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Digital Transformation
The Leadership Edge

Pascal Giraud
Senior Director
EMEA Technology

Enterprise Computing Trends

GLOBALIZATION

15 Billion
Internet Devices expected in 2015

50 Billion
by 2020

DATA EXPLOSION

90%
Created within Last Two Years

50X Growth
by 2020

RISE OF MOBILITY

6 Billion
Mobile Subscribers

87%
of World's Population

Mobile Data Growing **78%** CAGR

CLOUD

90%
of new software delivery for public cloud

Public IT cloud services will grow to **$107B** in 2017

MODERNIZE TO SURVIVE

Lots of
20 year-old
Legacy Applications

Sources: United Nations / International Telecommunications Union, internetworldstats.com, IDC/EMC 2011 Digital Universe Study, 2010 Digital Universe Decade Study, Data rEvolution Sept 2011, CSC's Leading Edge Forum Portio Research Mobile Factbook 2012, Facebook Director of Global SMB Markets Dan Levy, BIA/Kelsey's Interactive Local Media West Conference, IDC: "Time for Change: Optimizing Datacenter Infrastructure with Technology Refresh"

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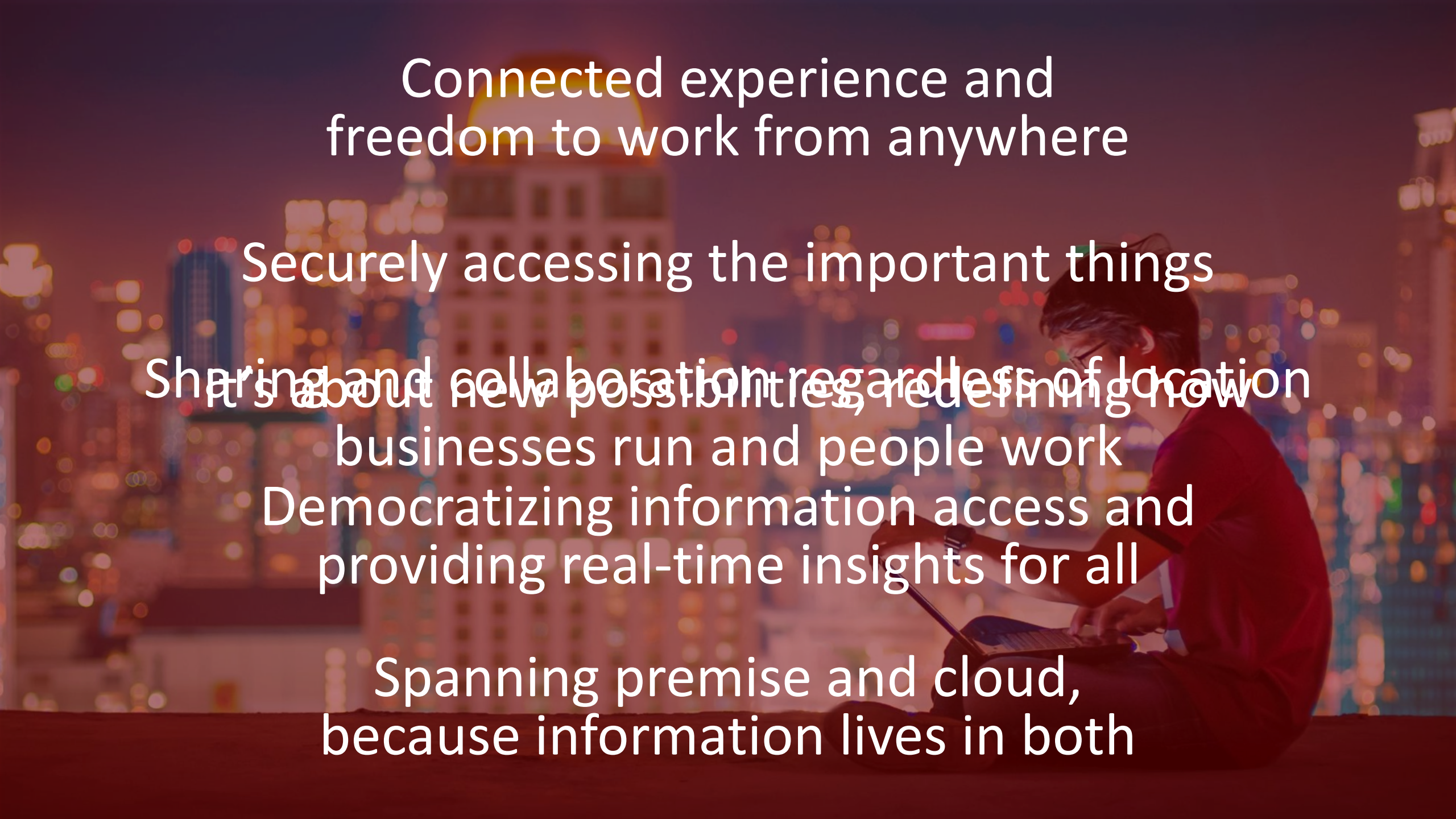
Bridging technology transformations over time
And whatever comes next…


Connected experience and
freedom to work from anywhere
Securely accessing the important things
Sharing and collaboration regardless of location
It's about new possibilities, redefining how
businesses run and people work
Democratizing information access and
providing real-time insights for all
Spanning premise and cloud,
because information lives in both

So how
we do it
(it takes many pieces
working together)

Would you architect your enterprise this way?
(Silos aren’t good for business)

