

Applications. Platform.
Infrastructure.

Cloud Secure.
Scale Fast.
Simplify Now.



Oracle Database Cloud Use Case Series

Fast, Flexible Application Development and Testing

Application development is currently the most popular use case for the public cloud, with studies indicating that over 50% of organizations plan to use the cloud for development and test (dev/test) environments by 2016. Indeed some CIOs are mandating that ALL dev/test operations be moved to the cloud. This shouldn't come as a surprise given the universal demand for faster innovation and lower costs. Businesses want to develop and deploy applications as quickly as possible to retain or improve their competitive edge. And it's hard to innovate when your IT department is strapped by the exorbitant cost of on-premises infrastructure, and the extensive time and resources needed to set up and manage databases.

Focus on Innovation, Not Administration

But circumstances aren't always better in the cloud. Databases aren't inherently easy to work with so it's not enough to simply have an OS or a virtual machine running in the cloud. You need expertise, yet most DBAs don't have the bandwidth to spin up new databases when they're constantly in fire-fighting mode. Developers, on the other hand, don't have the knowledge to set up, tune and secure a database for new application development. So they have to wait for a DBA or other IT staff member to do it – and that can take weeks. Businesses need a simpler solution – a "dial tone" if you will, that gives developers rapid access to databases so they can quickly build a variety of applications without complex provisioning and management that can drain administrative resources and IT productivity.

This is where Oracle Database Cloud Service resets the conversation. Most organizations require anywhere from 50 to 100 separate steps to set up a database – from procuring hardware to configuring storage volumes to sizing databases. Not anymore. Now all it takes is a few clicks to provision an Oracle Database in the cloud. You can have a completely configured database instance that's ready to go in 30 minutes, not days or weeks. This means that developers can start innovating right away without siphoning scarce DBA or other IT resources. Infrastructure components, including compute, storage and network resources are managed for you. And time-consuming tasks such as patching, upgrades,

ORACLE® DATABASE CLOUD SERVICE

"It is a significant asset for us to tell customers that our entire application is run on Oracle Database Cloud Service. We first show them how our application delivers customer intelligence for their businesses, and then explain that, with Oracle technology behind the service, they can adopt it flexibly and with full confidence in its scalability, security, and high availability."

Peter Mulligan
Co-founder & Director of Sales and Marketing
DEMAND ANALYSIS LTD.

WHY CLOUD?

- Faster integration and deployment of industry-leading database services
- Faster time to production, with little or no training of your staff
- Faster time to value, innovation, and ROI

WHY ORACLE DATABASE CLOUDSERVICE?

- Easy migration, with the same user experience on-premises and in the cloud
- Rapid deployment through pluggable databases, facilitated orchestration, and automated tasks
- Inclusion of Oracle Database Backup service
- 100% compatibility between cloud and on-premise deployments
- Entry services start at \$175/Month

backups and restores are automated, so you get a standardized self-service development environment that lets users perform any of these functions with a single click from the Oracle Cloud portal.

Development Across the Full Spectrum of Applications

Of course not all applications are created equal. Sometimes you don't need a full database in the cloud for your development efforts, so why spend more money than you have to? The Oracle Database Cloud portfolio includes a Schema Service that gives you a dedicated Oracle Database schema and is ideal for developing departmental apps. Your dev/test environment doesn't get any easier than this because the Schema Service is fully managed by Oracle. You don't have to perform any administration – period. If you want to develop enterprise apps, you have the option to deploy a full instance of the Oracle Database on general-purpose systems or on our massively scalable Exadata platform for unparalleled capacity, performance, availability and security. No matter which Oracle Database Cloud Service offering you choose, you'll get an enterprise-grade infrastructure with on-demand CPU, memory and storage resources to accommodate fast-growing dev/test environments. How do you get this real-time scalability without the usual delays? By clicking a single button.

