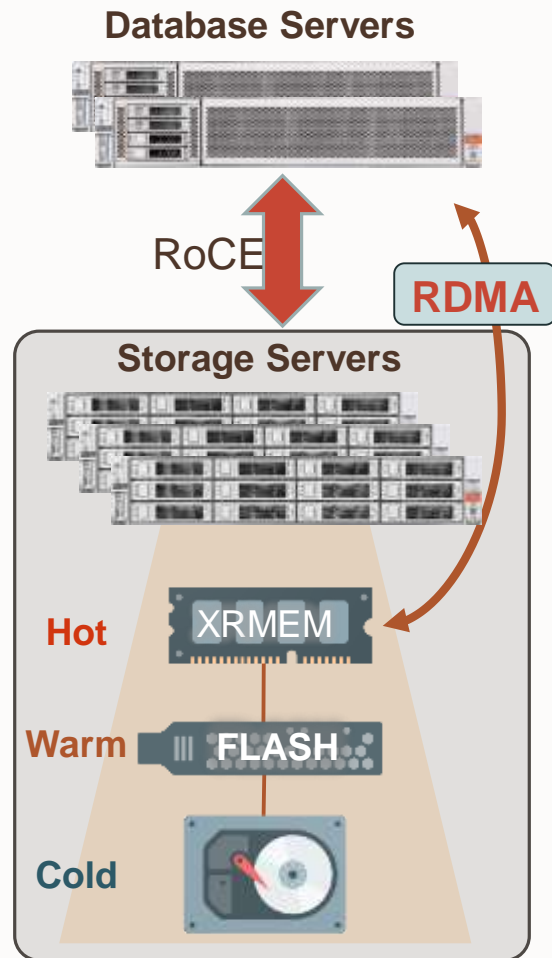
Customer subscribes to database services

- 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 XMEM 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

NEW SHAPE



Quarter Rack – X10M - L

380 Cores – **4,180 GB Memory**
192 TB Usable DB Storage

NEW SHAPE

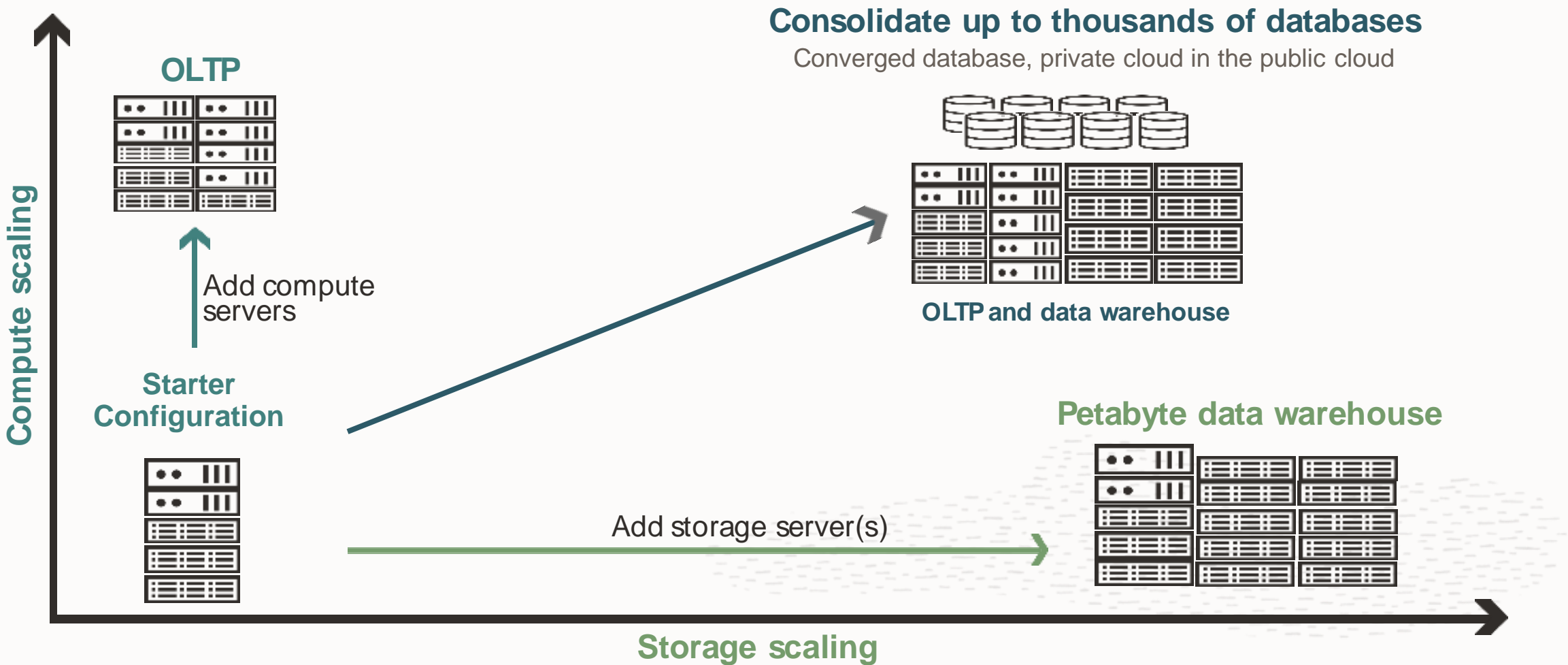


Quarter Rack X10M-XL

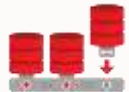
380 Cores – **5,600 GB Memory**
192 TB Usable DB Storage

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



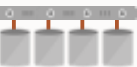
Oracle Exadata Database and Platform Innovations



Multitenant



In-Memory DB



Real Application Clusters



Active Data Guard



Partitioning



Advanced Compression



Advanced Security, Label Security, DB Vault



Real Application Testing

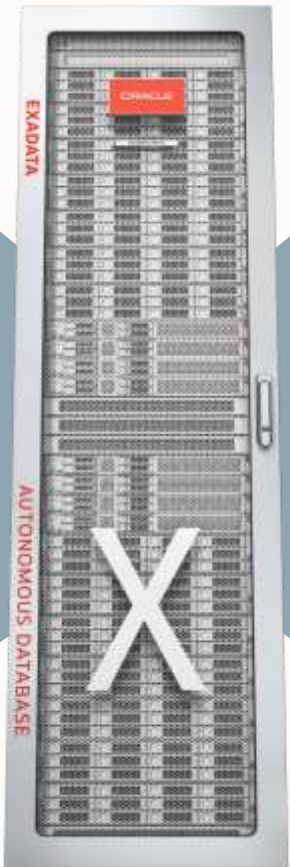


Advanced Analytics, Spatial and Graph



Management Packs for Oracle Database

All Oracle Database Innovations



All Exadata Innovations

Offload SQL to Storage



RoCE Fabric

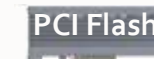


100 GB

PMEM Commit and Data Accelerators



Smart Flash Cache



Storage Indexes



Columnar Flash Cache



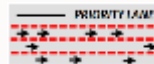
Hybrid Columnar Compression



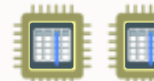
I/O Resource Management



Network Resource Management



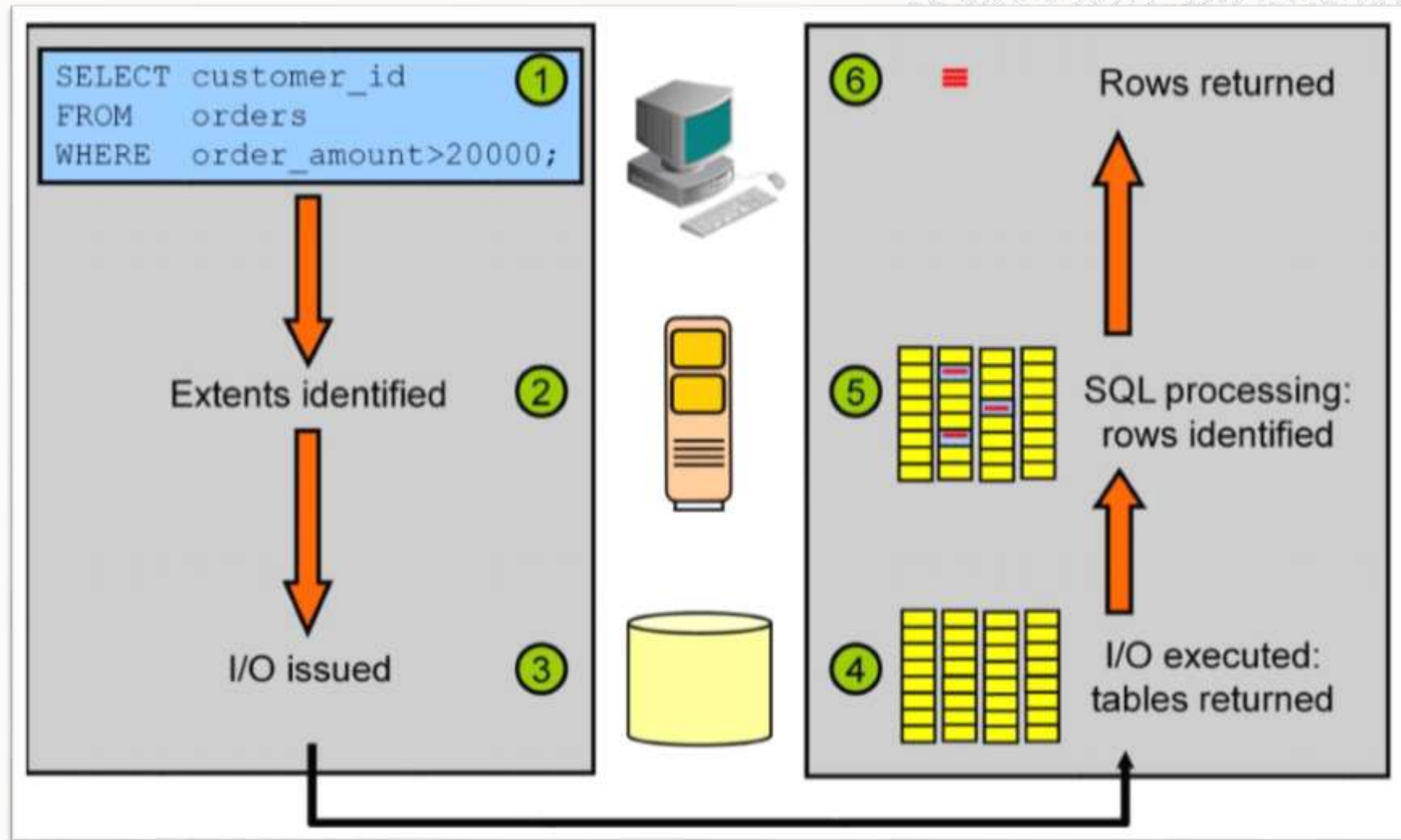
In-Memory Fault Tolerance



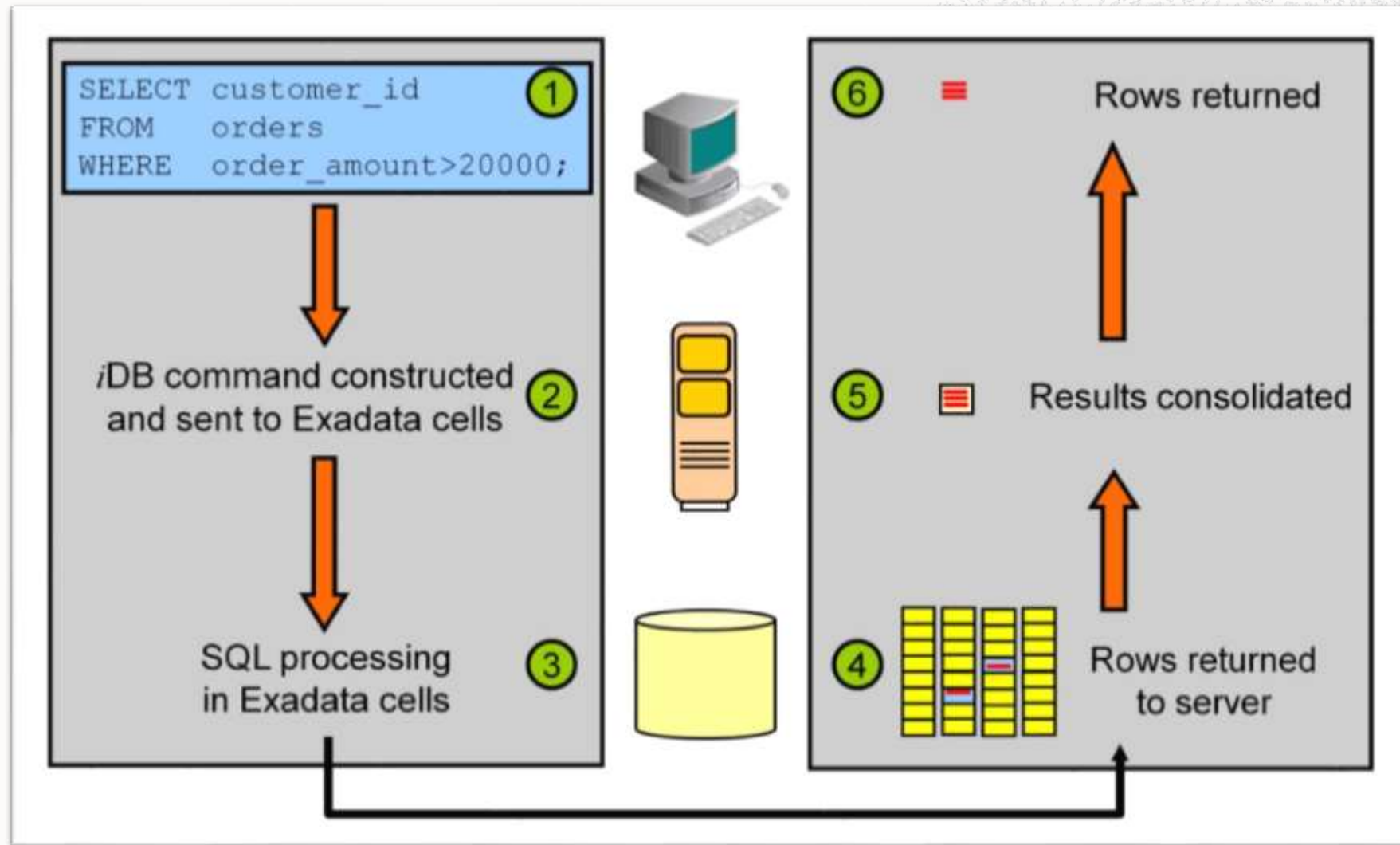
Exafusion Direct-to-Wire Protocol



Oracle Database No Exadata System



Exadata Cloud a Smart Scan Off Load Querying



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

Enable Data Guard

Data Guard association details

Protection mode

Maximum Performance

Transport type

Read-Only

Async

Select Peer VM Cluster

Peer region

Read-Only ⓘ

US East (Ashburn)

Scale VM Cluster

Configure the VM cluster

Specify OCPU count per virtual machine 

10

Current allocation: 10. Minimum allocation: 5. Available OCPUs including the control allocation: 50

Requested OCPU count for the Exadata VM cluster Help

100

Current Exadata storage Help

750 GB (750)

Update

Cancel

An aerial photograph of a tropical beach. In the top left corner, there is a blue beach umbrella with a white geometric pattern. In the center-left, a white surfboard lies on the sand. The background shows the ocean with white surf and a green shoreline. The title 'Oracle Autonomous Database ADB' is centered in white text.

Oracle Autonomous Database ADB



Oracle Autonomous Database supports a wide range of transactional and analytics workloads



Oracle Autonomous Data Warehouse

Analytical and machine learning workloads

62% lower
total cost of operations



Oracle Autonomous Transaction Processing

Business applications and mixed workloads

50X better storage latency
than Amazon Aurora



Oracle Autonomous JSON Database

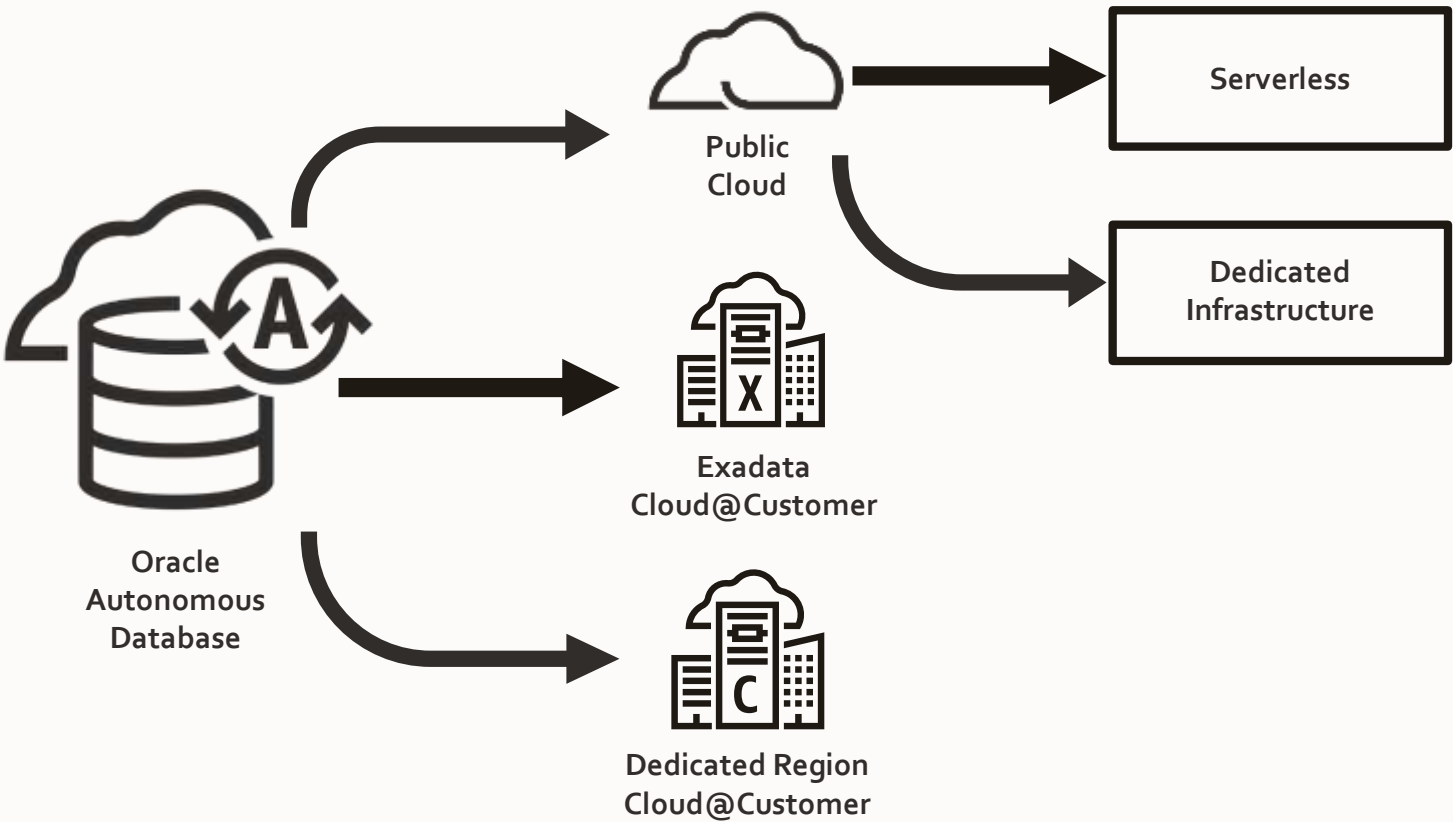
Document database

30% cheaper
than MongoDB Atlas

Support multiple data models without sacrificing security and governance controls

Multiple deployment choices

The most complete support for hybrid cloud strategies



Oracle Public Regions

Hyperscale cloud regions in more than 40 worldwide locations



Dedicated Regions

All OCI services, running in customer data centers



Exadata Cloud@Customer

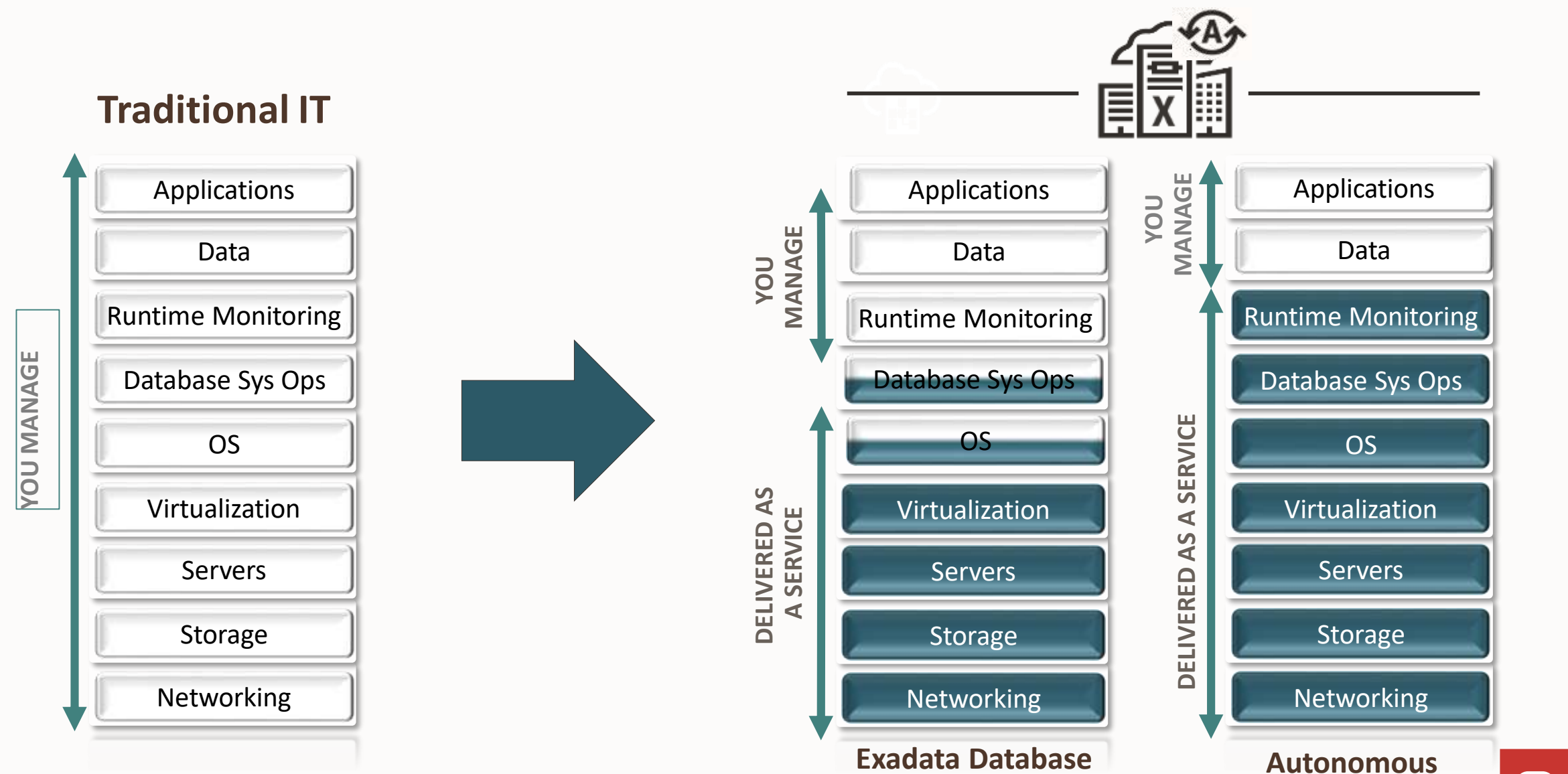
Cloud Autonomous Databases, running in your data center



Worldwide or exactly where you need it, with scale and control



Transfer more responsibility to the service while lowering costs



Retirement Of The OCPU Billing Metric In ADB Database Serverless (Doc ID 2998742.1)

ACTIONS

What action do I need to take now?

We encourage customers to provision all new Autonomous Data Warehouse and Autonomous Transaction Processing databases or clones with the ECPU billing metric. We also encourage customers to update all existing databases to the ECPU billing metric, which is a simple and seamless button click or API call, as described in the documentation here. While you may choose not to update your existing databases’ billing metric at this time, Oracle may convert your databases from the OCPU billing metric to the ECPU billing metric in the future.

Note: Autonomous Data Warehouse databases provisioned as part of Oracle Data Intelligence Platform (formerly Fusion Analytics Warehouse) service instance will be updated to the ECPU billing metric by Oracle. No user action is required on those databases.

How will updating my databases to the ECPU billing metric affect my service?

Updating your Autonomous Database Serverless to the ECPU billing metric will have **no impact to your service** and incur **no downtime**.

Which SKUs are affected by this retirement notice?

Oracle Autonomous Database will be retiring the OCPU-based SKUs and replacing them with the ECPU-based SKUs listed below:

Retired OCPU Billing Metric - SKU Name	Part Number	Metric
Oracle Autonomous Data Warehouse	B89040	OCPU Per Hour
Oracle Autonomous Data Warehouse - BYOL	B89039	OCPU Per Hour



Retirement Of The OCPU Billing Metric In ADB Database On Dedicated Infra (Doc ID 2998755.1)

ACTIONS

What action do I need to take now?