Connected layers

Focus on what matters most
(Don’t assemble information, take advantage of it)

New Market Expectations of a Cloud Provider

SIMPLE TO USE & CONSUME

LOW RISK GO-LIVE

TRANSPARENT PRICING

FAST CLOUD

START SMALL

IMMEDIATE VALUE

80% USE CASE

KNOW MY BUSINESS

APPS & PARTNERS INTEGRATED

BEST PRACTICES

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Cloud computing will lead to termination of IT jobs.[1]
Hewlett Packard

IT will become the guardian of legacy.[2]
TechRadar

Everyone else has predictions

IT could **disappear** by 2020.[3]
Forrester

[2]http://www.computerweekly.com/feature/The-end-of-the-IT-department-[illegible]n-the-cloud
[3]http://www.techradar.com/news/world-of-tech/future-tech/the-demise-o[illegible]e-it-department-and-the-role-byod-byoa-and-byow-play--1256240
[1]http://www.informationweek.com/wireless/will-it-departments-disappear[illegible]y-2020/d/d-id/1110359

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IT should be renamed BT for business technology.[1]
TechRadar

We need a nimbler kind of IT – more business oriented.[2]
Peter Hinsson

IT needs to hire more business-oriented staff.

Everyone else has suggestions

[1]http://www.techradar.com/news/world-of-tech/future-tech/the-demise-of-the-it-department-and-the-role-byod-byoa-and-byow-play--1256240
[2]http://www.computerweekly.com/feature/Can-the-IT-department-survive-Web-20

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WHAT counts as innovation?

- Introducing a new service
- Making the customer experience better
- Finding a better process that boosts productivity and saves money
- Finding a better way to collect ideas

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WHO should innovate?

IT can be the driving force

- **Accelerate innovation:**
  Front office, back office, LOBs, partners, suppliers, customers
- **Innovate within IT:**
  Better processes, better services

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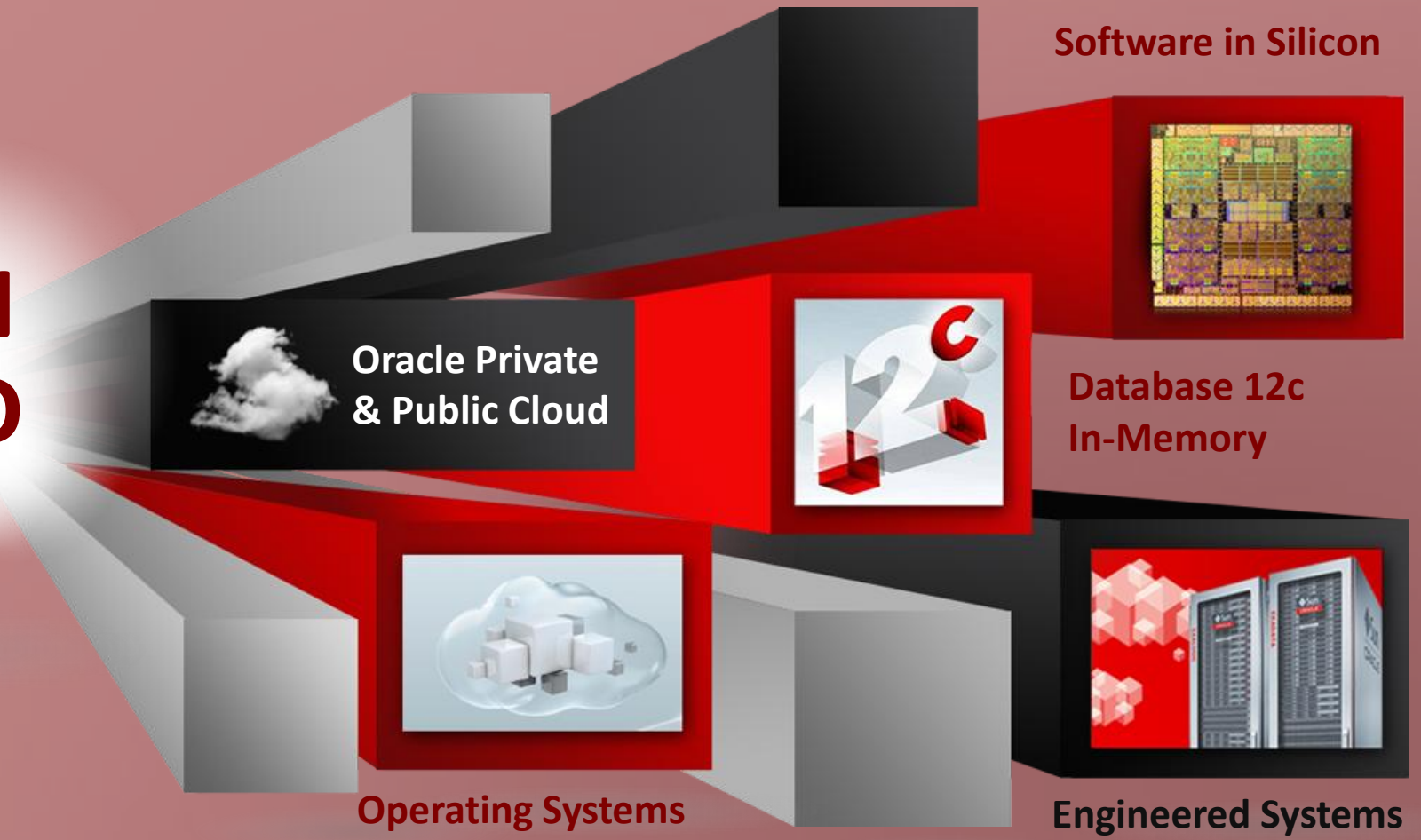
Oracle Strategic Investment, Uniquely Co-Engineered

