

The background of the advertisement features a blurred office scene with three people. In the foreground, a woman with blonde hair and glasses is looking towards the right. Behind her, a man in a dark suit is also looking in the same direction. To the left, another woman is partially visible, looking towards the camera. The overall lighting is soft and professional, typical of a corporate office environment.

ORACLE

# Realize Your Data's Potential

Accelerate insights with a  
foundation for performance,  
security and AI-driven analytics

IT leaders working to help their organizations develop products and services, attract new customers, and adapt to changing market conditions with AI know the key is a data platform that seamlessly connects diverse sources across the enterprise.

Enter Oracle Modern Data Platform.





## 4 barriers to generating data-driven insights

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Businesses are inundated with information. To spin it all into a competitive advantage, CIOs must overcome major challenges.

A platform that delivers insights with exceptional performance and security—and without restrictions on data types or formats or integration barriers—is a game changer. Whether you're being held back by operational complexity, fragmented data, vendor lock-in, inconsistent results, or all of the above, Oracle has the technology, tools, and expertise you need to build a winning system.



# Achieving the full potential of your data is challenging

## 1 Operational complexity costs time and money

Pressure to optimize resources, minimize overhead, and enhance efficiency is constant. All businesses need to unravel operational complexities to pave the way for a more agile and cost-effective approach to operations.

**“I’m pressured to achieve cost savings and reduce operational complexity.”**

CTO of a top 10 retailer

## 2 Fragmented data slows innovation

When data is distributed and lacks central management, it’s like having puzzle pieces scattered all over the place. There’s no efficient way to construct a complete picture to help your business innovate. Fixing this problem isn’t just about consolidating data. It’s also about moving it securely while making it easily accessible for analysis.

**“My data is in multiple locations; it’s slowing us down.”**

VP Data Analyst in the banking sector

## 3 Vendor lock-in and a patchwork of tools stifle agility

Do market shifts leave you scrambling? Inflexible systems and the need to use different tools for each task can make your organization less adaptable. Increasing agility requires spending more time on innovation and less on integration and management. A modern data platform with a modular, open architecture that minimizes proprietary data formats and pricey data egress charges opens the door to using the right technology to meet evolving business challenges.

**“We struggle to be agile and adopt ever-changing technologies.”**

CEO of a leading startup

## 4 Customer-focused insights are hard to come by

Many organizations are overwhelmed by the sheer volume, velocity, and complexity of their data. Integrating disparate systems, making sense of unstructured information, and enabling nontechnical team members to use analytics effectively to better serve customers and make offerings more customized are ongoing challenges. Yet personalization is a top revenue driver.

**“My organization is held back by inconsistent insights from stale data.”**

VP of Operations at a Fortune 500 manufacturing company



# What success looks like

## A modern data platform is key to achieving new business outcomes



### Growth through new revenue streams

- Develop and launch new products and services based on customer activity with higher success probabilities.
- Target marketing campaigns more effectively and increase marketing conversion rates.



### Lower costs using anomaly detection

- Optimize predictive maintenance to save money and increase efficiency.
- Prevent suspicious activity in real time.



### Accuracy through real-time, AI-driven forecasts

- Effectively manage lead times to optimize your supply chain.
- Provide personalized offers and pricing in real time.



### Stronger customer intimacy and employee engagement

- Make every interaction easy, convenient, and intuitive.
- Identify trends in customer behavior early, and provide highly personalized experiences.
- Optimize the employee experience for a motivated and productive workforce.