We encourage users to provision new Autonomous VM Clusters (AVM) with the ECPU billing metric. Oracle will offer an online conversion capability to update existing OCPU AVMs and their respective Autonomous Container Databases and Autonomous Databases to the ECPU billing metric via the OCI console and API in Q3 CY2024. In the meantime, users can also use database cloning to migrate existing OCPU ADBs to ECPU if they have AVMs configured with the ECPU billing metric. While you may choose not to update your existing databases' billing metric at this time, Oracle may convert your databases from the OCPU billing metric to the ECPU billing metric in the future.

Which SKUs are affected by this retirement notice?

Oracle Autonomous Database on Dedicated Infrastructure will be retiring the OCPU-based SKUs and replacing them with the ECPU-based SKUs listed below:

Retired OCPU Billing Metric - SKU Name	Part Number	Metric
Oracle Autonomous Data Warehouse - Dedicated	B92182	OCPU Per Hour
Oracle Autonomous Data Warehouse – Dedicated - BYOL	B92184	OCPU Per Hour
Oracle Autonomous Transaction Processing - Dedicated	B92181	OCPU Per Hour
Oracle Autonomous Transaction Processing – Dedicated - BYOL	B92183	OCPU Per Hour





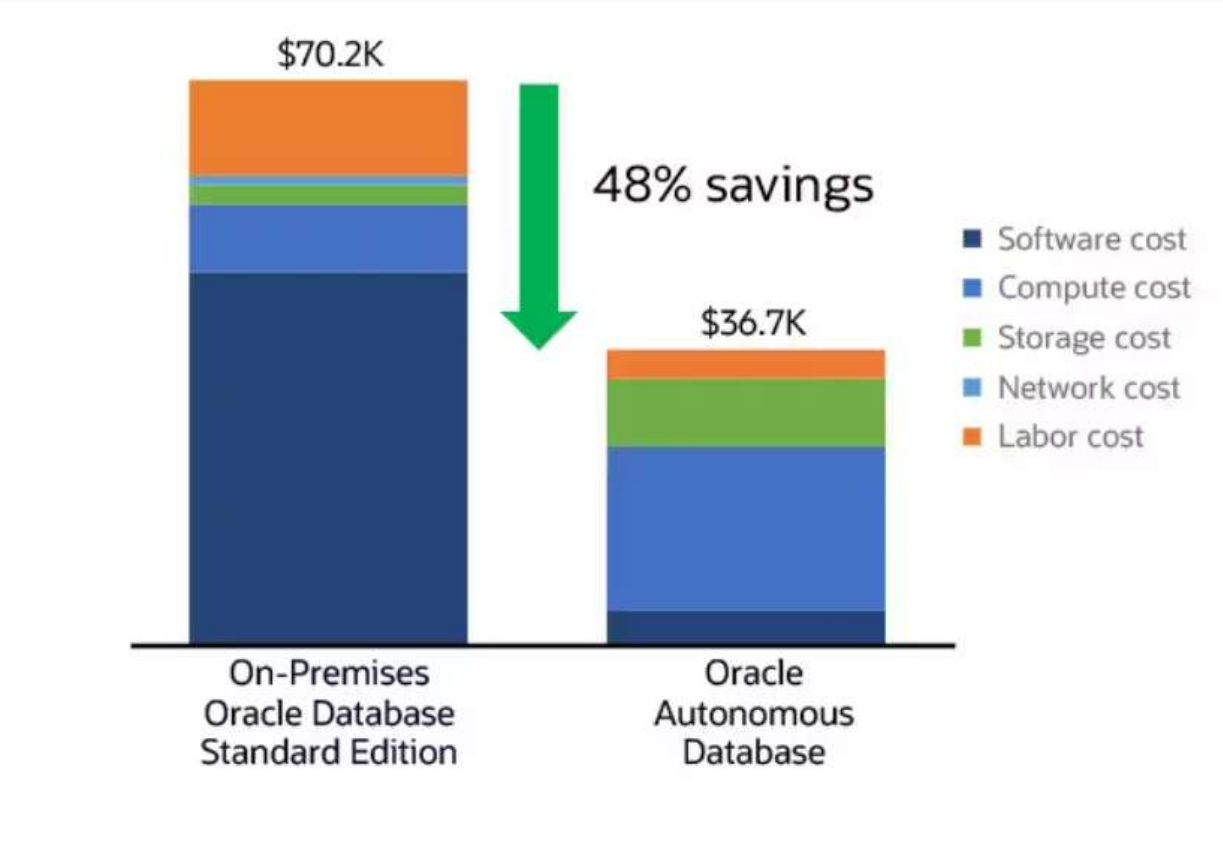
Reduce TCO moving to Autonomous ADB Standard Edition

Software cost totals

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

Labor cost totals

Oracle Autonomous Database	On-premises Oracle Database Standard Edition
\$ 3,552	\$ 11,853





Oracle Cloud License model



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 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



Service Request Types: Technical vs Non-Technical

Service Requests Home

Technical Service Requests

Ask in Community... or Create Technical SR

<u>SR Type</u>	<u>Problem</u>	<u>Required Privileges</u>
Technical	<ul style="list-style-type: none">• Product related	<ul style="list-style-type: none">• Restricted privilege assigned by CUA• Create – View - None
Non-Technical	<ul style="list-style-type: none">• Permissions - Login• License - Entitlement	<ul style="list-style-type: none">• All users• Create - Update – and View your own

