



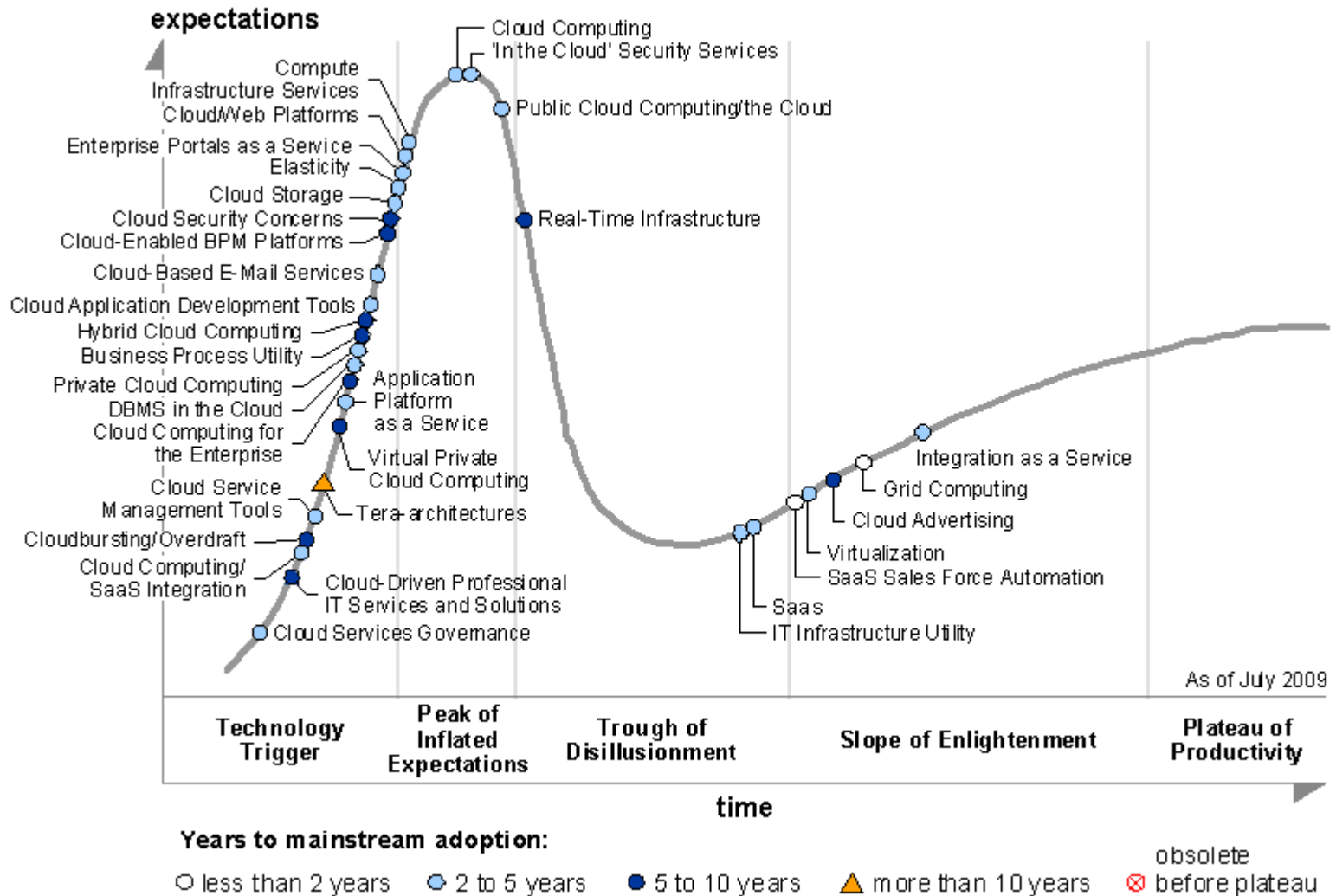
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Up in the clouds, or down to Earth?