The Database is the Database

As with many organizations that are transitioning to the cloud, you may want to move existing dev/test databases from on-premises environments – or maybe develop applications in the cloud and move them back on-premises for production. Given that most apps require several dev/test cycles before they go to production, you may even want the flexibility to move data between your data center and the cloud multiple times. How do you do this if the database you're running in the cloud is a modified version of the one you're running on-site? Your developers might have to learn a different set of skills. Or worse, you might have to re-write or re-architect apps for cloud deployment. These types of database modifications translate to a massive administrative effort, lost productivity and significant costs. Oracle believes that the cloud should always be easy and cost-effective. That's why Oracle Database Cloud Service provides complete hybrid cloud portability. Oracle Database runs exactly the same and provides all the advanced database features and options in the cloud as it does on-premises. That's right. You use exactly the same software, architecture, tools and skill sets. There are no code changes and no unexpected costs. And you can move your dev/test databases between the Oracle Cloud and your data center easily – again, with just a few clicks using familiar on-premises tools such as Oracle Enterprise Manager or SQL Developer.

Fast, Easy Application Development

Today's businesses need to move as quickly as possible to meet changing market needs and capitalize on new revenue streams. The cloud can help you get your database and application infrastructure in place fast but what if you don't have the advanced development skill sets to get your project off the ground? Oracle Database Cloud Services address this challenge by including Oracle Application Express (APEX) at no extra cost. APEX is a powerful, complete development platform that simplifies and accelerates application development and deployment. It's particularly useful for Database Schema Service



"Cloud computing has had a significant role to play in driving down the cost of storing and processing data, along with delivering additional benefits such as developer and business agility, faster time to adoption for emerging technologies, high availability, and reduced infrastructure configuration and management overheads."

- 451 RESEARCH ADVISORY SERVICES

ORACLE CLOUD

- 19 cloud data centers worldwide
- 70 million users
- 33 billion transactions
- More than 700 petabytes of storage

"More than 80 percent of enterprise IT organizations will commit to hybrid cloud architectures by 2017, vastly driving the rate and pace of change in IT organizations."

- IDC

"Oracle Database Cloud Service is flexible, cost-effective, and very quick to set up. We were up and running within just two weeks and could buy additional capacity if needed with just a couple of mouse clicks. We will definitely use the service again for future projects."

Dimitry Dekker

Partner

NET4S

customers who may not have a large team of highly skilled developers in-house. Using APEX you can design, build and deploy beautiful database-driven desktop or mobile applications – and share application data – all using a standard web browser. You don't need extensive programming experience because much of the development process is managed for you and works right out of the box, including security, authentication, database interactions and input validation. You can use the Team Development feature to easily manage your application development process and track features, milestones and bugs. APEX also includes a variety of business productivity apps that can be installed in minutes and customized without writing a single line of CSS or Javascript. In addition, you can use APEX to define RESTful web services that enable data from outside the cloud to be used by applications in the Oracle Database Cloud Service via the internet and simple APIs.

Beyond access to APEX, Oracle Database Cloud Services also have the hooks in place that enable developers to easily build, deploy and tightly integrate with Java applications and Software as a Service (SaaS) extensions. The Database Schema Service also provides a robust foundation for Oracle Business Intelligence Cloud services.

Risk Free Testing of New Database Capabilities

Organizations want their developers to have access to the latest database technologies but they're typically reluctant to quickly migrate to the latest version of a database because of on-premises infrastructure costs and potential deployment risks. However the impact of delayed upgrades and migrations can be even worse. If IT departments don't take the time to explore new capabilities they can't develop better solutions to address the latest market challenges. They may also end up using database software and associated hardware that are no longer supported, which can affect performance or even lead to outages. Oracle Database Cloud Service offerings eliminate the capital expenses and risk associated with "sandbox" environments. We give you an easy, foolproof way to test the full suite of Oracle Database 12c capabilities in the cloud and help you accelerate your database training and migration efforts without requiring you to purchase any infrastructure or software licenses. Your developers can access groundbreaking Oracle Database innovations such as Oracle Multitenant, Database In-Memory and all advanced high availability and security features within minutes using a cost effective cloud subscription model.



"Oracle catered to smaller companies with the Cloud service and they did it through the subscription base model. On top of that they provided a lot more customer support compared to AWS and other bare-bone solutions, which was very helpful for me as a non-technical CEO."

Brandon Slegendorf

CEO & Founder

Epistocracy.com

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ORACLE

Integrated Cloud Applications & Platform Services

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