

# Oracle Cloud Platform-as-a-Service

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# Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

# Agenda

- Oracle Cloud Platform Strategy and Offerings
- Oracle Cloud Platform Momentum
- Oracle Cloud Platform Competition and Differentiators
- Opportunities for Partners



# Oracle Cloud Platform Strategy and Offering

# Oracle Cloud Platform: Strategy

Data as a Service



Software as a Service



Platform as a Service



Infrastructure as a Service



**Bring Oracle's leading Database and Middleware Technology Software to customers and partners anywhere in the World through the Internet**



# The PaaS Opportunity

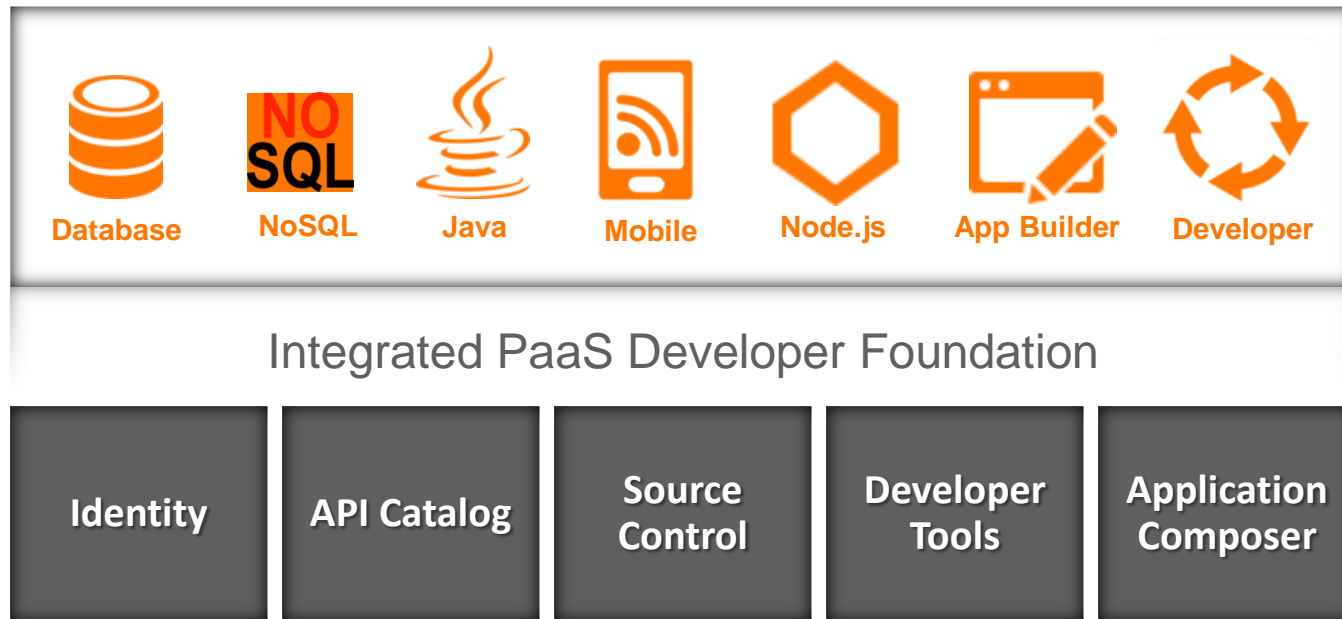
- An **INTEGRATED** Cloud Platform
  - With Depth and Breadth of functionality
- A solution for all enterprise personas and requirements
  - For Developers
  - For Business Analytics
  - For Departmental Users
  - For Enterprise Integration
- A flexible deployment option for on-premise deployments
  - Similar operational experience as the Public Cloud
  - Similar pricing options as the Public Cloud

# Oracle Cloud Platform: For Developers



- Fully automated, complete development lifecycle
- Polyglot programming environments
  - Programming Languages
  - Database Types
- Highly productive and integrated Cloud platform for all application types – Web, Mobile and Cloud
- Portability between Cloud and On-premise

# Oracle Cloud Platform: For Developers



- Fully configured Oracle Database and WebLogic in minutes
- Choice of Database and Programming languages – RDMS, NoSQL, Java EE, Java SE, Node.JS, JavaScript
- Choice of IDEs – Eclipse, JDeveloper, Netbeans
- Continuous delivery with source control management, issue tracking, build & test, and one-click deployment
- Cloud Developer program with “how to” content and code samples



# Oracle Cloud Platform: Developer Program

The screenshot shows the Oracle Cloud Developers website. At the top, there is a navigation bar with the Oracle logo and the text "Cloud Developers". Below the navigation bar, there are links for "Services", "Solutions", and "Community". The main content area is titled "Community" and contains a paragraph of placeholder text. Below this, there are three columns: "Forums", "Blogs", and "Events". Each column has a "View all" link. The "Forums" column lists several threads under "Oracle Java Cloud Service" and "Oracle Database Cloud Service". The "Blogs" column lists several articles under "Oracle Java Cloud Service" and "Oracle Database Cloud Service". The "Events" column lists several in-person events with dates and locations.

ORACLE® Cloud Developers

Services Solutions Community

Home / Community

## Community

Phasellus vestibulum sem ut suscipit interdum. Etiam non tristique ipsum. Morbi eget nunc fermentum, placerat quam sit amet, sodales quam.

### Forums

#### Oracle Java Cloud Service

weblogic.application.WrappedDeploymentException: [LDAP: error code 32 - No Such Object]weblogic.application.WrappedDeploymentException: [LDAP: error code 32 - No Such Object]  
Apr 23, 2015 2

Integrate with sales cloud  
Apr 15, 2015 2

java.security.AccessControlException when trying to process RTF template to convert to XSL-FO format  
Apr 5, 2015 10

#### Oracle Database Cloud Service

Importing data into a PET  
Apr 14, 2015 1

How I can Integrate on-primers MS SQL server Database with the DBCS?  
Apr 8, 2015 5

### Blogs

#### Oracle Java Cloud Service

Oracle and Microsoft: Partners in the Enterprise Cloud  
Sep 25, 2013 - Gene Eun

Announcing Oracle Database as a Service, Java as a Service, and Infrastructure as a Service  
Sep 24, 2013 - Gene Eun

#### Oracle Database Cloud Service

Oracle and Microsoft Expand Choice and Flexibility in Deploying Oracle Software in the Cloud  
Jun 24, 2013 - Gene Eun

Oracle Cloud Solutions @ Cloud Expo East (June 10-12)  
Jun 03, 2014 - Gene Eun

Summary of Twitter chat about Cloud Odyssey, a sci-fi movie by Oracle

### Events

MAR 26 In-Person Events  
Oracle: A Financial Innovation Seminar - Planning and Budgeting in the Cloud  
London

APR 20 In-Person Events  
Oracle Field Service USA Sponsorship  
Rancho Mirage

APR 23 In-Person Events  
Oracle at 7th Annual Colorado IT Symposium  
Denver

APR 23 In-Person Events  
云行天下-甲骨文2015云技术日研讨会 深圳 深圳

APR 23 In-Person Events  
Oracle Cloud Day  
Sydney

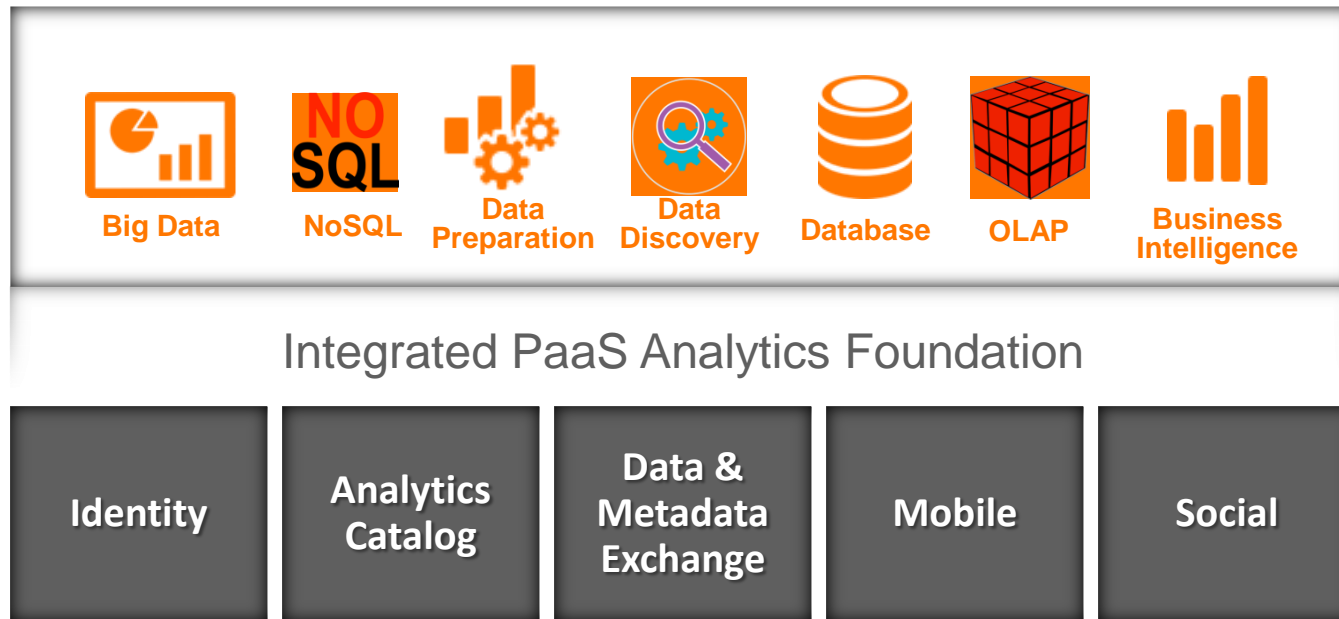
- Developer focused Cloud content portal: <https://cloud.oracle.com/developer/home>
- Solutions-based blueprints
  - Continuous Delivery
  - On-Premise to Cloud migrations
  - Application deployments
- Tutorials and code samples
- Social integrations – events, blogs, groups
- Engage with Oracle experts & peers

