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Partnering with Oracle in the Cloud

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Worldwide Alliances & Channels

Everyone Is Talking About Cloud

BusinessWeek

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How Cloud Computing Will Change Business



SPECIAL REPORT

How Cloud Computing Will Change Business

IBM, Qualcomm, Nokia, and other major along with startups, are preparing to cash in on new technology. Not that it will be easy.
• Slide Show: Cloud Computing Meets the Smartphone

How Clouds Can Change Management

Jeremy Burton overhauled Serena Software's computing—and transformed the management of the company

Cloud Computing: Quality

OptumHealth's eSync system assembles medical and drug records in one place and sends out alerts if it detects a potential problem.

Genentech's Cloud Cover

FEATURED VIDEO



Cloud Computing: A Boon for Business

The combination of cloud computing and the latest smartphones makes data instantly available wherever you are.

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Leaders

Computing

Unlocking the cloud

May 28th 2009

From *The Economist* print edition

Open-source software has won the argument. Now a new threat to openness looms

Illustration by Claudio Munoz



"FIRST they ignore you, then they laugh at you, then they fight you, then you win." Mahatma Gandhi probably never said these words, despite claims to the contrary, but they perfectly describe the progress of open-source software over the past 15 years or so. Such software, the underlying recipe for which is created by volunteers and distributed free online, was initially dismissed as the plaything of nerdy hobbyists. Big software firms derided the idea that anyone would put their trust in free software written by mysterious online collectives. Was it really secure? Whom would you call if it went wrong?

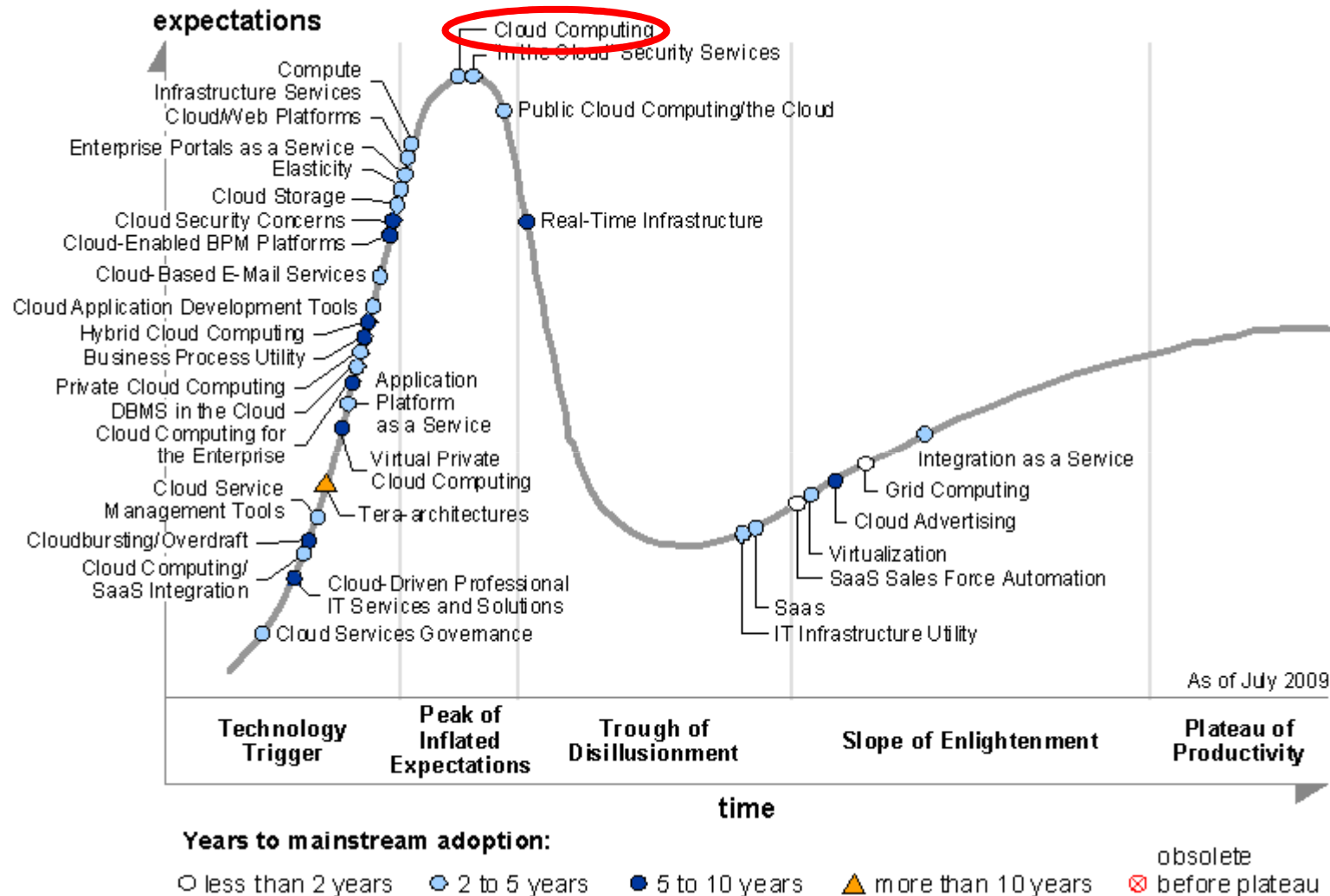
At the time, selling software to large companies was sometimes likened to drug dealing, because once a firm installed a piece of software, it had to pay a stream of licence fees for upgrades, security patches and technical support. Switching to a rival product was difficult and expensive. But with open-source software there was much less of a lock-in. There are no licence fees, and the file formats and data structures are open. Open-source software gained ground during the dotcom boom and even more so afterwards, as a way to cut costs.