Apps to Disk to Cloud

MORE THAN $34B IN R&D SINCE 2004



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Oracle Cloud

Comprehensive solutions to meet customers' needs

Software-as-a-Service

Platform-as-a-Service

Infrastructure-as-a-Service

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Oracle Cloud Platform Solutions for Every Stakeholder

CORPORATE IT & DBAs

DEVELOPERS

ARCHITECTS & OPERATIONS

LINE OF BUSINESS USERS

BUSINESS ANALYSTS

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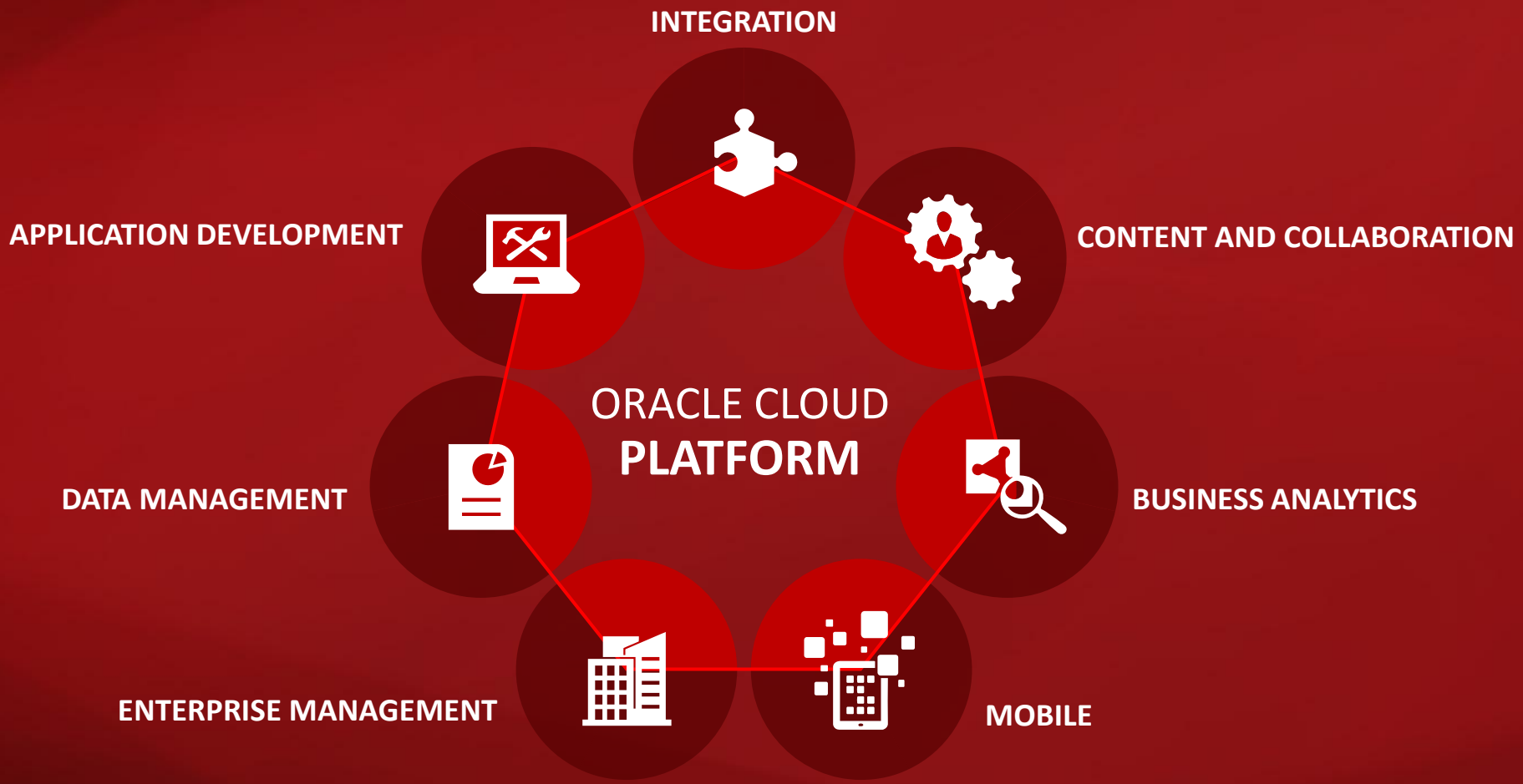
Integrated Cloud Platform Capabilities



