ORACLE

Move and Modernize ISV Applications on Oracle Cloud Infrastructure (OCI)

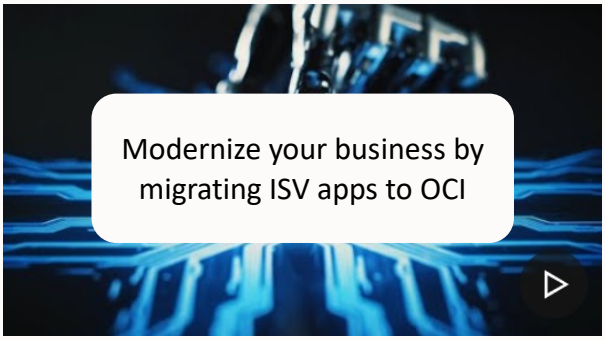
Your challenge

Independent Software Vendors (ISVs) need secure, scalable, and reliable platform and infrastructure services to host their SaaS-based applications for their customers. Even more so than information technology (IT) organizations running a back-office system in the cloud, ISVs need to contend with 24x7 operations, geographically diverse deployments, dynamic customer traffic patterns, and the security challenges inherent when exposing applications to the public internet. These challenges often lead to ISVs struggling to predict costs of their IT environment, which impacts the ISV's ability to predict margins. Lastly, finding a solution that provides security across all customers requires a deep understanding at each layer of the solution from identity through data and infrastructure, often including compliance requirements.

Our solution

OCI enables ISVs of any size to deploy their applications on a public cloud in order to improve security, boost application performance and accelerate customer experience. ISVs gain the ability to scale with customer demand without having to purchase additional hardware while achieving superior price-performance backed by comprehensive SLAs, all while leveraging OCI's security-first approach. By migrating to OCI, ISVs can:

- Achieve superior price performance over other cloud providers, including a 2x-5x advantage over AWS in end-to end workload performance and 44% lower costs for HPC
- Protect yourself with industry-first, comprehensive SLAs for availability, performance, and manageability
- Support deployment flexibility through OCI, Dedicated Region Cloud@Customer, hybrid environments, and on-premises
- Go-to-market with Oracle using the Oracle Cloud Marketplace for a one-click deployment
- Leverage Oracle Cloud Observability and Management Platforms to manage multi-cloud and on-premises environments
- Protect your data with security-first design from the core to the edge



zoom

Zoom selects Oracle as a cloud infrastructure provider for its core online meeting service

To meet rapidly increasing demand for its services, Zoom selected OCI for its advantages in performance, scalability, reliability, and superior cloud security.

"We recently experienced the most significant growth our business has ever seen, requiring massive increases in our service capacity. We explored multiple platforms, and Oracle Cloud Infrastructure was instrumental in helping us quickly scale our capacity and meet the needs of our new users."

Eric S. Yuan
CEO, Zoom

workforce SOFTWARE

WorkForce Software moves from Azure to Oracle Cloud, ups performance 30%

As a leading workforce management SaaS provider, WorkForce Software's adoption of Oracle Cloud Infrastructure also improved application reliability and scalability—and ultimately the user experience.

"We saw a financial performance that allowed us just out of the gate to save 30 to 35% in our CapEx expenditure, and with the great performance we're getting from OCI, the ROI that we deliver with our suite continues to get better and better.

Mike Morini
CEO, WorkForce Software

TANIUM

Tanium adds Oracle Cloud Infrastructure to its multi-cloud strategy

Tanium, an ISV that provides endpoint management and security for the world's most-demanding IT environments, turns to OCI to help deliver its flagship SaaS platform, Tanium-as-a-Service (TaaS).

Customers can be up and running in minutes instead of days or weeks

TaaS customers will benefit from OCI's sophisticated AI and ML capabilities to automatically respond to cyberattacks

Bandwidth charges dropped by a factor of ten compared to previous solution

Tanium's solution is available on the Oracle Cloud Marketplace, where customers can search for specific applications for their business

"With Oracle, we can expand our customer base to help small enterprises and the mid-market take control of their endpoints by offering a competitively priced solution with zero infrastructure. With Tanium, organizations can achieve manageability, security and insight where digital business begins, at the endpoint."

