



Optimize Your Database Performance

Spend Less Time Keeping the Lights on and More Time Innovating

With technology landscapes changing so quickly, businesses are rethinking how IT services are delivered. Protecting brands and revenue by effectively managing service levels and enhancing the customer experience are at the top of the priority list in the executive suite—driving an even greater need for high-performance database solutions.

Are You Keeping Up?

Big data, cloud, social, and mobile. The growing demand for 24/7 system availability in the cloud—along with an unprecedented increase in devices and data—is making high-performance databases a basic requirement for today's changing IT environment. These fast, optimized databases are creating new models for the way IT delivers services to business and provide a faster, more effective experience and satisfied customers.

It's All Connected

The performance of your applications and their underlying databases can have a huge impact on every area of your business—for better, but also for worse if that performance is less than optimal. Improving database performance means more than just faster processing times. It also means that you can meet your performance goals with confidence because

- » Your DBAs can manage more databases with less effort
- » Your mean time to repair (MTTR) is shorter
- » You spend less time keeping the lights on and more time innovating

Databases running at peak performance mean that you've also increased opportunities for your business—everything from a faster time to market for your products to better experiences for your customers.

Is This Where You Are?

As the demand for IT services and increased availability grows, IT becomes more complicated. With budgets and timelines shrinking—or at best staying the same—choices have to be made about which “squeaky wheel” gets the grease first. Unfortunately, this can mean that tasks like optimizing and tuning database performance get bumped by competing priorities. Pretty soon, you're out of time and out of resources.

ORACLE® ENTERPRISE MANAGER

“By using Oracle Enterprise Manager we have been able to reduce our capital expenses by US\$9.5 million. With our ability to see more clearly and with clarity inside the database, we've been able to tune things more accurately and more efficiently, allowing us to improve our total cost of ownership.”

TONY MYERS
SENIOR TECHNOLOGY ARCHITECT
CERNER CORPORATION

“Oracle Enterprise Manager and Oracle Real Application Testing gave us the test environment needed that allowed us to mitigate post-upgrade performance issues and ensure a successful upgrade of 400 databases. The fact that the upgrade was completed with no business disruption and in half the time of our last upgrade was a crucial win for our organization.”

MARITZA GONZALEZ
TECHNICAL DIRECTOR
DATA MANAGEMENT
CSX CORPORATION

The Cost of Waiting

When databases are properly tuned and maintained, operational costs go down because an optimized database is more efficient and more cost effective. For businesses, this means that improving database performance is essential for a successful strategy.

- » Databases running at peak performance can reduce capital expenditures and make your business more responsive.
- » Manual processes and scripting are generally time-consuming, complex, and error-prone methods for diagnosing and resolving performance issues.

Thinking Outside the Box

What if there was a way to make diagnosing issues easier and therefore faster? What if tuning a database application was an automated process?

Having a self-managing database that automatically monitors, adapts, and heals itself is the next evolution in database manageability. With service quality gaining more and more importance in today's business environment, this cutting-edge technology in database performance and manageability is becoming a high priority for executives.

Solutions That Solve Problems

Never have the benefits of increased database performance been clearer. Oracle Enterprise Manager 12c offers a comprehensive solution for managing Oracle Database that helps you stay in control and deliver the best performance possible. In addition, Oracle's solution can provide the following benefits:

- » Half the time and effort from your IT staff to maximize database performance
- » Savings of up to 50 percent in cost avoidance on hardware acquisitions and maintenance
- » Doubled productivity of your IT staff
- » Routine maintenance efforts reduced by 30 percent
- » Planned infrastructure upgrade efforts reduced by 30 percent

Only from Oracle

An award-winning database management solution,² Oracle Enterprise Manager 12c provides tangible value to your business by helping you deliver database optimization services in the cloud as well as in more-traditional environments. It helps you manage database performance with advanced management capabilities that ultimately lead to higher-quality service. With Oracle Enterprise Manager 12c, you can

- » **Lower costs.** Leverage self-manageability and industry-leading automation capabilities.
- » **Improve service quality.** Get real-time performance diagnostics and application tuning.
- » **Lower risks.** Avoid downtime by eliminating error-prone manual processes.
- » **Accelerate operations.** Deliver a faster, more cost-effective user experience while freeing up administration resources to focus on strategic, higher-value business objectives.

¹ Joseph McKendrick, "From Database Clouds to Big Data—2013 IOUG Survey on Database Manageability," Unisphere Research, sponsored by Oracle, October 2013.

² Winner of two *Database Trends and Applications* magazine's 2014 Readers' Choice Awards for Best Database Administration Solution and Best Database Performance Solution. <http://www.dbta.com/Editorial/News/Oracle-Enterprise-Manager-12c-Wins-2-DBTA-Readers-Choice-Awards-99316.aspx>



According to a recent International Oracle Users Group (IOUG) survey, rapid data growth and changes lead database administrators to spend as much as 78 percent of their time on performance issues.¹

WHY CUSTOMERS INVEST

With the Oracle Enterprise Manager 12c database management solution, you can manage and resolve issues proactively—before they become emergencies. In addition, you can

- Improve DBA productivity
- Use self-managing automation to eliminate manual, error-prone tasks
- Improve service quality with comprehensive monitoring and event notification
- Increase availability of mission-critical applications through real-time performance analysis
- Reduce capital spending on servers and associated maintenance

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