

5 Reasons

to run your business on Exadata

Oracle Exadata is the only platform that delivers optimum database performance and efficiency for mixed data, analytics, and OLTP workloads. With a full range of deployment options, it allows you to run your Oracle Database and data workloads where you want, how you want—on-premises, in the Oracle Cloud, Cloud at Customer in your data center, or any combination of these models.

Here are five top reasons to choose Exadata to run your business.



1. Exadata frees you to run your business, not your infrastructure.

Businesses run on information, and most of it lives in databases that power your growth. But how do you make sure you're getting the most from your valuable information?

The answer is the cloud-ready Oracle Exadata. It provides optimized database performance and efficiency, with operational flexibility for your business strategy around IoT, digital transformation, or agile IT. It reduces the complexity of your database infrastructure, and prepares it for cloud migration, improving efficiency and productivity, and helping you show a financial return.



“ We chose Oracle Exadata for its integrated hardware and software platform. It costs 31 percent less than products from other vendors, such as IBM and SAP. By running Oracle’s JD Edwards ERP system on Oracle Exadata, we’ve gained a high-performing, reliable, and scalable database platform that enabled us to create daily sales reports 60x faster, introduce products 36x faster, enhance user satisfaction, increase IT productivity by 40 percent, and reduce operating costs. ”

D. V. Jachak, General Manager, IT, Sai Prasad Group

2. Drive innovation and improve business operations.

The typical approach to building a database infrastructure is to use the same generic servers and storage as elsewhere in the data center—but databases are not generic workloads.

Generic infrastructure can create problems that delay application deployment and query response times, affecting business and revenue growth.

Oracle Exadata makes application development teams more productive, and database administrator teams more efficient. It helps them deliver more value by deploying new business applications quickly and delivering timely and compelling data that supports business operations. Oracle Exadata also improves database performance, scalability, and reliability, delivering better business outcomes and operational efficiencies.



“ By consolidating 92 percent of our IBM servers and four databases onto a single Oracle Exadata Database Machine, we gained an integrated, high-performing private cloud platform to support e-business growth. We can process online orders 8x faster, and have reduced operating costs by over 100,000 USD per year. ”

Zheng Tao, Head of IT, Walmart Stores, Inc.

3. Massively reduce your CapEx and OpEx.

Demand for more data storage—combined with a multi vendor database infrastructure—can mean complexity, greater costs, and less efficiency. Introducing more generic hardware means there is more to manage, maintain, and upgrade. A larger data center footprint means more power, cooling, and floor space to pay for. Then there's always the risk of errors.

Oracle Exadata's engineered system delivers more database and application performance with less hardware—and fewer licenses. So, you'll pay less for the hardware you need, and deliver increased productivity and better services. You can do all this without having to increase your headcount or IT specialization. And you can use the cloud to scale or shrink as you need.

According to a recent IDC research paper, customers saw a return on their initial Exadata investment in 11 months on average. But Exadata meant more than breaking even; customers saw an average of 222,000 USD more revenue per 100 users.



“ By consolidating 40 disparate databases on Oracle Exadata Database Machine, we boosted sales and production system performance up to 60 percent and cut initial installation costs by 60 percent. We also enhanced IT governance across the organization, and supported 10 billion USD in turnover via business expansion. ”

Akio Yoshizawa, Senior Manager, IT Infrastructure Solutions Department, NSK Network and Systems Co. Ltd.

4. Deliver corporate data security and availability.

It's critical for databases running business applications to be fully operational. By operating a multi vendor infrastructure, you may risk having slow-running applications or even expensive downtime. Database sprawl makes it harder to establish consistent protection for sensitive data as multi vendor hardware and software exposes multiple security areas to potential breaches.

With hardware and software working together, you can significantly cut system downtime. According to IDC, Exadata's built-in resilience and redundancy means it delivers 94 percent less unplanned downtime. Exadata is a single entity closed system, so it's more secure by design, with integral encryption.



“ Ziraat Bank was always under pressure to optimize performance, because any small addition to end-of-day processing could negatively impact revenue and the bank's reputation. Oracle Exadata took all the steam off. We decreased the overnight batch window by more than 60 percent, reduced disk usage by 8x and overall system utilization from 70 percent to 30 percent, while improving uptime for our core banking online transaction processing system. ”

Serdar Mutlu, Manager, Database Systems, T.C. Ziraat Bankasi A.Ş.

5. Reap the benefits of cloud.

Is your multivendor database infrastructure forcing you to spend too much time on the day-to-day, instead of enabling your application development team? You may find that your current database technology doesn't have compatible cloud options, so you can't benefit from cloud agility and cost efficiency.

Oracle Exadata offers the best of all worlds. You can leverage and manage our on-premises Oracle Exadata in the traditional way. Choose the Oracle Database Exadata Cloud Service that's equivalent to an on-premises Exadata, but as a public cloud consumption model. Alternatively, if you want the benefits of the public cloud within your data center—behind your firewall—the Oracle Exadata Cloud Machine delivers the Cloud at Customer consumption model. That's a powerful set of options—the same architecture, with all the same benefits. You simply choose which consumption model works best for you.

Forget gluing together different architectures, tools, or management packages—it's purposely designed to work together.



“ Applications, databases, and infrastructure all have to work together in harmony. When we looked at other cloud providers, they offered these in pieces. It was up to us to craft a solution. Oracle offered an integrated solution for me. It was a natural choice. ”

Anantha Spirama, VP, Systems and Technology, Macy's

Discover how Oracle Exadata can help run your business.

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