Cloud Computing

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Introduction

Everybody talks about cloud computing. Cloud computing is by some people predicted as being the future way for enterprises to run their enterprise software. The challenge with cloud computing is that everyone seems to have different definitions and different ways of providing cloud computing services. Join this presentation to learn more about the industry's definitions, learn how the services have evolved over time and hear about Oracle's strategy for cloud computing. In addition you will find out how existing customers benefit from getting their Oracle software provided from the cloud and learn more about their experiences.

What Is Cloud Computing All About?

Cloud computing is a significant advancement in the delivery of information technology and services. By providing on demand access to a shared pool of computing resources in a self-service, dynamically scaled and metered manner, cloud computing offers compelling advantages in speed, agility and efficiency. Today, cloud computing is at an early stage in its lifecycle, but it is also the evolution and convergence of several trends that have been driving enterprise data centers and service providers over the last several years.

Cloud computing builds off a foundation of technologies such as grid computing, which includes clustering, server virtualization and dynamic provisioning, as well as SOA shared services and large-scale management automation. For the better part of a decade, Oracle has been the leader in these areas with thousands of customer successes and high level of investment. Today, Oracle offers the industry's most complete, open and integrated products and services to enable public, private and hybrid clouds.

Oracle aims to make cloud computing fully enterprise-grade and supports both public and private cloud computing to give customers choice. Oracle offers technology that enables organizations to build private clouds, leverage public clouds and provide cloud services to others. Oracle also offers a broad set of horizontal and industry applications that run in a shared services private cloud model as well as a public Software-as-a-Service (SaaS) cloud model.
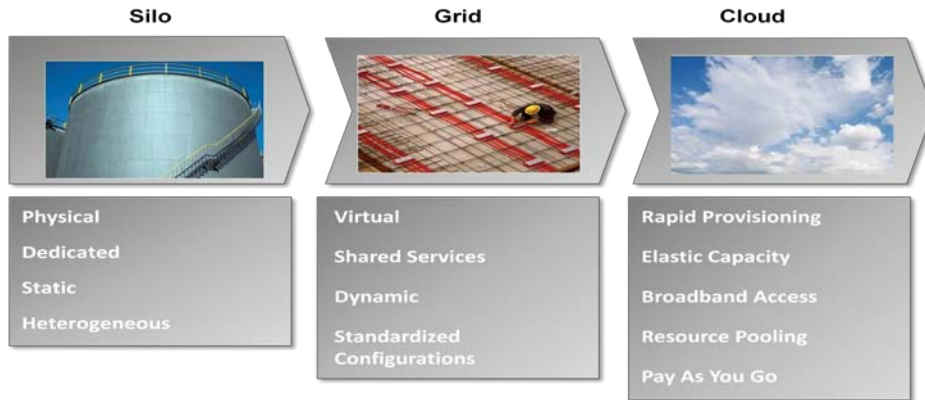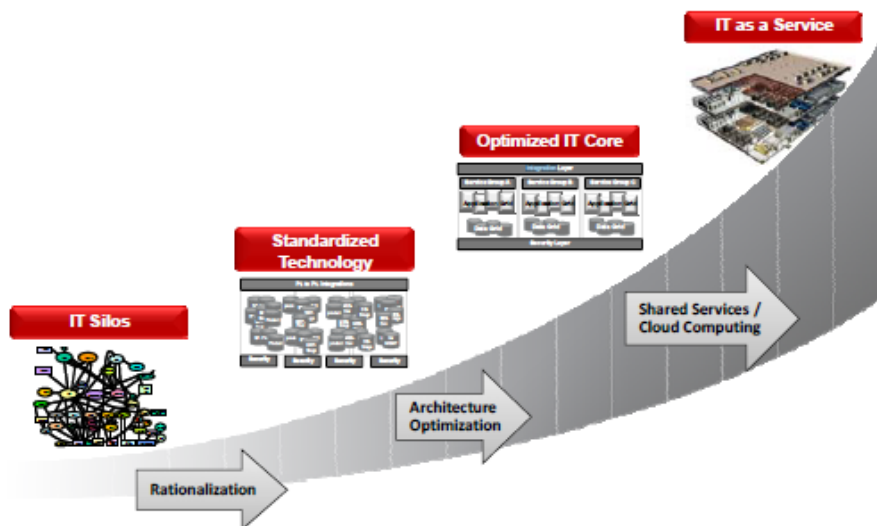
Abb.1: Cloud Computing Services Evolution

Abb. 2: From Silos to as a Service

Cloud Computing – in Perspective

The National Institute of Standards and Technology (NIST) defines cloud computing as a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources, such as networks, servers, storage, applications, and services, that can be rapidly provisioned and released with minimal management effort or service provider interaction.