Dr Andrew SUTHERLAND
Senior Vice President, Middleware
Europe Middle East & Africa

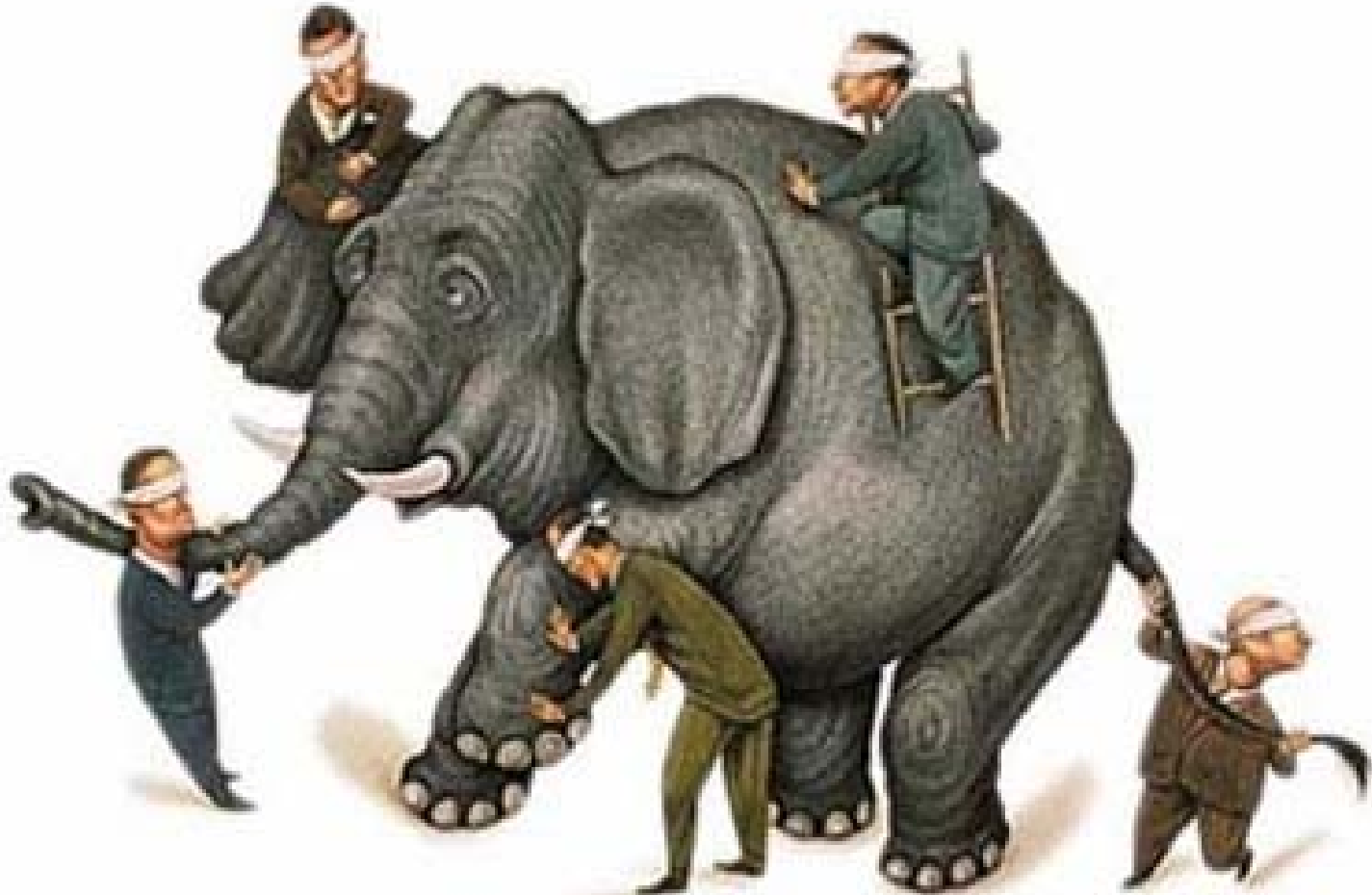


Cloud Is at the Peak of the Hype Cycle




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

What is “Cloud Computing”?