# Oracle Cloud Platform: For Business Analytics



- Integrated, best in class analytics on a single Cloud platform
- Interactive Visual analysis for LOB Users
- Support for Big data and structured RDBMS and OLAP
- Complete Big Data Solution
  - Infrastructure
  - Preparation
  - Discovery
- Petabytes scaling and no performance degradation

# Oracle Cloud Platform: For Business Analytics



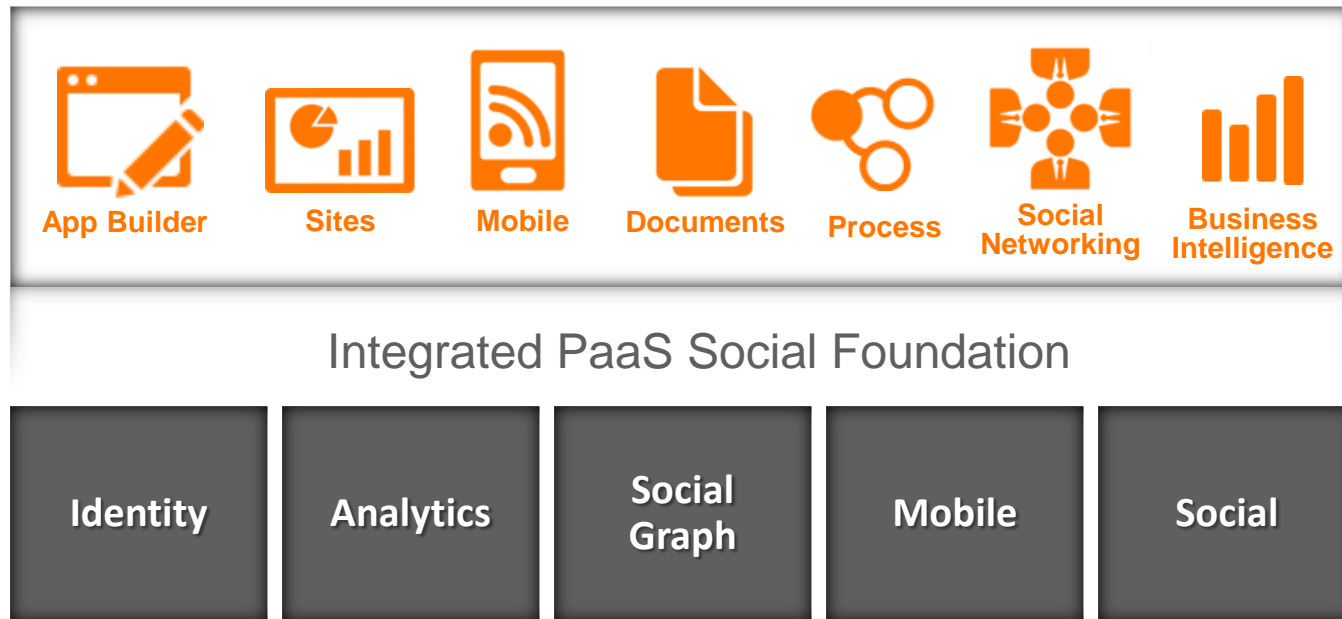
- Instant access to managed Hadoop clusters
- Hadoop-native: zero data movement or data sub-setting
- Big Data ingestion, preparation, pipeline and discovery
- Integrated Statistical and Predictive Analysis tools
- Rich visual analysis with built-in mobility for Business Users
- Full featured BI platform for Enterprise Business Intelligence Users

# Oracle Cloud Platform: For Departmental Users



- Range of solutions to meet departmental LOB user needs
- PaaS offerings that are integrated
  - With each other, and
  - With Oracle Cloud Applications
- Documents storage and management
- Collaboration for structured and unstructured processes

# Oracle Cloud Platform: For Departmental Users



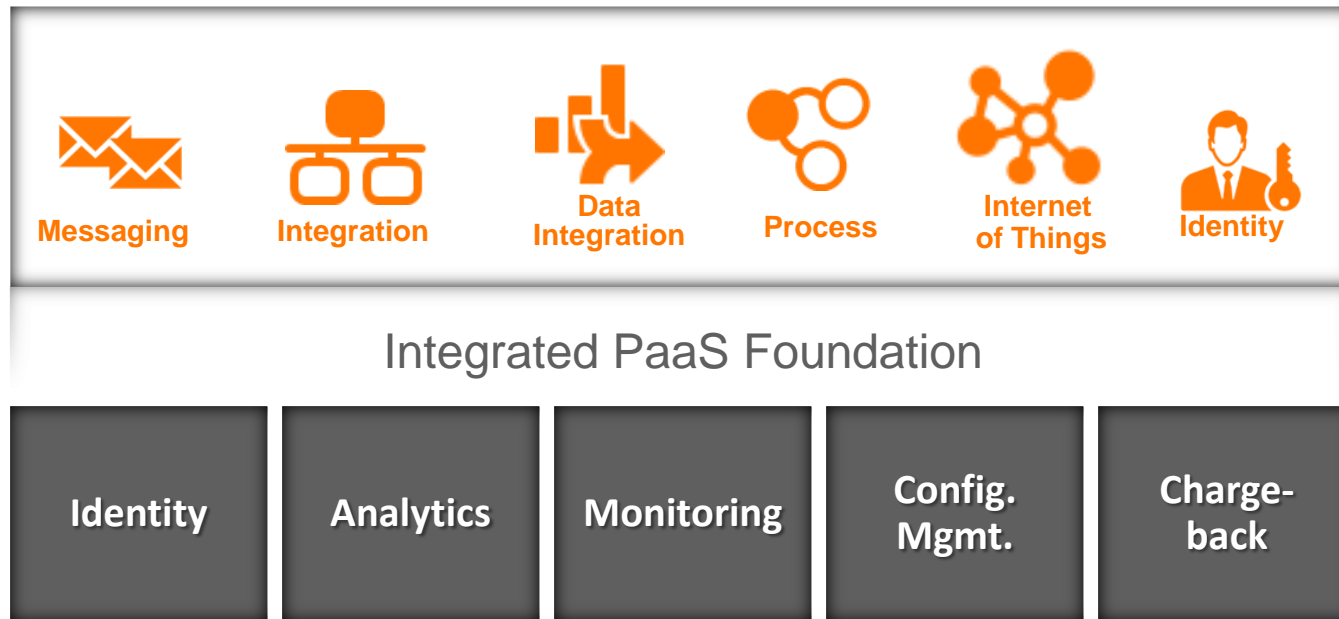
- Simple web and mobile applications composition directly by business users
- Secure document storage & management for internal and external collaboration
- Comprehensive Business Process Platform for structured processes
- Social Platform for unstructured processes
- Rich business analytics anywhere, anytime, on any device

# Oracle Cloud Platform: For Enterprise Integration



- One platform for all integration types – application services, data, events, processes and identity
- Elevated point and click integration experience with zero coding
- Full support for hybrid integrations with federated access management for cloud, mobile and on-premise
- Single pane of glass for monitoring and administration across cloud and on-premise

# Oracle Cloud Platform: For Enterprise Integration



- Built-in SOAP/REST adapters and SDKs to “build your own”
- API catalog, REST/JSON support for mobile integration
- Batch integrations and large file transfers with HA, clustering, failover and retry
- Golden Gate and Big Data Preparation for Data Integration
- Accelerators, composers, configuration and monitoring for process integration
- Events correlation and processing engine for events integration
- Identity integration with federated SSO with on-premise, support for SAML, Oauth