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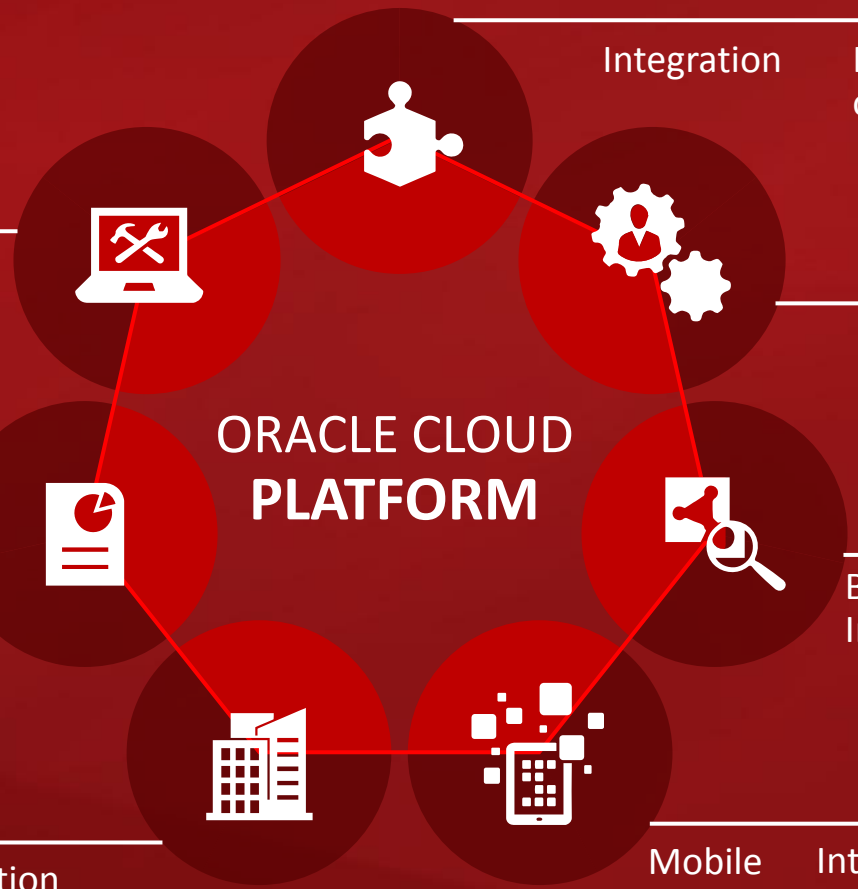
Integrated Portfolio of Cloud Platform Services



INTEGRATION

Integration | Internet of Things | GoldenGate | SOA

APPLICATION DEVELOPMENT

Application Builder | Developer | Node | Mobile | Java

CONTENT & COLLABORATION

Social | Documents | Process | Sites

DATA MANAGEMENT

Big Data SQL | Database | Exadata | Big Data

NoSQL Database | Big Data Preparation | Database Backup

BUSINESS ANALYTICS

Business Intelligence | Big Data Discovery | Big Data Preparation | Internet of Things

ENTERPRISE MANAGEMENT

IT Analytics | Log Analytics | Application Performance Monitoring

MOBILE

Mobile | Integration | Internet of Things | Sites | Documents

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One Platform, Many Uses

Extend SaaS to Support Unique Requirements

Simplify Enterprise Mobile Connectivity

Share Documents In the Cloud

Business Intelligence In the Cloud

Database | Java | Developer | Mobile | Documents | Social Network | Big Data | Analytics | Messaging | Process | Integration

Move Dev and Test to the Cloud

Move Production Workloads to the Cloud

Analyze Big Data In the Cloud

Integration and Hybrid Cloud Management

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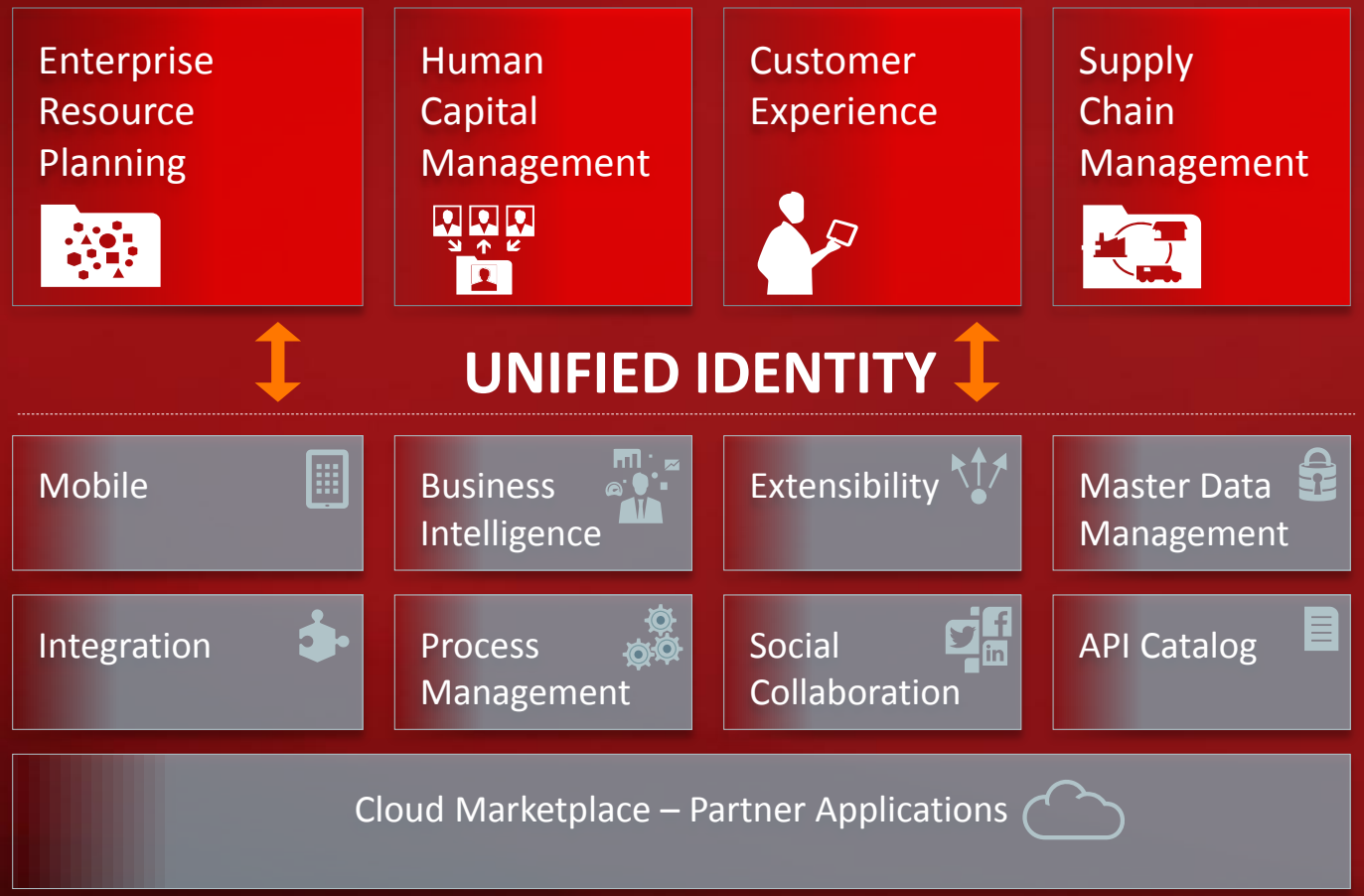
Oracle Cloud Platform: Extend SaaS Applications
Unified PaaS platform to extend SaaS



