



# Oracle Day 2010

## **Alfonso Di Ianni**

Senior Vice President Eastern Europe,  
CIS, Middle East and Africa Oracle

Budapest – November 2010

ORACLE

# Hardware and Software

ORACLE®

# Engineered to Work Together

ORACLE®



## 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.**

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# Oracle Database

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# Oracle Database Customers EE/CIS

..T..Mobile



 Allegro

kapsch >>>



 **NLB**  
Tuzlanska banka



debitel



 PHOSAGRO

 **VZAJEMNA**  
Jaz zate, ti zame.

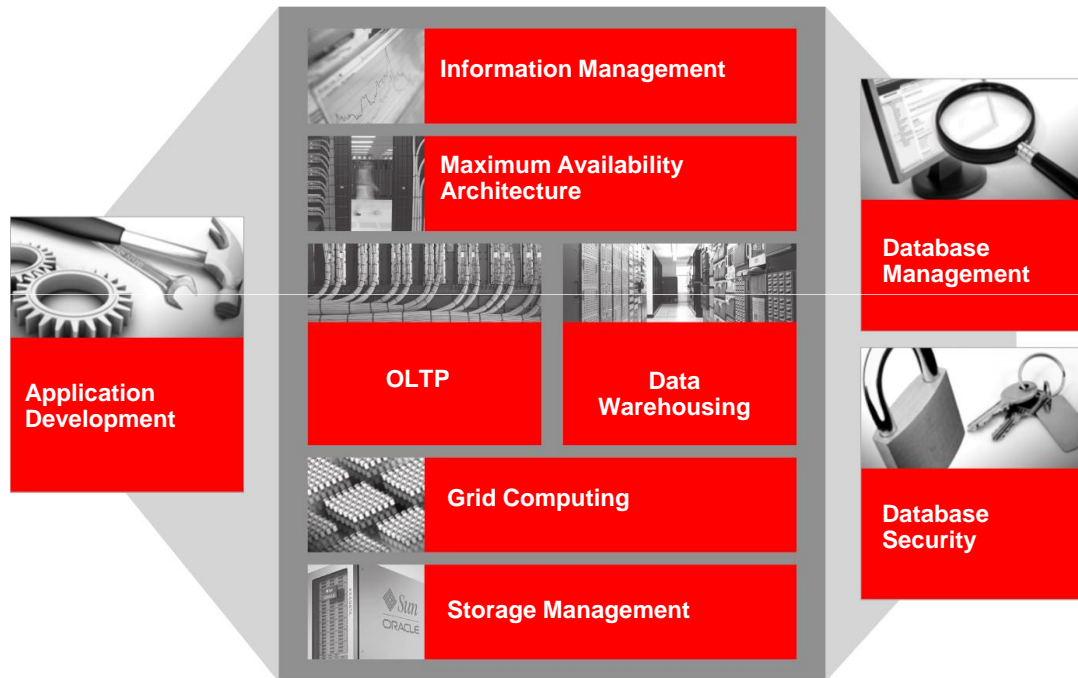
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# Oracle Database