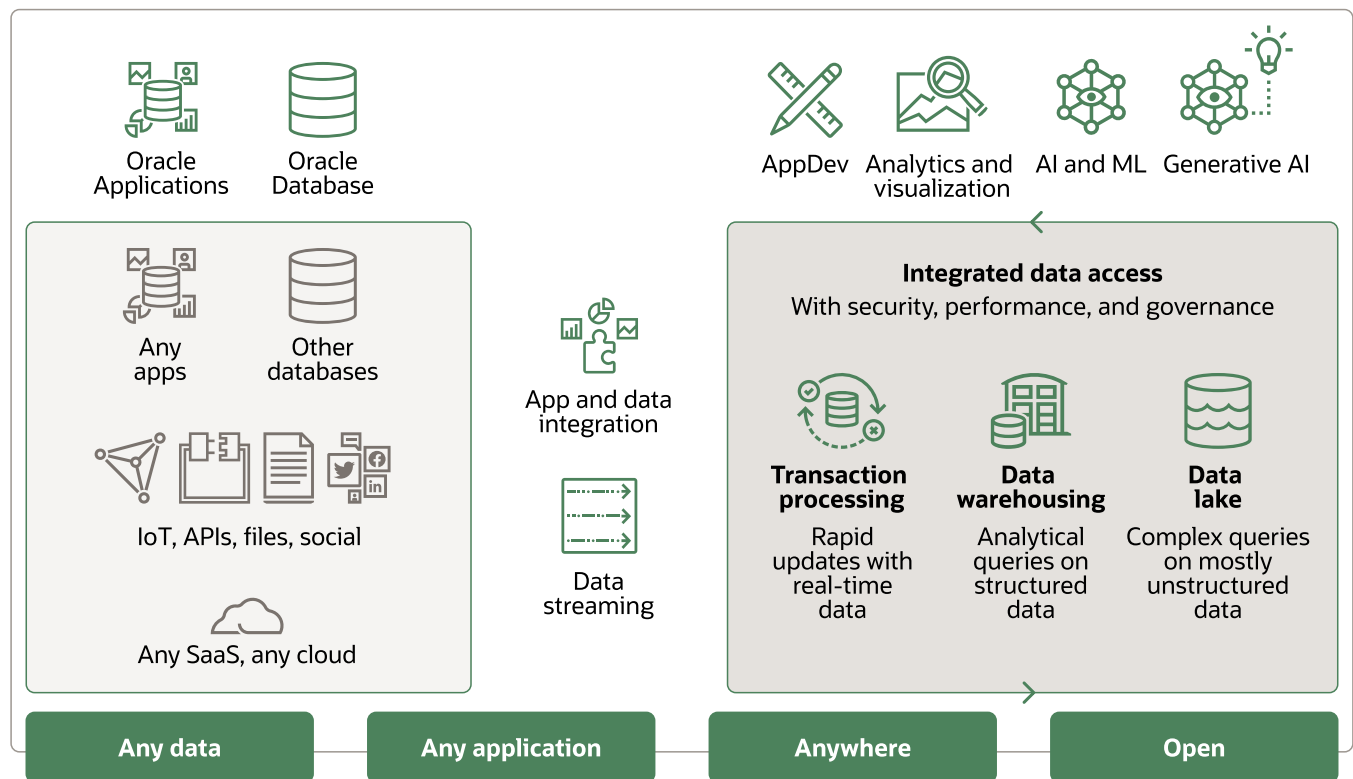


# Basing timely decisions on all relevant data is a huge competitive advantage

Oracle Modern Data Platform stands out as a leading solution for comprehensive data management. It enables businesses, regardless of size, to gather, store, combine, and analyze data with exceptional efficiency. The platform's integrated AI services let companies unlock new insights to help drive better decision-making, superior customer service, enhanced employee experiences, and ultimately, greater profits.

Oracle Data Platform, built on the robust Oracle Cloud Infrastructure (OCI), offers a secure and scalable foundation for managing data. It's also completely integrated with Oracle's full spectrum of enterprise applications and is offered as a cloud, multicloud, or dedicated cloud solution.

## Oracle Modern Data Platform



# Simpler queries deliver better insights, faster and for less

Oracle Modern Data Platform lets you easily connect your applications and data sources. The platform supports applications from Oracle, Salesforce, SAP, Shopify, Snowflake, Workday, and many others. A broad array of integrations, with available adapters and low-code customization, ease migrating data to the cloud while simplifying hybrid and multicloud operations.

Furthermore, Oracle's data warehouse and data lake solutions let you access and query data outside the database, including data from object storage and sources beyond OCI.

Services include

- **Transaction processing:** Use [Oracle Autonomous Database](#), the preferred database for global enterprises. Or choose from many other databases, such as [MySQL](#).
- **Data warehousing:** Consolidate transactional data and metadata derived from other sources. Then use analytical tools to generate business insights.
- **AI capabilities:** Provide users with anomaly detection, document understanding, and more. [Generative AI services](#) are customizable for your needs and your data.
- **Data visualization:** Let analysts grasp complex data quickly and efficiently using a code-free, drag-and-drop interface.
- **Application development:** Build business apps that exploit the value of your data using familiar development tools, or choose Oracle APEX, a low-code/no-code tool, to create and maintain applications using up to 98% less code than traditional techniques.





## Consolidated businesswide data delivers unique insights

The data generated throughout your enterprise is incredibly valuable—and rarely fully utilized. Bringing together all your structured, unstructured, and semistructured data for analysis is a job for a data lake.

With Oracle Data Platform, all your data is consolidated into a central data lake and made available to databases such as [Oracle Autonomous Data Warehouse](#) or [MySQL HeatWave](#).

You can then use AI-based and classic analytics tools, such as those found in [Oracle Analytics Cloud](#), as well as open source projects, such as [Apache Spark](#), to unlock the full potential of your data.

- Consolidate data from all your sources.
- Get more out of data with easy-to-use [AI services](#) for developers, data scientists, and business users.
- Simplify database administration with AI services in the industry's only [Autonomous Database](#).
- Simplify lakehouse architecture with [MySQL HeatWave](#) or [Autonomous Database](#) by combining transactional and analytical data processing in the same database.
- Deploy in a [distributed cloud](#) to meet data residency, sovereignty, and connectivity needs.