NIST defines three primary service models:

Software as a service (SaaS). Applications that are delivered as a service to end users over the internet. Oracle CRM On Demand is an example of SaaS. SaaS is also known as renting hosted applications, often delivered by an application service provider.

Platform as a service (PaaS). An application development and deployment platform delivered as a service to *developers*, enabling them to quickly build and deploy SaaS applications. These platforms are often built on a grid computing architecture and include database and middleware. Cloud service providers such as RackSpace use these assets to develop and offer their own types of cloud services.

Infrastructure as a service (IaaS). Hardware such as servers, storage, and networking gear delivered as a service. This often includes associated software such as operating systems, virtualization, and clustering. Good examples of IaaS are Amazon Web Services' Amazon Elastic Compute Cloud for servers and Amazon Simple Storage Service for storage.

Oracle Cloud Computing Strategy

Oracle's overall corporate strategy is to provide the industry's most complete, open and integrated set of products from applications to disk. For cloud computing, Oracle's strategy is to "*ensure that cloud computing is fully enterprise grade*" – Oracle provides enterprise grade technology for high performance, reliability, scalability, availability, security and portability/ interoperability (based on standards). Enterprises demand these characteristics before moving important workloads to a public or private cloud.

Organizations are adopting different deployment models for cloud computing for different applications at different rates of speed, so Oracle supports both public and private clouds to give the customer a choice. Oracle provides the most complete portfolio of software and hardware products to enable organizations to build, deploy and manage public and private PaaS and IaaS. A key element of Oracle's strategy is to offer the *Oracle PaaS Platform*.

While there is still significant debate on when and how the different dimensions of cloud computing will become viable for different industries and businesses, there is broad agreement that it will have an increasing impact on nearly every IT organization. Cloud computing is driving a significant part of Oracle's product development plans – from enterprise applications to middleware, databases, servers and storage devices, as well as cloud management systems. Taken together, these developments are building off Oracle's grid computing architecture to create an out-of-the-box solution for cloud computing: *Oracle PaaS Platform*.
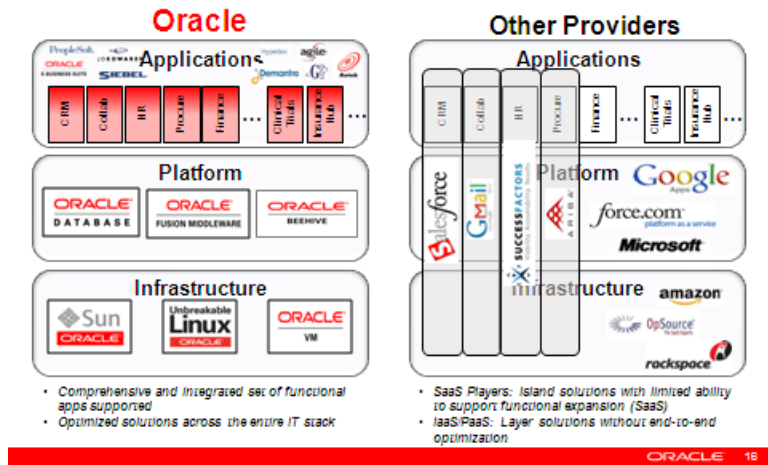
Abb. 3: Comparison in vertical and horizontal services scope

How Businesses benefits from Oracle's Cloud Computing Services - Oracle On Demand

Oracle's rich portfolio of cloud offerings includes Oracle On Demand, which provides software as a service, as well as hosted and managed alternatives to on-premise deployment. For enterprises that are building private clouds and for service providers that are building public clouds, Oracle offers comprehensive solutions for platform as a service and infrastructure as a service.

Abb. 4: Oracle On Demand supports all Oracle applications and technology products

These infrastructure and software management services that Oracle has been delivering for Oracle applications for over 10 years are now extended to Oracle Exadata. Oracle uses ITIL certified processes designed specifically to keep our customers' systems, secure, available and up to date. On

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Demand´s Exadata service is a comprehensive service-offering for customers running all data management applications including data warehousing, OLTP and consolidated workloads.

Qantas has recently moved its massive Frequent Flyer program onto a cloud-based computing platform as it strives to keep up with growing demand. Until now the carrier has relied on a 22-year-old Fortran-based system to provide the back end for its loyalty, however it had started to struggle under the strain. Rather than replacing it with a newer on-premise system, Qantas has opted to shift to an on-demand service provided by Oracle. Based on the company's Siebel Loyalty Management system, the new platform provides a scalable architecture designed to cope with changes in demand.

Join this session to also learn more about Qantas' experiences with Oracle Cloud Computing and hear more stories from our existing customer base.

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