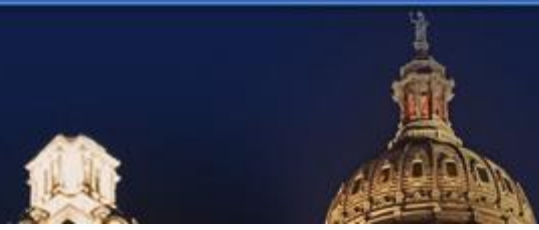




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Distributed Computing Industry Association



Database as a Service (DBaaS) Private Cloud

Stan Defilippi
Senior Director



Applications. Platform. Infrastructure.

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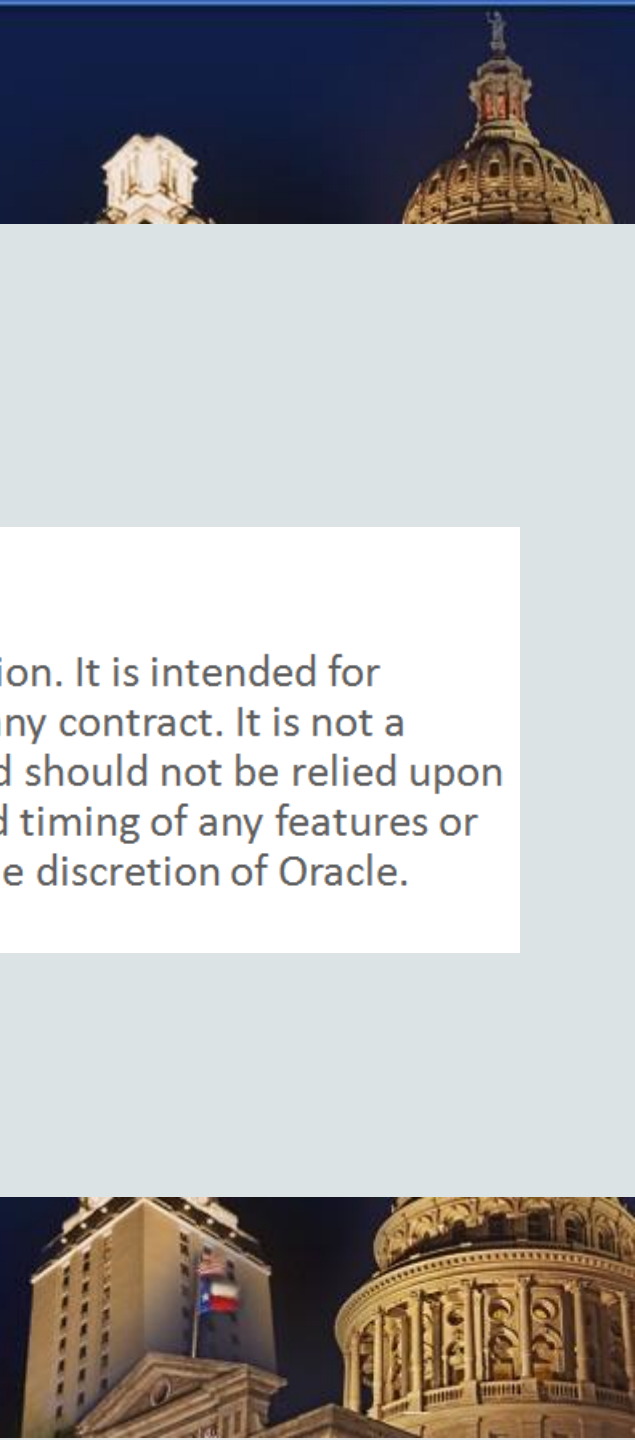
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Different Lines of Business

Different Audiences



Different Clouds for Different Crowds

Different Users & Roles



Different Industries



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Different User Audiences



Consumer

Provider



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Different User Roles



BUSINESS LEADER
I need a SaaS application provider that gets my business



IT LEADER
I want to respond quickly to new business opportunities



CLOUD BUILDER
I want to deliver the benefits of cloud behind my firewall



DEVELOPER
I want to ditch the operational tasks and write code.