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

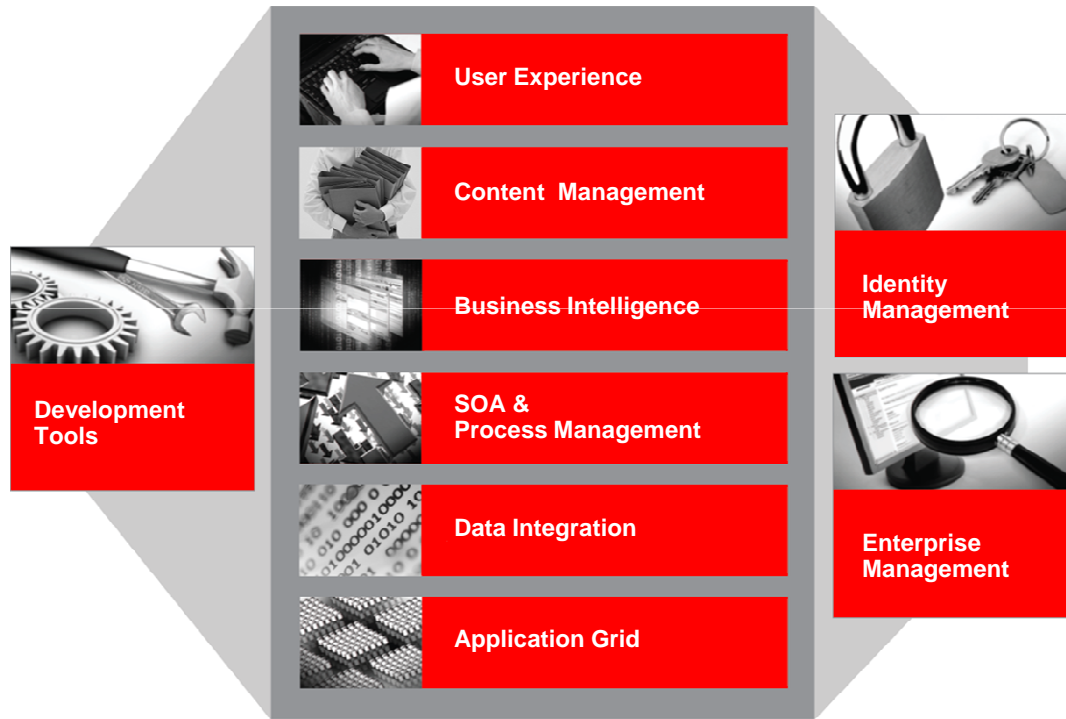
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# Oracle Fusion Middleware Customers EE/CIS



# Oracle Fusion Middleware

Complete, Open, Integrated, Best-in-Class



# 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

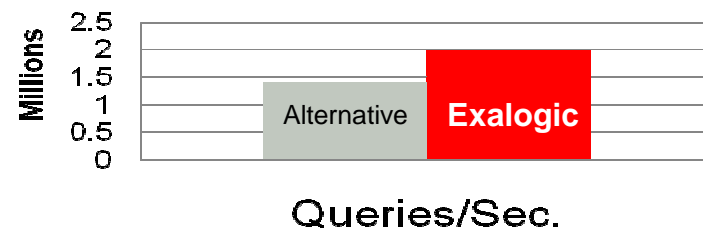
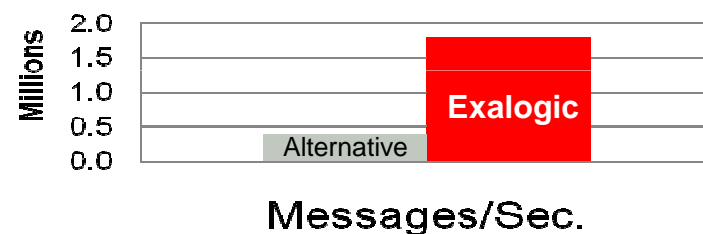
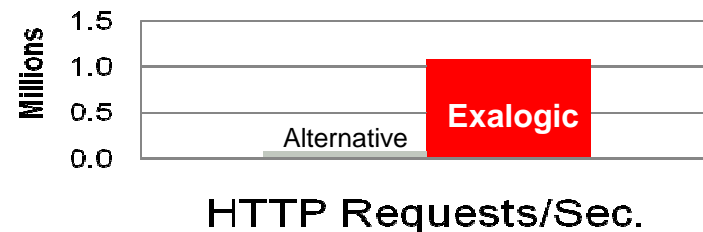
## Integrated Storage Appliance

- 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





# Cloud Computing

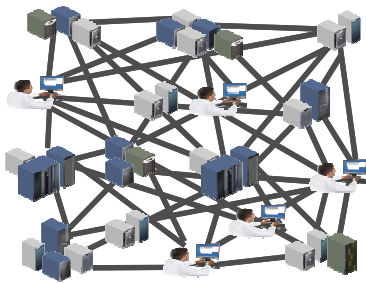
## Essential Characteristics

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

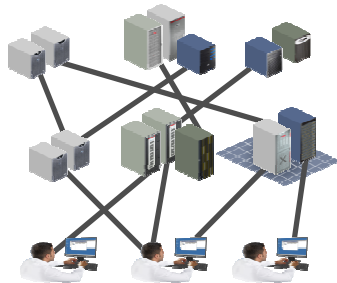
## Deployment Modes

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

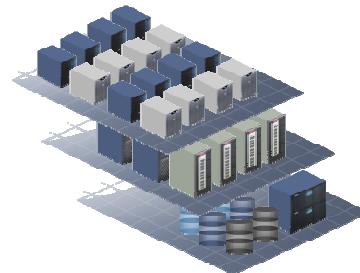
# Enterprise Evolution To Cloud Computing



