

**MAN. MACHINE. HERO.**



**SOFTWARE. HARDWARE. COMPLETE.**

**IRON MAN 2**

**ORACLE**

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**Marin Tadić**  
**Generalni direktor Oracle Hrvatska**

**15. HrOUG konferencija**  
**19. listopada 2010., Rovinj**

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# Hardware and Software

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# Engineered to Work Together

# Oracle's Strategy

- Deliver a Complete, Open, Integrated Suite of Database, Middleware, Business Applications
- Integrate components of Oracle's Software Stack to provide unique value to customers
- Deliver Engineered Systems combining Hardware & Software to deliver breakthrough organic innovations

# Oracle's Strategy



**Complete.  
Open.  
Integrated.  
Best in Class.**

# Best-in-Class: Leader



- Database
- Data Warehousing
- Database Share on Linux
- Embedded Database
- Middleware
- Application Server
- Analytic Applications
- Identity Management
- Enterprise Performance Management
- Communications
- Human Capital Management
- Supply Chain Management
- Customer Relationship Management
- Retail
- Financial Services
- Banking
- Public Sector
- Professional Services

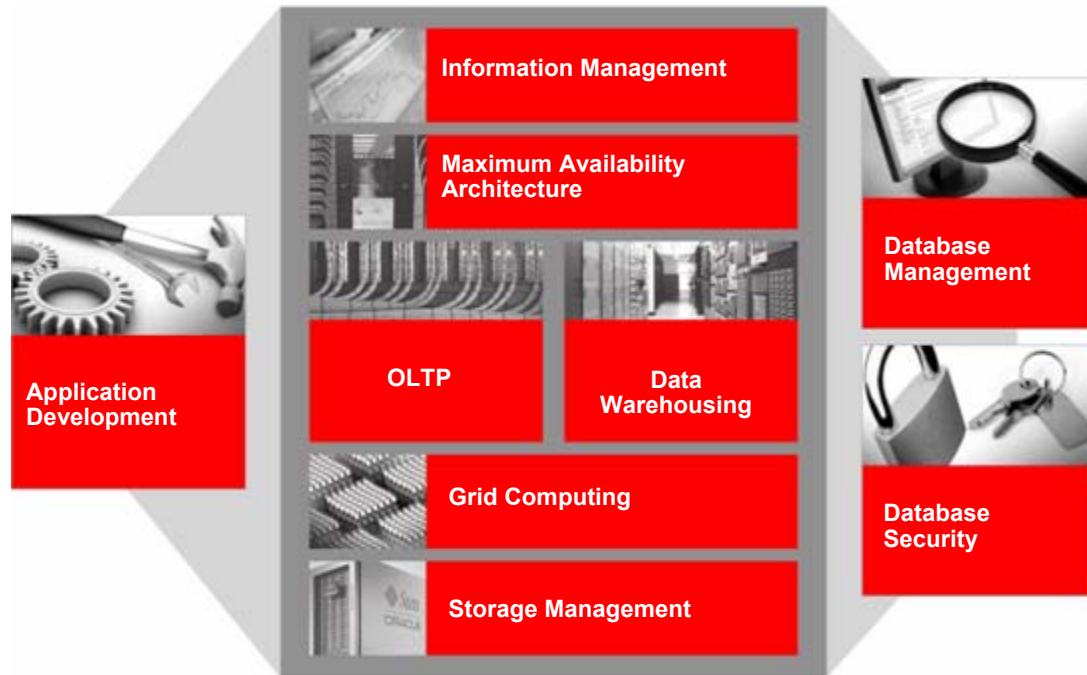
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# Oracle Database

# Oracle Database

Complete, Open, Integrated, Best-in-Class



# Oracle Exadata X2-8

- **Fastest** for Data Warehouse & OLTP
- **Best** Data Warehouse & OLTP **Cost/Performance**
- 100% Fault Tolerant & Scalable On-Demand
- Software Breakthroughs
  - Exadata Storage Grid
  - Smart Flash Cache
  - Hybrid Columnar Compression
  - Secure Database Machine



## Oracle Database Server Grid

- 2 8-Socket Intel Servers
- 128 Cores
- 2 Terabyte DRAM

## Unified Server/Storage Network

- 40 Gb/sec Infiniband Links
- 880 Gb/sec Aggregate Throughput
- 10 Gigabit Ethernet to Data Center

## Exadata Storage Server Grid

- 14 Storage Servers
- 5TB flash storage
- 336 TB Disk Storage



# Exadata: Most Successful New Product

## Extreme Performance



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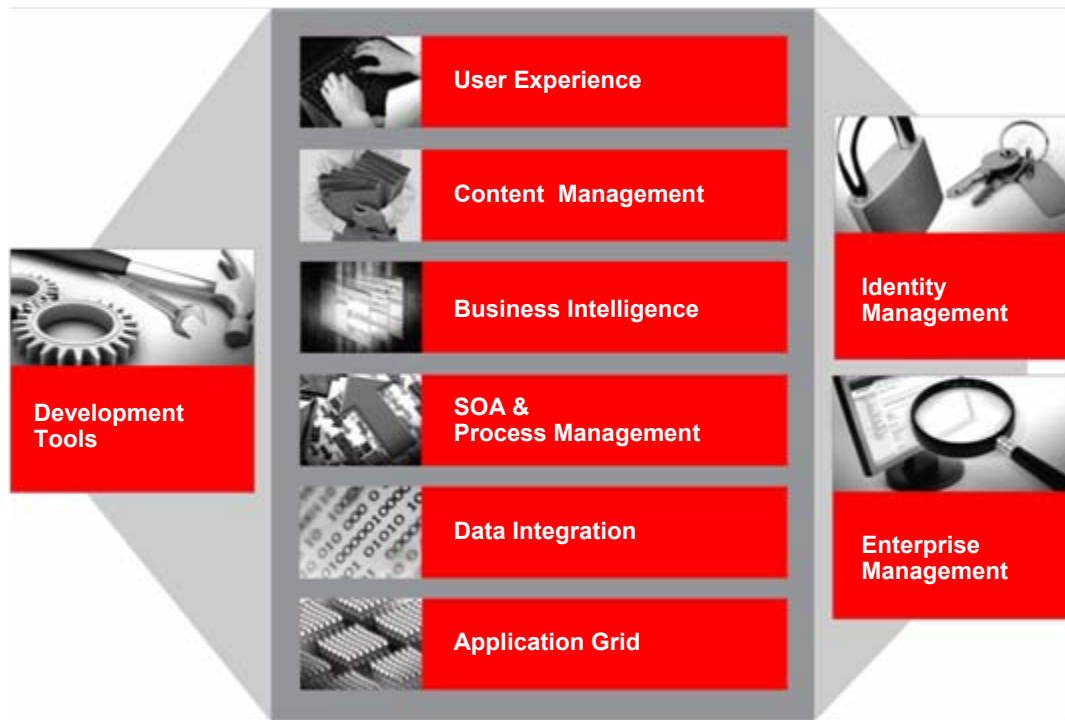


# Oracle Fusion Middleware



# Oracle Fusion Middleware

**Complete, Open, Integrated, Best-in-Class**



# #1 in Middleware

## Leader - Gartner Magic Quadrants



- Application Platform Suites
- Application Infrastructure
- SOA Application Infrastructure
- Backend Integration
- Application Server
- Enterprise Portal
- Enterprise Content Mgmt.
- Enterprise Service Bus
- Business Process Mgmt.
- Business Intelligence
- Corporate Performance Mgmt.
- Identity & Access Management
- Data Integration

# Oracle Exalogic Elastic Cloud

- **Fastest** Java Performance
- **Best** Java **Cost/Performance**
- 100% Fault Tolerant & Scalable On-Demand
- **Software Breakthroughs**
  - Network Performance with Zero Buffer Copies
  - Parallel Workload Scheduling
  - Dynamic Workload Balancing and Transaction Affinity with Database
  - Built in Application & Network Isolation for Consolidation



## Oracle Weblogic Server Grid

- 30 Compute Servers; 360 Cores
- 2.8 TB DRAM
- 960 GB Solid-state Disk

## Infiniband Network

- 40 Gb/sec Infiniband Links
- 1.2 micro second latency
- 10 Gigabit Ethernet out