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Different Business Drivers

Agility ↑



Self-Service

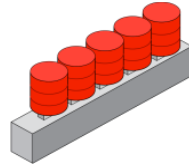


Service Catalog



Elasticity

Cost ↓



Shared Resources



Metering



Automation

Risk ↓



Higher Availability



Tighter Security



Greater Control

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Different Use Cases

New Project(s)



Agility ↑

- Deploy faster
- Flexible platform

Standardization & Consolidation



Cost ↓

Risk ↓

- CapEx & OpEx
- Compliance/Governance

Development & Test



Agility ↑

Cost ↓

- Develop & Test Faster
- Max hardware utilization

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Different Business Concerns

Performance

4+ months
to deploy new
business applications

OpEx

Average server
utilization
5-10%

Service

Unplanned
downtime costs
\$5,000 / minute

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Different Industry Needs – *Private Cloud*

	Health Care	Communications-Industry Media & Entertainment	Public sector	HI-TECH	Financial services
Drivers	Security	Cost Savings/ Lower TCO	Standardization	Scalability/ Flexibility	Timeliness; Accuracy; Transparency
Use Cases	Non-mission critical apps	Production	All	Production	New apps
Concerns	Security	Security	Security	All low concerns	Security
Benefits	Scalability/ Flexibility	Speed & Agility	Resource Utilization	Resource Allocation	Speed & Agility

Source: InfoWorld white paper, "Private Cloud Benefits: Different Strokes for Different Folks"

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Different Cloud Services



- Oracle HR Cloud +
- Oracle CX Cloud +
- Oracle ERP Cloud +
- Oracle EPM Cloud +
- Oracle SCM Cloud +

SaaS



- Database +
- Java +
- Database Backup +
- Developer +
- Documents +
- Business Intelligence +
- Mobile +

