Hardware and Software
Engineered to Work Together

Systems as Powerful as Our Software

ORACLE®

"These guys have a really good story to tell. They have the apps, database, server, switches, and storage. They have a real converged computing story."

Terri McClure, Senior Analyst, ESG, "Is Oracle Breathing New Life into Sun Storage?" July 2010

The Most-Powerful Systems for the Most-Demanding Environments

You already know that Oracle makes the applications used by the leading companies in every industry around the globe. What you might not know is that Oracle also provides the systems used by many of the top global companies. Ten of the top ten global banks. Ten of the top ten global telecommunications companies. They deploy Oracle systems because our servers, storage, operating systems, and networking technologies enable them to achieve better application performance, scalability, and flexibility—with reduced costs and complexity.

And when you put Oracle applications on Oracle hardware, things only get better. Management gets easier. Performance goes up. Costs come down. That's because Oracle products are engineered, packaged, certified, deployed, supported, and upgraded together. It's something that no other vendor can offer—complete integration and optimization across the entire stack.

And we're not stopping there. With ambitious roadmaps in place for Oracle's SPARC Enterprise M-Series and SPARC T-Series servers, the Oracle Solaris operating system (OS), Sun storage, and StorageTek tape libraries, Oracle is committed to innovation at every level of the stack.

But don't take our word for it. Listen to what CIOs are saying. Listen to what analysts are saying. And look at the numbers. Through superior optimization and integration, Oracle systems are making more things possible in the datacenter—not only today but in the years to come.

Catch the Spark of Server Innovation

Whether you've deployed x86 or reduced instruction set computing (RISC) servers in your datacenter, Oracle's server portfolio offers unparalleled power, reliability, and value.

The latest generation of Oracle's SPARC servers delivers new levels of performance, increased efficiency, and superior return on investment (ROI). These are some of the most powerful servers available, and you can mix and match the right processors to fit your workloads. SPARC T-Series servers with chip multithreading (CMT) technology are ideal for Web and application servers, and SPARC Enterprise M-Series servers are perfectly suited to back-end database applications.

The combination of SPARC servers and Oracle Solaris OS technologies boosts performance considerably and has set hundreds of records on a range of key applications. And with Oracle's built-in virtualization and consolidation tools, you can improve utilization, simplify management, and achieve the flexibility and agility that your organization demands.

The five-year roadmaps for Oracle's SPARC systems and the Oracle Solaris OS demonstrate a clear, long-term commitment to continued development. With performance expected to double every two years, Oracle will continue to break through the boundaries of datacenter technology.

With an integrated system from Oracle, you can

- **Reduce operational expenses** by lowering power, cooling, and space requirements
- **Deploy new applications more quickly** and reallocate easily as business needs dictate
- **Slash complexity** and simplify administration with integrated management across the entire stack
- **Boost application performance** with more-powerful servers and faster storage

"We live and die by how quickly our systems respond to customer queries. With Oracle Solaris operating systems, our servers can handle twice as much traffic, which helps us deliver a scalable, cost-effective, and highly reliable service to our customers."

Matthew Leeds, Vice President of Operations, Gracenote (a wholly owned subsidiary of Sony Corporation of America)

x86 Servers with a Difference

For those deploying x86 servers, Oracle offers solutions that can dramatically transform your datacenter. If you think all x86 servers are created equal, think again.

Oracle's Sun x86 enterprise systems with the newest Intel Xeon Processor 5600 series and E7 family provide system-level differentiators that enable you to achieve maximum performance with simplified management and support capabilities, for a dramatically lower total cost of ownership (TCO) that multivendor alternatives cannot match. Only Oracle offers a complete, vertically integrated application-to-disk solutions stack that reduces complexity, accelerates deployment, and maximizes ROI.

A Better Blade Solution Through Integration

Enterprise datacenters are asked to do more with fewer resources, deploying more-powerful applications, controlling costs, scaling more flexibly while reducing server sprawl, and managing increasing amounts of data. Many datacenters are moving to a blade infrastructure as the best way to meet these dynamic business challenges. Oracle's Sun Blade systems use an innovative, highly efficient chassis design that combines storage, networking, OS, and virtualization software together with comprehensive system management and unified support. It's all designed, engineered, and tested to work together as a single system. Only Oracle can deliver this extraordinary level of integration that provides breakthrough performance, outstanding flexibility, and the lowest TCO for any virtualized blade solution.

Next-Generation Storage for the Next Generation of Data

It's no secret that information is accumulating in the enterprise datacenter faster than ever before. Video, images, e-mail, documents, and larger mission-critical databases and data warehouses—this has become the language of business. Unfortunately, many enterprise infrastructures are evolving from a starting point where the applications, data, and storage have all been treated separately. This is causing inefficiencies in the datacenter.

Oracle software runs faster and more efficiently on Oracle storage because they are developed together, offer tighter integration, and are designed to address all of your data storage needs. With disk, Flash technology, and tape storage offerings, Oracle storage helps you optimize performance, maximize data protection, and reduce costs.

Oracle's Sun storage portfolio offers best-of-breed products for disk storage needs, for network-attached storage (NAS), and storage-area networks (SAN). Delivering some of the most reliable, scalable, and energy-efficient systems in the industry, Oracle's disk storage platforms are core building blocks for mission-critical enterprise computing, enterprise application environments, virtualized environments, and more.

When it's rapid data access you need, Oracle's Sun enterprise flash solutions are designed to accelerate applications and deliver faster transaction response times. By employing low-latency, solid-state flash memory, these products and storage systems that incorporate them significantly reducing power, space, and cooling costs when compared to traditional hard disk drives by themselves. And with fewer moving parts, reliability goes up and failure rates can be cut in half.

"The future of the StorageTek tape family appears to be in good hands, enabling the CIOs who have invested in StorageTek over the years to rest easily."

The Clipper Group: "Oracle Fulfills Commitment—StorageTek T10000C Takes Leap Ahead," Feb 2011

The Power of Tape

When it comes to backup and long-term archiving of data, tape storage still has an integral role to play, because it can reduce the average storage cost per gigabyte by as much as 46 percent. The operational savings of tape are unsurpassed. According to The Clipper Group, disks can cost 230 times more in energy than tape over a five-year period.

Oracle's StorageTek products are designed with industry leading quality, availability and reliability features offering non-stop data availability during upgrades, expansion and service. What's more, they can significantly cut operating costs by reducing power, cooling, and space requirements.

The Foundation of Your Datacenter—Your Operating System

Servers, storage, and software are important, but without the operating system that works as the bond between them, the solution is incomplete. And Oracle has two operating systems to choose from that can deliver superior results.

Oracle Solaris OS is the leading enterprise OS. It provides built-in virtualization and consolidation tools that enable you to increase utilization rates while boosting agility and flexibility, as well as simplifying management across the entire stack. