

# Oracle Public Cloud - An Enterprise Cloud for Business Critical Applications

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## Introduction

Public clouds are a rapidly growing trend that is gaining wider adoption within the enterprise. With its broad portfolio of cloud computing products, Oracle is in a unique position to offer a comprehensive set of services in a public cloud that meet the different needs of customers.

In this presentation you'll get an overview of the Oracle Public Cloud that will leave you with a high-level understanding of the exciting new services that Oracle will be offering.

## Oracle Cloud Offerings – Oracle Public Cloud

Earlier we saw the map of Oracle's complete set of cloud offerings. Now we're going to take a closer look at Oracle's public cloud service.

The Oracle Public Cloud is an exciting new service that was announced by Larry Ellison at the Oracle Open World 2011 in San Francisco. With the Oracle Public Cloud, Oracle will be offering a comprehensive set of application and platform services based on the same enterprise-grade cloud products that power your private clouds, but instead in a public cloud and with a subscription pricing model.



Figure 1: Oracle Public Cloud

The Oracle Public Cloud is an enterprise cloud for business that offers a combination of application and platform services, commonly referred to as Software as a Service (SaaS) and Platform as a Service (PaaS), respectively.

At its initial launch, the Oracle Public Cloud will include three application services including:

- Oracle Fusion CRM Cloud Service
- Oracle Fusion HCM Cloud Service
- Oracle Social Network

...and two platform services including:

- Java Cloud Service
- Database Cloud Service

It's important to note that this is only the initial set of services that will be offered - Oracle will be adding many new application and platform services over the course of time.

The Oracle Public Cloud website is found at <http://cloud.oracle.com>. On the website, there's a lot of additional information about the Oracle Public Cloud including FAQs, short videos, and more detailed overviews. The Oracle Public Cloud is currently in a "preview availability" phase which means we're providing customers with early access to the services on a limited basis. If you'd like to participate in our early access program, please visit <http://cloud.oracle.com> and register for access.

### **Why Oracle Public Cloud?**

So why consider Oracle's public cloud? The Oracle Public Cloud is the industry's most complete, open, and hybrid-enabled public cloud.

The Oracle Public Cloud offers:

- A comprehensive, pre-integrated application and platform service based on best-in-class Oracle products
- Use of open Java EE and SQL standards that make applications running in our cloud highly extensible and portable, while enabling businesses to leverage existing IT skill sets and avoid cloud "lock-in"
- Flexibility of self-service access, elasticity, and capacity on demand while being fully operated and managed by Oracle cloud delivery experts
- All of these benefits combined add up to instant value and productivity for your end users, administrators and developers.

### **Oracle Public Cloud Architecture**

Oracle's public cloud's architecture delivers all the benefits companies seek in a public cloud, without any of the limitations experienced with other public cloud services.

Oracle Public Cloud delivers:

- A proven, enterprise-grade, reference cloud architecture
- Next generation applications and industry's leading platform technology
- Fully integrated services that eliminate both data and business process silos
- Extreme performance and scalability of Oracle's Engineered Systems
- Security and reliability that your business can depend on to run mission-critical business applications

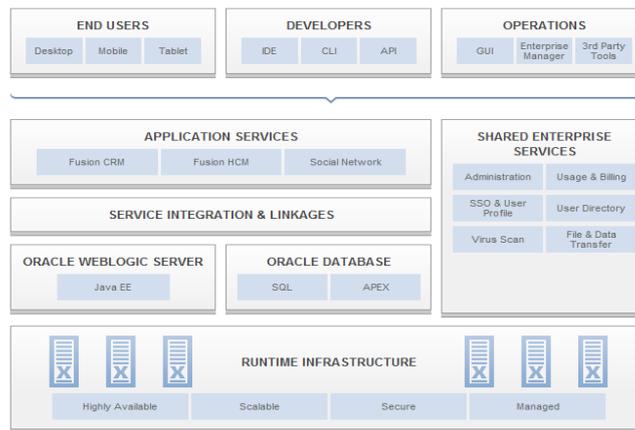


Figure 2: Oracle Public Cloud Architecture

The Oracle Public Cloud will offer a simple, monthly-based, subscription pricing model. For the application services it is based on # of users/month and for the platform services it is based on the environment size (small, medium, large equivalents). There will be tiered service levels to choose from, allowing your business to select a service that best fits your needs. And with an elastic consumption model, you can grow and shrink capacity usage as your business needs, enabling you to save on operational cost.

Lastly, we know that before making a decision any public cloud, you want to be sure that it's the right solution for your business. So, we will offer a 30-day free trial for all Oracle Public Cloud services. There's no commitment or financial risk whatsoever.

### Oracle Database Cloud Service

Oracle Java Cloud Service provides an enterprise-grade platform to develop and deploy business applications in the cloud. With Oracle Java Cloud Service, businesses can maximize productivity with instant access to cloud environments that support any standard Java EE application, complete with integrated security, database access, and powered by Oracle WebLogic Server.

Built on Oracle WebLogic, Oracle Java Cloud Service offers the # 1 platform to develop and deploy Java EE business applications in the cloud. Key features and benefits include:

- Flexible deployment, similar to Oracle Database Cloud Service, Oracle Java Cloud Service offers the flexibility to support applications and users in the cloud and/or on-premise.
- Programming model i.e. supports standard Java EE which allows you leverage your existing skill sets to build and deploy applications in the cloud.
- Database and persistence, i.e. you would always want a robust database as the persistence layer for your Java EE applications. Oracle Java Cloud Service offers the Oracle Database Cloud Service (industry's # 1 database) as its persistence layer.
- Fusion Applications integration, i.e. Java EE extensions for Oracle Fusion CRM/HCM Cloud Service can be easily deployed on Oracle Java Cloud Service since it provides integrated connectivity services to Fusion Applications.
- Identity Management, i.e. Oracle Public Cloud uses Oracle Identity Manager (industry's #1 identity management solution) as a common identity platform for all its services. As a result, all Oracle Public Cloud Services have built-in , comprehensive and integrated identity and access management capabilities.
- Service console, i.e. service consoles for all Oracle Public Cloud Services are built on Oracle Enterprise. As a result, with Oracle Public Cloud Services you not only get the best service monitoring and management capabilities, but also a tool that most IT developers and

administrators are familiar with, thereby eliminating the need for learning new software to manage applications in the cloud.