PaaS



- Compute +
- Storage +
- Messaging +
- Backup +

IaaS

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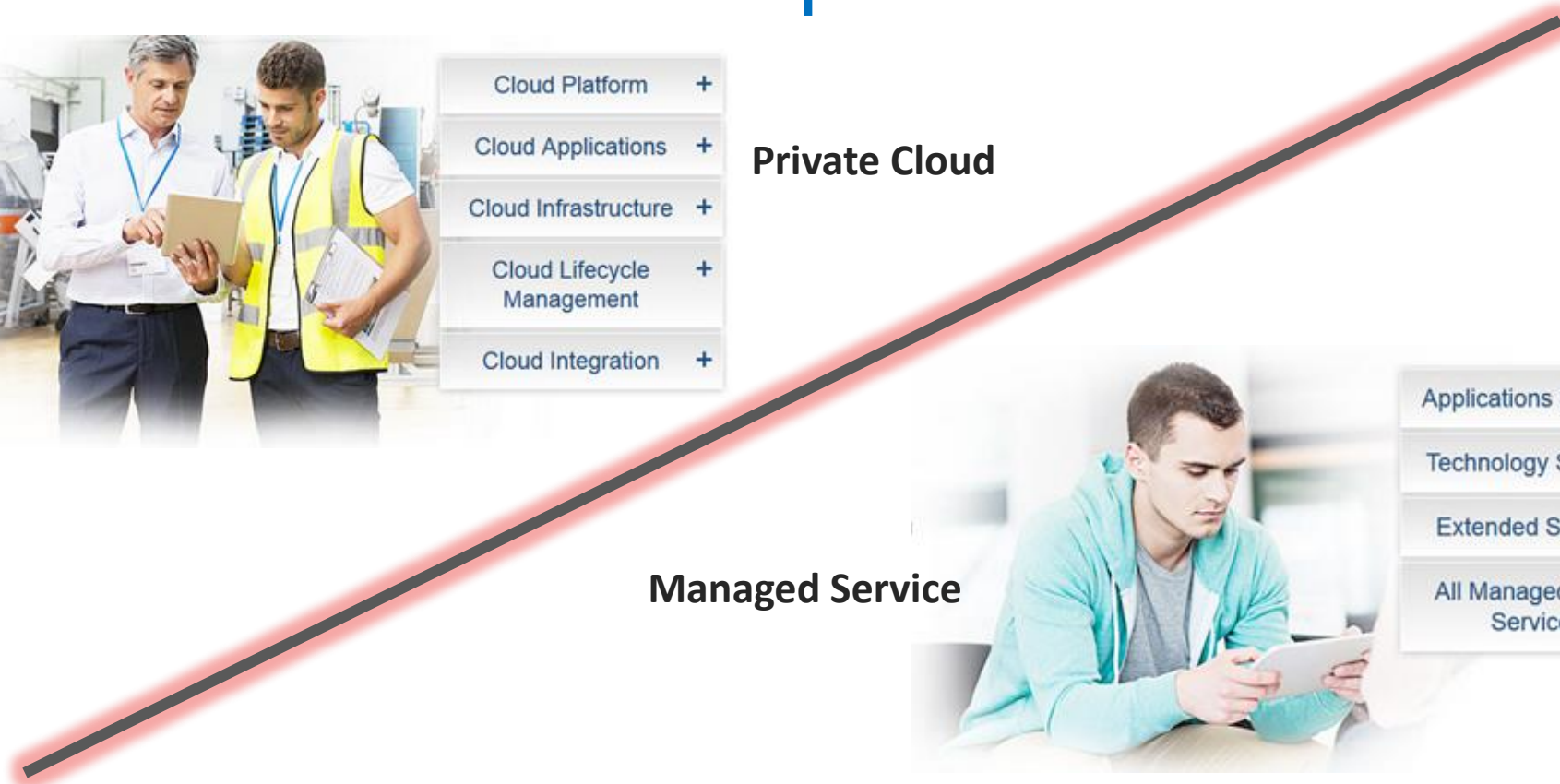
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Different Cloud Implementation Models



- Cloud Platform +
- Cloud Applications +
- Cloud Infrastructure +