Orion Hindawi
CEO, Tanium

Solution Features

Price-performance advantage

OCI delivers higher performance and lower costs for virtually every enterprise software application, and is consistently less expensive than competitive clouds for a wide range of popular cloud workloads. With OCI's flexible instances, ISVs can build solutions aligned to their exact needs. Oracle has simple rate structures that eliminate the cost surprises associated with hard-to-estimate usage elements such as data egress or storage performance. In independent testing, OCI delivers a 2x-5x advantage over AWS in end-to-end workload performance and 44% lower costs for HPC with guaranteed performance.

Security-first approach

OCI security is backed by decades of experience protecting enterprise data around the world. An attack to an ISV in the cloud can extend to the SaaS business and customers they support. OCI continues to provide innovative solutions like Maximum Security Zones and Data Guard that prevent setup and other human errors, has a comprehensive security compliance approach, and provides superior customer isolation compared to earlier public cloud designs.

Scale operations with an enterprise-ready cloud

OCI is built specifically to support enterprise class workloads, and to enable ISVs of any size to run the most performance intensive, high-volume, and high-performance database and applications on the OCI platform. With a complete integrated IaaS to SaaS stack, OCI enables ISVs of all sizes to leverage cloud across their organization with easy scalability without surprise costs.

Deployment flexibility

OCI has an open ecosystem which includes support for third-party solutions and flexible deployment options. ISVs are able to avoid vendor lock-in by deploying through OCI, Cloud@Customer, hybrid environments, and on-premises.

Joint go-to-market

Partner with Oracle and get empowered with the tools and resources you need to achieve expertise and differentiate your business. With more than 200,000 Oracle SaaS customers, 80 million daily users, and 61 billion daily transactions, we want to help you expand your market.

Enrich applications with built-in machine learning

OCI uses embedded machine learning to drive optimal efficiencies in enterprise workloads while reducing IT costs. This allows ISVs to innovate and release new features on accelerated timelines that keep pace with demand and market trends. Examples include advanced algorithms that detect and predict failures or performance issues in an ISV's infrastructure.

Validate cloud deployment best practices
Explore architectures

See why OCI is the best cloud for ISVs
Read the report

Expert migration services
Get started with Oracle Cloud Lift Services

Oracle Cloud Marketplace

Oracle Cloud Marketplace is a one-stop shop platform – where customers can shop for business applications offered by Oracle ISV partners that leverage and extend Oracle Cloud products and investments. Here, ISVs can market, deploy, and distribute their offerings on the OCI Marketplace. All apps and services on the marketplace are offered by approved, registered, and expert partners and developers. ISVs that list applications on the Cloud Marketplace get:

Exposure

Single source for solutions that compliment Oracle Cloud offerings. Reach over 420,000 customers and tens of thousands of Oracle sales people.

Lead Generation

Generate and track leads and enable Oracle customers to engage directly with your sales team with "Get App" feature.

Customer Ratings

Increase your visibility by encouraging customers to rate your app on Oracle Cloud Marketplace. Top Rated Apps are showcased on the marketplace homepage.

Go-to-Market Opportunities

Press Releases: Issue a press release announcing the availability of your offering(s) on Oracle Cloud Marketplace

Oracle Cloud Badges for Partners: The "Powered by Oracle Cloud" and "Integrated with Oracle Cloud" badges recognize partner software applications that run on and/or integrate with Oracle PaaS and/or Oracle Cloud Infrastructure (OCI). Feature the badge on your company's website and collateral to help customers identify your support for Oracle Cloud.

Social Media: Inclusion in social media announcements, newsletters and blog posts, etc.

Publish an OCI Image Listing

Allow thousands of OCI customers to launch your application image directly through a feature that embeds your listing into the OCI Console.

Cloud Marketplace Snapshot

8x8

"The added benefit of a strong go-to-market opportunity on the Oracle Cloud Marketplace was also a key differentiator for this partnership."
Vik Verma, CEO, 8x8
-Read the 8x8 Story

Manhattan Associates.