- **Tailor applications to your business needs within SaaS**
- **Enrich, Connect, Mobilize and Secure apps with PaaS**
- **Integrate with PaaS across cloud, premises, mobile, IoT, and 3rd party apps**
- **Analyze with PaaS data from SaaS and other sources**

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Industry's Most Comprehensive Cloud Platform Strategy

Bring Oracle's leading Database and Middleware Technology Software

to customers and partners anywhere in the World through the Internet

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EXTEND and INTEGRATE SaaS with PaaS

- Avaya needed a way to better manage partner ecosystems (their current SaaS offering required costly customizations)
- Using out of the box functionality in Oracle Sales Cloud Partner Relationship Management (PRM) along with Java Cloud Service as extensions, Avaya eliminated highly customized PRM module in competing SaaS product
- Using Integration Cloud Service they simplified the integration of Oracle and 3rd party SaaS applications

30%

Ongoing cost reduction for original SaaS implementation

80/20

80% Oracle Sales Cloud delivered functionality; 20% built on JCS SX

AVAYA
The Power of We™

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Oracle Hybrid Cloud Management

Comprehensive and Secure - Enterprise Hybrid Cloud Management

Simple

Move to Oracle Cloud

Migrate workloads to Oracle Cloud and back with **one click**

Reliable

Monitor Oracle Cloud

Ensure **quality of service** for Oracle Cloud services

Comprehensive

Control Hybrid Cloud

Leverage **single pane of glass** for private & public cloud

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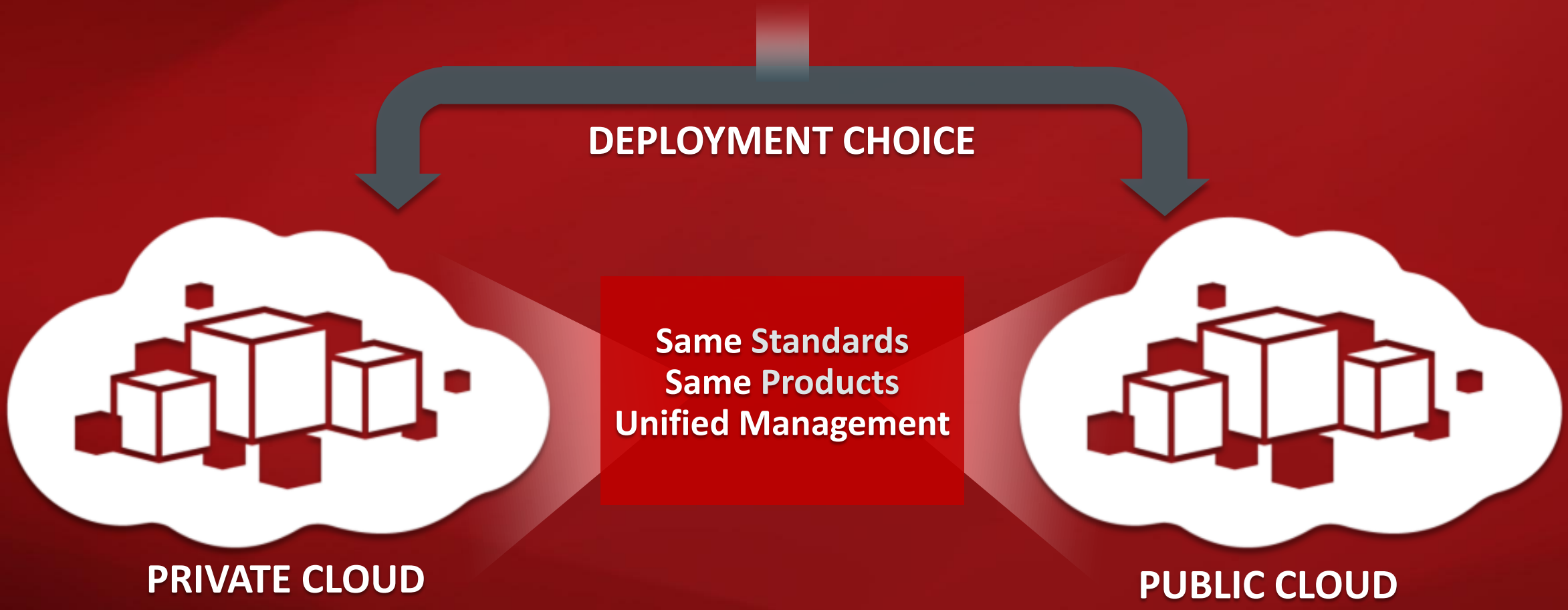
Complete Deployment Choice



