

EMC Solutions for Oracle Data Warehousing

The Big Picture

- EMC was a founding member in Oracle's Optimized Warehouse Initiative Program (OWI).
- EMC offers a suite of validated and reference configurations—pre-tested and available through Dell—offering a single source of delivery and support.
- EMC also offers a suite of reference configurations, providing flexibility in choice of server and operating system.
- EMC Global Services can help with assessment and design of your business-specific data warehousing needs, optimizing performance and accelerating deployment times.

ORACLE CERTIFIED ADVANTAGE PARTNER

Flexibility and expertise differentiate EMC and Oracle

Business Intelligence and decision-support systems (DSS/OLAP) are becoming business-critical applications. The performance of these applications is highly dependent on the architecture of the underlying data warehouse. Through close cooperative engineering, EMC and Oracle have optimized solutions for storage, interconnect, server, and database to align to the unique needs of Oracle data warehouses and business intelligence applications:

Scalable Performance: The ability to handle complex analysis and reporting capabilities even as environments grow to hundreds of terabytes—while maintaining optimized response time. This is achieved through a balanced architecture approach to all tiers of the Oracle data path across the database, networks, and servers as well as partitioning the internal layout of storage appropriately.

Cost-Effective High Availability: Over time data stored and used for business analysis becomes critical to core decision-making processes. EMC and Oracle have combined our solutions to offer recovery from logical data loss through Oracle Flashback on EMC® low-cost SATA storage. EMC and Oracle also offer recovery from physical data loss through Oracle RMAN integrated local or remote data replication.

Information Lifecycle Management: As data warehouse systems grow, it is important to leverage ILM to align usage of different storage platform connectivity and internal disk drives to tier Oracle business intelligence data on combinations of Fibre Channel drives, SATA drives, and tape. Combined with Oracle Partitioning, this ensures data is serviced by the appropriate performance, capacity, and cost points based on the criticality of the data to the business.

Ease of Management: Oracle and EMC have documented the combined use of Oracle ASM with EMC storage management to develop an end-to-end storage layout methodology that simplifies storage provisioning and performance tuning. Oracle system monitoring plug-ins for EMC offer DBAs added functionality to monitor critical storage performance metrics directly through the Oracle EM console.

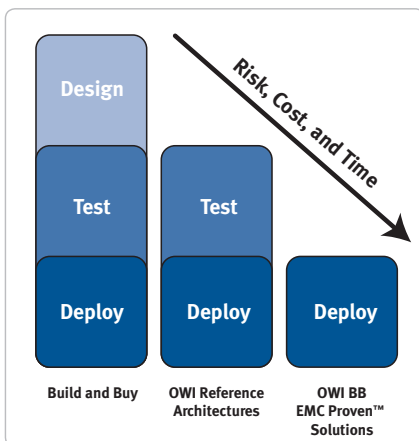
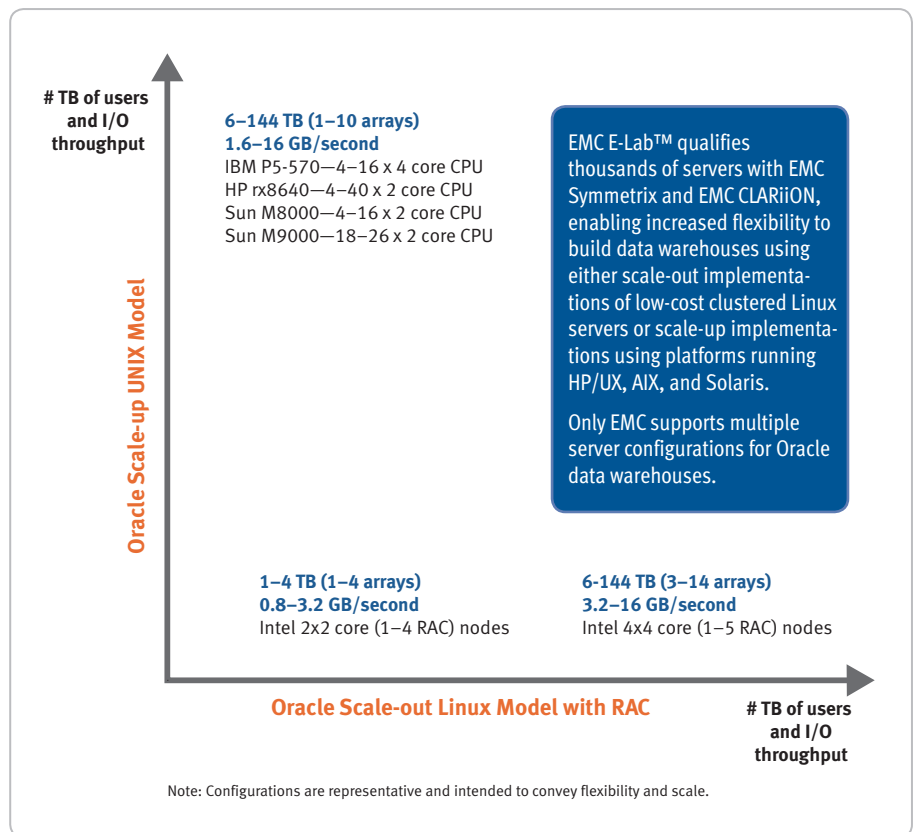
EMC Oracle Reference Configurations

EMC and Oracle have documented reference architectures to help customers choose among different configurations to meet varying workload requirements. These configurations consider scalability, number of concurrent users, and throughput and offer starting points for a customized data warehouse design.

EMC Optimized Data Warehouses

EMC Oracle optimized warehouse building blocks are pre-built, tuned, and tested. These solutions offer a strong solution for those customers seeking rapid deployment with little to no modification and a single source for services and support.

For more information on the OWI Building Blocks, please visit <http://www.dell.com/oracle>.



EMC Oracle Solution Centers

Live demonstrations of EMC Oracle Optimized Data Warehouse solutions are available at the Oracle Enterprise Technology Centers located in Atlanta, GA; Reston, VA; and Reading, United Kingdom. In addition, EMC has developed a Data Warehouse/Business Intelligence Competency Center in Santa Clara, CA.

At these facilities, EMC and Oracle experts can interact with your IT staff to host live demonstrations, joint engineering planning sessions, and executive briefings on our solutions.

For more information, please send an e-mail to oraclecoreteam@EMC.com.

EMC Consulting Expertise for Oracle Business Intelligence

As an Oracle Certified Advantage Partner, EMC is recognized for our expertise in architecting high-performing storage infrastructures for Oracle deployments. EMC Consulting has built upon this expertise with the strategic acquisitions of BusinessEdge Solutions and Conchango, both industry-leading business intelligence and enterprise application consultancies.

EMC Consulting Expertise for Oracle Data Warehouses

EMC Global Solutions offers onsite workshops to help you assess your data warehouse needs. These half-day sessions cover data warehouse design considerations, EMC data warehouse solutions for Oracle, and in-depth technical discussions on the differing architectural considerations for decision-support (OLAP) and traditional transaction databases (OLTP).



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Take the next step

Contact your EMC account manager to learn more about EMC data warehouse solutions and other EMC solutions optimized for Oracle environments, or go to www.EMC.com/dw-bi and www.EMC.com/oraclesolutions.