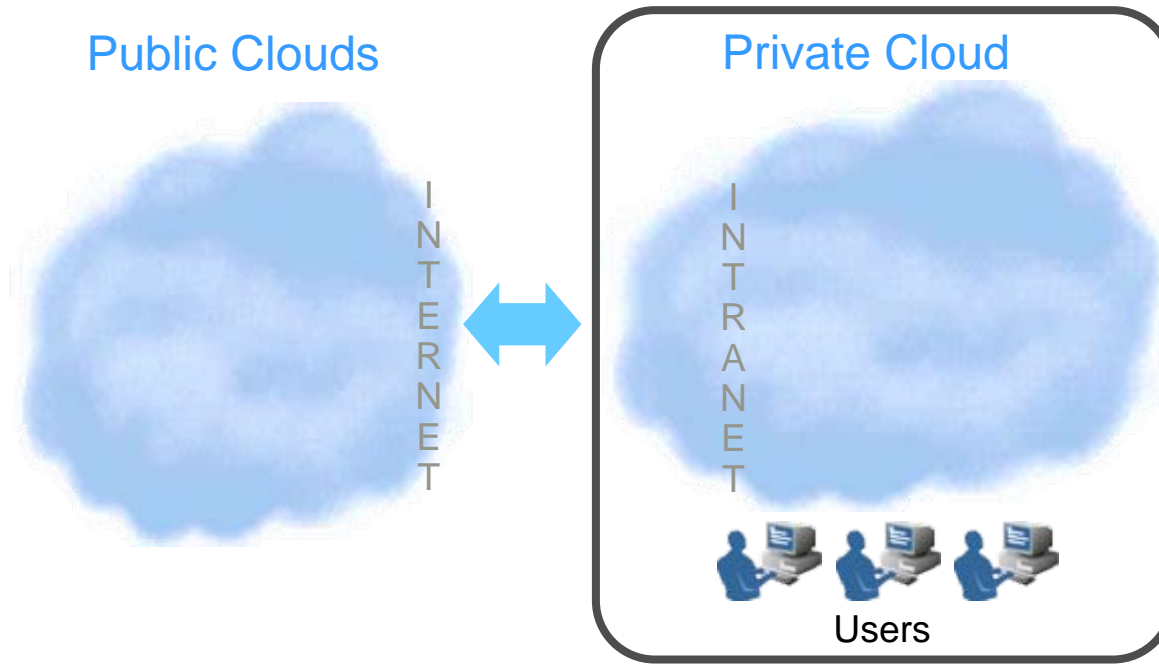


Essential Characteristics of Cloud Computing

- Resource pooling
- Rapid elasticity
- On-demand self-service
- Measured service
- Broad network access

The logo for the National Institute of Standards and Technology (NIST), consisting of the letters 'NIST' in a bold, blue, stylized font with a slight shadow effect.

Public Clouds and Private Clouds



Public Clouds:

- Lower *upfront* costs

Both offer:

- High efficiency
- High availability
- Elastic capacity

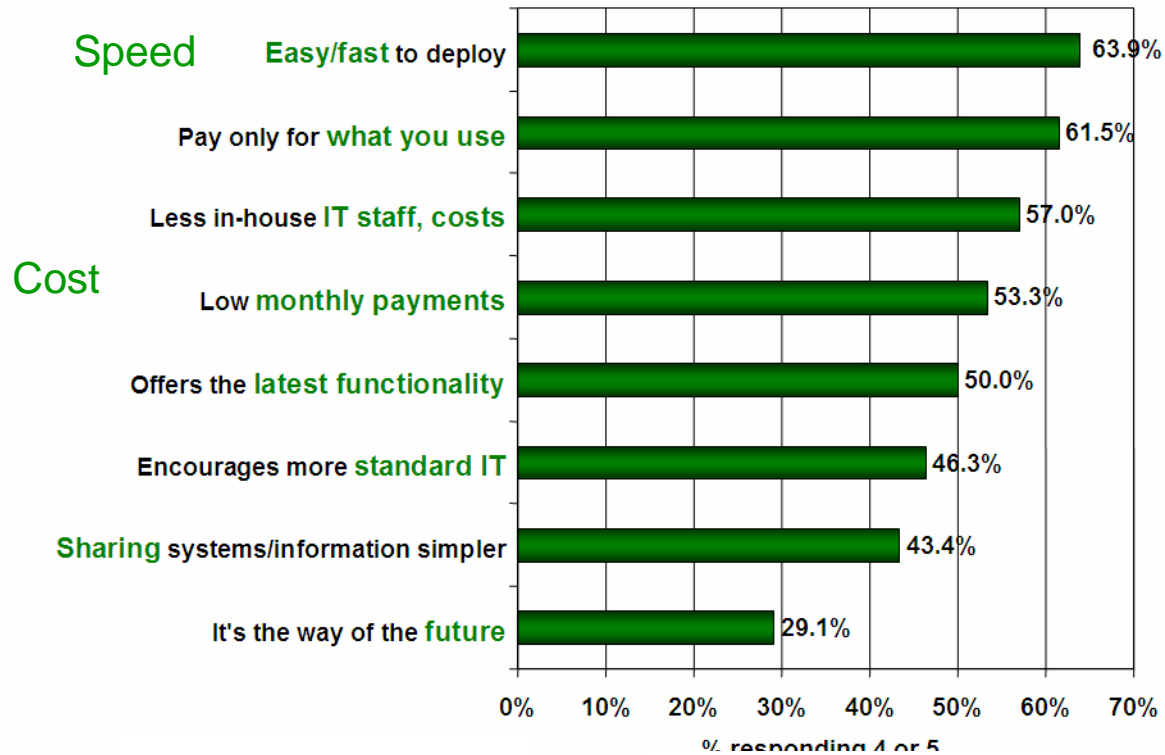
Private Cloud:

- Lower *total* costs
- Greater control over security, compliance & quality of service

Why Are Enterprises Interested in Cloud?

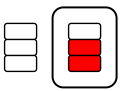
Benefits

Q: Rate the **benefits** commonly ascribed to the 'cloud'/on-demand model
(1=not important, 5=very important)

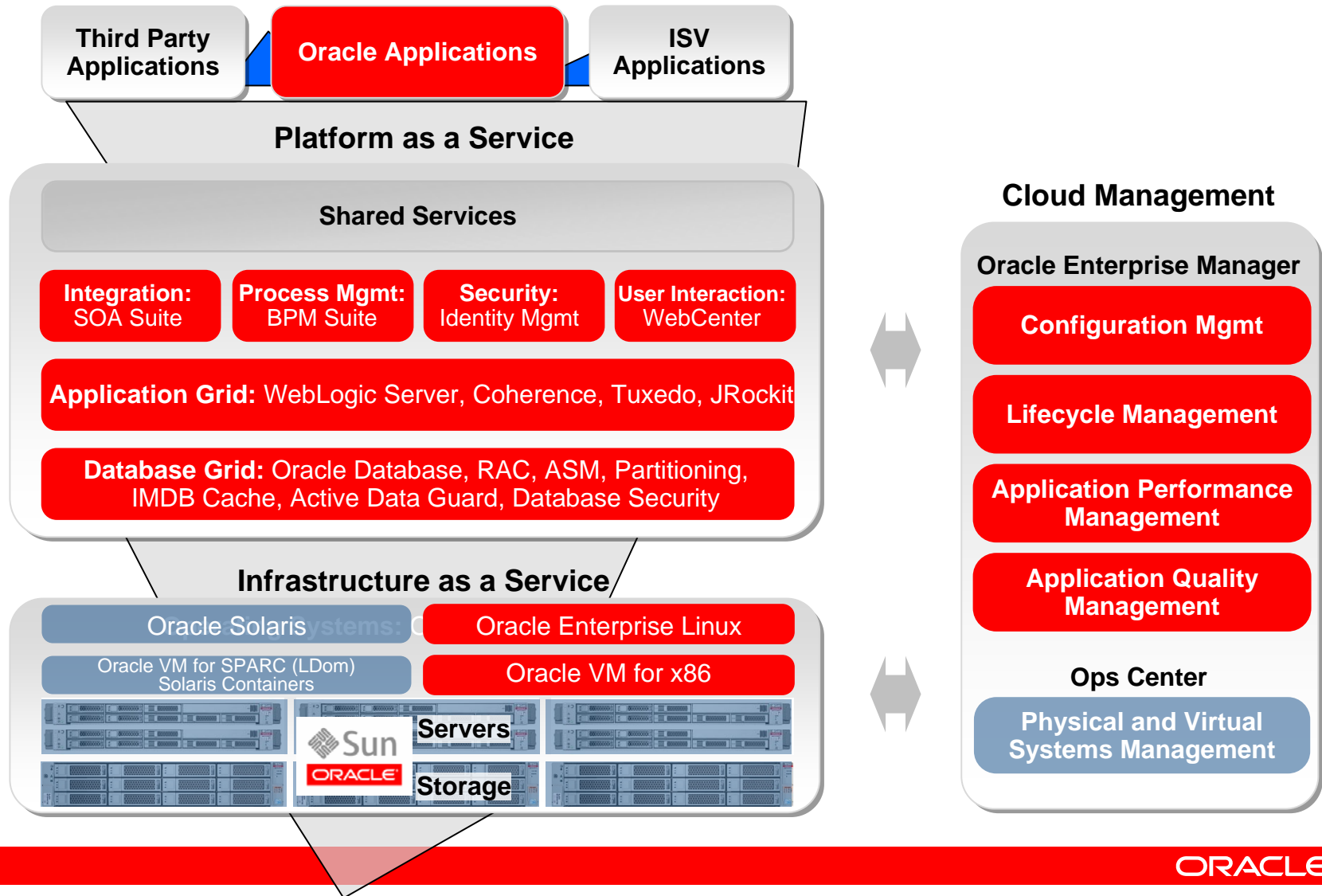


Source: IDC eXchange, "IT Cloud Services User Survey, pt. 2: Top Benefits & Challenges,"

How?



