ORACLE

Oracle Cloud Infrastructure (OCI) Powers Cloud-Connected Enterprises

Explore stories of digital success

Outline

1. Next-generation cloud infrastructure with OCI
2. Why all clouds are not the same
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Next-generation cloud infrastructure with OCI

Cloud technology has evolved from an innovative concept into a disruptive endeavor over the past decade. Today, cloud computing is a rapid growth industry in which organizations and researchers continue to push the boundaries of the possible with AI, ML, and data science, to provide new and improved solutions for critical problems. With new capabilities brought to market every day, cloud technology improves continuously, providing the building blocks for companies to pioneer groundbreaking innovations.

> It's no longer a question of whether or not you should move to the cloud, but how to adopt those cloud innovations that best suit your business needs.

Oracle Cloud Infrastructure (OCI) is a deep and broad platform of public cloud services that enables customers to build and run a wide range of applications in a scalable, secure, highly available, and high-performance environment. For on-premises requirements, OCI is available with the new Dedicated Region Cloud@Customer. Oracle Cloud@Customer brings Oracle's complete portfolio of public cloud infrastructure, fully managed cloud services, and Oracle Fusion SaaS applications into the customer's data center. It enables customers to run applications faster and lowers costs using the same high-performance capabilities, autonomous operations, and low-cost subscription pricing found in Oracle Cloud Infrastructure. Further, customers maintain complete control of their data to address data sovereignty, security, and connectivity concerns. Cloud@Customer is the only on-premises public cloud solution in the market today to bring an integrated cloud experience for infrastructure, platform, and software services into a customer's own data center.

Today OCI consumers, including ISVs, are growing new lines of business, improving their user experiences, speeding their operations, and lowering their risks and costs with OCI. OCI offers secure, scalable and reliable cloud services to host any ISV or enterprise application. With OCI, ISVs can successfully deliver 24x7 operations, geographically diverse deployments, dynamic customer traffic patterns which may require elastic scaling, and ensure the security of their applications. Additionally, OCI's unique migration, provisioning, management tools, and Cloud Lift Services facilitate rapid deployment while maintaining key customizations and integrations.

> Oracle enables thousands of customers across industries on their journeys to the cloud.

From startups to some of the world's largest companies, organizations are leveraging a broad portfolio of services provided by Oracle Cloud Infrastructure. If you're thinking about moving your business to Oracle Cloud but are unsure of what's available to you, you can begin with the **Oracle Cloud Adoption Framework**, designed to meet the customer anywhere on their respective cloud journey.

We hope the following summary of industry analyst reviews and a selection of global customer success representing diverse use cases on the platform inspires you to explore more.

Why all clouds are not the same

One of the key differentiators between cloud providers is the level of support for customers on the journey to the cloud and how they can enable and support this at the pace the organization is comfortable with. A key innovation designed to help organizations with this journey is hybrid cloud.

If the organization is considering a single cloud provider, then hybrid cloud is less about interoperability and more about making the systems operate smoothly between the on-premises and the public cloud environment. Finally, the organization should consider its edge computing strategy, including integrations to the cloud.

These aspects represent considerations for an organization selecting a cloud services provider, and in Omdia's opinion these are the most fundamental ones.

Omdia encourages cloud adopters to consider these criteria in a cloud provider:

1. **Ability to run mission-critical workloads**
2. **Reliability and openness**
3. **Support for hybrid and edge computing**

Oracle Cloud Infrastructure is designed and built for all three of these dimensions. Explore more from Omdia, "Why all clouds are not the same."

Analyst perspective on OCI

If Oracle isn't on your shortlist for public cloud providers, it should be.

That's the message from several leading industry analyst firms' recent reports. Gartner, Omdia, IDC, Forrester, and other influencers are noticing momentum and giving high marks to Oracle Cloud Infrastructure, specifically for high-performance compute, storage, network, and security.

OMDIA

"When compared to other on-premises and cloud environments, Oracle Cloud Infrastructure (OCI) provides noticeable TCO benefits through optimum price performance, low network-egress charges, and consistent global pricing. These benefits help organizations, large and small, unlock the business value of the cloud for enterprise and mission-critical workloads."