# Oracle Cloud Platform: Cloud Services



Web



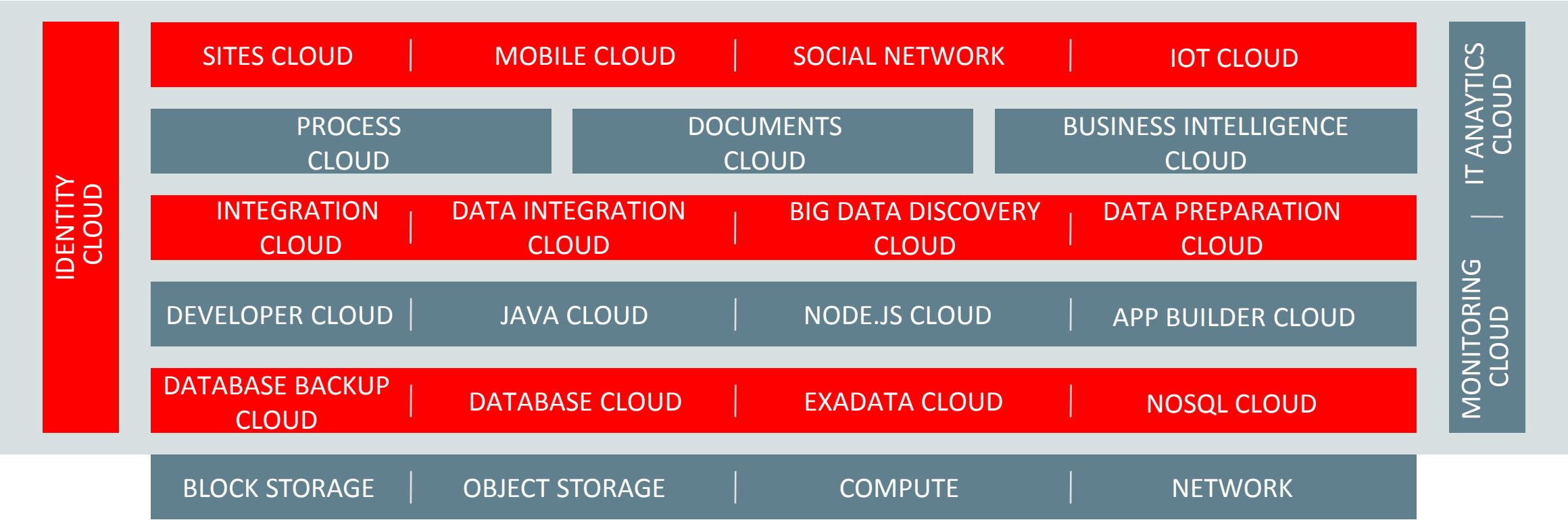
Mobile



Social

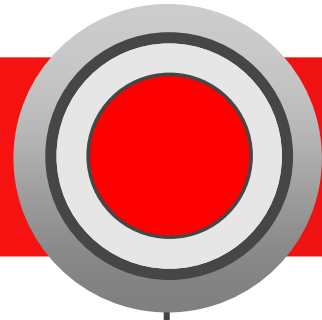


Internet of Things



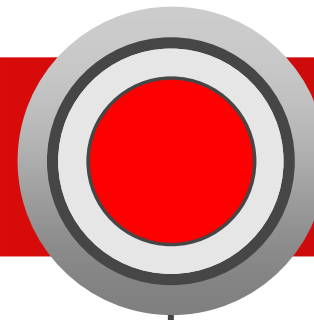


# Oracle Cloud Platform: Cloud Services Availability



## Now

- Database Backup Cloud
- Database Cloud
- Java Cloud
- Developer Cloud
- Mobile Cloud
- Integration Cloud
- Process Cloud
- Documents Cloud
- BI Cloud



## H2CY15

- No SQL Cloud
- Java SE Cloud
- Node.JS Cloud
- Application Builder Cloud
- Big Data Preparation Cloud
- Big Data Discovery Cloud
- SOA Cloud
- GoldenGate Cloud
- IoT Cloud
- Sites Cloud
- Identity Cloud
- Performance Monitoring Cloud
- IT and Log Analytics Cloud

# Oracle Cloud Platform: To Extend SaaS

Enterprise  
Resource Planning

Human Capital  
Management

Customer  
Experience

Supply Chain  
Management

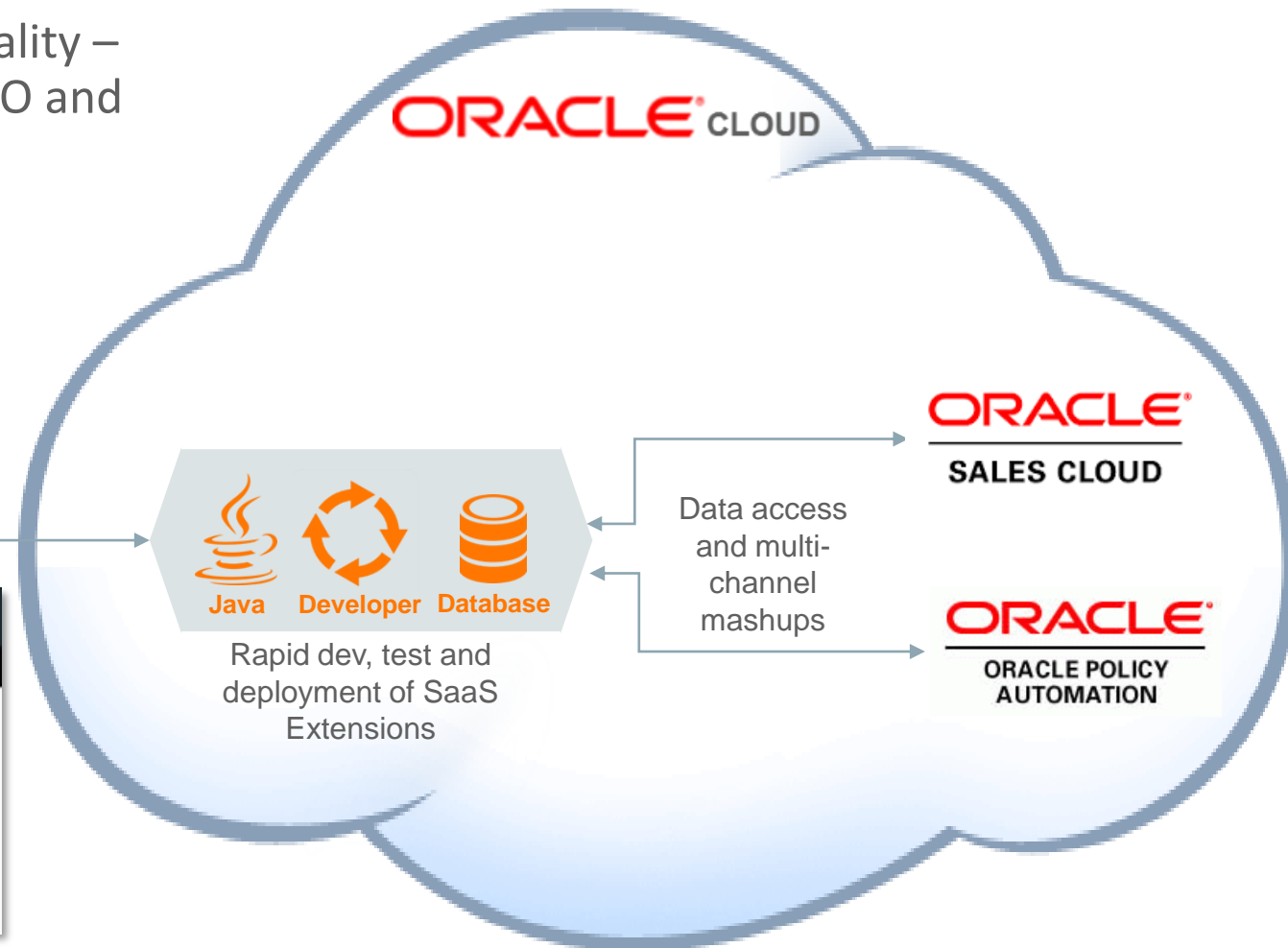
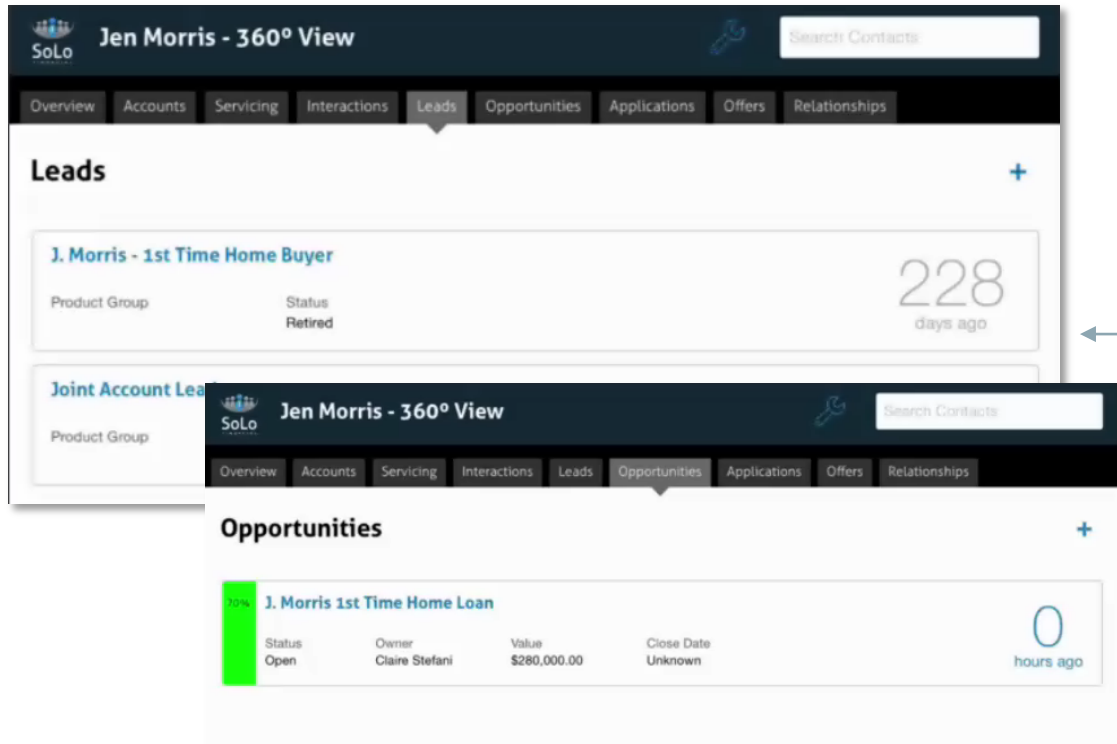
## Cloud Marketplace – Partner Applications