Non-Technical Service Requests

Create Non-Technical SR

Or send an e-mail to : infoprice@oracle.com



Oracle Software Investment 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 information contact sia-global_ww@oracle.com or visit www.oracle.com/goto/sia





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 Customer Connect

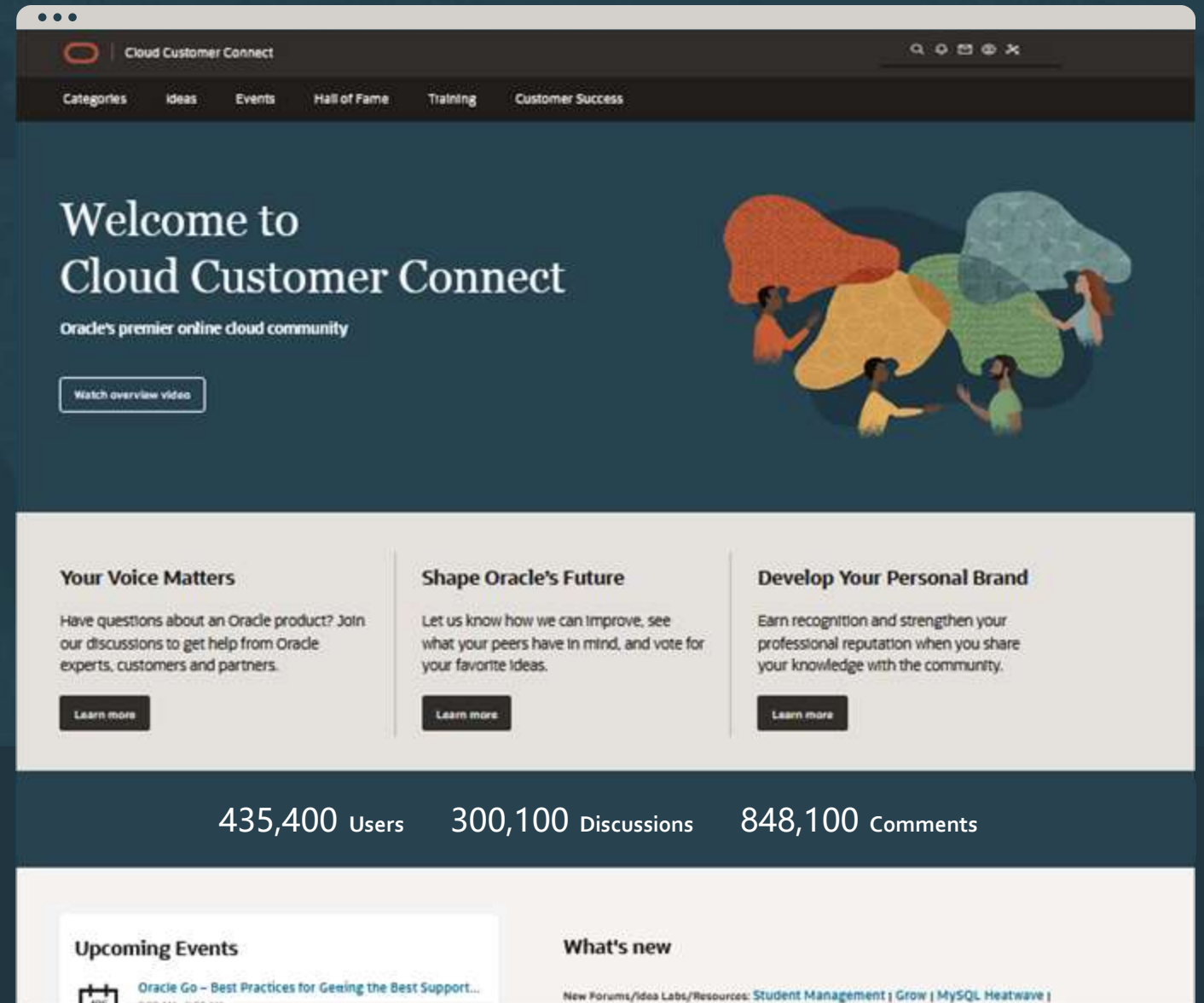


Cloud Customer Connect

Oracle's dedicated community for Oracle Cloud customers and partners to connect with their peers, have their voices heard by Oracle, and to grow together.