Manhattan Enhances Application Performance and Improves Margins by Using Oracle Cloud.
-Read the Manhattan Story

ALTAIR

Altair flips its cutting-edge design applications into overdrive by developing and running them on secure high-performance Oracle Cloud Infrastructure.
-Read the Altair Story

CISCO

Cisco uses Oracle Cloud Infrastructure to deliver 60 times better performance and 90 percent lower costs for its Tetration SaaS application.
-Read the Cisco story

Solution Differentiators

Apps run on OCI up to 5x faster than AWS

Cut admin costs by up to 80% with built in autonomous capabilities

Only vendor with availability, manageability, and performance based SLAs

Run apps on premises, on OCI, Cloud@Customer, or multi cloud

Comprehensive data and access controls

Oracle Programs for ISVs

Technical

Get access to workshops and hands-on labs, trial environments specific to ISV evaluation, and direct access to Oracle Cloud technical resources and expertise

Commercial

Oracle's Universal Credit model gives partners predictable pricing, flexible consumption options, and long-term investment protection. Oracle also support its ISV partners with a broad range of commercial models – aligned to the different ways our partners want to price, sell, and deploy their applications.

Go-to-Market

ISV partners have the opportunity to promote their applications to Oracle's 200,000+ Oracle SaaS customers and 80 million daily users via the Oracle Cloud Marketplace.

Migration made easy with Oracle Cloud Lift Services

Oracle Cloud Lift Services provide ISVs guidance from cloud engineers on planning, architecting, prototyping, and managing cloud migrations. Move critical workloads in weeks, or even days, instead of months by leveraging these included services for customer tenancies.

Dedicated engineering resources

A comprehensive cloud solution includes infrastructure, software, processes, and people. As part of the Oracle Cloud Lift program, Oracle dedicates its top engineers to help customers adopt Oracle Cloud, provide guidance on business value and TCO analysis with ISV business development teams, and assist with the following: architecture design, networking/security review, onboarding, migration assistance, and training resources.

Support from planning through go-live

A dedicated group of Oracle Cloud Infrastructure experts dedicated to ISV success will assist from inception through go-live activities, including assessment, designing, and prototyping, migration, and management to accelerate your time to value.

Program access is included with tenancy

The Oracle Cloud Lift program includes available services globally and is a part of the ISV's tenancy on Oracle Cloud Infrastructure.

Metering, Billing, & Cost Optimization

Infrastructure cost allocation models do not follow a one size fits all; some ISVs scale and chargeback within a single multitenant solution while others scale and meter for resource usage based on isolated sets of infrastructure for their various tenants. Some do both at the same time depending on the various service catalogs and offerings. While the agility advantage of the cloud allows for rapid expansion to support new customers and initiatives, this comes with a cost.

With OCI's auto-scalable, pre-emptible and/or burstable infrastructure, ISVs are enabled to design a cost optimized SaaS solution; with the cloud advisor, OCI allows ISVs to monitor and act on recommendations based on resource utilization patterns. OCI not only provides the building blocks but also the monitoring and actionable recommendations for cost optimization. Oracle Cloud also comes configurable budgets and quotas at the tenancy and/or compartment level.

Multi-Tenancy Considerations

Software companies have historically adopted various approaches to how they manage their customers' workloads, and implement segmentation strategies to isolate customer traffic and data at the various layers of their solution stack. Cloud Native and SaaS providers tend to gravitate towards a shared multi-tenant model in order to reap the benefits of economies of scaling whereas traditional ISV applications historically deployed at customers' premises or using a privately hosted model tend to be single-tenanted.