Move workloads between Private and Public Cloud

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Make your IT deliver
agile business

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avoid the integration trap

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Engineered 4 innovation

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Engineered 4 innovation

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EXADATA as Digital Enabler

- Garmin understands that you can't rest on your laurels—you have to keep innovating and expanding and evolving. So they keep branching out and testing new ideas

- Garmin Connect is enormously popular today. More than two million people use it. Those people have logged more than two billion miles on Garmin Connect—which translates to more than 64 million pounds of candy burned, according to their website.

46%

On top 20 critical concurrent batch jobs now run on average 46% faster

20% - 50%

performance gain in their Advanced Supply Chain Planning (ASCP) reporting cycles

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Oracle Private Cloud Products

Cloud Management

Oracle Enterprise Manager 12*c*

- MWaaS Management
- DBaaS Management
- IaaS Management

Platform as a Service

Middleware as a Service

Service & Data Integration	Identity	User Engagement & Mobility

Cloud Application Foundation 12*c*

Database as a Service

Oracle Database 12*c*

Infrastructure as a Service

Compute as a Service & Storage as a Service

Solaris, Linux, Virtualization	Storage
SPARC & x86 Servers	Virtual Networking

Engineered Systems

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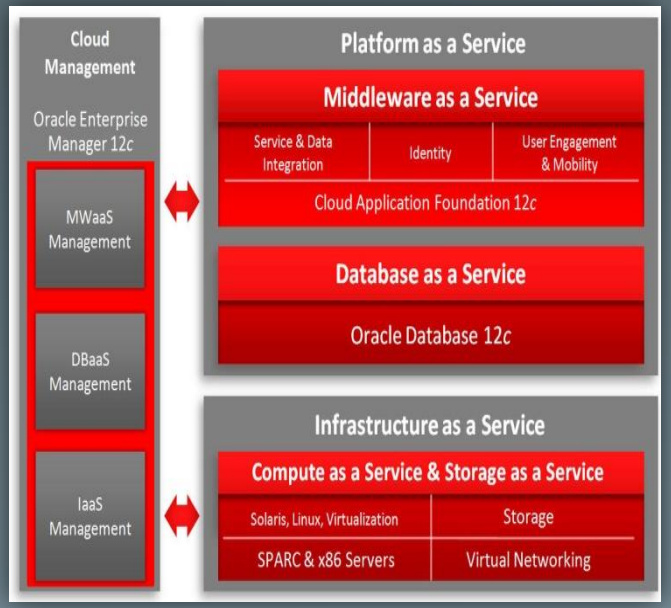
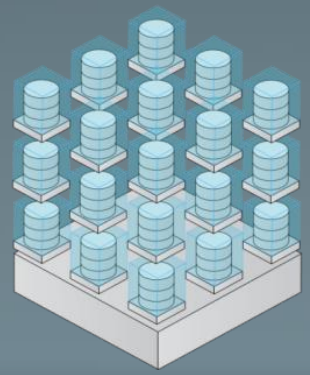
Run “as a Service” On Any Private Cloud Model