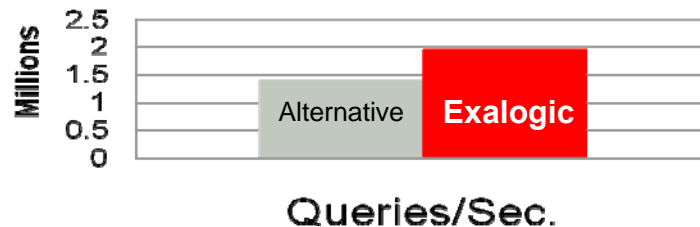
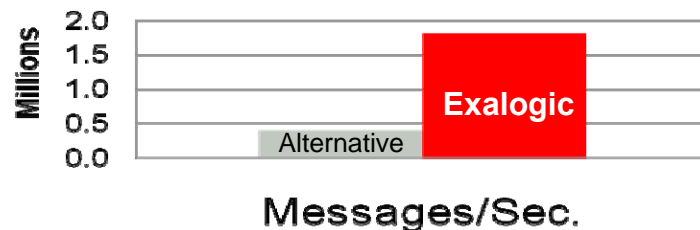
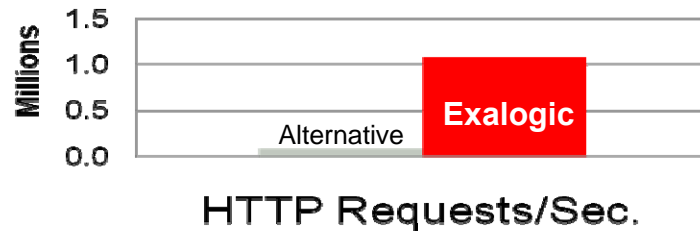
## Integrated Storage Appliance

- Software Images & Application Files
- Patch Centrally
- 40 TB SAS Disk Storage
- 4 TB Read & 72 GB Write Caches