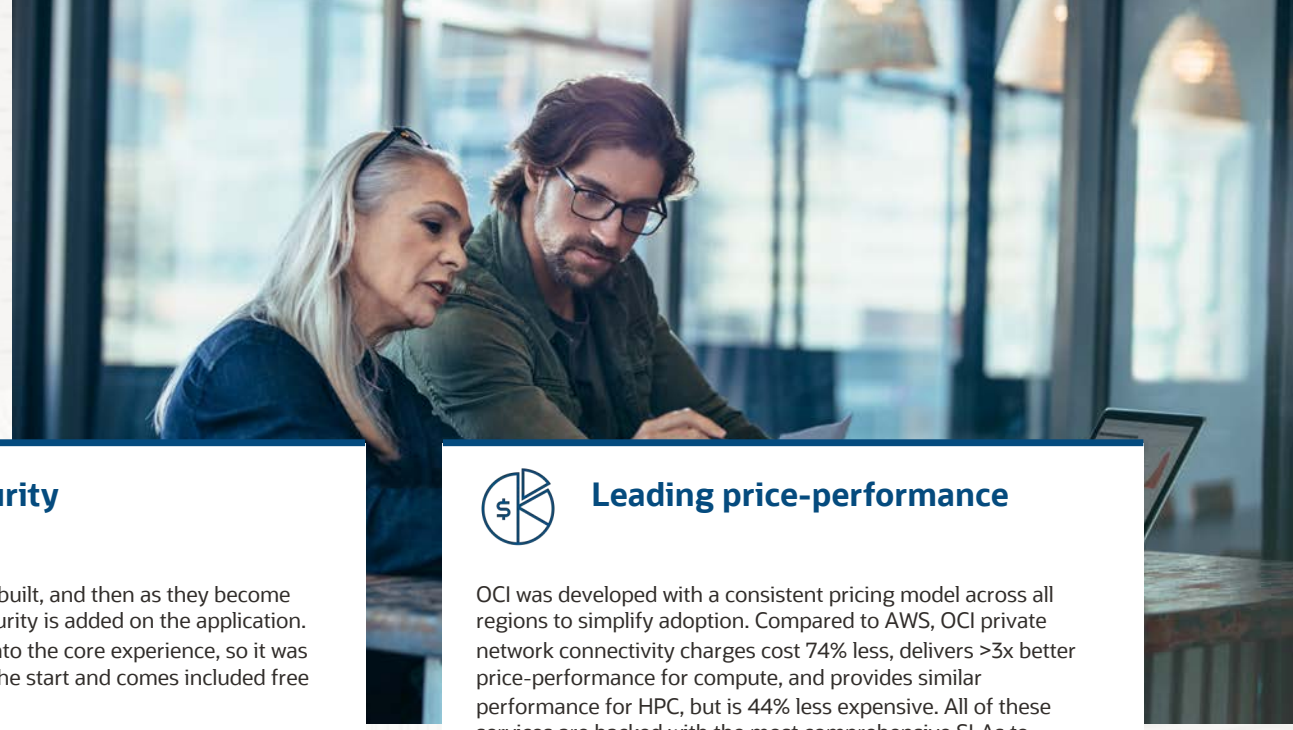
OMDIA

"While many of the leading cloud providers have developed some form of solution for hybrid cloud, they do not offer all cloud services in this format. Oracle, with its Dedicated Region, provides all its public cloud services at a customer's premises and provides them on a consumption-based commitment."

IDC

"Oracle's IaaS remains a differentiated play, offering tangible benefits in performance and openness, as well as costs that typically undercut competitors by more than half according to Oracle's established customer claims."

Why customers choose OCI



Easier to migrate critical enterprise workloads

Many applications are difficult to move to the cloud as the architecture of most hyperscale cloud providers was built on a virtual machine model with shared networks and shared server architectures. OCI was designed with resources like off-box virtualization, custom security chips, non-blocking networks, L2 network virtualization, RDMA cluster networking, and flex infrastructure to help organizations address their enterprise application needs.

Built-in security

In most public clouds, apps are built, and then as they become larger and more functional, security is added on the application. At OCI, security was designed into the core experience, so it was built-into the application from the start and comes included free of charge.

Leading price-performance

OCI was developed with a consistent pricing model across all regions to simplify adoption. Compared to AWS, OCI private network connectivity charges cost 74% less, delivers >3x better price-performance for compute, and provides similar performance for HPC, but is 44% less expensive. All of these services are backed with the most comprehensive SLAs to guarantee availability, manageability, and performance of your cloud environment.

Everything you need to modernize your applications

Customers are able to move applications without re-architecture, optimize workloads leading to reduced manual work, and extend functionality with new interfaces and APIs. OCI's innovations in networking, compute, and storage bring developers the solutions they need to manage cloud native deployment. Oracle's approach to service design makes development resilient, reliable, and scalable with native OCI platform services and a robust ecosystem of development services partners.

Leverage the Oracle modern data platform

Build a complete 360° view of customers, including both 3rd party data and all forms of interaction with your company. Perform root cause analysis on complex processes in industries like manufacturing, transportation, and healthcare. Use machine learning to make predictions based on image, text, speech, audio, and transactional data.

Wide range of deployment options

OCI is designed to support a wide range of deployment options for customers, including the ability to run an entire OCI region dedicated to a single customer from within their data center with Cloud@Customer to moving entire on-premises environments to the public cloud.

OCI offers complete support for multicloud & hybrid cloud strategies

Worldwide or exactly where you need it, with scale and control.

Oracle Public Regions
Hyperscale cloud regions in 30+ worldwide locations

Dedicated Regions
All OCI services, running in customer data centers

Multicloud Solutions
Complete support for multicloud strategies

Exadata Cloud@Customer
Cloud autonomous databases, running in your data center

Roving Edge Infrastructure
OCI Compute and storage for remote, disconnected scenarios

Oracle-Microsoft Azure Interconnect
Low latency, secure connection for running workloads across OCI and Azure

Explore OCI connectivity solutions for multicloud

Oracle-Microsoft Azure Interconnect

- Migrate to the cloud or build new applications that leverage OCI and Azure capabilities
- Use a broader range of tools
- Deploy custom and packaged apps across OCI and Azure
- Preserve application architectures, optimizations, and interoperability
- Fully encrypted traffic through a private physical connection
- Lowest latency: < 2ms

Latency-sensitive applications

ORACLE Cloud Infrastructure — Azure

Oracle FastConnect and third-party connection

- Joins virtual cloud networks via high-bandwidth connections
- Fully encrypted traffic through a private physical connection
- Extends on-premises and cloud environment to OCI with third-party providers (Oracle partner, colocation space, etc.)
- Choose from 50+ FastConnect partners globally, including top carriers and network providers

Latency-sensitive applications

ORACLE Cloud Infrastructure — aws Google Cloud etc.

Site-to-Site VPN Connection

- Secure, encrypted IPSec tunnels through the public internet
- Support for Internet Key Exchange (IKE) v1 and v2
- Public internet lines are used to transmit data; could be cheaper than dedicated connections
- The internal IP addresses of the participating networks and nodes are hidden from external users.
- High availability support

More economical for low egress traffic

ORACLE Cloud Infrastructure — aws Google Cloud Azure etc.