**Silo**



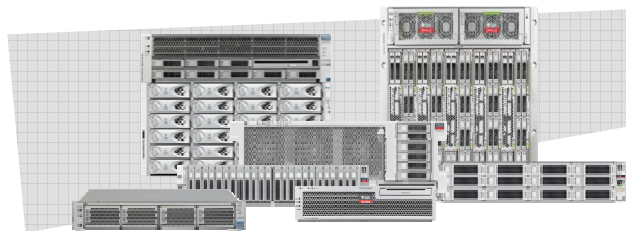
**Consolidated**



**Optimized**



**Cloud**



**Compute, Storage, Network  
Building Blocks**



**Optimized Systems**



**Engineered Systems**



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# Oracle Applications

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# Oracle Applications Customers in EE/CIS

AGROKOR

Allianz

VimpelCom



yurtici kargo  
Söz verdiğimiz gibi

DYAK  
CEMENT  
GROUP

epcg  
Elektrik Enerji ve Gaz A.Ş.

OSG  
Overseas Shipholding Group, Inc.

Alcon

MALAW  
GRUPA LITPOL

UEG  
EAST

NEGLIT  
KERESKEDELMI ÉS SZOLGÁLTATÓ KFT.

HILLTOP

CYPRUS CREDIT BANK

AK  
Electricity  
Authority  
of Cyprus

Bulbank  
UniCredit Group

BASHKIA DURRES

TURKCELL  
VTB24

TURK  
TELE  
KOM

AUTOSELECTION

tel

T.C.  
MILLIET BANKASI

KAZPOST

TEKNO SA

ENKA

URSUS  
Breweries

FINANSBANK

GRUPA EME

MEGA  
Teletypos S.A.

KSH

BRICO  
STORE

PG

YapıKredi

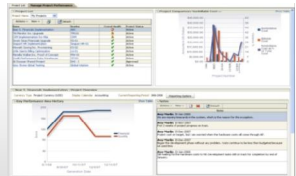
KORD SA GLOBAL

ORACLE

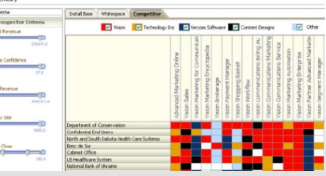
# Oracle Applications Commitment

					Fusion V1.x
					Hyperion EPM 11.x
					E-Business Suite 12.x
			E-Business Suite 12.1	Fusion V1	PeopleSoft Enterprise 9.x
		Hyperion EPM 11.1.1	PeopleSoft Enterprise 9.1	E-Business Suite 12.1.3	JD Edwards World A9.x
		JD Edwards E1 9.0	JD Edwards World A9.2	Agile PLM 9.3.1	JD Edwards E1 9.x
	E-Business Suite 12	Demantra 7.2	Demantra 7.3 OTM 6.0	GTM 6.1 OTM 6.1	Demantra 7.x GTM/OTM 6.x
	PeopleSoft Enterprise 9.0	Agile PLM 9.2.2.4	Agile PLM 9.3	Hyperion EPM 11.1.2	Agile PLM 9.x
	JD Edwards World A9.1	Agile PLM for Process 5.2	Agile PLM for Process 6	Siebel CRM 8.2 for Pub Sec	Agile PLM for Process 6.x
JD Edwards E1 8.12	Siebel CRM 8.0	CRM On Demand 15	Siebel CRM 8.1.1	CRM On Demand 18	Siebel CRM 8.x
CRM On Demand 12	CRM On Demand 13	CRM On Demand 14	CRM On Demand 16	CRM On Demand 17	CRM On Demand 19/20
<b>CY2006</b>	<b>CY2007</b>	<b>CY2008</b>	<b>CY2009</b>	<b>CY2010</b>	<b>CY2011+</b>

