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Custom Apps to the Cloud – with Oracle
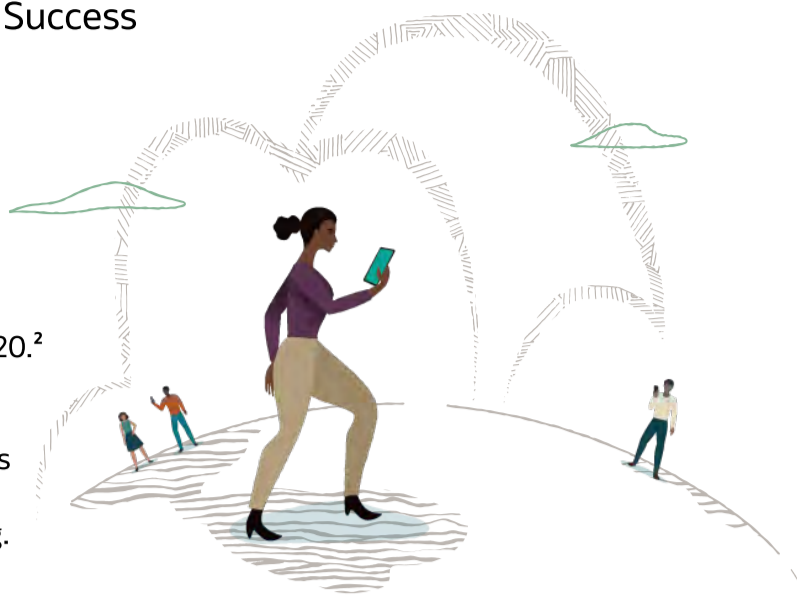
Custom Applications
Critical Components for Business Success

$27B
worldwide market by 2024.[1]

Top Priority
area of software spending in 2020.[2]

And keeping legacy custom apps running is the **#2 category** for software development spending.

90%
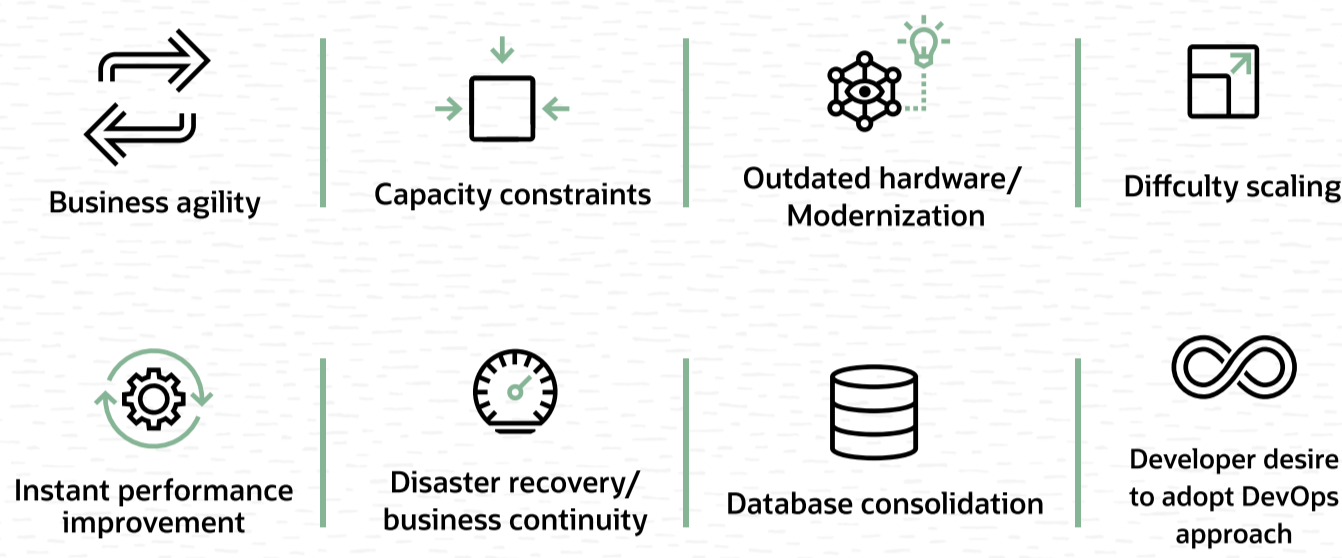say custom applications are strategic business enablers.