- + Fostering Connections
- + Shaping Oracle's Future
- + Cultivating Success

community.oracle.com/customerconnect/



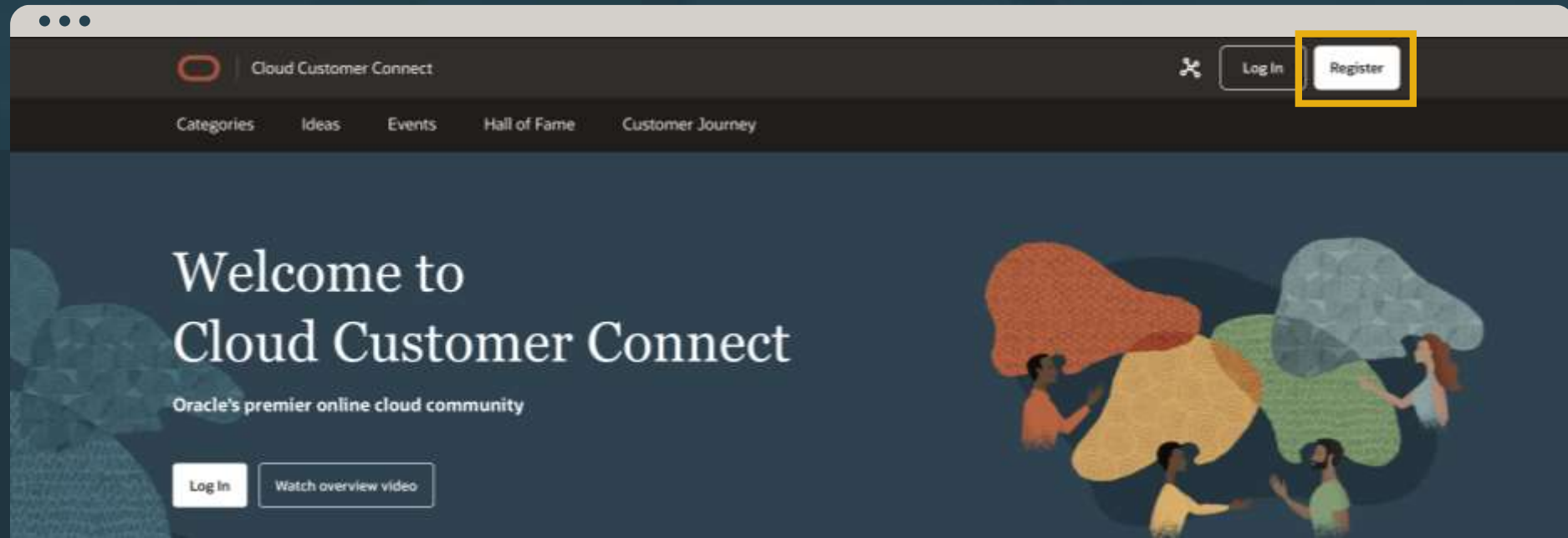
Becoming a Cloud Customer Connect community member is easy!

Who can join? Membership is free and unlimited. Customers, Oracle Partners, and Oracle Employees.

How to join? Simply go to [Cloud Customer Connect](#), click on the Register button at the top of the page to get started.

Who should join within your organization? Business leaders, system administrators, system/business analysts, report writers, and anyone who uses Oracle products.

[Learn more on how to become a member](#)





Exadata Cloud at Customer on OPN



Exadata X10M Introduction on Learning Center



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Oracle Exadata X10M Introduction

Not Started

Your Goal:
Pass Assessment

0 of 2 items completed.

Oracle Exadata X10M Introduction will provide you with Oracle's vision for Exadata and it's unique position in the industry. This uniqueness comes from Exadata being the best platform for running mixed workloads or OLTP, analytics, and consolidation. Exadata offers multiple ways of deployment to meet customers needs and requirements. All the ways Exadata outperforms the competition, as well as previous Exadata generation, will also be covered. Throughout this course you will hear from Juan Loaiza, Executive Vice President of Mission Critical Database at Oracle key messages you can use with your customers.

[Learning Path](#)30 Minutes

Enroll in this path

Course

Oracle Exadata X10M Introduction

Course

30m

0%

Assessment

Oracle Exadata X10M Introduction 2024 Sales Specialist Assessment

Score 80% or higher to pass.

Not Started



Oracle Cloud@Customer 2024 Sales Specialist



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Oracle Compute Cloud@Customer 2024 Sales Specialist

Not Started

Your Goal:
Pass Assessment

0 of 2 items completed.

Oracle Compute Cloud@Customer, customers can cost-effectively run middleware and applications with high performance, availability, and cloud economics in their data center or distributed data centers; it helps customers meet data residency requirements and the need to allocate cloud resources close to end-users. For Oracle Database-intensive workloads, such as Oracle packaged applications like PeopleSoft or E-Business Suite, customers get an optimized full-stack distributed cloud environment by directly connecting Compute Cloud@Customer to Oracle Exadata Cloud@Customer by the lowest latency connection to the fastest and most versatile cloud database platform available.

[Learning Path](#) 30 Minutes

Enroll in this path

Course

Oracle Compute Cloud@Customer Overview

Course

30m

0%

Assessment

Oracle Compute Cloud@Customer 2024 Sales Specialist Assessment

Score 80% or higher to pass.

Not Started





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 than 6 months assisted by Oracle Consulting and Oracle partner, [Lanlink](#)

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 consolidated 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



- **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 Investment Advisor**

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

- **Oracle Licenses e-mail**

infoprice@oracle.com

- **Oracle Rewards 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 Announcing Blog**

<https://blogs.oracle.com/cloud-infrastructure/post/announcing-license-manager-for-oracle-cloud-infrastructure>

- **Oracle Cloud Customer Connect**

<https://community.oracle.com/customerconnect/>



- **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**

<https://learn.oracle.com/ols/learning-path/oracle-exadata-x10m-introduction/89350/128363>

- **Oracle Cloud at Customer Site**

<https://www.oracle.com/br/cloud/cloud-at-customer>

- **Exadata X10M Cloud at Customer Datasheet**

<https://www.oracle.com/a/ocom/docs/engineered-systems/exadata/exadb-cc-x10m-ds.pdf>

- **Oracle Support Rewards program**

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



Thank you

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