ORACLE CLOUD COMPUTING
EMC Hybrid Cloud infrastructure enabling your applications for IT-as-a-Service

IT Challenges
According to a recent survey of the Independent Oracle User Group (IOUG), the majority of Oracle customers feel they spend too much time and budget maintaining their existing Oracle database environments, which limits their ability to invest in innovation. Specifically, many Oracle customers would like to invest more time and budget in areas such as migrating or upgrading databases, database consolidation, researching new Oracle database features, or upgrading their hardware.

So what is driving this amount of time and budget spent maintaining Oracle vs. investing in innovation? The reality for over 90% of Oracle customers today is that they are managing more than Oracle environments. Many have Microsoft Exchange, SharePoint or SQL Server, SAP landscapes, big data and file environments and have built silos of IT infrastructure for these environments. IT silos limit the ability to pool and share IT infrastructure and operational resources and ultimately lead IT to spend the majority of its time and budget maintaining their existing environments.

Well-Run Hybrid Cloud
EMC believes moving to a well-run hybrid cloud environment can help IT shift the balance of focus on innovation through pooling and sharing of infrastructure resources and greater management automation across all databases and applications.

IT transformation is not just about technology. It also involves changing people’s roles, organizational processes, and skills to adapt to the new IT paradigm. EMC has the expertise to help customers redefine their organizations and develop the skills critical to realizing the new efficiency and agility benefits of transformation.

Transforming to a well-run hybrid cloud can be broken into three phases:

REAL WORLD BENEFITS
EMC Global IT has made this journey and is seeing the benefits in cloud computing for mixed database and application environments.

- Using EMC and VMware technology has enabled new virtual databases delivered in less than 1 hour versus current delivery of 2-4 weeks for all data center database technologies – Oracle, Microsoft SQL Server and PostgreSQL.
- IT administrators are now empowered to manage the platform they are responsible for and to provide all the necessary metrics to allow them to be self-sufficient - all through a “Consumer Grade” self-service portal.

Read about EMC IT’s Database-as-a-Service.

REAL WORLD BENEFITS
EMC Global IT has made this journey and is seeing the benefits in cloud computing for mixed database and application environments.

- Using EMC and VMware technology has enabled new virtual databases delivered in less than 1 hour versus current delivery of 2-4 weeks for all data center database technologies – Oracle, Microsoft SQL Server and PostgreSQL.
- IT administrators are now empowered to manage the platform they are responsible for and to provide all the necessary metrics to allow them to be self-sufficient - all through a “Consumer Grade” self-service portal.

Read about EMC IT’s Database-as-a-Service.
• **Build A Cloud-Enabled Infrastructure:** To transform infrastructure IT organizations need to start leveraging virtualization to abstract and share physical infrastructure from databases and applications. At the same time, infrastructure hardware must be designed for virtualized applications delivering the service levels needed in performance, backup and data protection.

• **Integrated IT-As-A-Service:** As IT transforms its operations to run IT-As-A-Service, its ultimate end goal will be to transform—from an exclusive provider of IT services to a broker of IT services—both internal and from SPs. While this transformation unfolds we must also focus short-term to enhance the role of the Oracle DBA, leveraging integration to help automate their daily tasks in database management.

• **Cloud-Enable Applications:** With a transformed infrastructure, IT can now move existing applications onto virtual infrastructures without disruption, and deliver greater efficiency and agility. This transformation requires application expertise beyond just Oracle. It’s important to leverage a partner with Oracle, Microsoft, SAP and other application expertise.

**EMC Hybrid Cloud Solution**
The EMC Hybrid Cloud Solution incorporates the best of EMC & VMware solutions combined with deep integration to Oracle as well as Microsoft and SAP environments:

• **Virtualization:** Abstract physical server resources into a shared pool across applications, driving consolidation which can reduce Oracle infrastructure TCO up to 26% (Source: Wikibon).

• **Automation & Self-Service:** Self-service monitoring, provisioning, metering and chargeback of IT resources so DBAs or application administrators can deploy new services directly

• **Software-Defined Storage:** Abstracting physical storage arrays into a single shared pool of virtual storage that retains the characteristics of the underlying storage.

• **Flash Performance:** Multi-layer flash capabilities to apply flash where it’s needed for 3-10X more mixed application workload performance, combined with the automation to set auto-tiering policies.

• **Backup & Data Protection:** Centralized backup and recovery and data protection across databases and applications, as well as active-active applications
over distance making DBAs 30-50% more productive in their day jobs (source Wikibon)

EMC Cloud Advisory Services

The final step is prioritizing which applications are ideally suited for the cloud.

The EMC Cloud Advisory Service produces a roadmap for you to achieve the cloud vision that’s right for your organization – from pervasive virtualization to IT-as-a-Service and federation with public clouds. We work with you to set strategy, develop the business case, define the architecture, and build governance models to achieve operational excellence in your cloud approach. Our innovative approach features EMC Cloud Optimizer which balances private, public, and hybrid cloud options based on economics, functionality, and trust – identifying savings of up to 25 percent of IT budgets.

- **Business Application Alignment**: this starts with mapping selected applications to specific business processes to validate relevance and service levels to the business using the EMC Planning Studio toolset.
• **Application Suitability Assessment**: examines your business requirements for select application workloads and determines whether they are best delivered through a cloud environment or better suited to stay within a legacy IT model.

• **Application Suitability Assessment & Economic Analysis**: EMC then analyzes these workloads to determine their optimal cloud delivery model including recommendations for specific cloud service providers if public cloud is an outcome using the EMC Design studio toolset. EMC then provides a financial evaluation of these delivery models to establish investment and benefit timeframes.