- Tailor applications to your business needs within SaaS
- Build, Discover and Consume partner applications from Cloud Marketplace
- Enrich, Connect and Secure your applications with PaaS

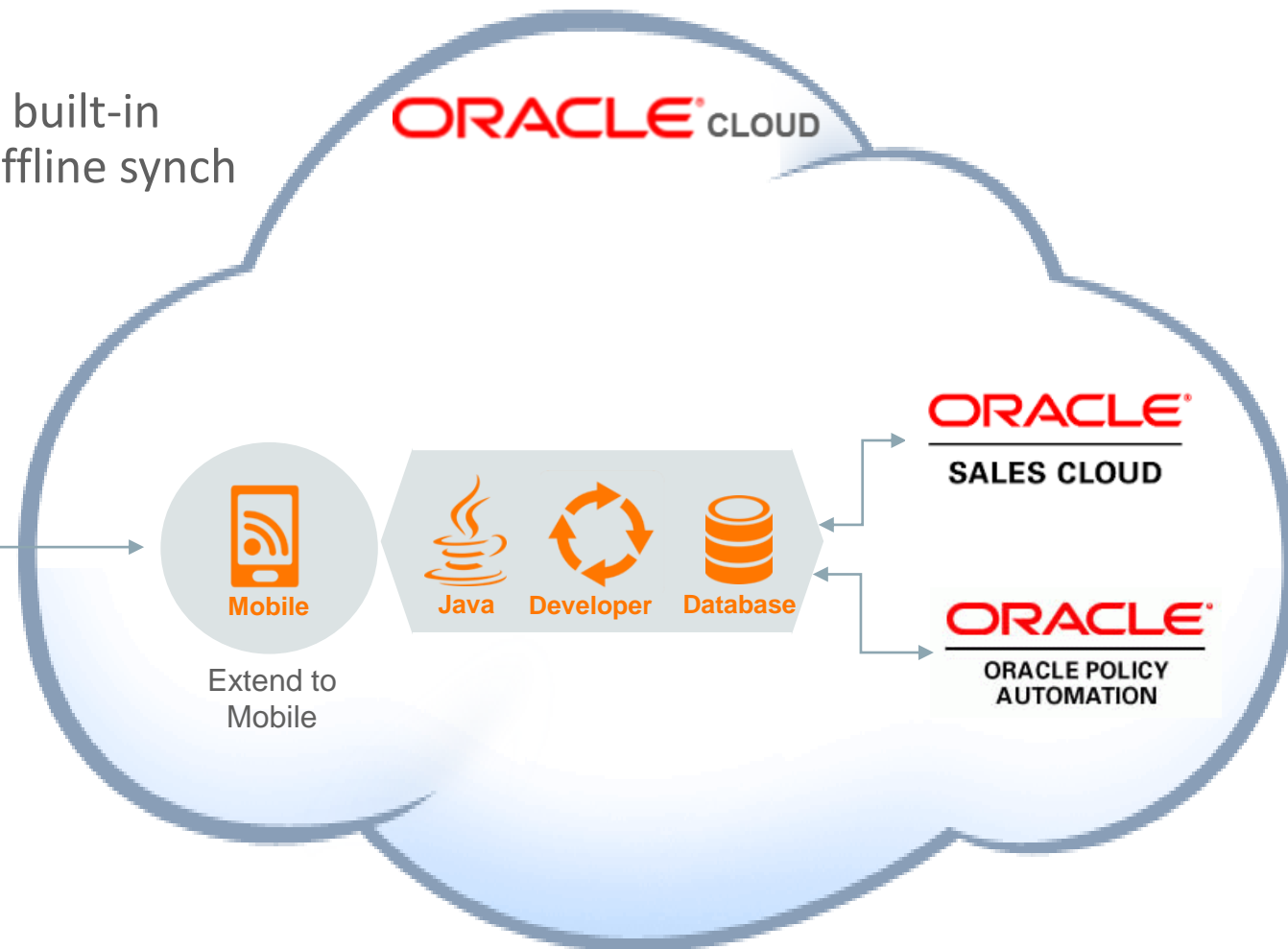
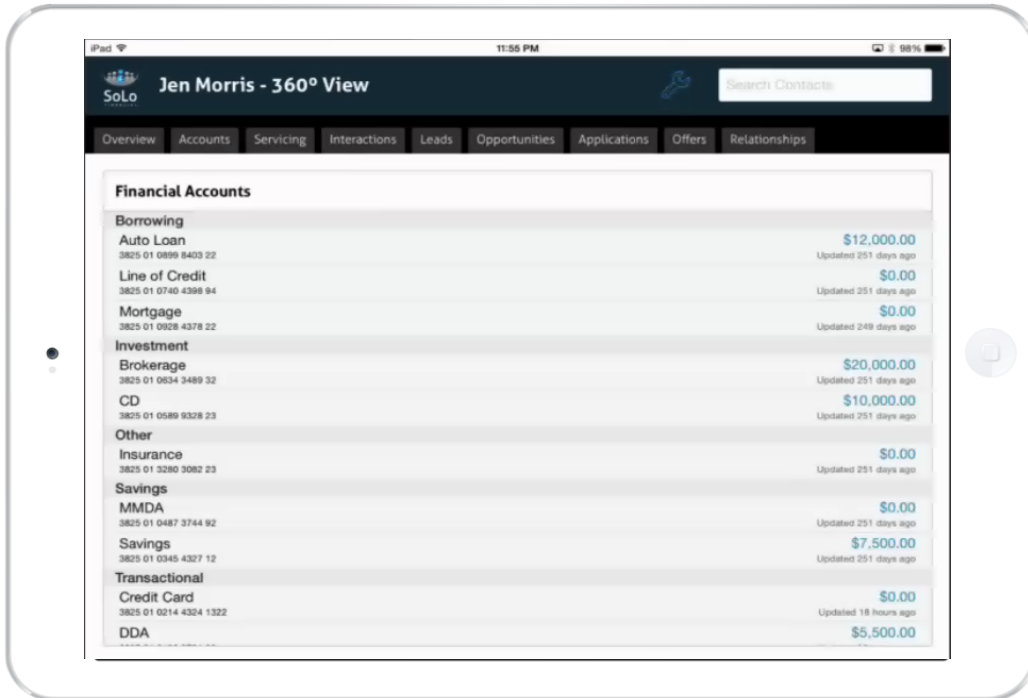
# Extend SaaS Applications: **New Functionality**

- Rapidly build SaaS extensions for new functionality – as stand alone web apps or mash ups – with SSO and data from SaaS, on-premise and other apps