Oracle Platform



Summary

Simplify

Standardise

Remember **R**rationalise

Croatia is

Consolidate

Cool

Cloud!



Case Study

Credit Suisse Evolution to Cloud

ORACLE

Oracle Private PaaS Case Study: Credit Suisse



Platforms – a key to efficiency

- JAP – Java Application Platform
- CHP – Compute Hosting Platform
- DHP – Database Hosting Platform

- Centralized deployment of 200+ applications
- 35% reduction in operating costs (Run the Bank costs)
- Up to 30% reduction in project costs (Change the Bank costs)
- Prevented 44% increase of power consumption in 4 years, while doubling the capacity
- No downtime incidents 3 years in a row (2007-09)
- No service disruption due to DST patching on stack

Detailed Credit Suisse presentation available



But wouldn't it be **EVEN BETTER**

If we could have a single install

If we could have a single patch/upgrade “one hit”

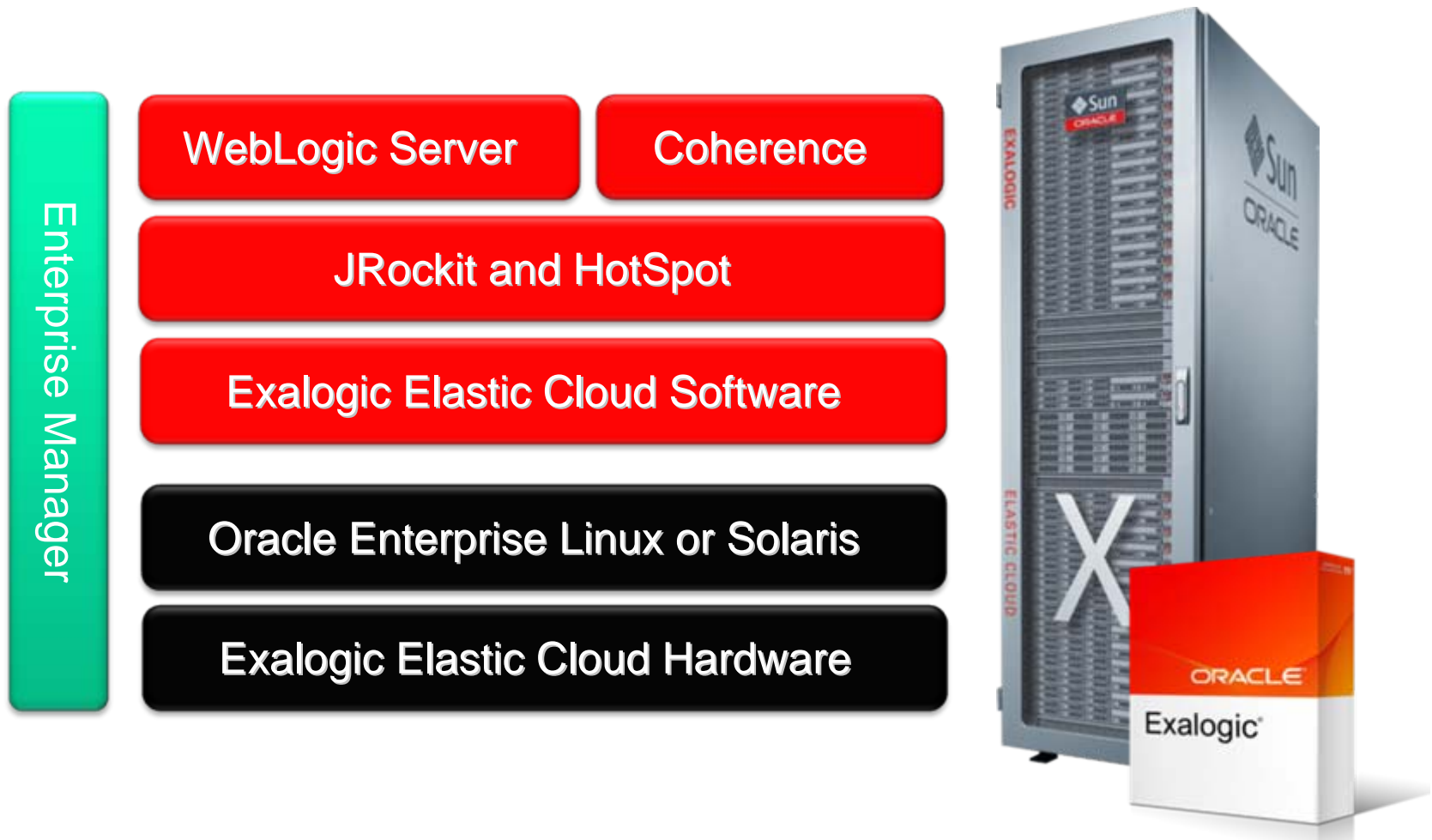
If we could optimise the performance