## Stay open, stay agile with Oracle

Oracle provides a variety of managed open source services, including Apache Hadoop and Spark for big data, OpenSearch, PostgreSQL, and Redis for databases. And with up to [10 TB of free data egress per month](#), you can easily evolve your data strategy as you desire.

- Develop [cloud native](#) apps with tools such as Java, Kubernetes, and Python.
- [Build new apps](#) on open source MySQL platforms or in low-code APEX on Oracle platforms.
- Create and train robust ML models, including [generative AI models](#), using [OCI Supercluster](#), which provides supercomputing-level performance.







“We have 3 million students a month on our platform, and every user who accesses [estuda.com](https://estuda.com) has to see their assessment report in real time. MySQL HeatWave on Oracle Cloud Infrastructure delivers the high query performance and elasticity that we require, at predictable low costs.”

**Vitor Pereira de Freitas**

Cofounder and Chief Technical Officer, Estuda.com

[Read Estuda.com's story](#)

Brazil's leading edtech serves more than 8 million students from more than 500 K–12 schools. It needed a data platform to deliver real-time insights for 3 million users per month.

Oracle Cloud helped Estuda.com sustain phenomenal growth

- Real-time analytics informs development to improve app usability and adoption.
- Quickly query any data for more flexibility and growth to help more students.

**300X**

faster performance by using MySQL HeatWave instead of BigQuery, with no code changes

**85%**

cost reduction by using pay-for-use consumption and eliminating the need to replicate transactional data in an analytics database





## Deep data insights drive spot-on innovation

Oracle is leading innovation in the data stack, from hardware to SaaS, preparing you for future challenges and enabling previously out-of-reach projects.

[AI advancements](#) such as vector search, generative AI, and retrieval-augmented generation are being integrated with Oracle databases, including [Oracle Database 23c](#) and [MySQL HeatWave](#). This integration allows for easier similarity searches of unstructured data and intuitive query capabilities without the need for separate specialized tools. The result? Targeted insights.

AI Vector Search significantly enhances developer productivity by incorporating generative AI into [Oracle Database](#) tools, facilitating application and query development with minimal coding. Furthermore, the latest [Oracle Analytics Cloud](#) (OAC) enhancements will enable users to engage with data using conversational language, with AI providing visual and auditory outputs. Evolving to autonomously extract pertinent details from text and image files, marking a pivotal transformation in data utilization and AI synergy.

# Drive innovation and simplify management with Oracle's distributed cloud

OCI's distributed cloud provides you with the flexibility to choose where and how cloud services are delivered to meet regulatory, performance, and other needs. Our distributed cloud offerings deliver the full functionality and superior economics of Oracle's public cloud to customer data centers and edge locations, with a range of deployment models and operational controls.

- [Oracle's public cloud](#) offers more than 48 regions in 24 countries, more than 100 cloud services, and the same low [pricing](#) worldwide.
- [Multicloud services](#) let you combine OCI and other vendor clouds for maximum flexibility.
- [Oracle Exadata Cloud@Customer](#) and [Oracle Compute Cloud@Customer](#) provide a highly optimized and managed database in your data center.
- Gain full-stack visibility and [management](#) for hybrid and multicloud environments with continuous monitoring and anomaly detection.
- Put Oracle's cloud services in your data center with [dedicated cloud](#) solutions.

Deutsche Bank 

**€100M+**

savings in costs and 50% less energy use with hybrid cloud

# Why Oracle Modern Data Platform is the right solution for you



**Complete:** Oracle's modern data platform provides a broad set of tools, systems, and applications that let you consolidate and manage data, build custom applications, and quickly and reliably analyze the huge volumes of information your company creates.



**Open and modular:** Oracle understands that your business runs on a rich set of systems and services. Wherever and however those systems run, Oracle's data platform is dedicated to working with them through open standards and flexible integration points.



**Intelligent:** Oracle's modern data platform gives you a broad set of AI-driven analytics tools, and Oracle also uses AI within its products and services to make them more self-reliant and easier to manage. AI-enhanced development tools simplify and speed your code development.



**Deployable anywhere:** Around the world, in partnership with other cloud vendors, or even within your own data center, Oracle can meet you where you are. Whatever your needs, Oracle has a deployment model for you.



# Oracle paves your path to innovation

Data is increasingly the most valuable asset businesses own. Oracle provides an affordable, easy-to-use, scalable, and secure foundation for extracting the value from your data. With flexible deployment models, open systems support, and a rich set of business applications and data analysis tools, you can find what you need now and begin building a system that will constantly deliver insights and help drive innovation for your enterprise.

Which project do you want to start with?

## Learn more

[Explore Oracle Modern Data Platform](#)  
[Discover strategies for the CIO](#)  
[Request a demo](#)

## Connect with us

Call +1.800.ORACLE1 or visit [oracle.com](https://www.oracle.com)

Outside North America, find your local office at [oracle.com/contact](https://www.oracle.com/contact)

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