- IDE support, i.e. Oracle Java Cloud Service offers developers a choice of popular IDEs, including Jdeveloper, Eclipse and NetBeans.

### Fusion CRM Cloud Service

Oracle Fusion CRM Cloud Service delivers an effective, efficient, and easy-to-use sales, marketing, and customer data solution, integrated with sales performance management, which enables businesses to generate more quality sales opportunities, increase win rates and gain faster time to value. Oracle Fusion CRM Cloud Service helps drive sales and marketing productivity with integrated enterprise social networking tools, business intelligence, and mobile data access.



Figure 3: Oracle Fusion CRM

### Fusion HCM Cloud Service

Oracle Fusion HCM Cloud Service delivers the industry's most complete and innovative HCM solution which includes global HR, payroll, and talent management. The solution helps businesses do things their way, know their people better, work as a team, and re-think the business of HR to provide value to every person in the organization – from HR professionals to employees and managers. Oracle Fusion HCM Cloud Service helps drive better resource plans, employee alignment, and regulatory compliance with integrated enterprise social networking tools, business intelligence, and mobile data access.

Just to reiterate, the Fusion HCM and CRM Cloud Services are just the initial application services that will be available through the Oracle Public Cloud. You'll see the selection of application services grow over time, with data and business process pre-integration as the underlying theme across the board.



Figure 4: Fusion HCM

## Oracle Social Network

Oracle Social Network is a secure enterprise social networking solution that connects people, information and processes. Oracle Social Network facilitates real-time collaboration and information sharing between individuals and teams with a broad range of social tools -- in the context of business processes, activities and enterprise applications such as CRM and HCM. With Oracle Social Network, business users can jump-start natural conversations and drive productivity with purposeful social networking.

Oracle Social Network will be included with the Fusion CRM Cloud Services at no additional charge.



Figure 5: Oracle Social Network

## Shared Infrastructure Services and Data Center

Oracle's Public Cloud gives you all the benefits you want without the limitations you don't. For us, it's a lot of work. For you, it's the ease of the cloud and the power of Oracle.

This is enabled by our proven cloud architecture, the industry leading products and services in this architecture, and the world-class data center that hosts the cloud.



*Figure 6: Shared Infrastructure Services*

**Security & Identity Service:** A key enabler and differentiator of Oracle Public Cloud. Built on Oracle Identity Management, it offers:

- Single Sign On and Identity Federation
- Integration between Oracle Public Cloud & on-premise identity management systems
- Fully delegated administration and dashboards
- Multi-factor authentication
- Use of standards for application visibility into public identity profiles

**Integration Service:** Offers Data and Service Integration between Oracle Public Cloud and on-premise applications. It is optimized for bulk and real-time integration and enables direct integration into Fusion Applications Cloud. It is built on Oracle Data Integrator, Oracle GoldenGate, and Oracle Service Bus.

**Enterprise Repository Service:** Provides a catalog of Fusion Applications integration content that enable customizations, extensions & integration with other custom & packaged applications. It offers full search and browse capabilities of business objects, services, business processes, events, etc. It is built on Oracle Enterprise Repository and is included with Fusion CRM and HCM Cloud Service.

**Enterprise Manager Service:** As mentioned previously, Enterprise Manager is the backbone for all Oracle Public Cloud Service consoles. It enables the service management, dashboards and reporting capabilities of Oracle Public Cloud Services. It is build on Oracle Enterprise Manager, i.e. the same Oracle technology that is used on-premise today by many IT developers and administrators. As a result, Oracle Public Cloud eliminates the need for any additional training to deal with software management in the cloud.

**Virus Scanning & Whitelist Audit:** Virus scanning and white list audit is included with all services. For example, for Java Cloud Service:

All Java deployment archives run through enterprise class virus scanner

It detects usage of Java APIs not supported by the Java Cloud Service and it automatically occurs before deployment

It is tightly integrated with Oracle Public Cloud IDEs

**High Availability, Backup & Recovery Service:** This service ensures that customer data is available through machine failures, site failures, and human error. The nuances are not exposed to customers and are completely handled by Oracle. It supplements other built in High Availability and Backup & Recovery features in the infrastructure.

**Cloud Support in IDEs:** Oracle wants to improve the developer's life with Cloud, not make it harder. It supports multiple IDEs, including JDeveloper, Eclipse and NetBeans. With its comprehensive support for different IDEs. Oracle's vision is to support:

- Transparent cloud development and deployment
- Simplified setup of complex deployment environments
- Access to resources on demand
- Continuous integration, test and deployment for enterprise development teams
- Ability to mix cloud and traditional development
- No difference between on-premise and fully hosted infrastructure
- Lead with best practice rather than enforcement or restrictions

When it comes to our datacenter – we've made a tremendous investment in the physical infrastructure, security, and operational capabilities behind our public cloud. We have been delivering private cloud services for 12+ years for business critical applications and supporting 5.5 million satisfied end-users. The datacenter is state-of-the-art and has world-class infrastructure and operational expertise.

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