- Cloud Lifecycle Management +
- Cloud Integration +

Private Cloud



- Applications Services +
- Technology Services +
- Extended Services +
- All Managed Cloud Services +

Managed Service

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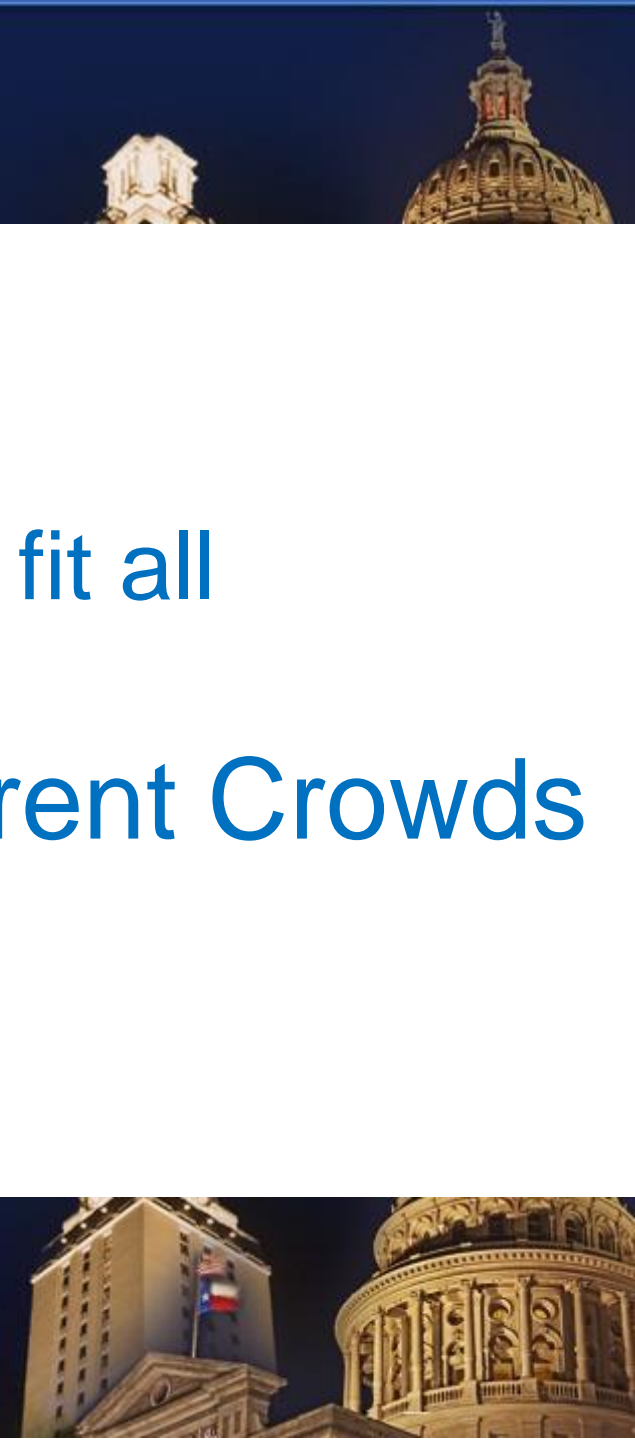
One Size does NOT fit all