See how customers are succeeding with OCI

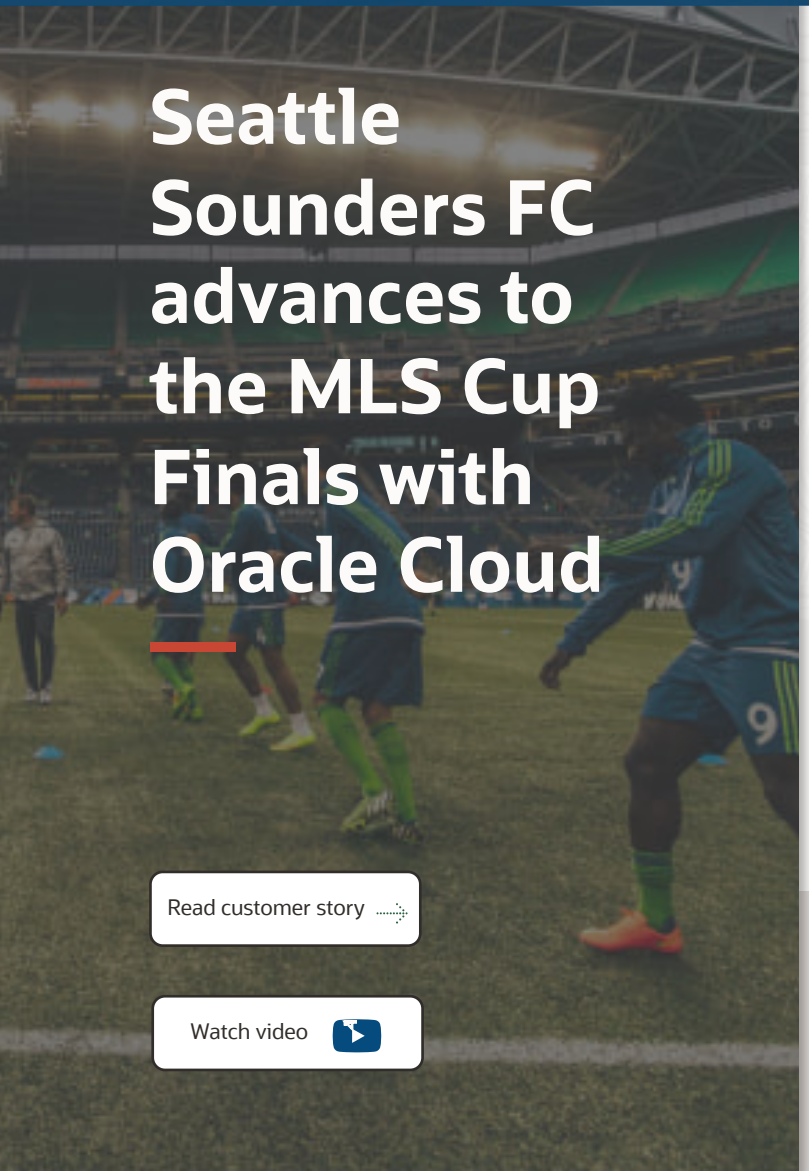
"We selected Oracle for its advantages in performance, scalability, reliability, and superior cloud security."

Eric S. Yuan
CEO, Zoom

SEATTLE SOUNDERS FC

> "Almost all sports now have huge datasets with unique characteristics. Investing in a secure, stable analytics and data science from Oracle Cloud Infrastructure will empower teams like ours to focus on what we're good at: using our data to deliver more wins."

Ravi Ramineni
VP of Soccer Analytics & Research, Seattle Sounders FC



Seattle Sounders FC advances to the MLS Cup Finals with Oracle Cloud

Read customer story

Watch video

Business Challenge

Competing in the Major League Soccer (MLS), Seattle Sounders FC is a professional soccer club based in Seattle, Washington. Realizing that big data in soccer has become crucial over the past 5 years, Sounders FC needed to apply machine learning at scale in order to optimize its tactical game strategies and improve the fan experience.

Results

After evaluating providers such as AWS, Azure, GCP, and Snowflake, Sounders FC selected Oracle Cloud for its scalable data ingestion and storage. With OCI, Sounders FC can now build predictive machine learning models to better inform future game strategies.

- Gained actionable, predicative, and augmented game insights
- Reached the MLS Cup Finals using insights from its machine learning models
- Leveraged Oracle Cloud Lift Services to speed its migration to OCI
- Plans to use OCI to identify repeatable play patterns and assess individual player performance in the future

Products Used

Oracle Cloud Infrastructure | Cloud Lift Services | Data Science

Industry
Sports

Location
United States

Use Case
Data Science

TIM

> “We are undergoing an important cloud transformation to improve our environmental, social, and governance practices. Using a multicloud strategy, we are the first carrier in Brazil to move 100% of our workloads to the cloud. It includes moving our customer billing system, our CRM and VMware workloads to Oracle Cloud Infrastructure.”
>
> **Pietro Labriola**
> CEO, Tim Brasil

TIM Brasil selects Oracle and Microsoft to migrate all of its datacenter workloads to the cloud

Watch video

Business Challenge

TIM Brasil is one of the largest telecommunications providers in Brazil with more than 61 million customers. As the COVID-19 pandemic reshaped businesses, TIM Brasil needed to accelerate its digital transformation in order to meet evolving customer needs.

Results

As part of its modernization project, TIM Brasil selected Oracle and Microsoft as its technology partners. With the adoption of Oracle Cloud Infrastructure and Microsoft Azure, TIM Brasil moved all of its on-premises workloads to the cloud.