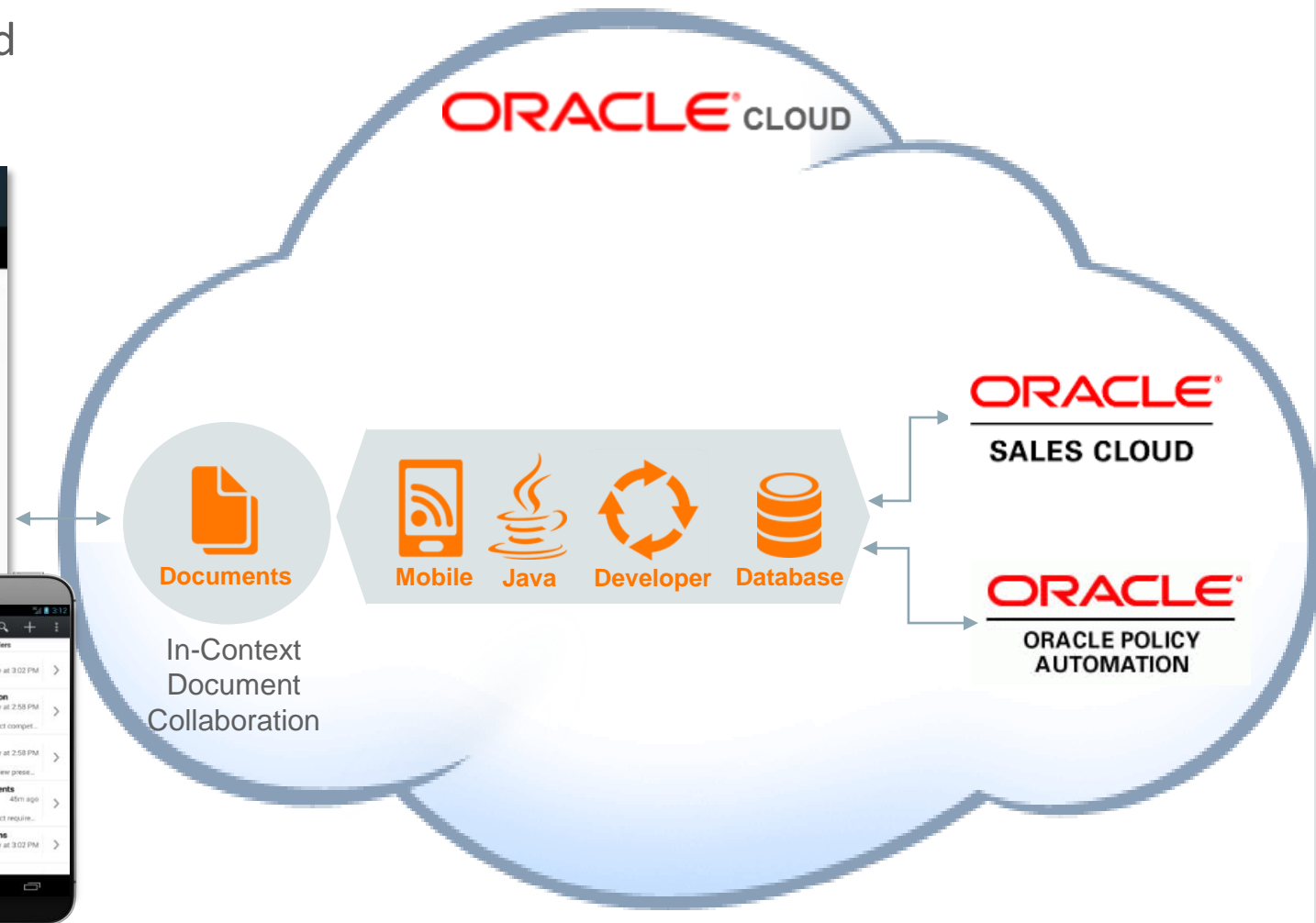
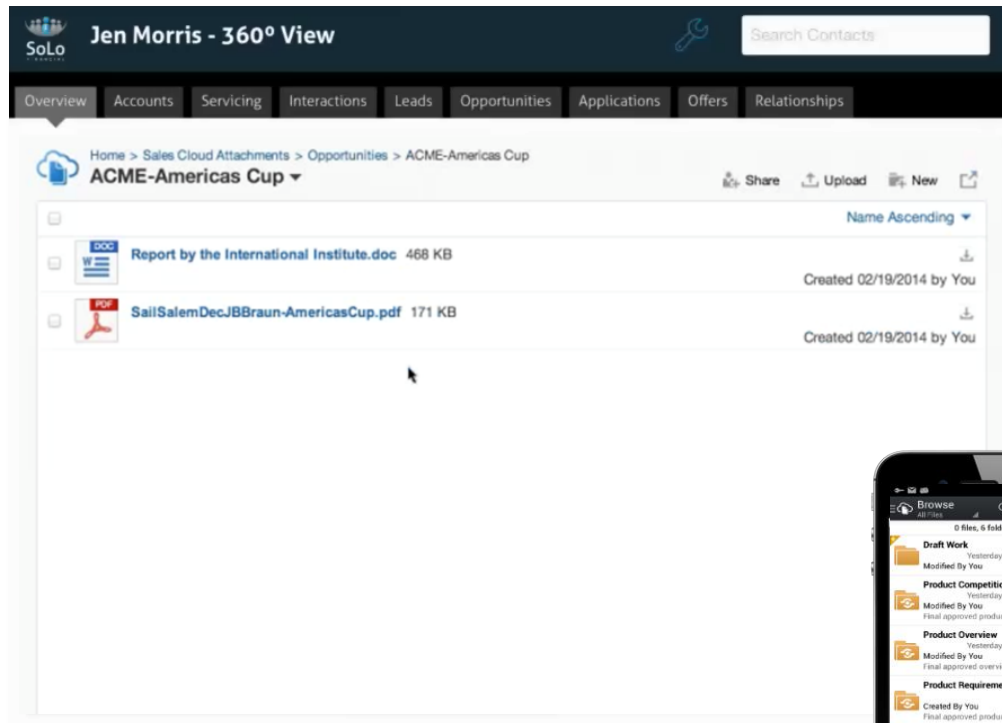
# Extend SaaS Applications: **Mobility**

- Rapidly take your SaaS extensions to mobile
- Build once, deploy to any mobile platform with built-in security, notifications, user management and offline synch



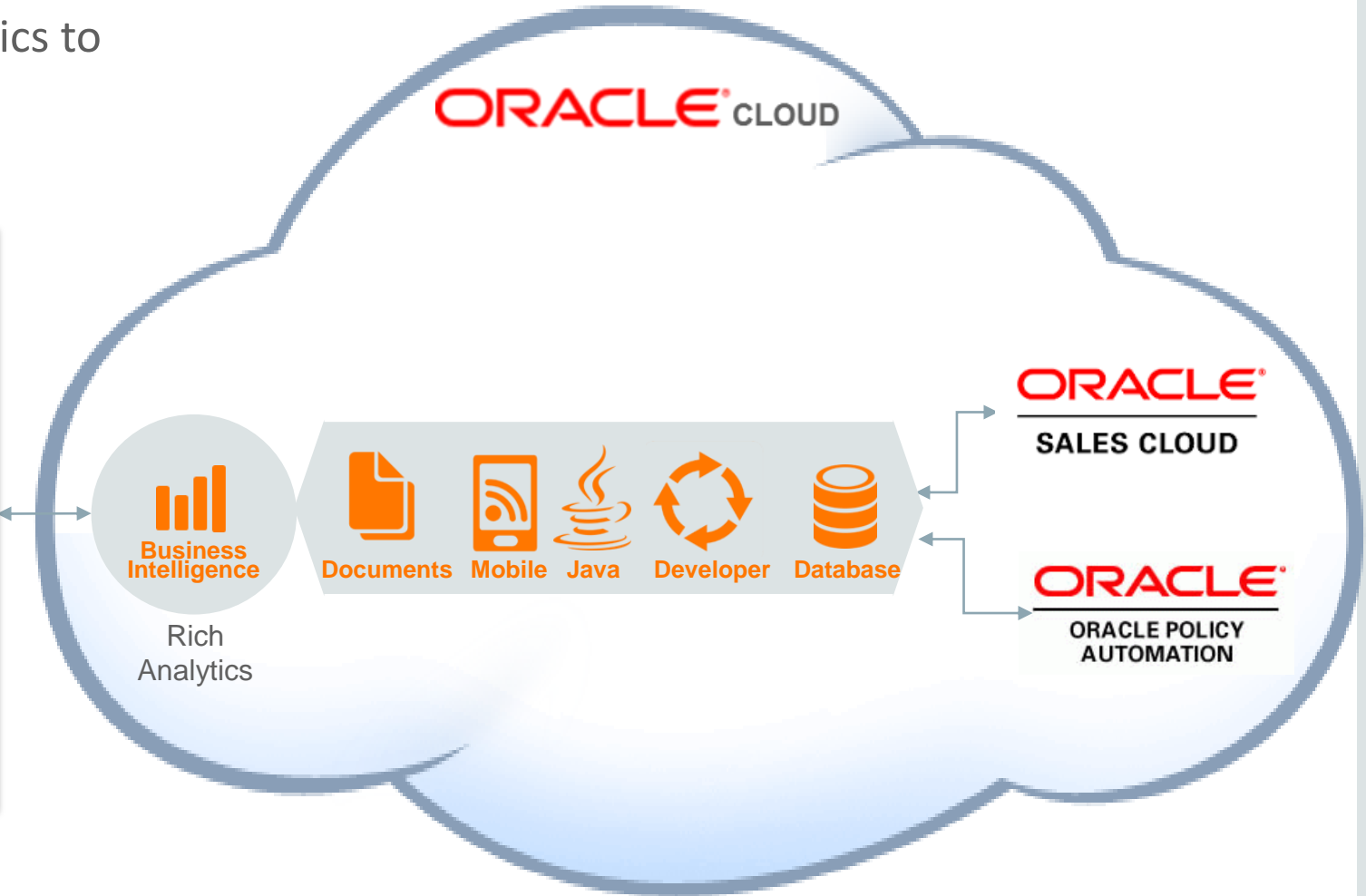
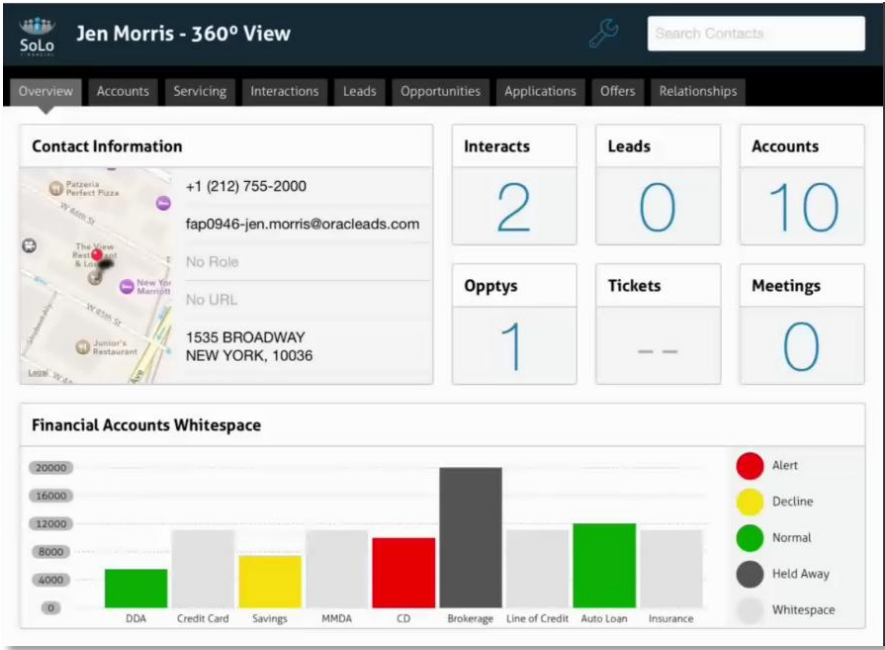
# Extend SaaS Applications: Documents Collaboration

- Add rich and intuitive document access and collaboration – anytime on any device



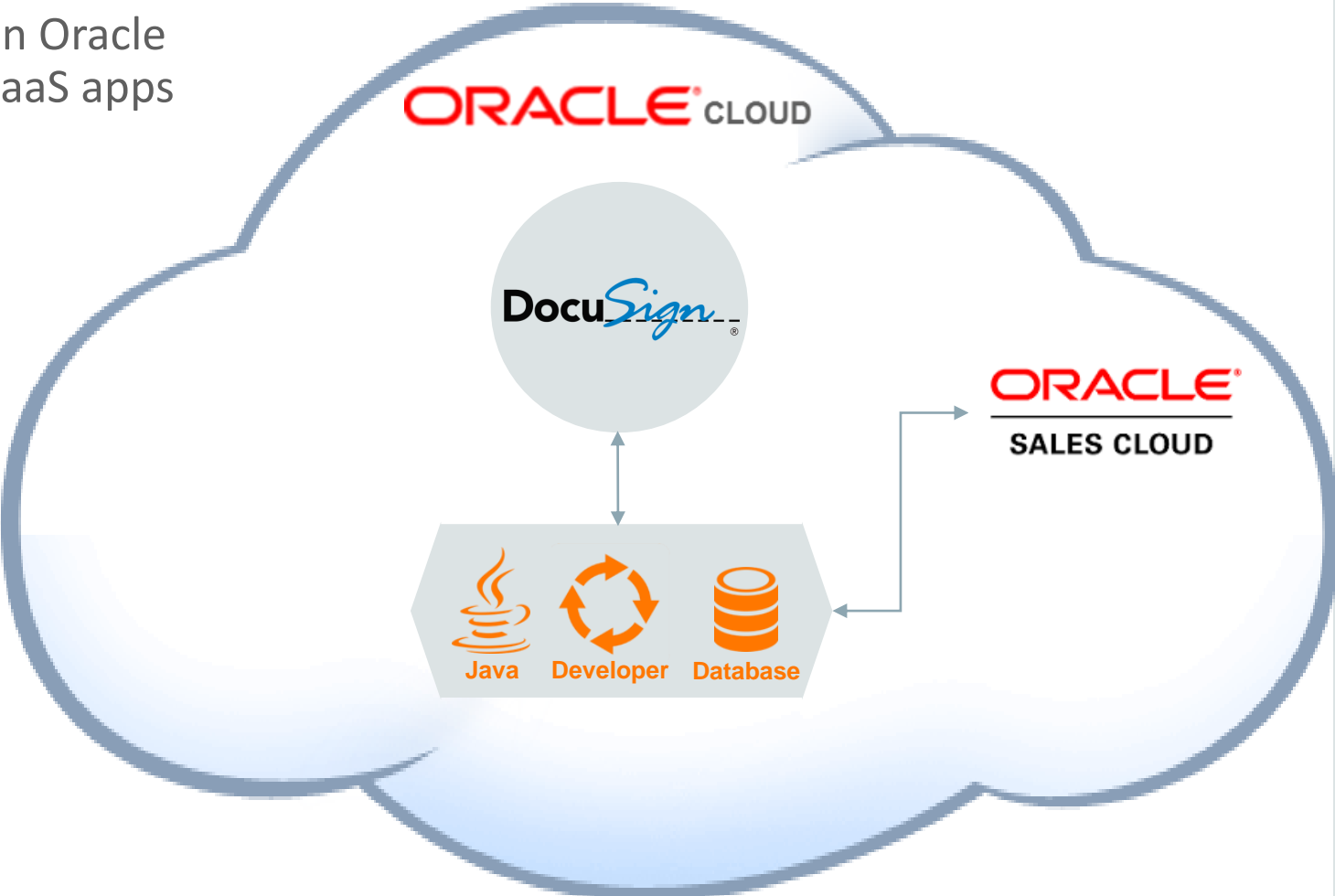
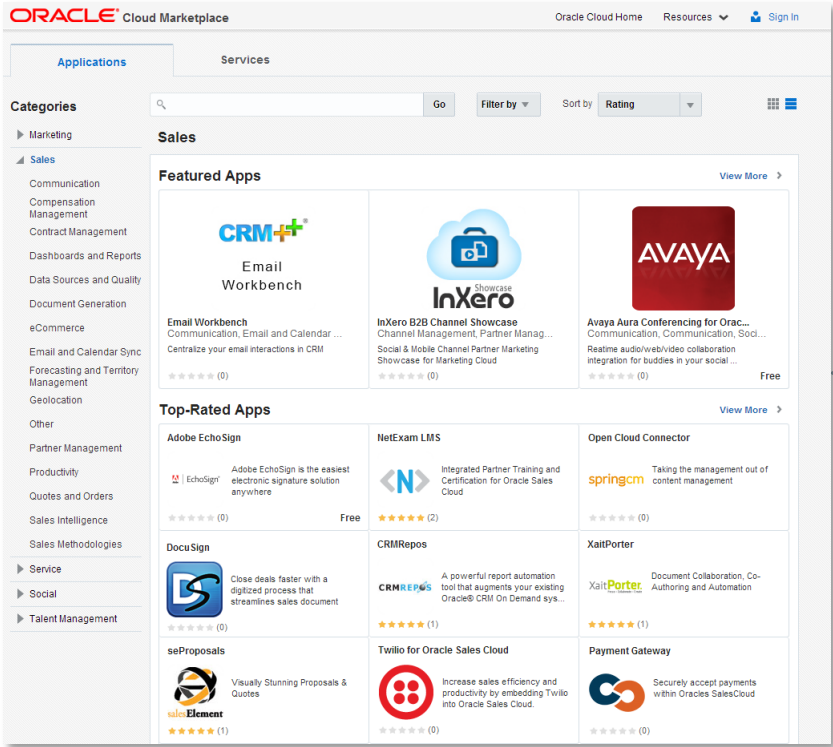
# Extend SaaS Applications: Business Intelligence

- Add intuitive and powerful visual analytics to assist in in-context decision making



# Extend SaaS Applications: Cloud Marketplace

- Choose from hundreds of 3<sup>rd</sup> party apps on Oracle Cloud Marketplace to complement your SaaS apps





# Cloud Marketplace To Extend SaaS



[cloud.oracle.com/marketplace](http://cloud.oracle.com/marketplace)





# Oracle Cloud Platform: **Deployment Choice**



Transparent workload portability across Public and Private cloud



# Oracle Cloud Platform Momentum

# Oracle PaaS Momentum



# JDSU Picks Oracle Cloud to Fast Track Company Split-up

## Customer Background

- Designs and manufactures products for optical communications networks, communications test and measurement equipment, lasers, optical solutions for authentication and decorative applications, and other custom optics

## Challenges/Opportunities

- To improve financial performance, JDSU announced in September 2014 to separate into two distinct, publicly traded companies
- Pressure from executives and shareholders to act fast and create two new companies operating separately by July 2015
- JDSU is a long standing Oracle customer but existing ULA does not transfer to spin-off company
- JDSU did not want to build new infrastructure, networks, data centers and hire additional staff
- Limited staff to build new infrastructure for spin-off company
- 

## Solution

- Oracle Public Cloud solution for home grown manufacturing application and for test and dev for new features in Oracle DB 12c
- Oracle Database Cloud Service
- Oracle Java Cloud Service
- Oracle IaaS Public Cloud Services

## Customer Quote

*“Currently 25% of application footprint is on Cloud. Oracle Cloud has given JDSU the speed and agility at lower cost to support company separation, and help to consolidate and modernize our application footprint with SaaS Application like Oracle HCM. With Platform as a Service we could very easily and quickly Dev and test workloads of our existing applications build on Oracle WebLogic & Oracle Database onto Cloud. It’s now possible for us to split into two separate Billion Dollar companies in less than 9 months. “*

Rajeev Sethi, Sr. Director

JDSU

# Global Shipping Company

## Customer Background

- One of the world's largest shipping companies, It's also involved in a wide range of other shipping, logistics, oil & gas industry activities and businesses
- A worldwide conglomerate, operates in 130 countries with over 89,000 employees

## Challenges/Opportunities

- Large OSB, SOA, WebLogic installation along with Siebel and SAP
- Starting 500M\$ transformation program – 'Simplification'
- Established as common operational service delivery on top of IBM contract
- Need for consolidation, optimization, cost reduction, transformation

## Solution

- Oracle Cloud PaaS
- Oracle Database Cloud Service
- Oracle Java Cloud Service
- Oracle Documents Cloud Service
- Packaged with a new ULA extension





# Oracle Cloud Platform Competition and Differentiators



# Oracle Cloud Scope: Broader & Deeper than the Competition

Category	Oracle	Amazon	Microsoft	Salesforce	Workday	NetSuite	IBM	SAP	RedHat	Pivotal	VMWare
Compute Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Object Storage Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Block Storage Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Identity, Messaging, Notification	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Database Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Java, Node.JS, Mobile, JavaScript Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Big Data & Discovery Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Business Analytics Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Documents, Sites, & Social Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Process, Integration, IoT Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Log Analytics & APM Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Enterprise Performance Mgmt. Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Enterprise Resource Planning Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Human Capital Management Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Customer Experience Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Supply Chain Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
GRC Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

