



A DATABASE APPLIANCE THAT IS SIMPLE, OPTIMIZED, AND AFFORDABLE

SIX WAYS ORGANIZATIONS CAN MAKE BETTER USE OF DATA THROUGH AN APPLIANCE

Businesses understand more than ever that they depend on data for insight and competitive advantage. And when it comes to data, they have always wanted easy access and fast performance.

But how is the situation different now? Today, organizations want those elements and more. They want IT to strip away the limitations of time with faster deployment of new databases and applications. They want IT to reduce the

limitations of distance by giving remote and branch offices better and more reliable access. And in a global world where business never stops, they want IT to ensure data availability around the clock.

If IT can deliver databases and applications faster, on a more automated and consistent basis, to more locations without having to commit onsite resources, IT will be free to focus on more strategic projects.

THE BUSINESS IMPERATIVE

The obstacles for IT are clear. Before it can be more strategic, IT must fulfill its commitment to serving the business' basic needs when it comes to technology in general and data in specific. It must maintain systems and ensure business continuity, particularly when it comes to meeting service-level agreements. It must manage business requests for capacity when needed. And of course, overall, it must manage the costs of deploying business applications.

On top of those commitments, IT struggles with internal issues. It must keep up to date with a variety of technical issues, especially system management, user management, end-user support, and data and network management—and it must do so with current staff resources. Training is important but takes time away from fundamental activities. Hiring staff with experience in cutting-edge technology is expensive.

And yet, not implementing new technology can also be expensive. Maintenance related to the complexity of aging and outdated infrastructure has a cost. Overall, finding a balance is difficult. How can IT reconcile these competing demands and find the time to be proactive and strategic rather than reactive?

A BETTER WAY TO SERVE THE BUSINESS: NEW OPTIONS FOR THE DATABASE APPLIANCE

One clear solution is to take advantage of the expanded offerings in a database appliance, many of which have already been deployed in several vertical segments—such as higher education, finance, and retail—and are delivering numerous advantages. These new configurations have the potential to help IT derive new benefits in its efforts to serve the business.

Simple – By deploying databases and applications in a single appliance, IT can reduce the time necessary to put a database into production from days to as little as 90 minutes. An appliance also simplifies administration, especially when IT can rely on a single vendor to meet what might currently be multiple needs.

Optimized – When procuring an appliance, IT gets a preconfigured, purpose-built device optimized for running the database, so IT staff doesn't have to take as much time to make multiple elements—the hardware, the operating system, the database, storage, networking, and applications—work together. They're already integrated in one device. Add in industry-standard cloud extensions, and the appliance provides backup across several industry-standard components.

Affordable – These new appliances also offer new models and price points (one-quarter that of previous cost levels), enabling IT to more easily deploy rightsized systems

in remote or branch offices. That gives IT the option to connect more databases to the cloud for either hybrid scenarios or economical, cloud-based backup. IT also derives operational savings, again thanks to the ability to deal with a single vendor for deployment and maintenance.

KEY USE CASES

Due to new levels of simplicity, enhancements, and affordability, the latest generation of the database appliance can help IT in a wide variety of use cases.

1. Remote office/branch office

Too often IT hasn't furnished remote offices and branch offices with local databases, because it has been necessary (and expensive) to have IT staff on hand or because there hasn't been room for equipment. However, with a database appliance, IT can now take advantage of a smaller-footprint appliance to run the same applications and databases as the central datacenter. Thus it can take advantage of integrated lights-out management, automatic monitoring, and call-home support while still conforming to local regulations and reducing network latency.

2. Development and test

With an appliance, IT can now deploy a database in hours instead of days. In this scenario, IT can accelerate revenue by bringing new software features and capabilities to market faster with higher quality. It can also reduce operational expenses by cutting the time it traditionally takes to provision development and test environments while reducing capital expenses by using database snapshots or clones without full provisioning, thus decreasing the need for storage space. Another benefit: IT can improve productivity, because each environment exists exclusively for each developer.

3. Solution-in-a-box

An appliance consolidates hardware, software, networking, and storage in a single box for greatest efficiency. By hosting the server, storage, networking, database, and applications on a single, highly automated appliance, IT can now simplify the datacenter environment and lower costs. For example, IT can quickly deploy complete application solutions such as a Java development environment or Oracle's PeopleSoft products. It can standardize on a single-vendor platform to reduce deployment and maintenance risk and to lower operating costs by having the same application across the network. Another benefit: IT can decrease operational expenses by consolidating databases and applications with maximum utilization and reduce capital expenses by using current staff to manage the platform locally and remotely.

4. Hardware refresh

If IT is due for a hardware refresh, it can turn to an appliance for the same capabilities with reduced complexity. This means that it can bring remote office

capabilities up to par with headquarters while still lowering operating costs through improved system distribution, power, and cooling of the new devices. It can also eliminate the time it takes to integrate, test, and deploy a full-stack solution, because the appliance is optimized for consolidation. As in the other scenarios, IT can reduce operational expenses by consolidating databases and applications and can lower capital expenses, thanks to the compact footprint.

5. Database consolidation

With a database appliance, IT can run multiple databases on the same infrastructure, meaning that IT can now simplify setup and maintenance as well as move closer to a database-as-a-service model. It can also shorten time-to-value with optimized and automated database deployments; a database appliance can also eliminate the time needed to integrate, test, and deploy multiple databases. On the cost front, IT can reduce capital expenses by consolidating databases and maximizing utilization, and can decrease operational expenses through standardized deployments.

6. Backup and recovery

A database appliance provides an integrated stack with best practices, which enables database administrators (DBAs) to quickly set up a backup and recovery strategy on-premise and in the cloud to meet business service-level agreements. This enables IT to lower operating costs by offloading storage, datacenter, and administrative time to a shared cloud architecture. By having the same backup tools and recovery strategies on-premise and in the cloud, it can eliminate the associated costs of procuring, licensing, and training for new backup tools for migration. This can reduce operational expenses by automating DBA tasks and ensuring data recovery success.

WHO'S TAKING ADVANTAGE OF A DATABASE APPLIANCE?

Many companies are already reaping the advantages:

- The deployment of a database appliance at LifeLock, an identity theft protection firm, has enabled it to deploy entire database environments in a single appliance—often completing configuration in a single day—and thereby reducing complexity. It has also been able to bring latency down to as little as four milliseconds.
- Epsilon, a multichannel marketing services company, uses the database appliance in midmarket deployments, enabling it to market its product at lower price points and update release code much faster.
- NEC Australia, a division of the IT services firm, provides



HOW ORACLE HELPS

The expanded portfolio of the Oracle Database Appliance comes in two versions: the Enterprise Edition (EE) and the Standard Edition 2 (SE2). They are engineered to work in situations (test environments, branch offices, or remote offices) where organizations need reliable, low-cost systems to provide local, enterprise-class environments that are easy to manage remotely.

The EE version helps customers make more efficient use of their IT resources while continuing to improve their users' service levels and further reduce IT costs. It allows for tremendous savings through capacity-on-demand licensing—providing the capability to quickly scale processor cores without any hardware upgrades.

a data appliance to its customers as a platform-as-a-service offering for faster development and deployment. It cites three key benefits: it cuts its customers' ownership cost by 40 percent and reduces implementation time by 80 percent while providing a 50 percent boost in performance.

Organizations that have been looking for simplicity and affordability through a highly configured, easy-to-deploy appliance now have new options to consider with the next generation of technology. They can now serve more locations at lower costs and with fewer resource needs.