46%
say their IT teams can keep pace with the demand for new app requests.[3]

Enter Infrastructure-as-a-service

"Hypercustomized" public cloud environments can have significant positive impact on custom application performance.[5]

54%
of current cloud-based apps were moved from on-prem.[4]

Drivers for Moving Custom to the Cloud

Business agility

Capacity constraints

Outdated hardware/ Modernization

Difficulty scaling

Instant performance improvement

Disaster recovery/ business continuity

Database consolidation

Developer desire to adopt DevOps approach

3 Approaches to Custom App Migration

Lift and shift: move app as-is
- Cost savings
- Performance improvement
- Scalability

Move and improve: upgrade or add capabilities
- Chatbots
- Mobile
- Business continuity/ disaster recovery
- Integration

Modernize: rewrite or refactor
- Cloud native technology
- Microservices
- DevOps
- Continuous Integration /Continuous Delivery

Why Oracle Cloud for Custom Apps
Industry first and only Gen2 Cloud

⊘ Broadest compute offerings

⊘ Security first, zero-trust architecture

⊘ Industry's only performance, manageability and availability SLAs

⊘ Pre-built integration adapters for on-prem and other clouds

⊘ Unique, isolated, non-blocking network

⊘ Integrated platform services: Database Cloud Services (including Exadata and Autonomous)

Built-in cloud native and development services

⊘ Oracle Kubernetes Engine

⊘ Support for containers, microservices

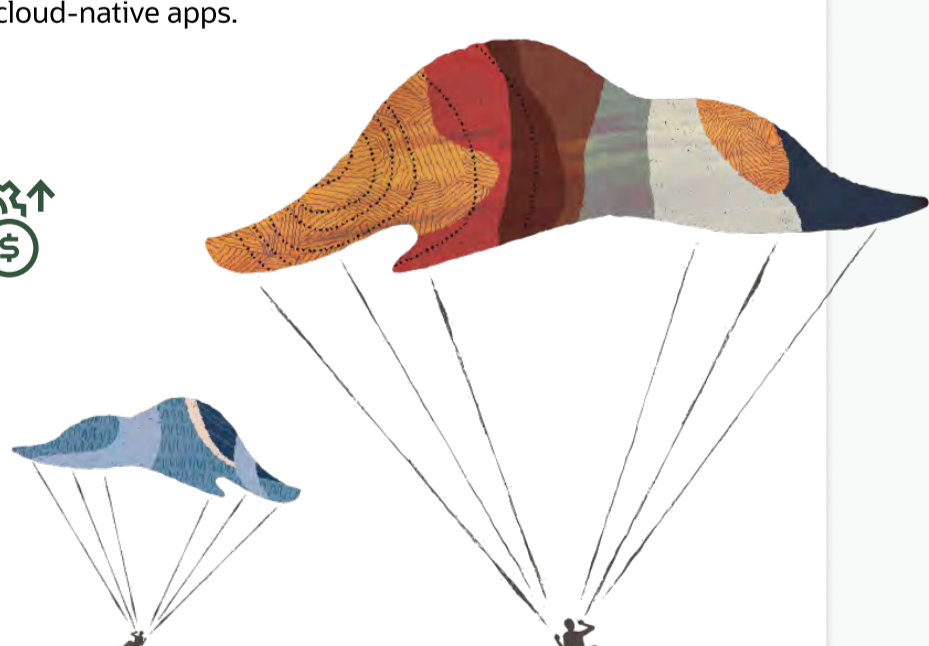⊘ Oracle DevOps-as-a-Service

Included planning and migration services

⊘ Oracle Cloud Lift Services
Learn more here

⊘ Oracle Architecture Center
Learn more here

Oracle Gen2 Cloud Experience Across Workloads

For custom and packaged third-party apps, Oracle Cloud Infrastructure offers the only Gen 2 cloud experience — performance, agility, security, unique SLAs and cost benefits — for both Oracle and non-Oracle workloads, and for cloud-native apps.

50 - 55%
price/performance advantage vs. Microsoft Azure.[6]

2 - 5X
better performance at lower cost than AWS.[7]

Success requires working with a Gen2 cloud provider that understands migration issues and options and can help you make the best decision.

To learn more:
Oracle LiveLabs — run free labs and workshops.
Sign up for a free trial.
Use cases for migrating custom apps to cloud.

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Sources:
1 "Custom Application Development Service Market"
2 Society of Information Management's (SIM) annual study.
3 Caspio, "The State of Custom Business Applications," 2020, https://go.caspio.com/state-of-custom-business-applications-2020
4 IDG Cloud Computing Survey 2020
5 IDC Marketscape® Worldwide Public Cloud Infrastructure as a Service 2020 Vendor Assessment
6 "Evaluating Oracle Cloud and Microsoft Azure Customer Experience with Application Migration to Cloud Infrastructure, Operational Databases, and Data Warehouse Services," April 2020
7 Oracle Cloud Infrastructure Compute Bare Metal Instances Review," March 2018