Oracle In The Cloud

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Introduction

Cloud computing provides on demand access to a shared pool of computing resources in a self-service, elastically scalable and metered manner, delivering significant advantages in speed, agility, and efficiency. Today, cloud computing is at an early stage in its lifecycle. But cloud is the evolution and convergence of technology trends that have been driving enterprise data centers and service providers over the last several years, such as grid computing, clustering, server virtualization, SOA shared services, and large-scale management automation. For more than a decade Oracle has been investing heavily in both private and public clouds and Oracle is recognized as one of the world's leading providers of cloud applications services, with over 5.5 million users worldwide accessing our applications in the cloud. Learn about Oracle′s cloud strategy for public and private clouds and find out how Fusion Applications take cloud leadership to a new level.

Cloud Changes How IT Impacts the Business

Most units within an organization now look to IT to be a strategic partner to their business in driving product innovation and agility instead of just being responsible for managing the systems that support their business processes. This means that many IT departments need to rethink the way they organize themselves and the way they utilize their internal skills and resources to support the requirements from the business and manage the IT department.

Cloud computing can be a powerful tool in meeting the fast changing requirements from the business and for utilizing the opportunity to drive organizations to become more agile by scaling resources with great speed and elasticity.

Furthermore, if done right, the cloud can be a powerful vehicle for IT to focus on the core competencies and tactically deliver strategic services to the business, for a more tailored and business intelligence driven user experience - faster, and for less. This helps change an IT department into becoming a more strategic partner to the business, vs. just a cost center focused on running and maintaining systems.

When using cloud computing the business applications are managed by external resources that are shared across different organizations which enable greater scale, better utilization and more specialized knowledge. The use of pooled assets and standardization drives great efficiencies and costs savings. This also helps enable faster adoption and updates of new functionality and capabilities, if the company manages to choose the right cloud solution for supporting their business model.

Illustration 1: Delivering agility and faster innovation with lower cost

Multiple Options in The Cloud

There are many dimensions that must be considered when choosing the Cloud Computing model that best fits with the business needs and requirements of a specific organisation.

At Oracle we see organisations adopting cloud in many different ways. Hence our goal is to offer our customers with a choice through providing a broad set of products and services.

First of all, we provide products to help organisations build, deploy and manage private clouds, as well as different options for public cloud services. Furthermore, as organisations have different requirements and business models we also believe that we need to offer flexibility through different deployment options, which means that we can help organizations create and run a private cloud both from an Oracle datacenter, from their own premises or from a partner's site.

Secondly, we deliver a wide range of offerings spanning SaaS applications, PaaS including middleware and database, and IaaS including servers, storage, networking and associated operating system and virtualization software.

Finally we want to provide solutions that enable organisations to adopt cloud at a pace that fits their business. It is our experience that organisations vary in terms of how rapidly they wish to move to the cloud and to what extent/how they wish to make the move. We offer choice as to how an organisation may consume software and technology with cloud computing. In addition to traditional on-premise models, organisations can build their own private clouds or use a third party provider like Oracle to manage their IT for them as managed services. In addition to that there are public clouds, where hardware and computing resources are shared amongst more organisations which means that there is no hardware at all to buy or software to manage. In other words your technology is delivered as a subscription-based service.
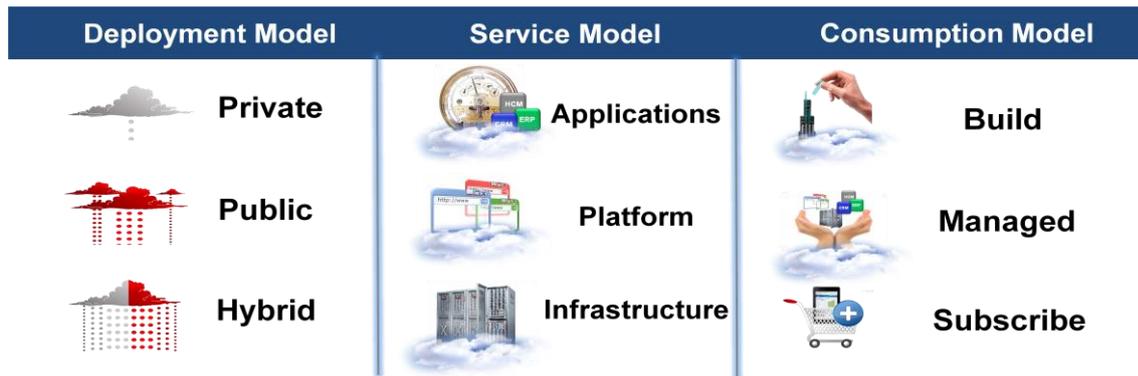
Illustration 2: The options in the cloud

Transforming To The Cloud

The process of transforming the business or parts of the business to the cloud is risky and time consuming and needs to be carefully considered to support the requirements from the business in the most effective way throughout the process.

As not all clouds are created the same it is important to be aware of the key risks and considerations that should be made to help mitigate the risks when your organization is looking to deploy business applications in the cloud.

As a part of the process of transforming into the cloud a business should be looking to consolidate their environments and infrastructure. Furthermore, cloud environments – both private and public clouds – often require a certain level of standardization which in some cases can be a cumbersome process for an organization to go through, especially in environments with many customizations and lacking documentation. The advantage of this process is however, that the organization ends up with business applications that are easier and less expensive to manage and hence they increase the business value of their applications on an on-going basis.

When going through this process, it is always important to have the long term strategy of the company in mind. If the company is expanding into new geographical areas there might be different requirements for supporting the business applications compared to a company that is consolidating legacy systems that have been taken over through acquisitions. These things and many, many more are all important factors to consider when choosing the right cloud strategy.

Oracle Fusion Applications – Enterprise Grade Cloud

The Fusion Applications offer a complete suite of next generation applications that have been build for the cloud from the ground up using the Fusion Middleware as platform for open standards. The Fusion Applications are available in a complete set of deployment options—from on premise to public clouds, private clouds, or hybrid public/private clouds—and provide companies with the flexibility to accelerate implementations, scale up, scale down, or make changes quickly. At the same time, powerful and intuitive management capabilities ensure that business needs are met and resources are available while reducing IT overhead costs.

The Oracle Public Cloud currently includes Fusion CRM and Fusion HCM application services and the footprint is constantly being expanded. It is powered by Oracle Exadata and Exalogic which is what we call "engineered systems." These systems are made up of hardware and software designed to work together in an optimized manner and considered to be ideal building blocks for private and public clouds. The Fusion Applications are also available in a private cloud that Oracle can help you manage, which allows for a combination of a private and a public cloud if that is the solution that makes most sense for the organization.

Not all companies that are running Oracle applications are looking to go on the path to Fusion applications, but choose instead to stay on the Applications Unlimited path. This scenario is obviously also supported through a private cloud.

Maximising Your Cloud Strategy

Getting the right use of a cloud solution is often a long term and very strategic decision for a company and it needs to fully support the strategy that a company has chosen for its business and future use of the business applications.

To do this right the IT department needs to work with the business units that they support to determine how they want to evolve the business applications and following how they want to utilize the internal skills and resources that are available within the organization to ensure that the applications keep evolving in the chosen direction.

Join this session to get the an overview of the different cloud options that are provided to your company by Oracle and get further insight into the things your organization needs to consider when determining how to utilize the cloud.

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