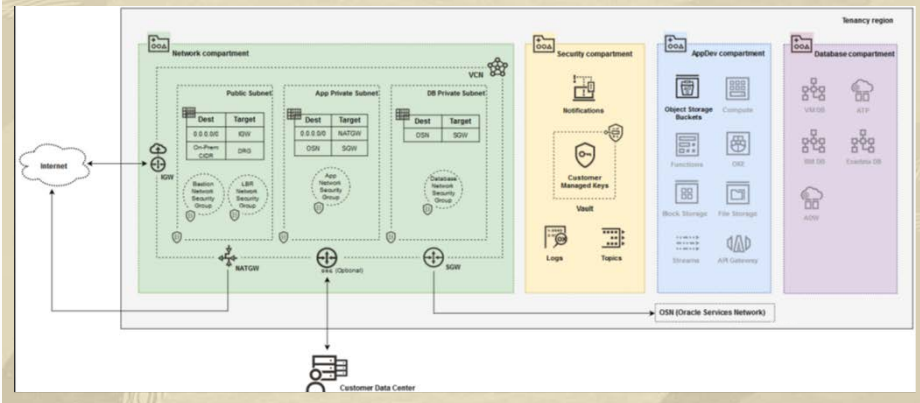
For both patterns, the Oracle cloud brings a set of constructs which can be used to enable customer isolation and segmentation, namely VCNs for network segmentation, container databases for data isolation, compartments for billing and chargeback isolation, and organizations for further isolation at the tenancy level.

Security Considerations

Oracle Cloud Infrastructure (OCI) is architected on security-first design principles. These principles include isolated network virtualization and pristine physical host deployment, which provide superior customer isolation compared to earlier public cloud designs and reduced risk from advanced persistent threats.

ISVs aim to take advantage of not only the inherent secure nature of OCI, but also leverage the flexibility and scalability of OCI for their business, all while meeting their compliance needs and providing the needed security assurances to their customers To assist ISVs in getting up and running faster and more securely, we created a Center for Internet Security (CIS) Landing Zone program, which provides automated environment provisioning through Terraform and Python templates

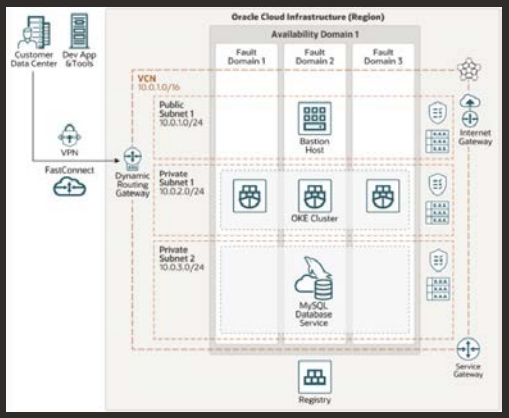
CIS Landing Zone Diagram



Cloud Native

ISVs are often either born in the cloud or are using a cloud migration as a forcing function to retool their tech stack to better leverage modern application development practices. Building an application to leverage cloud native services can enable in region high availability (HA) and cross region disaster recovery (DR) as well as the ability to seamlessly scale up and down as demand dictates.

Oracle enables ISVs to build applications that rely on standards and concepts like Docker, Kubernetes, serverless functions, API management, and Kafka based streams in a fully managed fashion so that development teams can focus more on building competitive ISV functionality and less on installing, patching, and managing infrastructure solutions.



Automation and IaC

Software configuration management and infrastructure as code (IaC) are no longer new concepts in IT and have become important tools used by enterprises both on premises and in the cloud.

These techniques are of particular importance to ISVs since an ISV often deals with deploying multiple customer tenancies from a single template and needs to manage various configurations for different customers. In addition, the challenge of deploying different software revisions to potentially different tenants on a variable schedule can only be solved at scale through automation.

Observability and Management

ISV applications can be built using traditional or modern cloud native underpinnings and can be deployed either on-premises or in the cloud. Oracle Cloud Observability and Management Platform brings together a comprehensive set of management, diagnostic, and analytics services that help customers eliminate complexity, risk, and cost associated to the fragmented approach for managing multi-cloud and on-premises environments. With built-in Machine Learning, it automatically detects anomalies and enables quick remediation in near real-time.