Microsoft, the world's biggest software company, went from laughing at the idea to fighting it, giving warning that there might be legal risks associated with using open-source software and even calling it a "cancer" that threatened to harm the industry. Yet the popularity of open-source programs such as the Linux operating system continued to grow. The fact that Google, the industry's new giant, sits on a

The Economist

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July 2009, Cloud at Peak of the Hype Curve



Source: Gartner "Hype Cycle for Cloud Computing, 2009" Research Note G00168780

Oracle Cloud Computing Strategy

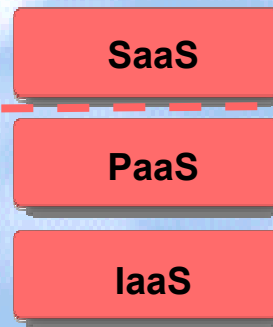
Our objectives:

- Ensure that cloud computing is fully enterprise grade
- Support both public and private cloud computing – give customers choice

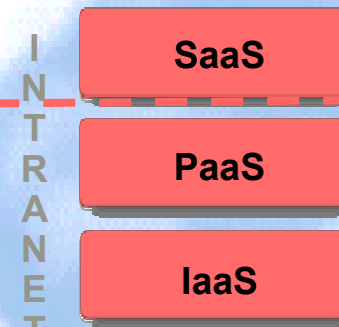
Offer Applications deployed in private shared services environment or via public SaaS

Offer Technology to build private clouds or run in public clouds

Public Clouds



Private Cloud



Users



Partnering with Oracle in the Cloud

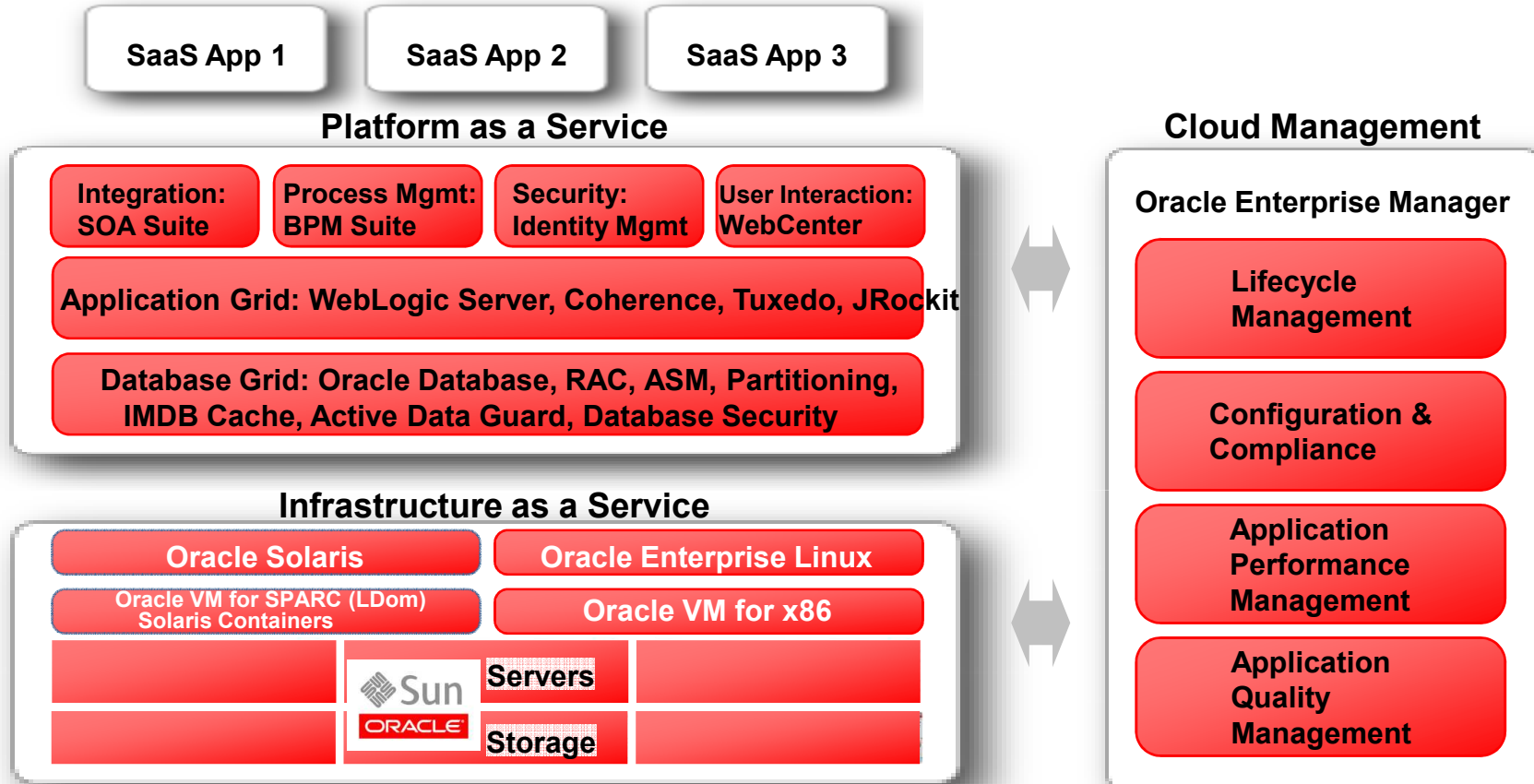
- Public Clouds
- Private Cloud

250+ SaaS ISVs Have Adopted Oracle Platform for SaaS



“8 out of 10 SaaS vendors delivering business-critical applications run on Oracle.” – Nucleus Research

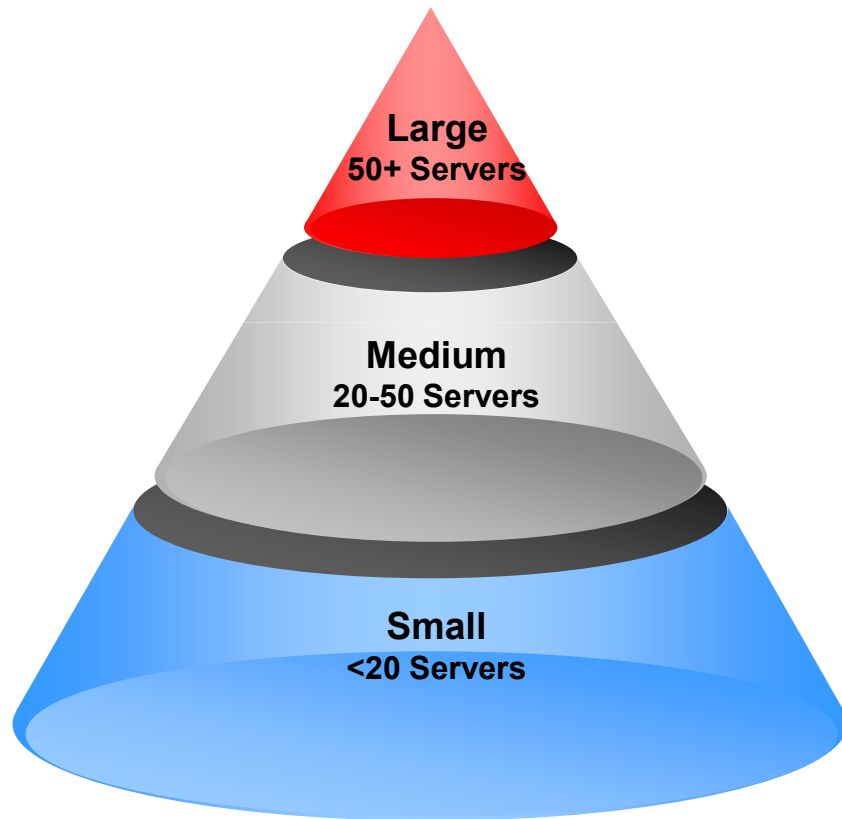
Oracle Platform for SaaS



- Comprehensive platform to build, deploy and manage SaaS applications
- Service provider reliability, availability, scalability and security
- Single platform for both on-premise and SaaS-based deployments
- Multi-tenant

Oracle Platform for SaaS

- SaaS ISV Segmentation -



- Oracle SaaS ISV Strategy -

1. Commercial Agreements
 - SaaS for ISVs
2. Enablement
 - SaaS KnowledgeZone
3. Partner Ecosystem
 - Managed Hosting
 - Systems Integrators



SaaS ISV Trends

- 
1. Multiple Applications, One Platform
 2. Business Intelligence
 3. Tighter SLAs, DR
 4. Application Integration
 5. Appliance Models



Partnering with Oracle in the Cloud

- Public Clouds
- Private Cloud

Running Oracle in Public Clouds



Home > Solutions > Featured Partners > Oracle

Oracle and AWS

Use Oracle Database 11g and Oracle Enterprise Linux to build enterprise-grade solutions in the cloud, leveraging the virtually unlimited compute power and storage of Amazon Web Services (AWS). Hosting Oracle-based solutions in AWS enables you to use proven database and middleware offerings within a proven cloud computing platform, providing greater reliability and performance than hosting solutions on your own hardware. Together, Amazon and Oracle provide businesses with a scalable, reliable, and cost-effective business application platform.

Oracle customers can now license Oracle Database 11g, Oracle Fusion Middleware, and Oracle Enterprise Manager to run in the AWS cloud computing environment. Oracle customers can also use their existing software licenses on Amazon EC2 with no additional license fees. And for on-premise Oracle installations, AWS offers a dependable and secure off-site backup location that integrates seamlessly with Oracle RMAN tools.

Oracle has delivered a set of free Amazon Machine Images (AMIs), to make it easy for customers to get started deploying Oracle solutions on Amazon EC2. Developers can take advantage of the provisioning and

Getting Started

Follow these steps to begin using Oracle on Amazon EC2:

1. Sign up for Amazon EC2
2. Read the Oracle Cloud FAQ
3. Download the Oracle AMIs
4. View developer docs at the Oracle Cloud Computing Center

[Oracle Cloud Webinar](#)

the rackspace cloud

Support: Cloud Status Knowledge Base Forums Tickets Live Chat 1-877-534-0407 800-853-3012

Cloud Servers Add Server

Select an image from one of the tabs below

Enterprise Bundles are specially configured distributions that have been tweaked to function efficiently in certain capacities. They come with a predetermined amount of RAM and disk space so the running price is already set.