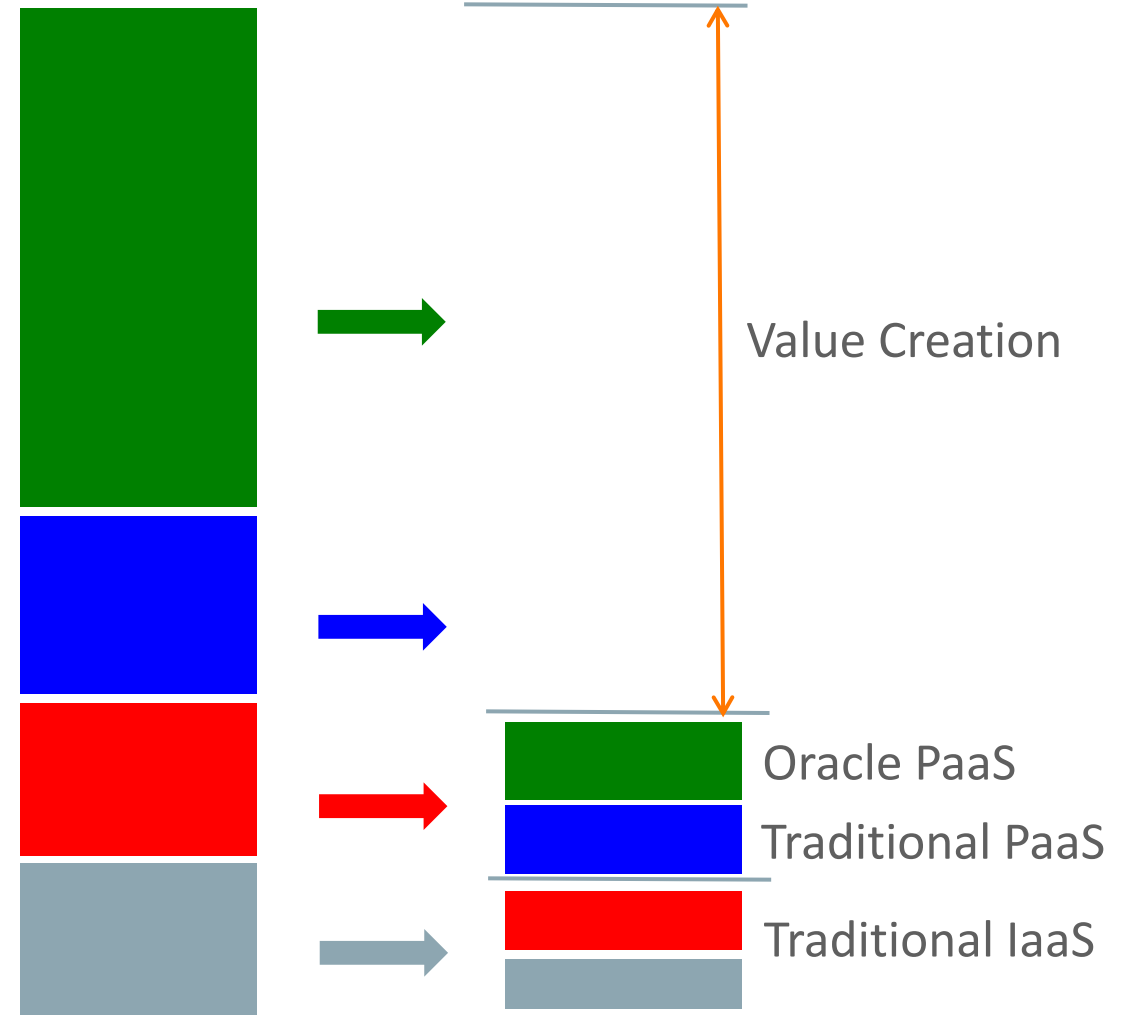
# Oracle Cloud TCO: More Value Creation than the Competition

**Ongoing Maintenance Cost:** Backup, Patching, Hardware Upgrade, OS Upgrade, Firmware Upgrade, Software Upgrade, Test-Dev Synchronization, Cloning, Data Masking, Security Configuration Checks, Security Auditing, ...

**Software Cost:** License, Installation, Configuration, Security Setup, DR Setup, ..

**Hardware Cost:** Servers, Storage, Network, ...

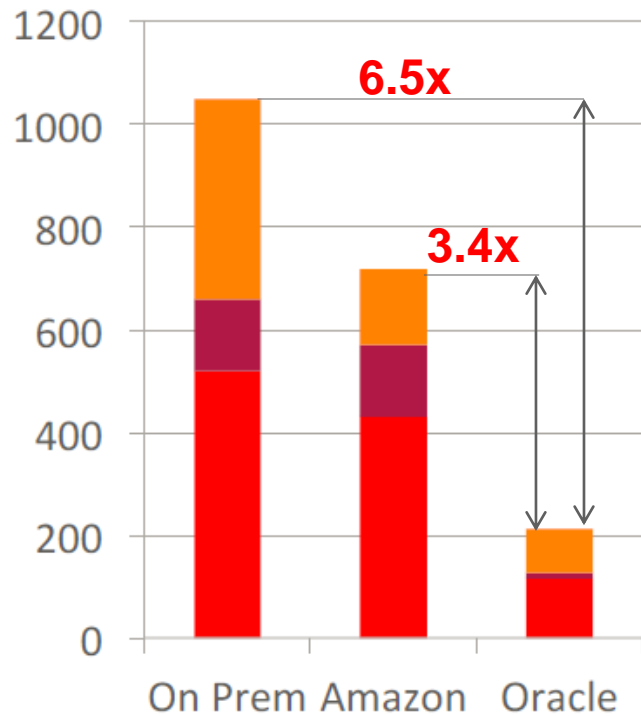
**Facilities Cost:** Data Center, ISP, CDN, DNS, ...



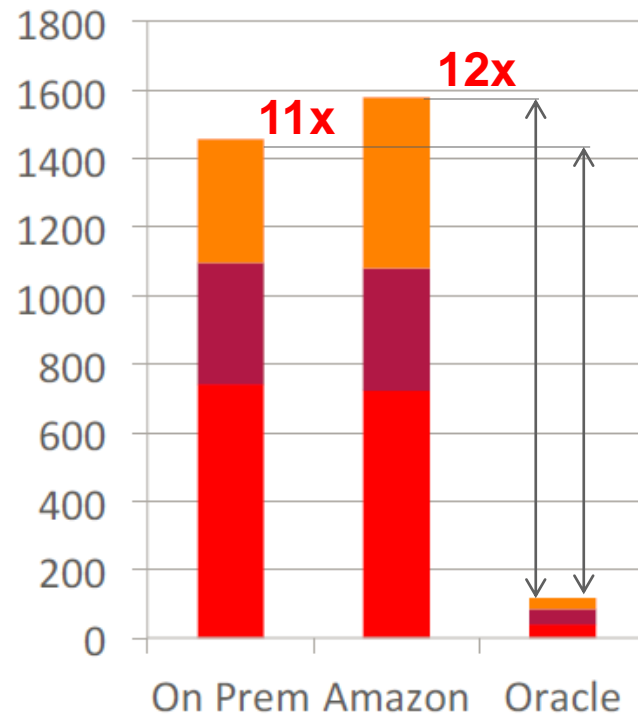


# Value Creation: Example

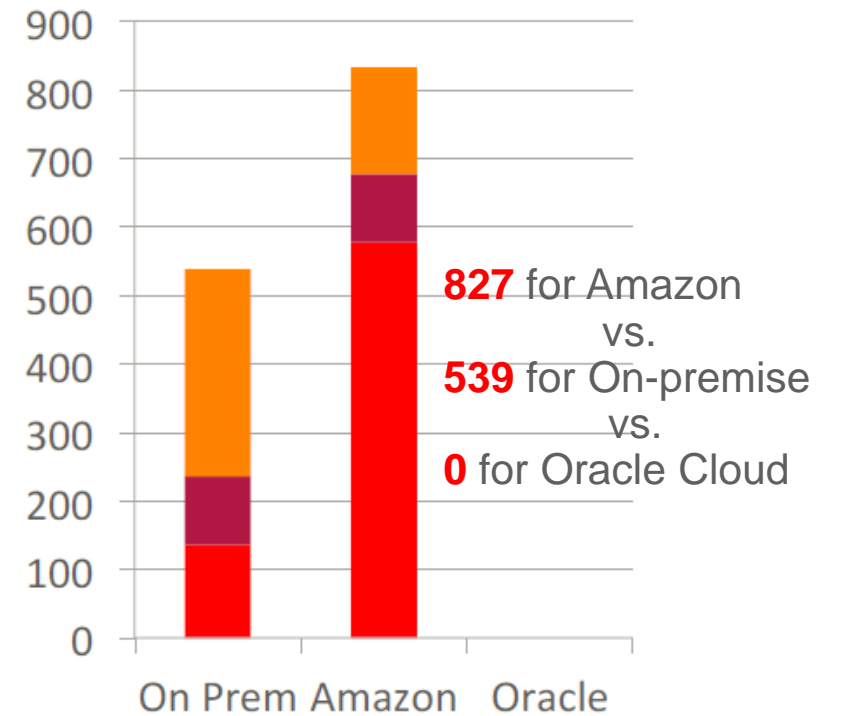
## Oracle WebLogic On-Premise vs. On Amazon vs. On Oracle Cloud