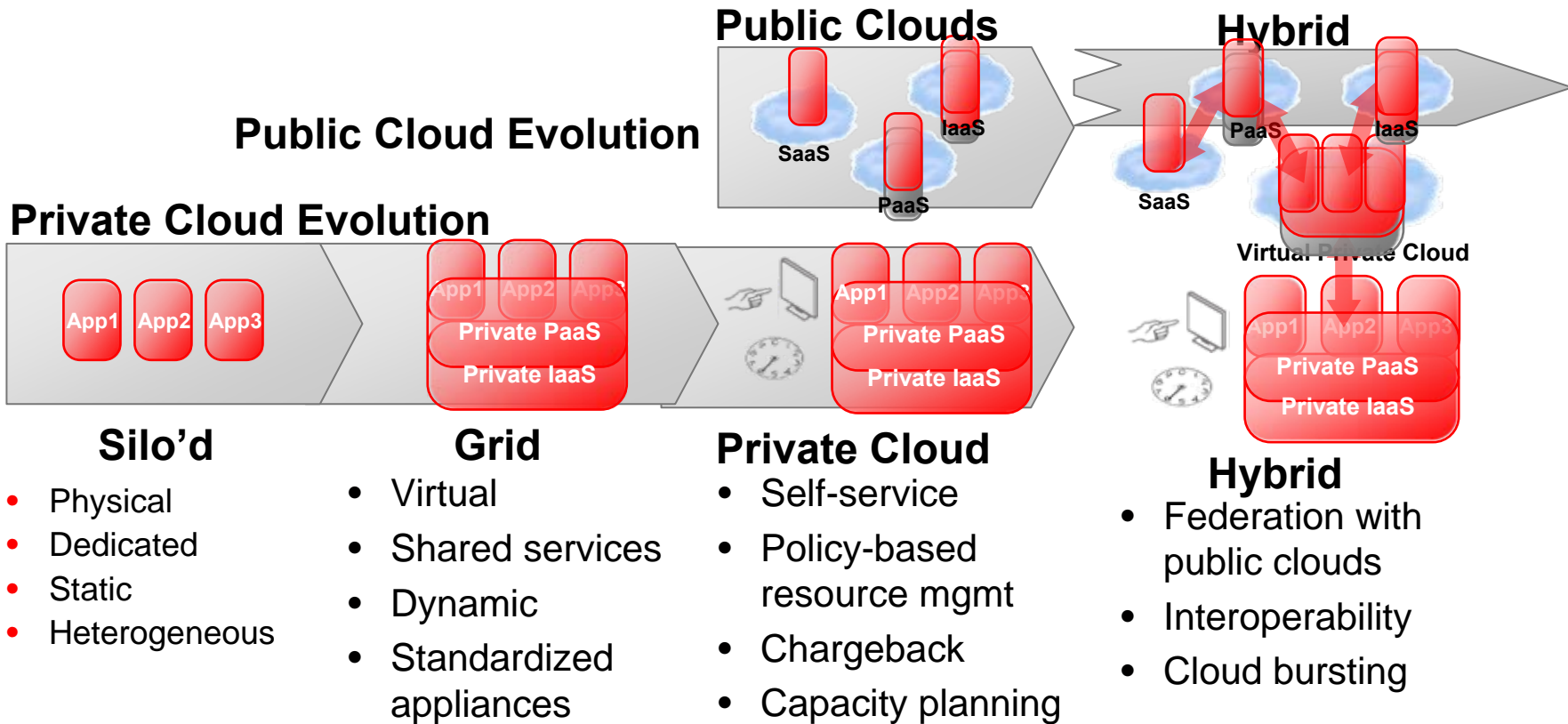
# Oracle Exalogic Performance

## Extreme Performance

- **Internet Applications**
  - **12X** improvement
  - Over 1 Million HTTP Requests/Sec.
  - FaceBook's Web Traffic on 2 Full Racks
- **Messaging Applications**
  - **4.5X** improvement
  - Over 1.8 Million Messages/Sec.
  - All Chinese Rail Ticketing on 1 Rack
- **Database Applications**
  - **1.4X** improvement
  - Almost 2 million JPA Operations/Sec.
  - All E-Bay Product Searches on 1/2 Rack



# Enterprise Evolution To Cloud





# Cloud Computing

## Essential Characteristics

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

## Deployment Modes

- Infrastructure as a Service
- Platform as a Service
- Software as a service



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# Oracle Applications

# Oracle Applications

**ORACLE**  
E-BUSINESS SUITE

## E-Business Suite 12.1

- 16 New Products
- 575 Enhancements

**ORACLE**  
PEOPLESOFT ENTERPRISE

## PeopleSoft 9.1

- 2 New Products
- 1470 Enhancements

**ORACLE**  
HYPERION

## Hyperion 11.1.2

- 4 New Products
- 752 Enhancements

**ORACLE**  
SIEBEL

## Siebel 8.1 & 8.2

- 36 New Products
- 469 Enhancements
- 9 Industry-specific solutions

**ORACLE**  
AGILE

## Agile PLM

- 4 New Products
- 500 Enhancements
- 4 New integrations

**ORACLE**  
G-LOG

## OTM/GTM 6.0, 6.1

- 2 New Products
- 30 Enhancements
- 3 New integrations

**ORACLE**  
DEMANTRA

## Demantra 7.3

- 40 Enhancements
- 2 New integrations

**ORACLE**  
JD EDWARDS

## JD Edwards

- 3 New Products
- 829 Enhancements

**ORACLE**  
CRM ON DEMAND

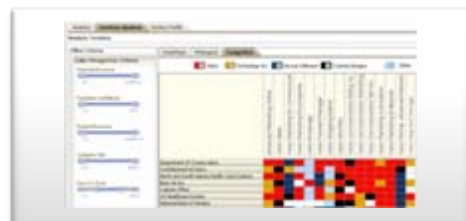
## CRM-OD 17 & 18

- 10 New Products
- 831 Enhancements

# Oracle Fusion Applications



**Embedded Transactions**  
What do I need to do?



**Embedded Intelligence**  
What do I need to know?



**Configurable Applications**  
How do I get it done?



**Embedded Collaboration**  
Who do I need to reach?

Designed for Cloud: Native Single or Multi-Tenant;  
Self-Service Administration & Configuration; Deployable on Exadata & Exalogic

# Fusion Applications

## Some of Our Customer Advisors



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# Oracle Systems

# Oracle Server And Storage Systems

## Complete, Open, Integrated, Best-in-Class





# Previewing Oracle Solaris 11 Express

**If It Must Run, It's On Solaris**

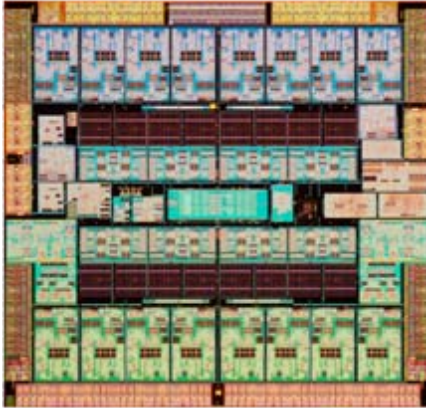
- Dramatic reduction in planned downtime
- Telemetry for proactive and preemptive service
- Designed for network served environments
- Binary compatibility guaranteed
- Over 11,000 applications