Complete Cloud Platform

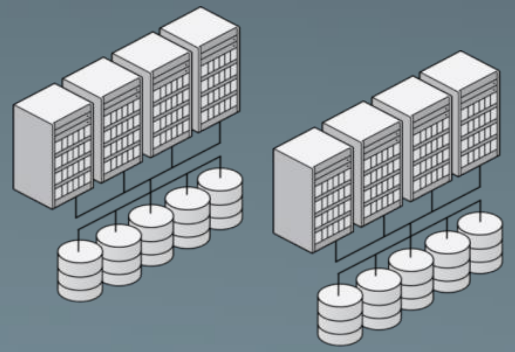


Virtual Machines



On Oracle or 3rd Party Virtualization

Clustered Servers



On Oracle WebLogic and Database Clusters

Engineered Systems

On Oracle Engineered Systems

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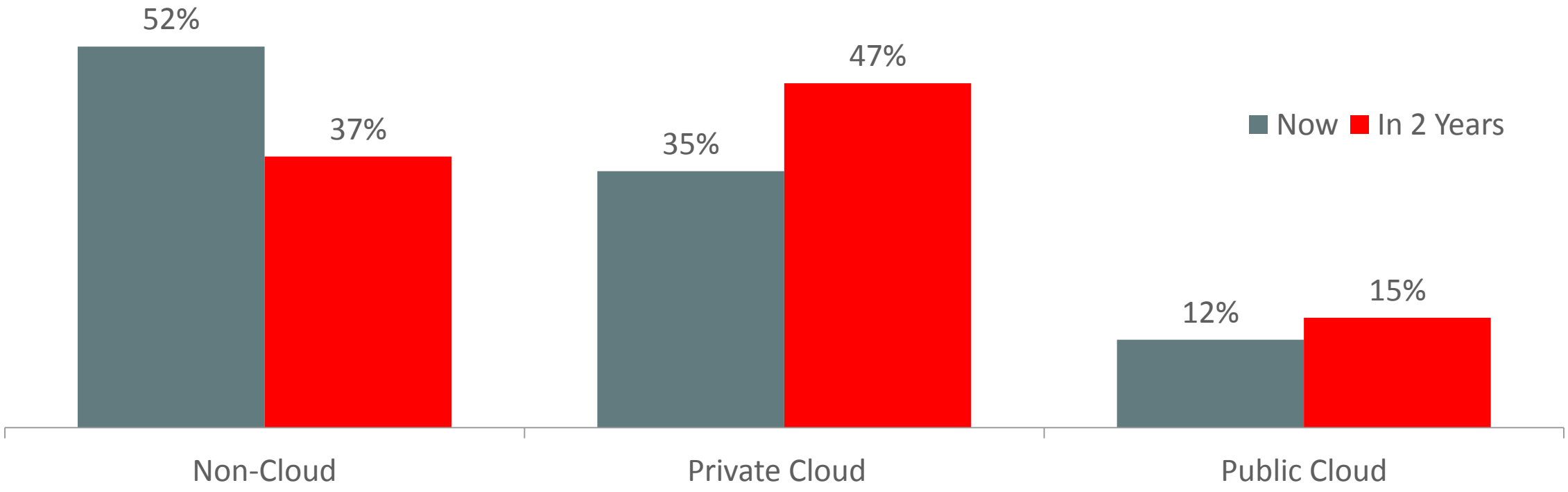
Database Workloads Are Moving to Cloud

Traditional compute workloads **decreasing**

Private cloud compute workloads **rapidly** increasing

Public cloud compute workloads are on the **rise**



Source: ComputerWorld & Triangle research study, 2014

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Why Database as a Service(DBaaS)?

Deliver Database Services Faster, Cheaper and with Lower Risk

Agility ↑

Faster Deployments

Cost ↓

Lower Total Cost of Ownership

Risk ↓

Service Level Compliance

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How does DBaaS deliver?

Agility ↑

Self-Service

Service Catalog

Elasticity

Cost ↓

Shared Resources

Metering

Automation

Risk ↓

Higher Availability

Tighter Security

Greater Control

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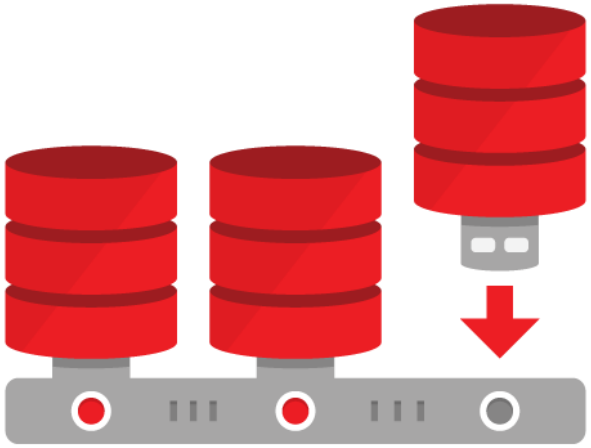
What are the key components of Oracle DBaaS?



ORACLE DATABASE 12c

ORACLE EXADATA

ORACLE ENTERPRISE MANAGER

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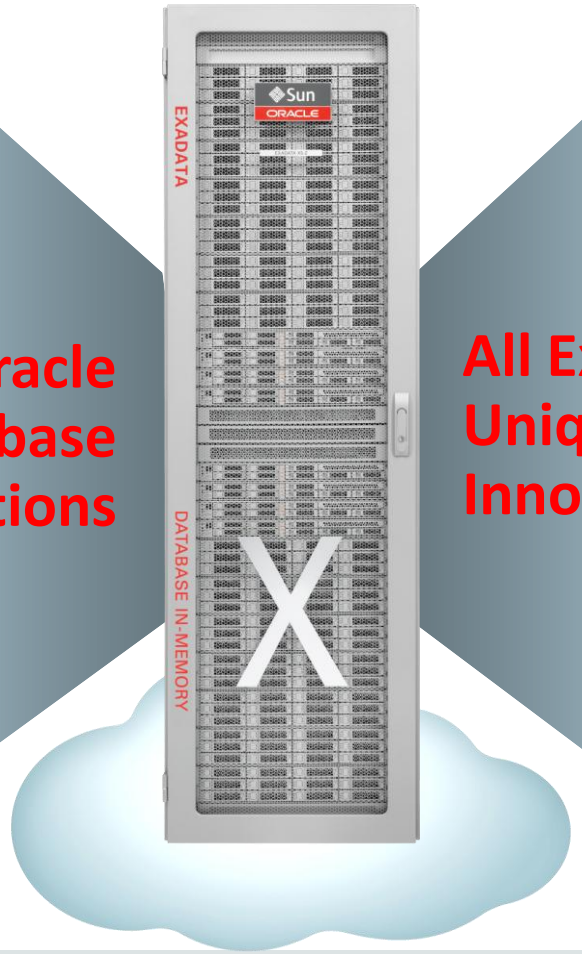
Best Database on Optimized Cloud Platform

37 Years of Database Innovation - Proven at Millions of Mission Critical Deployments

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

All Oracle Database Innovations



All Exadata Unique Innovations

- Smart Scan
- InfiniBand Fabric
- Smart Flash Cache, Smart Flash Log
- Columnar Flash Cache
- Hybrid Columnar Compression
- I/O Resource Management
- Network Resource Management
- In-Memory Fault Tolerance
- Exafusion Direct-to-Wire Protocol