Standard Images Enterprise Bundles My Images

2 Bundled Images (Showing 1 to 2) Filters: Vendor... OS... Category...

OS	Image	Server
ORACLE FUSION MIDDLEWARE WEBLOGIC SERVER	Oracle WebLogic Server 11g Bundle configured by Oracle <ul style="list-style-type: none">WebLogic Server 11g (10.3.1), JRockit 6.0 (27.6)Oracle Enterprise Linux Server release 5 (Carthage)Kernel 2.6.18-8.el532-bit architecture End User License Agreement	RAM: 4 GB Disk: 80 GB
ORACLE DATABASE	Oracle Database 11g Bundle configured by Oracle <ul style="list-style-type: none">Oracle Database 11g Release 1 (11.1.0.6)	RAM: 4 GB Disk: 80 GB

Control Panel Version 2.0.20 - [Release Notes](#)

- Oracle Database, Fusion Middleware & Enterprise Manager supported on EC2
- Amazon Machine Images (AMIs)
- Oracle Database Secure Backup to S3

- Self-service Public PaaS based on Oracle VM, Oracle Enterprise Linux, Oracle Database RAC and Oracle WebLogic Server



Cloud Service Provider Trends

1. Clarity on Workloads

- Test & Development
- 1-off Activities
- Seasonal Business

2. Clarity on Customer Segments

- Developer vs. Corporate IT
- Commercial vs. Public Sector
- Midsize vs. Enterprise
- Worldwide vs. Region or Sub-Region



Partnering with Oracle in the Cloud

- Public Clouds

- Private Cloud

Private Cloud

The screenshot shows the Oracle website homepage. At the top, there is the Oracle logo, a user greeting "Welcome Kevin", and a search bar. Below the navigation menu, a large banner for "Iron Man Returns" is displayed, featuring the text "Become a Master Cloud Operative and join Iron Man to save Stark Expo." and "Be a hero now". The banner includes a circular graphic with "MASTER CLOUD OPERATIVE" and "ORACLE" text. Below the banner, there are several news snippets: "Oracle and Tikona Digital", "Integrate Enterprise 2.0 with BPM", and "New Java Virtualization Products". At the bottom, a navigation menu lists various product categories: Database, Middleware, Applications, Server and Storage Systems, and Industries.

Database	Middleware	Applications	Server and Storage Systems	Industries
Oracle Database 11g	Java	Oracle E-Business Suite	Sun Servers	Communications
Real Application Clusters	Application Server	PeopleSoft Enterprise	Sun Storage and Tape	Financial Services
Data Warehousing	Service-Oriented Architecture	Siebel	Sun Oracle Database Machine	Healthcare
Database Security	Content Management	JD Edwards EnterpriseOne	Solaris	Insurance
Exadata	Enterprise 2.0 and Portals	JD Edwards World	Linux	Public Sector
Enterprise Manager for Database	Enterprise Performance Management and Business Intelligence	Hyperion	Virtualization	Retail
Embedded	Identity Management	Primavera	Enterprise Manager	Utilities
MySQL	Enterprise Manager for	Oracle Open Office	Ops Center	More Industries
More Database		Application Integration Architecture		

- Master Cloud Operative
- Cloud Computing Forum
- Product Announcements

The screenshot shows the Oracle website homepage with a different banner. The banner is red and features the text "Oracle Cloud Computing Forum" and "Get clear insight from Oracle cloud experts at a live event." Below the banner, there are several news snippets: "Oracle + Sun Customers", "Financial Services Forum", and "Oracle Newsroom". At the bottom, a navigation menu lists various product categories: Home, Products and Services, Industries, Support, Store, and Partners.


Home	Products and Services	Industries	Support	Store	Partners
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Partnering with Oracle in the Cloud

- More Information-

- Today: Booth at All About the Cloud
- Online: <http://www.oracle.com/goto/cloud>
- Oracle OpenWorld 2010: Cloud Computing Pavilion
- kevin.obrien@oracle.com or blogs.oracle.com/kevin



The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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