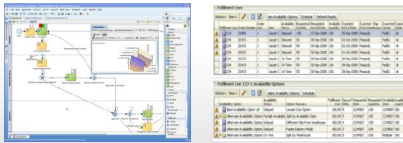
# Oracle Fusion Applications




**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**

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# 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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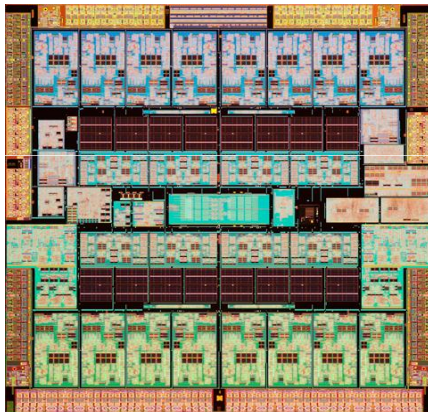
**SOLARIS**

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# SPARC T-3

The World's First 16-Core Volume Server CPU

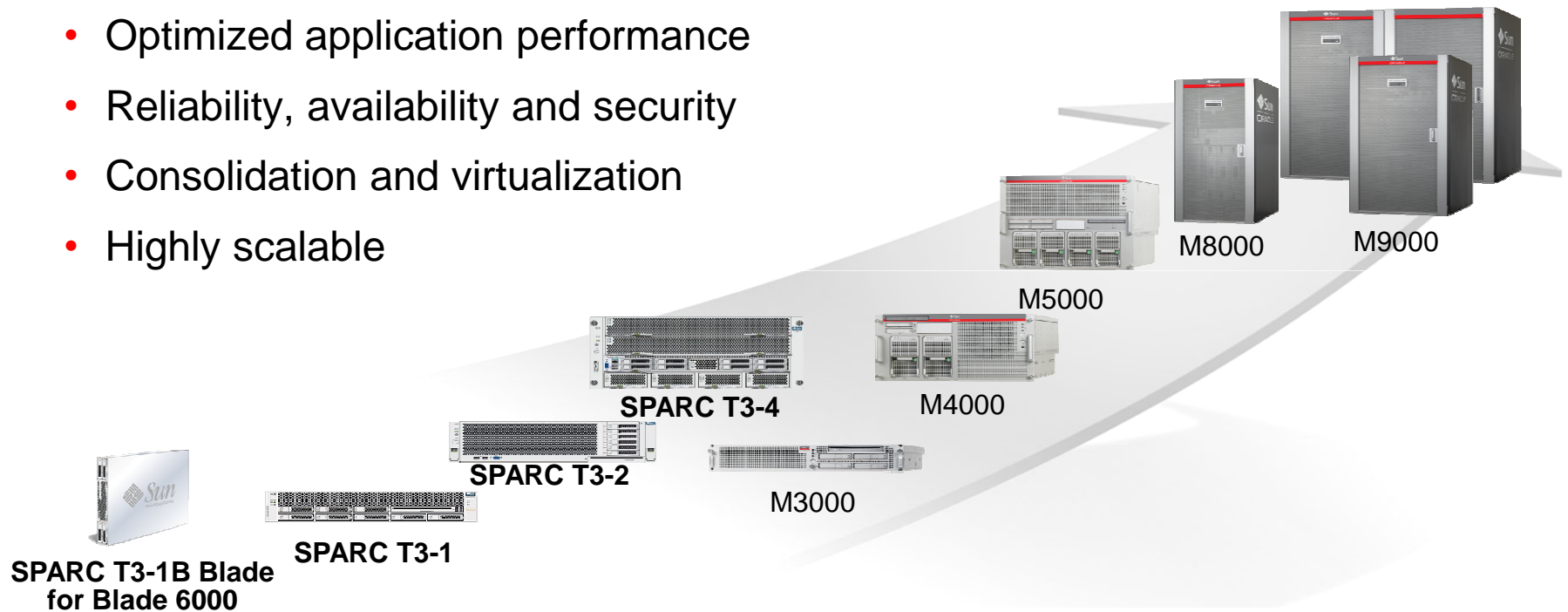


- 16 cores/128 threads
- Integrated on-chip encryption
- Integrated on-chip 10Gb Ethernet
- Integrated on-chip Gen 2 PCIe

# Sun SPARC Enterprise Servers

## Over 20 Years Of Mission Critical Computing

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



# 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

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# 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

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