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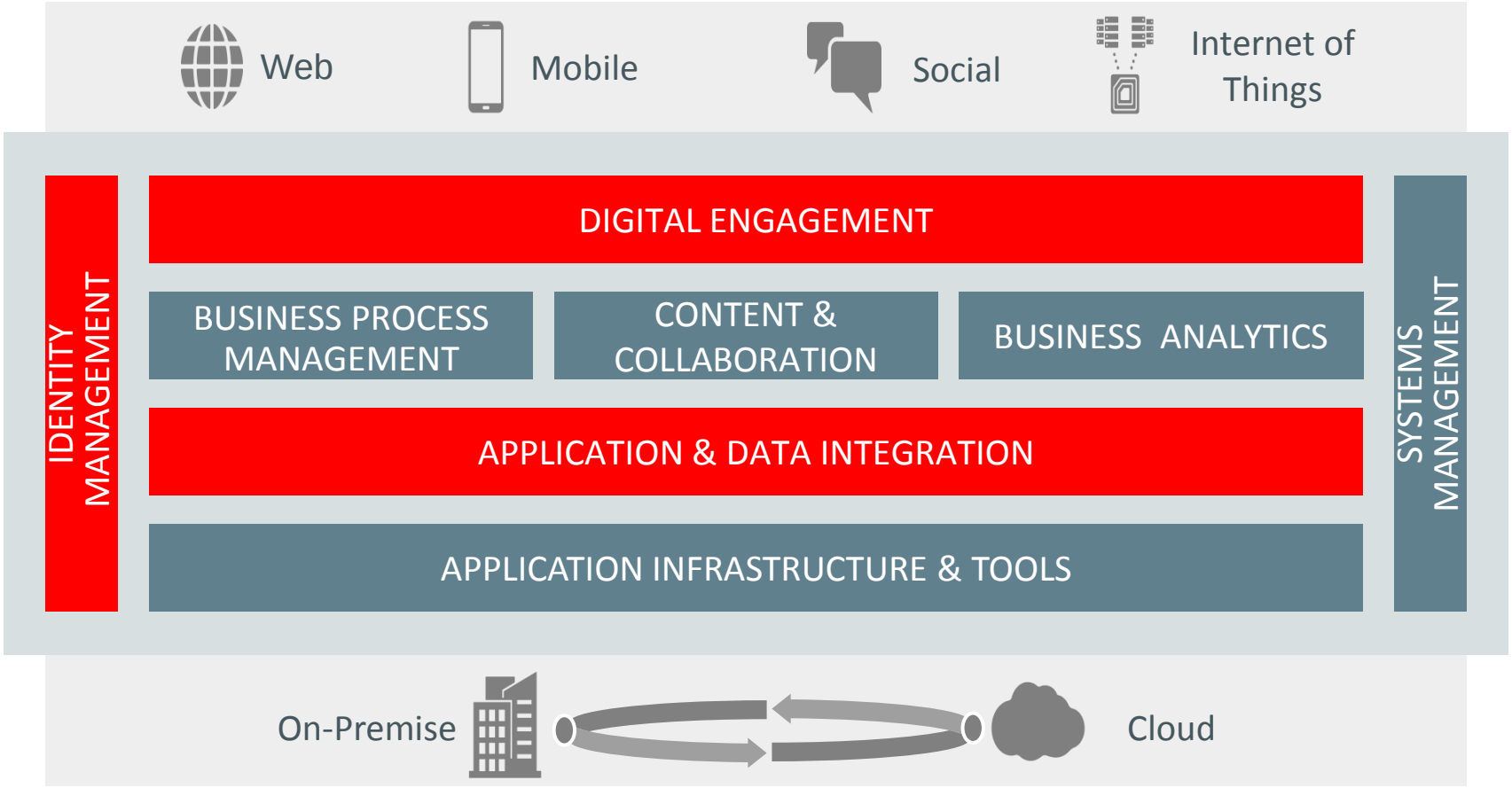
Oracle Fusion Middleware Cloud Services

The Cloud Platform for Digital Business



- Complete & Integrated
- Best-in-class
- Open Standards
- On-premise, Cloud
- Foundation for Oracle Fusion Applications & Oracle Cloud

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Managing Private Cloud: Oracle Enterprise Manager 12c

Integrated Stack Management & Complete Cloud Lifecycle Management

Consolidation Planning

Service Provisioning incl' REST APIs

Elasticity

Service Governance: Access Controls, Compliance, Quota, Showback, etc

Ongoing Operations and Performance Management

Middleware Private Cloud

Java App

WebLogic

SOA /OSB

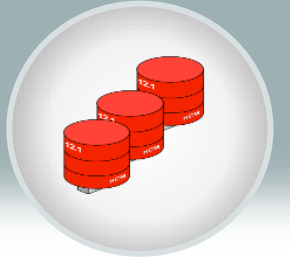
Database Private Cloud

Dedicated Databases

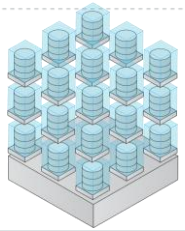
Schemas

Pluggable Databases

Clones



Runs on any Infrastructure : Physical, Virtual, Engineered Systems



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What's next: The Ultimate Software Optimization

Performance

DB In-Memory
Acceleration Engines

Reliability/Security

Application Data
Integrity

Capacity

Compression
Engines

**Revolution,
Not Evolution!**

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A unified stack, a technology and solution continuum…
…spanning applications, premise and cloud
For wherever you might be on your transformation journey
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