ISV Application Performance Monitoring

Application Performance Monitoring provides observability capabilities for end-to-end visibility and diagnosis across the entire IT environment. It's a centerpiece of Oracle's integrated observability and management solution. Using distributed transaction tracing, it connects user experiences with underlying technology to automate problem identification, diagnosis, and automated corrective action based on predefined rules.

Monitoring

Monitoring enables users to gain insights on cloud infrastructure and workloads with out-of-the-box metrics for health and performance. Users can configure alarms with thresholds to detect and respond to infrastructure and application anomalies.

Notifications

Oracle Cloud Infrastructure Notifications is a highly available, low-latency publish/subscribe (pub/sub) service that sends alerts and messages to Oracle Functions, email, and message delivery partners, including Slack and PagerDuty.

Service Connector Hub

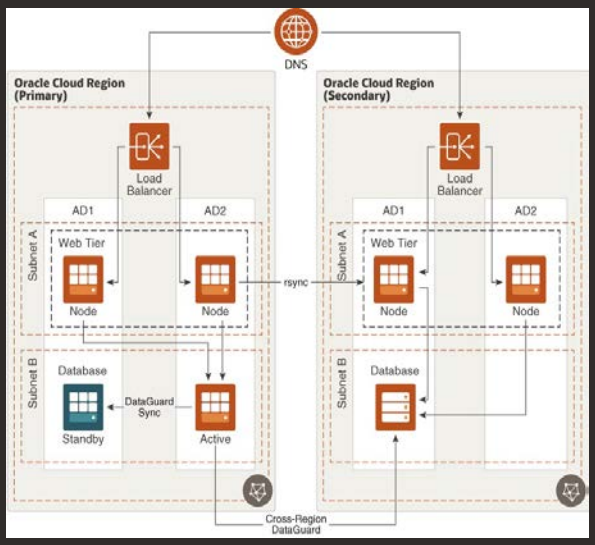
Service Connector Hub is a free, managed service that moves data between Oracle Cloud Infrastructure services. Unlike competing cloud offerings, Service Connector Hub provides a central place for describing, executing, and monitoring data movements between services such as Logging, Object Storage, Streaming, and Monitoring. It can also trigger Functions for lightweight data processing and Notifications for alerting.

Logging Analytics

Logging Analytics is a machine learning-based cloud solution that monitors, aggregates, indexes, and analyzes all log data from customers' on-premises and multi-cloud environments. It enables users to search, explore, and correlate this data to troubleshoot problems faster, derive operational insights, and make better decisions.

Business Continuity

ISV solutions often come in the form of a service catalog with service level objectives and agreements passed on to their customers. ISVs need their applications in the cloud to be available 24/7 and their workloads must continue to run regardless of any outages in the cloud infrastructure. Designing a highly available service will help ensure maximum potential uptime and accessibility. With measures for protection against disasters and regional failures. Oracle Cloud Infrastructure provides several building blocks that you can use to plan for HA and DR for your applications.



Network Considerations

ISVs providing software-as-a-service need secure, scalable, enterprise-grade infrastructure to host services and manage tenants. ISVs have multiple deployment options and can host tenants in a single or multiple tenant-specific application instance.

OCI enables ISVs to leverage multiple cloud solutions depending on the needs of their customers. Azure Interconnect provides ISVs access to low-latency, high-throughput cross-cloud connectivity for hybrid workload implementation.

Resources

Learn more about the solution

- OCI ISV solution page
- Why top ISVs run on Oracle Cloud
- 7 Roads to ISV success on the OCI platform
- ISV Accelerator Program
- OCI: Purpose-built for Enterprise
- Customer Success

Demos & Workshops

- OCI Move and Improve Workshop
- Getting started with OCI Core Services
- Modernize Legacy Apps on OCI
- Extend Oracle Blockchain with functions, streams, and API Gateway
- Try the cloud native lab

Blogs, Whitepapers, & Industry Reports

- IDC Report
- Cost Analysis Overview
- Run your low-CPU workloads more cost-effectively with burstable VMs

Technical Assets

- ISV Architecture Network Design
- ISV Architecture Network Design
- Design Infrastructure for Hosting SaaS application
- Oracle Architecture Center

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