Time



Steps



Commands

Provision Develop Manage

# Oracle Cloud Platform: Competitive Differentiators

- Complete & Best-in-Class PaaS + IaaS Suite
  - Facilitates One-Stop Shopping; Lowers Cost of Integration for Users
  - Reduces Contractual & Operational Risk for mid-size & Large Enterprises
- Best-in-Class PaaS Pillars – DB, Java, Analytics, Integration, ...
  - Eg. DBaaS: Clustering, Multi-Terabyte Databases, Single Platform for OLTP & Analytics
- Complete Automation eliminates larger cost structure
  - “Customers get to use software without having to operate software”
- Standards-based Software streamlines Workload Migration
  - Standards-based technology that customers are familiar with; Uses existing skill sets
- Seamless Integration across PaaS & SaaS Applications
  - Enables Oracle’s PaaS to be rapidly sold into Oracle’s SaaS installed base

# Oracle Cloud Platform: **Summary**

- An **INTEGRATED** Cloud Platform
  - With Depth and Breadth of functionality
- A solution for all enterprise personas and requirements
  - For Developers
  - For Business Analytics
  - For Departmental Users
  - For Enterprise Integration
- A flexible deployment option for on-premise deployments
  - Similar operational experience as the Public Cloud
  - Similar pricing options as the Public Cloud



# Opportunities for Partners

# Significant Opportunities for Partners

- Help customers adopt PaaS
  - Develop and implement new projects in the cloud
  - Enrich, Extend and Integrate with SaaS and On-Prem applications
  - Accelerate projects with quick start methodologies
- Faster time to market with Industry Solutions
  - Agile and lower cost environments for developing repeatable industry solutions
- Enter new markets with cloud-based solutions
  - Lower upfront investment for partners and customers alike
  - Lower operating costs to help bring solutions to SME markets

# FY16 Sales Plays for Middleware PaaS

## Rapidly Build and Deploy Apps in the Cloud

## Hybrid Integration

## Faster Time to Value with Oracle Mobile

	Rapidly Build and Deploy Apps in the Cloud	Hybrid Integration	Faster Time to Value with Oracle Mobile
<b>Products</b>	<ul style="list-style-type: none"> <li>• <b>Lead With:</b> JCS, JCS-SX, MCS, Node.JS, Java SE, DevCS, ABCS, Exalogic</li> <li>• <b>Pull In:</b> ICS, SOACS, DoCS, IDM, OAM, (IDCS), IoT CS,</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Lead With:</b> Cloud: ICS, SOACS On-Prem: SOA Suite, Adapters, API Mgmt, Enterprise Security</li> <li>• <b>Pull in:</b> B2B, MFT, StreamExplorer, IoT CS, DIS, PCS, BPM, Identity Cloud Service</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Lead With:</b> MCS, OMSS</li> <li>• <b>Pull in:</b> PaaS Services, SOA</li> </ul>
<b>Deal Size</b> <b>Sales Cycle</b>	<ul style="list-style-type: none"> <li>• Small – Medium (Large with Exalogic)</li> <li>• 3-6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Small – Medium</li> <li>• 3-6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Small – Medium</li> <li>• 3-6 months</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• <b>IT:</b> CIO/CTO/Chief Digital Officer, VP of IT/Engineering, Apps IT, Apps Architect, DevOps</li> <li>• <b>LOB:</b> IT Marketing, Sales, Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>• <b>IT:</b> CIO, VP IT, Apps IT, Chief Architect, Enterprise Architect</li> <li>• <b>LOB:</b> LOB Owners of SaaS Apps</li> </ul>	<ul style="list-style-type: none"> <li>• <b>IT:</b> CIO, Chief Digital Officer, Mobile Strategist, Enterprise Architect, IT Security</li> <li>• <b>LOB:</b> Marketing, Sales, Service</li> </ul>
<b>Value Prop</b>	<ul style="list-style-type: none"> <li>• Full continuous delivery platform with higher performance, reliability, productivity and lowest operational cost</li> <li>• Deployment choice and seamless management across public/private cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Connect SaaS to SaaS, SaaS to On-Prem and On-Prem to On-Prem</li> <li>• Reduce TCO and improve agility with one consistent integration platform</li> </ul>	<ul style="list-style-type: none"> <li>• Simplify and reduce cost of mobile apps development with mobile backend services</li> <li>• Write code once to run across multiple OS, form factor and channel</li> <li>• Reduce risk &amp; legal exposure by separating personal &amp; corporate data</li> </ul>

# FY16 Sales Plays for Middleware PaaS (cont'd)

	Flexible Deployment of Business Processes	Collaboration in the Cloud
<b>Products</b>	<ul style="list-style-type: none"> <li>• Process Cloud Service, BPM Suite, WC Content</li> </ul>	<ul style="list-style-type: none"> <li>• Documents Cloud Service, Process Cloud Service, WC Content</li> </ul>
<b>Deal Size</b> <b>Sales Cycle</b>	<ul style="list-style-type: none"> <li>• Medium – Large</li> <li>• 4-6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Medium</li> <li>• 3-6 months</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• <b>IT:</b> VP of IT, Apps IT Manager, CIO, CTO, Enterprise Architect</li> <li>• <b>LOB:</b> SaaS App Owner, VP of Finance / HR / Customer Loyalty / Operations, COO, Business IT</li> </ul>	<ul style="list-style-type: none"> <li>• <b>IT:</b> App IT managers, CIO, VP of IT</li> <li>• <b>LOB:</b> LOB Exec, VP of Sales / Marketing, Business IT, SaaS App Owner</li> </ul>
<b>Value Prop</b>	<ul style="list-style-type: none"> <li>• Optimize key business processes such as AP, AR, on boarding, incident management, customer services, to lower costs, improve efficiency, increase visibility, and reduce risk</li> <li>• Empower LOB to be more agile by reducing dependency on IT</li> </ul>	<ul style="list-style-type: none"> <li>• More effectively collaborate with secure document sharing across organizational boundaries</li> <li>• Easily integrate process, content, and SaaS apps for greater agility and efficiency</li> <li>• Access content and execute business processes synchronized across multiple devices</li> </ul>

# Middleware PaaS Solutions

## Retail and Hospitality

- Modern Customer Experience
- Real-time inventory and demand management

Solution Composition

Solution Customization

## Financial Services / Banking

- Agile customer interactions and cross sell
- Fraud Detection and dispute management



SaaS Applications



On Premise Applications

## Industrial Mfg. & High Tech

- Automated Service Delivery with reduced service time and costs
- 360 Channel Management unifying pre-sales, post-sale service & support

Solution Lifecycle

Cloud Marketplace

## Telecommunications

- Real Time Network Analysis to upsell services and fraud prevention
- Centralized 'Digital Life' on phone to manage home, office and social life



# Transform Your Business

*Oracle enables partners to build a cloud business within their business*



## Referral Program

Easy participation while building experience



## Specialization & Cloud Builder

Provide value add implementation services



## Resale Program

Maximize return through recurring revenue

Comprehensive array of programs designed to meet partner's needs based on resources, skills and experience

Learn more during upcoming Partner PaaS Webcast on May 13, 2015

# Partner PaaS Enablement

- Webinar Learning Series for Partners for each PaaS Service
- Proactive Hands-on Workshops (Live-Virtual Class) for all PaaS Services
  - Starting June 2015
  - <http://eventreg.oracle.com/profile/web/index.cfm?PKWebId=0x2203822997>
- High-touch 1:1 Partner Workshops for partners building solutions on PaaS
- PaaS demos available via Global Sales Engineering (GSE) environments
- Guided Learning Path (GLP) and Certifications via OPN
  - Workshops available for Specialization on PaaS services through OPN

# PaaS Hands-on Live-Virtual Class Schedule

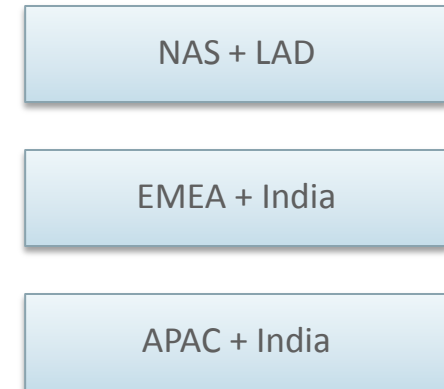
## Which Services?



## When?



## Where?



Contact your Partner Manager or register

# Upcoming Partner Webcasts

Topics	NAS/EMEA/LAD Date/Time	JAPAC Date/Time
PaaS Opportunities and Programs for Partners	May 13, 2015 @ 9am PDT/17:00 BST	May 15, 2015 @ Noon SG
FY16 Sales Plays for Partners	June 10, 2015 @ 9am PDT/17:00 BST	June 17, 2015 @ Noon SG
Integration Cloud Service	July 8, 2015 @ 9am PDT/17:00 BST	July 15, 2015 @ Noon SG
Mobile Cloud Service	August 12, 2015 @ 9am PDT/17:00 BST	August 19, 2015 @ Noon SG

# Who To Call For Help

- Talk to your Local Partner Manager
- Contact Platform Technology Services (PTS)

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Region	Partner Technical Services Contacts
North America & Latin America	Manish Jain <a href="mailto:manish.jain@oracle.com">manish.jain@oracle.com</a>
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# Call to Action

- Get trained and certified on Oracle PaaS solutions
- Have a conversation around PaaS with every prospect/customer
- Packaged Implementation for quick project turn-around: Land & Expand
- Leverage on PaaS to build own industry solutions to be marketed in the cloud

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