- One of the first companies in Brazil to move 100% of its workloads to the cloud
- Migrated a combined 7,000 servers, 35K cores, 1.2K databases, and 15 petabytes of storage
- Running critical workloads on Oracle Exadata Cloud Service, Oracle Database Cloud Service, and Oracle Cloud VMware Service
- Leveraging Azure to run SAP HANA and VDI workloads, with 40 Gbps connection and federated identity between the two clouds
- Reduced carbon emissions directly associated with physical data centers

Products Used

Oracle Cloud Infrastructure | Azure Interconnect | VMware Solution

Industry
Communications

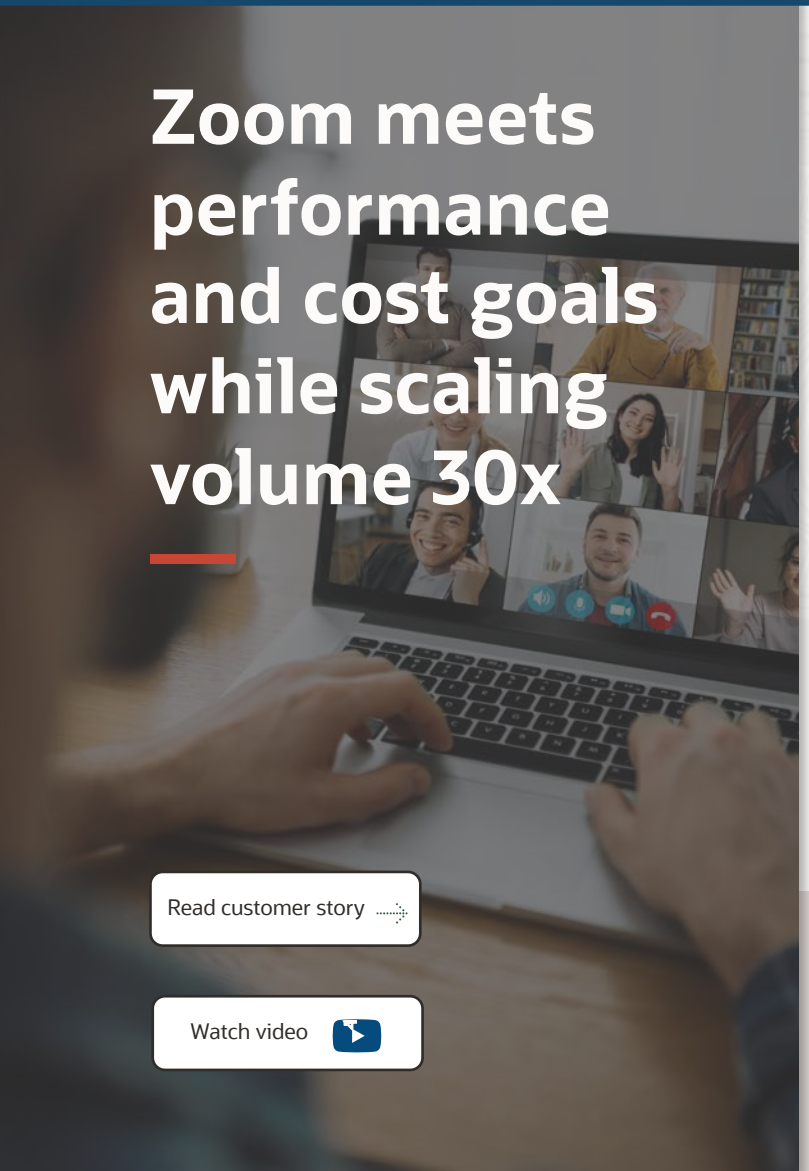
Location
Brazil

Use Case
Consolidate Databases to ADB/ExaCS/Exadata

zoom

> “We selected Oracle for its advantages in performance, scalability, reliability, and superior cloud security.”
>
> **Eric S. Yuan**
> CEO, Zoom

Zoom meets performance and cost goals while scaling volume 30x



Read customer story

Watch video

Business Challenge

Zoom needed to find a Cloud partner as performant and cost-effective as their purpose-built environment, that could scale to a 30X increase in volume as demand soared during the COVID-19 pandemic.

Results

Oracle’s engineering team helped Zoom move from deployment to live production in just 9 hours. Zoom now supports millions of concurrent live streams every day—in the cloud, without having to rely on managing their own hardware or data centers.

- Quickly scaled to meet user demand as it grew from 10 million to 300 million daily participants, December to April
- Considered other clouds, but only Oracle met their requirements
- Has grown from 7 to 20 petabytes of video and audio transferred per day through Oracle Cloud Infrastructure servers—a 3x increase from April
- Eliminated the 40-minute limit for K-12 schools on its free tier
- Next, Zoom and Oracle are partnering to add videoconferencing to webinars, sales calls, and customer service within Oracle CX Cloud

Products Used

Oracle Cloud Infrastructure | Oracle Virtual Machines | Oracle Block Volumes

Industry
Technology

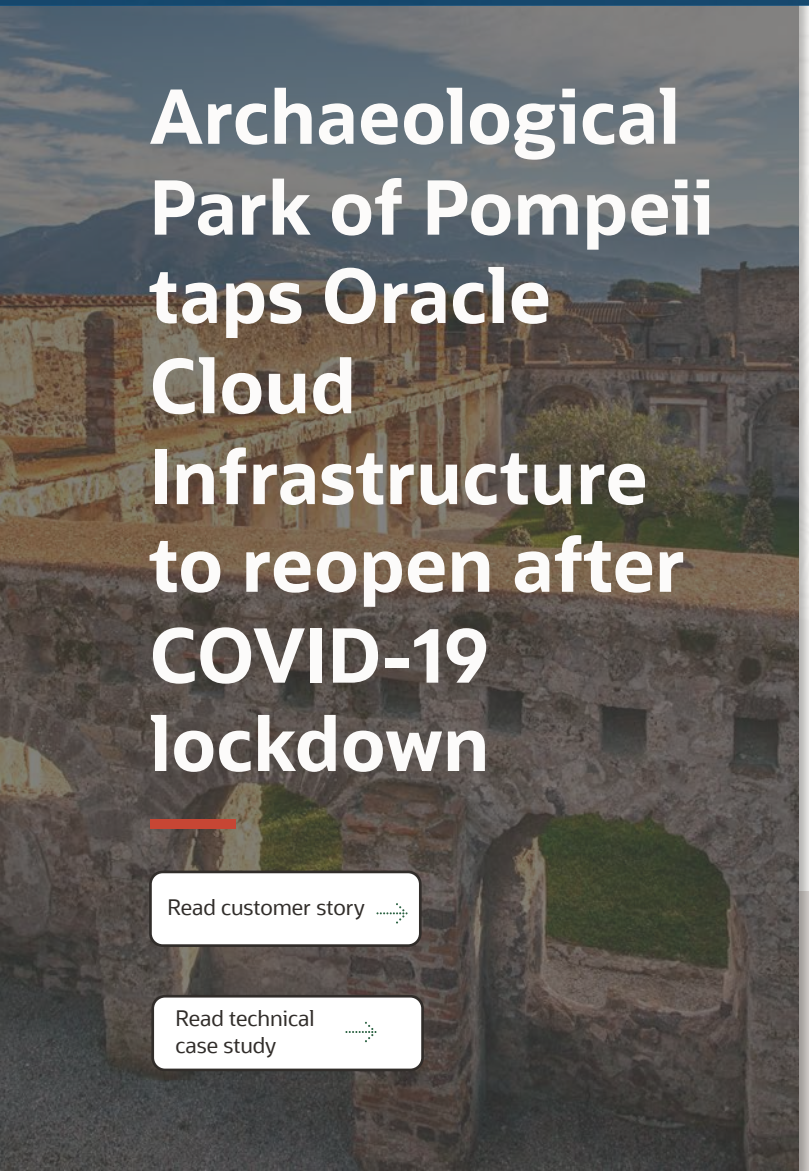
Location
United States

Use Case
Build or Modernize ISV Apps

POMPEII

> “Oracle Cloud Infrastructure and Oracle Consulting were instrumental in reopening our doors to tourists. With Oracle's technology, we are well-equipped to enhance and preserve tourism within the local area.”

Alberto Bruni
COO, Archaeological Park of Pompeii



Archaeological Park of Pompeii taps Oracle Cloud Infrastructure to reopen after COVID-19 lockdown

Read customer story

Read technical case study

Business Challenge

The Archaeological Park of Pompeii features the ruins of an ancient Roman port town that was destroyed in 79 AD. Following the national COVID-19 lockdown, the Archaeological Park of Pompeii needed to build an application to track visitors’ movements in order to ensure social distancing.

Results

The Archaeological Park of Pompeii built its application on Oracle Cloud Infrastructure and Oracle Autonomous Database because of the comprehensive cloud native and DevOps capabilities. To build its MyPompeii app, the park chose Oracle Consulting for its superior customer service.

- Developed a real-time heat map that shows other tourists along routes
- Minimized congestion and ensured social distancing by tracking visitor movements in real time
- Developed capabilities to help tourists visualize points of interest
- Assisted visitors by visualizing crucial facilities on maps such as first-aid stations
- MyPompeii app has been downloaded by 20,000+ visitors

Products Used

Oracle Cloud Infrastructure | Autonomous Database Functions | Oracle Blockchain | Oracle Container Engine for Kubernetes Container Registry (OCIR) | Autonomous Transaction Processing | Oracle Spatial Analytics

Industry
Public Sector

Location
Italy

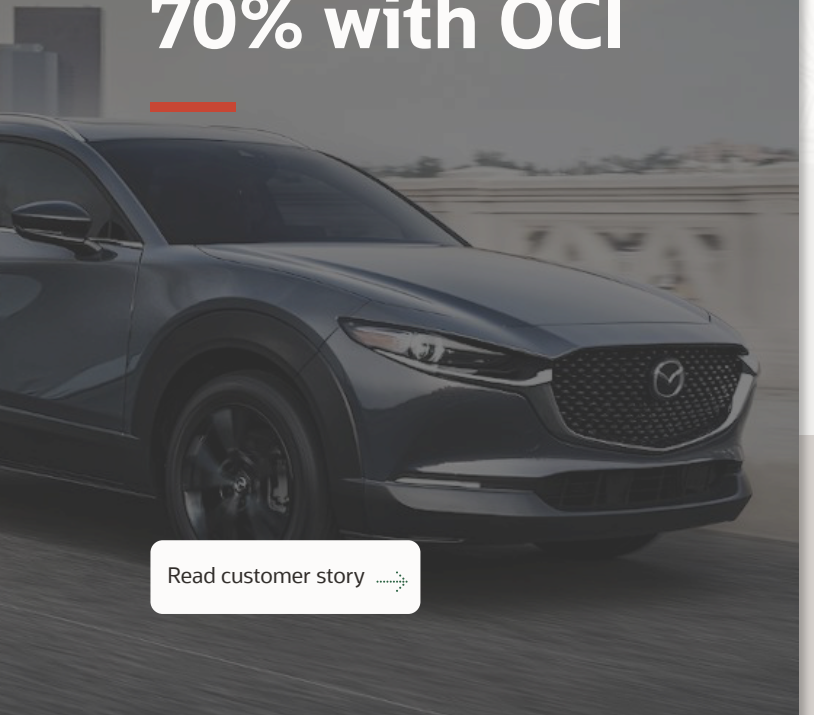
Use Case
Build Cloud Native Apps

mazda

> “We migrated a global inventory management system that tracks thousands of automotive repair parts and accessories from an on-premises system to Oracle Cloud Infrastructure. We've already achieved a 70% increase in performance and cut our 5-year total cost of ownership in half.”

Masahiko Tamura
General Manager, Supply Chain Systems Department, Mazda Motor Corporations

Mazda cuts costs by 50% and boosts performance by 70% with OCI



Read customer story

Business Challenge

As a multinational automaker that supplies 1.5 million automobiles annually, Mazda has a complex inventory management system. In order to simplify its system, Mazda needed to shorten its demand forecasting processing cycle and improve the accuracy of demand forecasting.

Results

Mazda switched from its on-premises server and storage infrastructure to Oracle Cloud Infrastructure because it delivered significant performance improvements and reduction in the five-year total cost of ownership. In addition to cost savings and performance gains, Mazda can also scale transaction capacity up or down based on business demands, so it can run its inventory forecasts daily instead of monthly.

- Improved performance by 70% compared to its previous on-premises infrastructure
- Lowered its total cost of ownership over five years by 50% compared to its previous systems
- Improved the accuracy of demand forecasting calculations and inventory management reports
- Eliminated the need to share on-premises resources between applications

Products Used

Oracle Cloud Infrastructure | Oracle Bare Metal Servers | Oracle GoldenGate

Industry
Automotive

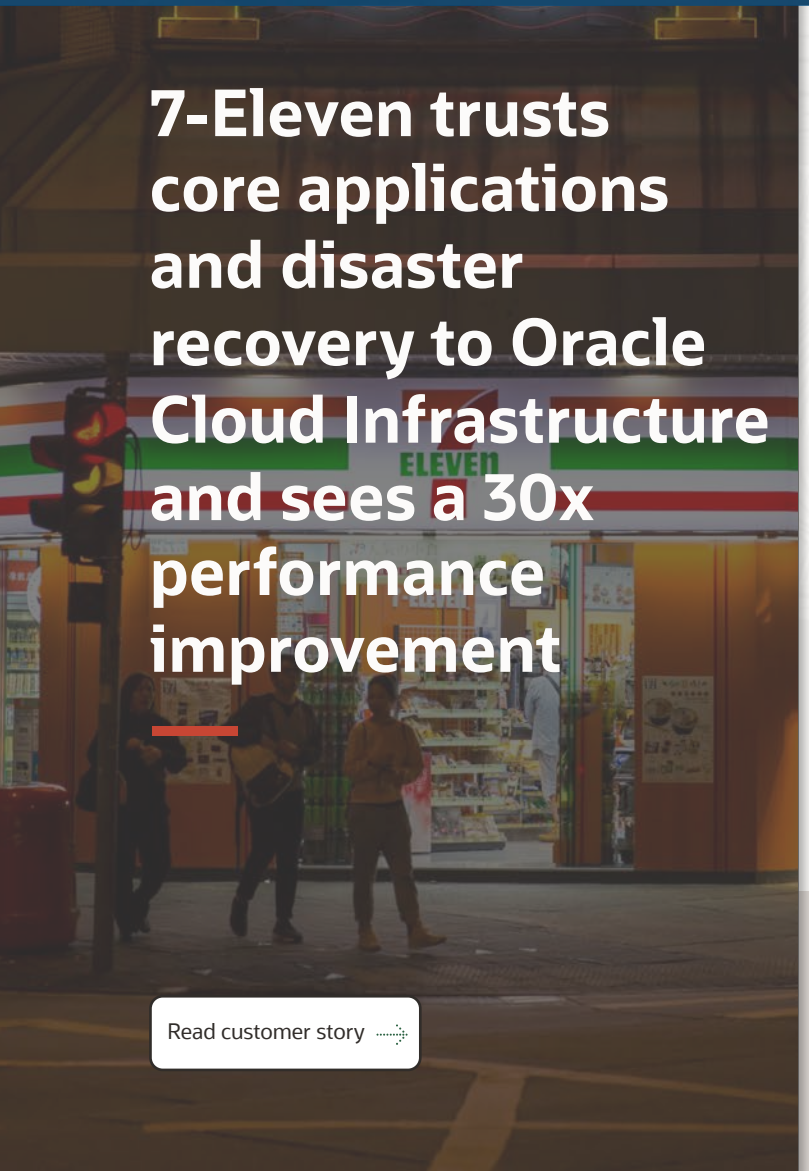
Location
Japan

Use Case
Move and Modernize Oracle Packaged Apps

7-ELEVEN

> “Oracle Cloud Infrastructure was undeniably the clear choice. There is no better solution for databases than Exadata, and Oracle is the only cloud that offers it.”

Sanjay Date
Senior Program Manager, Enterprise Infrastructure Group, 7-Eleven



7-Eleven trusts core applications and disaster recovery to Oracle Cloud Infrastructure and sees a 30x performance improvement

Read customer story

Business Challenge

7-Eleven is the largest convenience store chain in the United States, with a large global presence as well. Complying with a corporate mandate to modernize its IT environment and undergo a digital transformation, 7-Eleven needed to migrate its critical workloads to the cloud and create a disaster recovery environment.

Results

7-Eleven consolidated production and disaster recovery for Oracle E-Business Suite on Oracle Cloud Infrastructure. By moving to OCI, 7-Eleven lowered the total cost of ownership of the infrastructure that supported its critical production applications, while retaining the same high performance and availability.

- Created its disaster recovery (DR) environment in the cloud and successfully tested the failover of applications and database to Oracle Cloud Infrastructure in less than 16 weeks – a project record
- Leveraged Exadata on Oracle Cloud Infrastructure to mirror the DR environment it had on-premises
- Ran failover tests in 20 seconds vs. 10 minutes, a 30x performance improvement
- Leveraged Oracle Maximum Availability Architecture for cloud deployments and unique features such as Oracle Active Data Guard and Oracle Real Applications (RAC) that are only offered through Oracle Cloud
- Decommissioned 60 on-premises services by moving to Oracle Cloud Infrastructure

Products Used

Oracle Cloud Infrastructure | Oracle Exadata | Oracle Cloud Compute | Oracle E-Business Suite

