

INTEGRATE. ACCELERATE. LEAD.

Meet Your Platform for Success

Accelerate Innovation and Business Transformation with the Right Enterprise Cloud Platform

Innovation, business agility, a better customer experience—the potential benefits of cloud have made it a key component in enterprise IT strategies, with more than 90 percent of companies adopting cloud computing to some degree.¹ But with so many disconnected clouds floating around the enterprise, you could be missing out. That's why Oracle Cloud Platform provides all the benefits of cloud with complete, integrated, secure solutions at every layer of the technology stack.

Wanted: A Platform for Innovation

Industry leaders are embracing digital technologies at an ever-increasing pace to create innovative business processes that disrupt their markets. But many enterprises are still struggling to achieve the agility that's so critical to their success. The reason? It's simply taking too long.

Developing and testing new applications and setting up new environments can take weeks or even months. Just the task of maintaining the database and middleware that support all the application development and deployment environments can become so time consuming that IT has little opportunity to update or extend existing applications. As a result, innovation slows while the cost of supporting that innovation continues to rise.

Required: A Cloud-Based Platform Solution

Increasingly, organizations are finding that by using cloud-based platform offerings—called platform as a service (PaaS)—to develop and deploy applications, they can eliminate the cost and complexity of managing the underlying application platforms. Businesses that use PaaS have reported operational savings of up to 50 percent compared to using siloed technology stacks.² Simplifying the administration and management of your infrastructure, database, and middleware means

- » Developers can build new applications faster and more cost-effectively
- » IT organizations can shift focus from provisioning and maintaining environments to the strategic work of supporting and collaborating with the business
- » Business users can enhance employee productivity and automate business processes—without involving IT

AN ENTERPRISEWIDE SOLUTION

- Application developers and DevOps can enhance business applications and rapidly build and deploy new ones—all on a single, standards-based cloud platform.
- IT professionals and architects can simplify IT, lower costs, and streamline operations—letting the business shift applications to the cloud, innovate faster, and take advantage of new markets.
- Business users can leverage platform services that automate processes and increase employee collaboration, productivity, and business insight.

ORACLE CLOUD PLATFORM DELIVERS CRITICAL SERVICES IN THESE AREAS

- Application Development
- Data Management
- Business Analytics
- Integration
- Content and Collaboration
- Mobile

¹ Frank Palermo, "2015 Forecast: The Sun Is Out for Cloud Computing," CMSWire, December 16, 2014, cmswire.com/cms/information-management/2015-forecast-the-sun-is-out-for-cloud-computing-027501.php#null

² SmartIPX, "PaaS (Platform as a Service) Market Is Expected to Grow to \$14B in the Next Two Years," March 26, 2015, smartipx.com/paas-platform-service-market-expected-grow-14b-next-two-years

And, with the pay-as-you-go delivery model, organizations can shift infrastructure and software costs from capital to predictable operational expenses—making it easier to scale environments to meet the changing needs of the business.

Found: Oracle Cloud Platform

But not just any PaaS will do. Oracle Cloud Platform offers an enterprise cloud platform that has the breadth and depth of functionality you need to

- » Integrate seamlessly with your software-as-a-service (SaaS) and infrastructure-as-a-service (IaaS) solutions
- » Use the same standards, tools, and skill sets as you have in your on-premises environment
- » Take advantage of flexible options that let you shift workloads among public and private cloud, on-premises, and hybrid deployments
- » Easily migrate on-premises applications to the cloud (and back)

Oracle Cloud Platform provides a standardized and secure enterprise-grade cloud platform that uses the same software, architecture, and skill sets to provide users with a familiar toolset and an intuitive user experience. It offers built-in multitenancy, in-memory analytics, and the mobile and social capabilities to take your organization into the future.

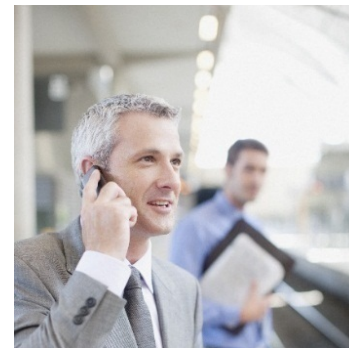
With the industry's #1 database (Oracle Database) and #1 application server (Oracle WebLogic Server) at the core, Oracle Cloud Platform offers flexible enterprise cloud services that open the door to new business opportunities you never before imagined.

A Comprehensive Cloud Platform for Your Enterprise




Oracle already provides the broadest portfolio of cloud offerings in the industry. Now add the fact that Oracle offers solutions at every layer of the cloud technology stack, as well as your choice of deploying each in public, private, or hybrid clouds, and it's easy to understand why 19 of the top 20 SaaS providers use Oracle Cloud Platform to develop their own applications.

- » **Integrate with existing business-critical IT systems.** Optimize IT by running workloads where they run best—on-premises or in the cloud—and integrate business processes across these environments. Easily migrate between on-premises and the cloud, and back. Protect your investments by using the same reliable and secure Oracle software and hardware in the cloud and on-premises—even as you evolve to a next-generation infrastructure.
- » **Accelerate enterprise application innovation.** Enjoy faster application development with easy-to-use tools and instant cloud access. Focus on innovation (not administration) with unparalleled automation and cloud tooling (including patching, backup/restore, and upgrades).
- » **Lead the transformation of your enterprise and your industry.** Open the door to new business opportunities with disruptive cloud innovations using social and mobile services, big data, content collaboration, and the Internet of Things. Accelerate time to market with instant access to Oracle Cloud Platform services, an intuitive user interface, and powerful productivity tools. Drive down costs through economies of scale and superior IT automation.

Oracle Cloud Platform enables organizations to innovate faster, increase productivity, and lower their costs. From collaboration to mobile development, from business intelligence and big data analytics to the Internet of Things, Oracle Cloud Platform is simply the most integrated and comprehensive cloud platform available today.



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Hardware and Software, Engineered to Work Together

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