

# Simplify Data Management

## THE INTERNET OF THINGS

In ONE internet minute...

300 hours  
of video will be  
uploaded to YouTube



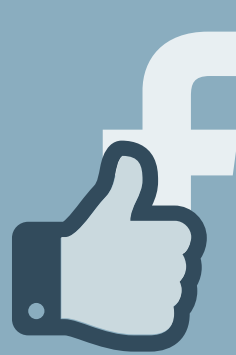
347,000  
Tweets will go public



9,700  
user images will be  
pinned on Pinterest



4.2 million  
posts will be  
Liked on Facebook



2.4 million  
Google searches  
will be made



So how do you capture this critical data and put it to work for you?

## EXISTING DATA-CENTER LEGACY

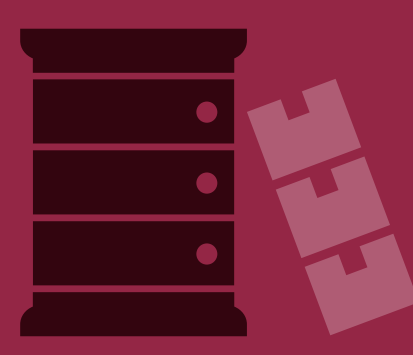
It's tempting to tackle the demand for data by trying to scale your infrastructure. But beware; it's...



Expensive



Inefficient



Fragmented

## GENERIC CLOUD SOLUTIONS

Remember, these services have their problems too...



Hidden costs



Complexity



A lack of compatibility and support



Limited capabilities and deployment choice

## ORACLE DATABASE CLOUD

Introducing an affordable, enterprise-scale cloud that delivers...



100% synergy and compatibility



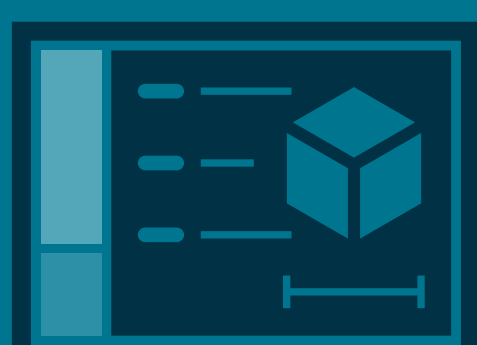
Greater scalability



Quicker deployment



Precision performance



Real-time data insights



Multi-layered security



Single-vendor accountability



A comprehensive data-management portfolio

## SUMMARY



Try Oracle Database Cloud **free of charge for 30 days**, with no ongoing commitment—just visit us at [cloud.oracle.com/database](https://cloud.oracle.com/database).

Join our communities