Industry
Retail

Location
United States

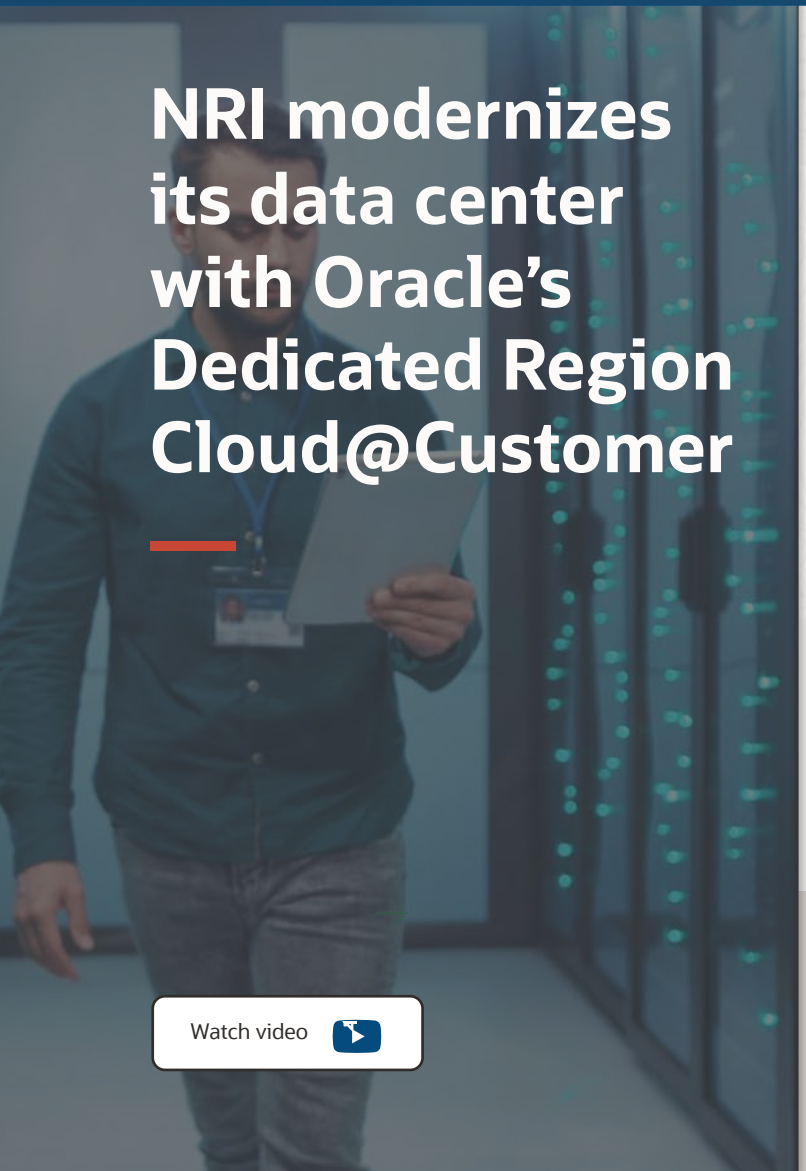
Use Case
Move and Modernize Oracle Packaged Apps

NRI

> “With Oracle Dedicated Region, we can significantly reduce our on-premises costs and invest more in our digital transformation.”

Tomoshiro Takemoto
Senior Corporate Managing Director, NRI

NRI modernizes its data center with Oracle’s Dedicated Region Cloud@Customer



Watch video

Business Challenge

As the largest consulting firm and IT solutions provider, NRI needed to invest in digital transformation in order to modernize, ensure advanced control, and provide governance in its own data center.

Results

NRI moved its mission-critical SaaS applications, which are used by about 70% of the capital markets firms in Japan, from on-premises to an Oracle Dedicated Region Cloud@Customer in its own data center. Dedicated Region enables NRI to incrementally modernize its technology stack while reducing the risk and expense of adopting new technologies.

- Achieved agility and seamless expansion while maintaining high availability at the same level as its previous on-premises platforms
- Maintained the high level of financial control based on Japanese security standards such as SOC2 and FISC
- Leveraged cloud native tools such as Oracle Blockchain Platform and Oracle Container Engine for Kubernetes to further accelerate digital transformation
- Migrated other workloads to OCI and anticipates a second Dedicated Region/OCI project towards October 2021
- Cost savings allowed NRI to reallocate investments and resources into more strategic areas, transforming its own and its customers’ business
- Increased both cost and operational efficiency compared to its on-premises platforms

Products Used

Oracle Dedicated Region Cloud@Customer | Oracle Blockchain Platform | Oracle Cloud Infrastructure
Oracle Container Engine for Kubernetes

Industry
Financial Services

Location
Japan

Use Case
Dedicated Region Cloud@Customer

INTEGRA
LIMIT UNCERTAINTY

> "Our processing window for our nightly data analytics run was about 8.5 hours. With the combination of the backbone interconnection between the Azure and OCI platforms and the extensive horsepower on OCI, we moved that window to about 3.5 hours on a nightly basis."

Peter Gawronkiak
Senior Director,
Global Infrastructure,
Integra LifeSciences

Integra LifeSciences enhances multicloud capabilities with OCI and achieves 90% time savings

Watch video

Business Challenge

Integra LifeSciences is a leading global provider of regenerative and neurosurgical devices and technologies, serving surgeons and hospitals worldwide. Between its outdated on-premises infrastructure and multiple failed migration attempts that disrupted business operations, Integra needed a more performant cloud provider to host its workloads.

Results

With the help of a proof-to-pilot (P2P), Integra migrated more than 140 systems to OCI, across environments for development, quality assurance, production, disaster recovery, and special projects. Integra leveraged the Oracle-Azure Interconnect to achieve cross-data cloud transfers at 10Gbps and faster processing of analytics.

- Migrated Oracle EBS, Agile PLM, and supply chain analytics and complete systems on OCI
- Achieved 87% improved report run time from an hour and 45 minutes to 13 minutes
- Reduced its general processing window from 8.5 hours to 3.5 hours
- Can now provision an environment in minutes compared to 10-14 days
- 90% time savings achieved with in-memory database options

Products Used

Oracle Cloud Infrastructure | Oracle Cloud and Microsoft Azure Interconnect | Oracle Cloud Observability and Management Platform