Different Clouds for Different Crowds

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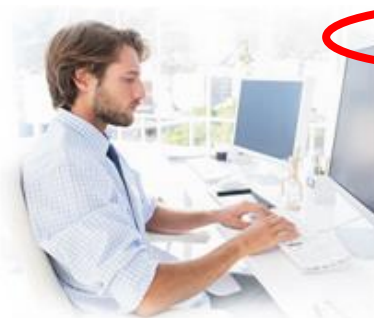




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My Focus Today:

Cloud Service



- Database +
- Java +
- Database Backup +
- Developer +
- Documents +
- Business Intelligence +
- Mobile +

PaaS

Cloud Implementation Model



- Cloud Platform +
- Cloud Applications +
- Cloud Infrastructure +
- Cloud Lifecycle Management +
- Cloud Integration +

Private Cloud

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Elasticity



Self Service



Service Catalog



Security

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Technology makes Business more efficient.

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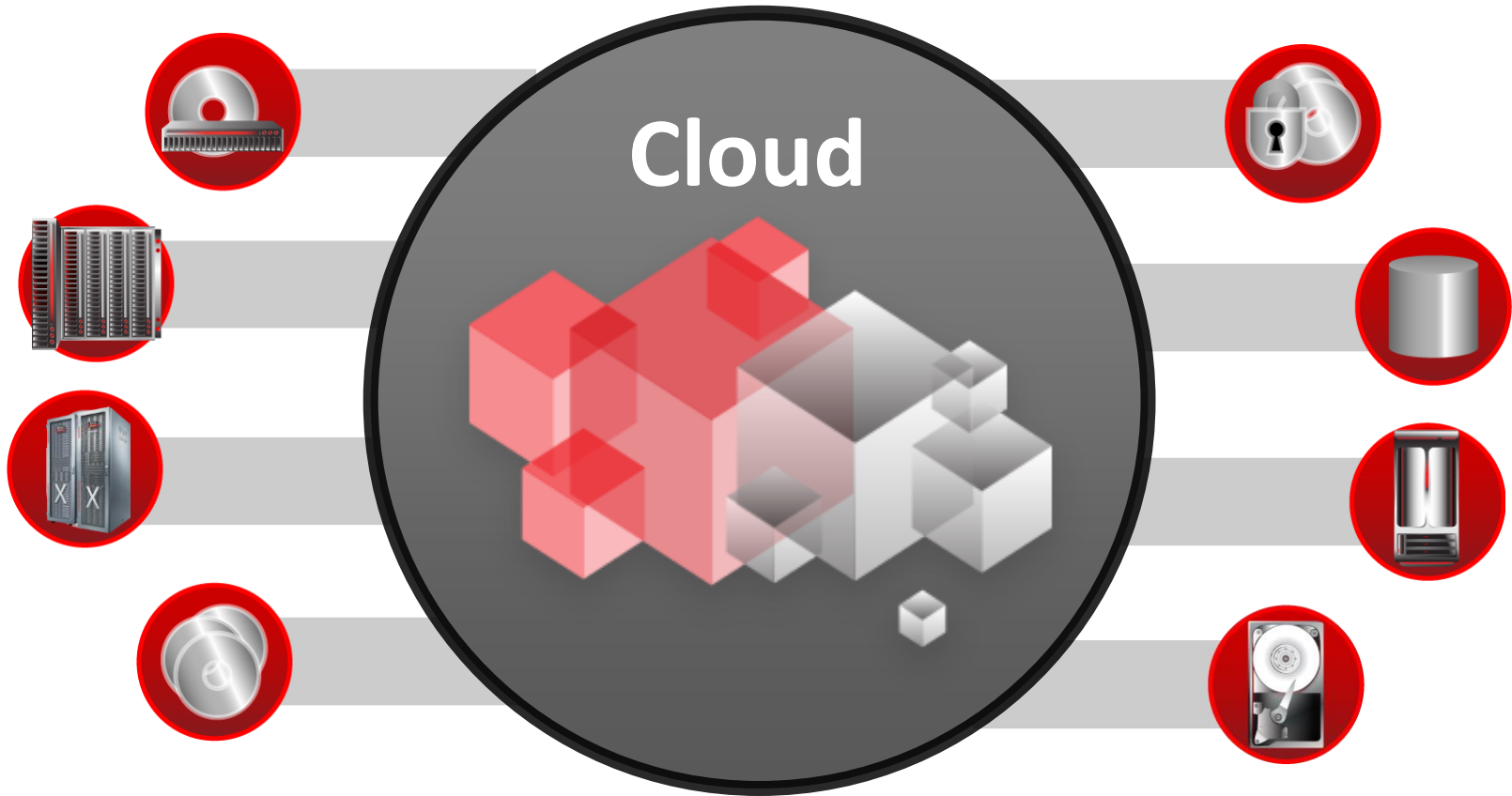
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Cloud makes Technology more efficient.

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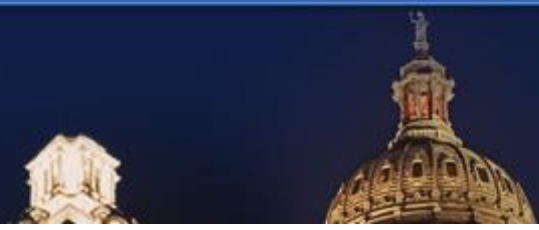
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But what, enables the **Cloud** to impact **Business**?

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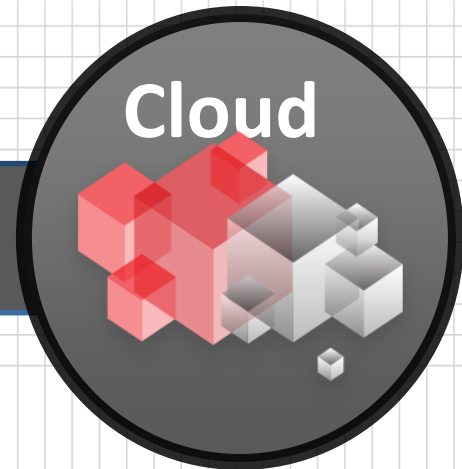


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Business Service Catalog

 Web App Dev Environment	 Thin Clone DB from Dev Image	 Web App Integration Dev Environment
 Database Dev Environment	 Identity and Access Mgmt Dev Env	 BI, Analytics & Reporting Dev Env



The Business Service Catalog.