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**ORACLE®**  
**SOLARIS**

# SPARC T-3

## The World's First 16-Core Volume Server CPU



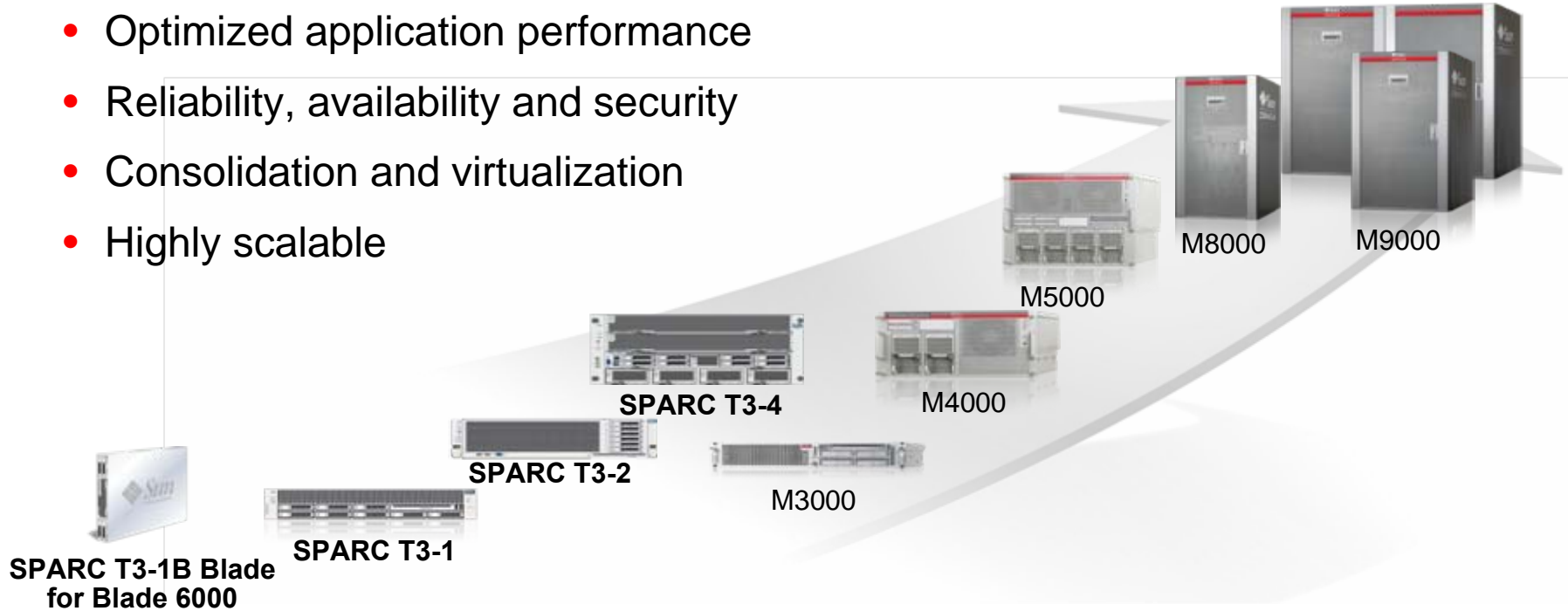
- 16 cores/128 threads
- Integrated on-chip encryption
- Integrated on-chip 10Gb Ethernet
- Integrated on-chip Gen 2 PCIe



# Sun SPARC Enterprise Servers

Over 20 Years Of Mission Critical Computing

- Optimized application performance
- Reliability, availability and security
- Consolidation and virtualization
- Highly scalable



# Sun Fire x86 Clustered Systems

- Maximum compute power and unparalleled I/O
  - 140+ world records
- Energy and space efficient
  - Only 4U 8-socket system
  - Industry's smallest 4-socket x86 system
- Choice
  - Solaris or Linux operating system
  - Rack or blade form factor



Sun Blade™



Sun Fire™ X4800 Server



Sun Fire™ X4470 Server



Sun Fire™ X4270 Server



Sun Fire™ X4170 Server



Sun Fire™ X2270 Server

# Oracle ZFS Storage Appliance

## The Next Generation

- The new standard for Unified Storage
- Double performance and scale
- Broader integration with Oracle stack
  - Database
  - Fusion Middleware
  - Applications



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# Summary

# Oracle Hardware And Software

Engineered To Work Together.



- Innovation delivered faster
- Better performance, reliability, security
- Shorter deployment times
- Easier to manage and upgrade
- Lower cost of ownership
- Reduced change management risk
- One-stop support

# Hardware and Software

ORACLE®

# Engineered to Work Together