Oracle Cloud: The Next-Generation Public Cloud That Adapts to Your Organization

Increase Agility. Unify Experiences. Transform Your Business.

With 88 percent of enterprises now using public clouds, it's no wonder the public cloud has entered into what many analysts are calling a *hyperinnovation phase*. Already conferring enormous benefits around cost, agility, and customer experience, public clouds are transforming business practices and reshaping IT. Beyond that, they're also changing the way organizations compete, as the number of solutions and use cases grows.[1]

Modern

But while the cloud clearly represents the future, many organizations remain mired in the past—not because they've failed to embrace the cloud but because they are hampered by first-generation solutions that barely scratch the surface of the modern cloud's potential. Such solutions are often narrow in scope (preventing enterprisewide information sharing) and fail to acknowledge the reality of a multi-cloud universe in which data and applications need to be transferred with speed and ease between public, private, and hybrid clouds, and accessed by the myriad devices that customers and employees use.

Enter Oracle Cloud. While the cloud has been evolving, Oracle has been investing—spending billions of dollars developing an enterprise cloud that represents the first true *next-generation cloud*. When you invest in Oracle Cloud, you get a unified environment providing flexible cloud infrastructure, a powerful standards-based platform, and a comprehensive portfolio of business applications—all on a subscription basis.

Complete

While other vendors may boast of comprehensive cloud solutions, none can offer what Oracle Cloud does: the broadest collection of cloud services on the market, solutions at every layer of the cloud technology stack, and the ability to move applications and workloads between the cloud and on-premises environments swiftly and easily.

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"By migrating to Oracle Cloud's platform as a service, we established a single version of truth, optimized workflows and document management, and increased developer productivity. With Oracle Cloud, we gained the ability to implement new business requirements for our critical applications immediately—a major competitive advantage."

ZAKI SABBAGH
CIO
ZAMIL INDUSTRIAL INVESTMENT COMPANY

ALL OF THE BENEFITS, NONE OF THE WORRY

Gain all of the benefits of the cloud—including lower IT costs, increased business agility, less complexity, and greater flexibility—*without* sacrificing security or ceding control of your data. That's the promise—and the reality—of Oracle Cloud.

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[1] RightScale, "2015 State of the Cloud Report," January 2015, http://assets.rightscale.com/uploads/pdfs/RightScale-2015-State-of-the-Cloud-Report.pdf.

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Delivering benefits around cost, security, management, workflow, and business integration, this multilayer approach to the cloud is embodied in each category of Oracle Cloud services:

» **Software as a service (SaaS).** Offering the most complete portfolio of any public cloud, Oracle Cloud's SaaS delivers modern cloud applications that connect business processes across the enterprise. Covering everything from customer experience to enterprise resource planning, human capital management, and more, Oracle Cloud's SaaS offerings are everything you need your business to be: *personalized, connected, secure.*

» **Platform as a service (PaaS).** Delivering the industry's #1 database (Oracle Database) and #1 application server (Oracle WebLogic Server), Oracle Cloud's PaaS is the industry's leading enterprise cloud platform. Built on proven Oracle technology that runs everywhere, Oracle Cloud's PaaS helps organizations drive innovation and business transformation.

» **Infrastructure as a service (IaaS).** Offering a comprehensive set of infrastructure services—including elastic compute and storage—Oracle Cloud's IaaS lets businesses run any workload in the cloud. Best of all, it does so in a fully integrated environment that has been optimized for the cloud and provides a unified security model.

Adaptable

First-generation clouds often seemed to focus more on the cloud provider than the cloud customer—forcing organizations to adapt everything from workflows to application look and feel and cloud-provider-imposed scheduled upgrades.
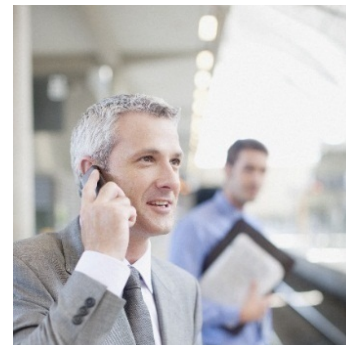
Not so with Oracle Cloud. Oracle understands that the best clouds adapt to *your* business. From the underlying infrastructure to the development platform, Oracle Cloud lets developers quickly modify their applications to meet their organization's needs. IT professionals get to tailor their environments to deploy and update software on their own terms. And business users get to define their experience through configurable dashboards, reports, workflows, and data.

Integrated

Disconnected data, disparate processes, and incomplete information become things of the past when integration is provided across every layer of the cloud. Connecting people, processes, information, and analytics through an integrated suite of application, platform, and infrastructure services, Oracle Cloud is imbued with a unified security model and integrated analytics that will enable your enterprise to chart a steady course well into the future. With Oracle Cloud, your employees benefit from a consistent experience and your developers and IT staff see productivity soar as processes, data, and workloads are shifted between the cloud and on-premises with push-button ease.

Secure

Backed by 19 worldwide data centers, an army of Oracle-badged cloud security experts, and around-the-clock monitoring and support, Oracle Cloud provides the assurance you need to ensure that your data is safe. Secure data isolation and unified access controls backed by the leader in cloud security mean you can rest easy when your public cloud is Oracle Cloud.

"Oracle's success story comes down to integration. Its software library is massive from all of its acquisitions. The Oracle database is just a fraction of the story at this point. With all of its integrated applications, from PeopleSoft to the Fusion line, Oracle simply transitioned those apps to the cloud and provided people with a complete, integrated suite. And with the Sun hardware, customers can buy a turnkey solution all in one nice package."

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