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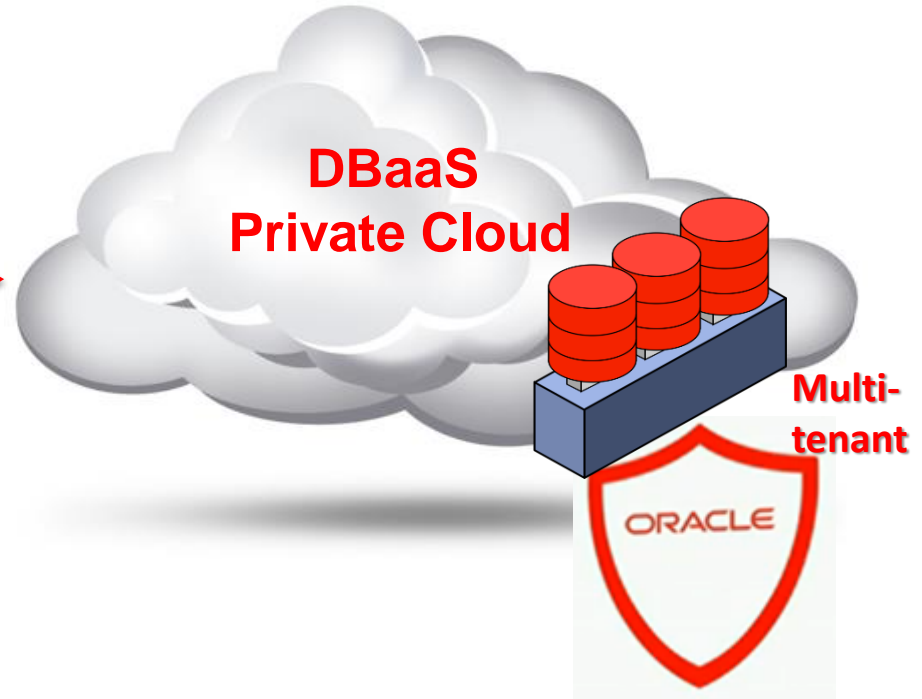
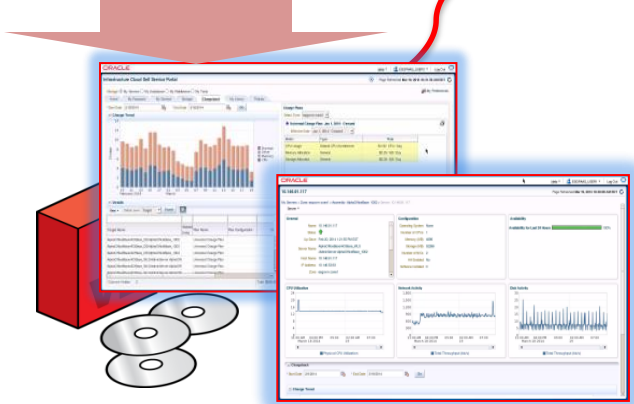
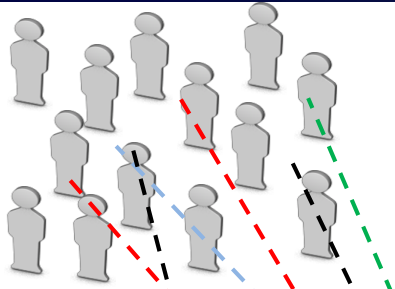
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The Journey to the Cloud

Enterprise Cloud

Shared Services

Consolidation

Standardization

IT Silos

- People
- Process
- Technology

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DBaaS Private Cloud Discovery Workshop



- NO Cost
- For your Business Requirements
- Roadmap to DBaaS Journey

Executive Summary (Example)

<Customer> Challenges

- Need to reduce data center space, power, and cooling footprint
- Reducing complexity of governing data center migrations
- Risks and increased costs associated with running Oracle Databases on aging hardware and software platforms with a complex stack, storage, and network infrastructure
- Reducing time to provision and deliver key database services to <Customer> IT consumers

Approach

- Complete database server Oracle
- Standardized database services across Oracle
- Migrate Oracle Database 12c, with the