If we could build our own “cloud” in weeks not years!

Ask no longer

Oracle's Elastic Cloud Foundation

Application Grid, OS, Enterprise Manager and Hardware



ORACLE

Oracle Exalogic Elastic Cloud

Delivering real business value



Extreme Java
Performance

Improved
up to
10X

Mission Critical
Cloud

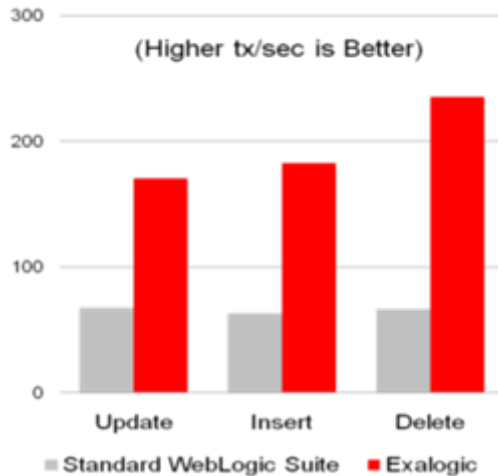
Operational Cost
Reduced
15-35%

Integrated
System

Time to Deploy
Reduced
95%

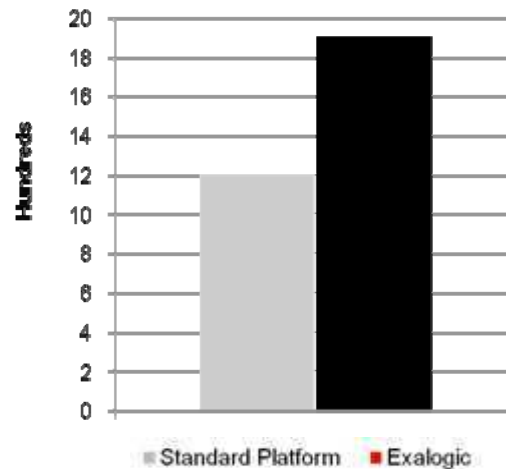
Extreme Java Performance

Oracle Exalogic Elastic Cloud Software



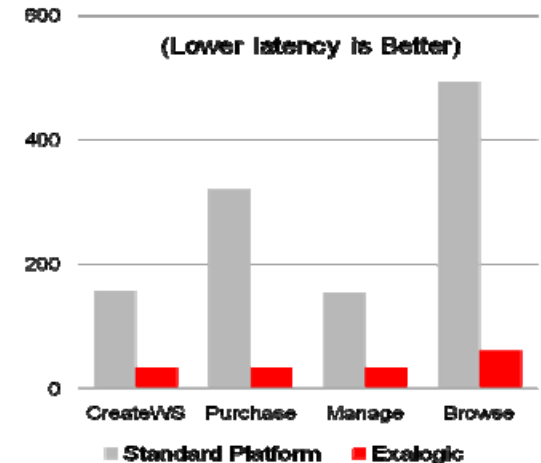
2-3X improvement
in Database OLTP

- Run-time connection load balancing
- JDBC over SDP



60% more
JOPS

- Enhanced buffer handling for InfiniBand
- Optimized multi-core



Up to 10X faster
response time

- Cluster IPC multiplexing over SDP
- Scatter-gather IO



Cloud should be available to all, for the benefit of all

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