Industry
Life Sciences

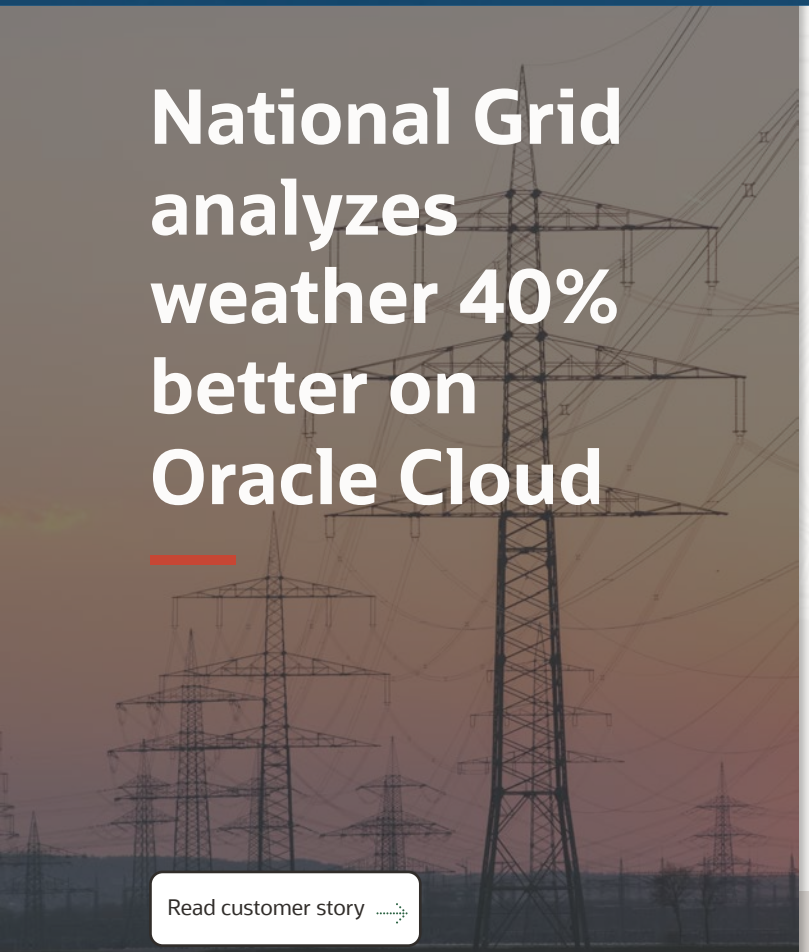
Location
United States

Use Case
Move and Modernize Custom and Third-party Apps

nationalgrid

> “Oracle just works. You can trust it. It doesn’t fall over, it just does its job, and it does it really, really, well.”
>
> **James Kelloway**
> Energy Intelligence Manager,
> National Grid ESO

National Grid analyzes weather 40% better on Oracle Cloud



Read customer story

Watch video

Business Challenge

Great Britain partnered with UK-based energy company National Grid to work towards its goal of operating a zero-carbon electricity system by 2025. To lower carbon emissions, National Grid needed lightning-fast computing power to run complex machine-learning models to accurately predict renewable energy sources.

Results

With Oracle, National Grid can now use more than 21,000 machine-learning models to analyze data sets and uncover patterns to efficiently manage Great Britain’s renewable energy supply.

- Developed a virtual supercomputer using OCI to run the machine-learning models required to predict Great Britain’s energy supply and demand
- Leveraged NVIDIA GPU-based computing power on OCI to run tens of thousands of machine-learning workloads simultaneously
- Achieved up to 40% performance and accuracy improvement for its machine-learning models
- Reduced the time it took to run GPU queries from hours to minutes
- Helped Great Britain hit a milestone of producing 48.5% of its electricity from renewable sources for the 12 months ending in December 2019

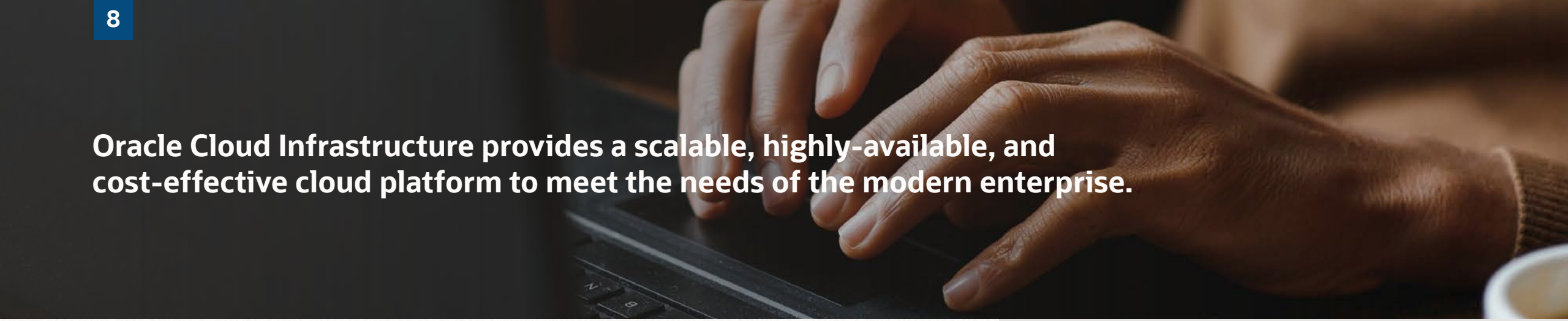
Products Used

Oracle Cloud Infrastructure | Oracle Cloud Compute

Industry
Oil and Gas, Utilities

Location
United Kingdom

Use Case
High Performance Computing



Oracle Cloud Infrastructure provides a scalable, highly-available, and cost-effective cloud platform to meet the needs of the modern enterprise.

Additional resources

Oracle Cloud Customer Showcase
Learn how companies are innovating with OCI

Oracle Cloud Adoption Framework
Find guidance for each step in your cloud journey

Oracle Cloud Lift Services
Expert guidance from cloud engineers

Oracle Support Rewards
Use OCI. Earn rewards. Reduce your support bill by 25c for every $1 spent on OCI

Oracle Cloud Free Tier
Try Always Free cloud services and get a 30-day trial. Build, test, and deploy applications on Oracle Cloud—for free

Oracle Technical Case Studies
Dive deeper into real-world customer deployments

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