Benefits

- Complete database server Oracle
- Standardized database services across Oracle
- Migrate Oracle Database 12c, with the

Evolution to Database as a Service

Traditional Silos	Standardized Platform	Controlled Platform
<ul style="list-style-type: none"> Physical Discrete Complexity Start with Discontinued analysis 	<ul style="list-style-type: none"> Standard hardware and software stack Standard high-level configuration Catalog of database standard configurations 	<ul style="list-style-type: none"> Shared & virtualized data infrastructure Standardized hardware and software stack Dynamic optimization & resource rights Catalog of database standard configurations Automated system management

Example DBaaS Gold Deployment Architecture

Targets Continuous Availability for Mission-critical services

Global Data Services

Site A | Application Continuity | Site B

Backups | Active Data Guard | Active Data Guard

Silver, plus:

- Zero application outage
- Application Continuity
- Zero data loss over WAN
- Active Data Guard Fast Sync
- Zero downtime maintenance

Example Prioritization of DBaaS Initiatives

Good Fit | Poor Fit

Business Value (High to Low) vs Complexity (Low to High)

DBaaS Projects Priorities

- Standardize Oracle Versions
- Oracle Enterprise Manager (12c) Upgrade
- Oracle Enterprise Manager 12c Implementation
- Standardize Multi-Tier DBaaS Environment with Exadata or SSC
- Shared Service Development and Migration
- Migration to DBaaS Cloud Offering
- DBaaS Security Build & Implementation

Database as a Service: Technology

Customer Disposition | Cloud Manager | Oracle Layers | DBaaS

Self-Service Portal | OEM ID | Instance Cloning | Database Release | Backup, Restore

Configuration Management | Oracle Grid Infrastructure (Customer and Automatic Storage Management)

DBaaS Compliance | Oracle Database | Oracle Exadata | ZFS Storage Appliance | SPARC Scale Cluster | SPARC at M Scale | SAN NFS platform

Time Phased Roadmap for <<Customer>>

	0-12 months	12-24 months	24+ months
Initiation	<ul style="list-style-type: none"> Highly upgrade and consolidation of existing database estate on Exadata/ Oracle 12c Multi-tiered DBaaS migration to DBaaS Establish baseline architecture standards via DBaaS 	<ul style="list-style-type: none"> Adopt Oracle Database 12c or multi-tiered for new provisioning Reduce total cost of ownership via DBaaS 	<ul style="list-style-type: none"> Migrate of existing 12c/11g databases to 12c, multi-tiered Complete DBaaS effort, reduce operational overhead
Benefits	<ul style="list-style-type: none"> Cost savings via Nonstop consolidation and increased density Increased flexibility due to provisioning and simplification of offerings 	<ul style="list-style-type: none"> Reduced cost via greater density Greater agility via software for designed workload Reduced 30% level of effort for standard administration 	<ul style="list-style-type: none"> Minimum infrastructure cost savings Increased flexibility of business agility Continued DBaaS effort, reduce operational overhead
Risks and Mitigation	<ul style="list-style-type: none"> Increased density requires migration of existing workload, discipline via DBaaS Standardized DBaaS environment requires up-front work Active and operational integration complexity as part of DBaaS architecture process 	<ul style="list-style-type: none"> Conduct early pilot with 12c multi-tiered to establish compliance prior to large-scale adoption Reduce DBaaS and resources in definition and testing of self-service capabilities Establish DBaaS governance process including line of business participation to maximize DBaaS benefits to business 	<ul style="list-style-type: none"> Minimum infrastructure cost savings Increased flexibility of business agility Continued DBaaS effort, reduce operational overhead

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DBaaS Private Cloud Value

Agility ↑



Faster
Deployments

Cost ↓



Lower TCO

Risk ↓



Service Level
Compliance

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Sample DBaaS Success

Agility ↑

**Major Health
Services
Company**

1000% faster
deploying new databases

Cost ↓

**Large Media
Corporation**

Significant
reduction in TCO

Risk ↓

**Key US Govt
Agency**

99.95%
availability SLAs

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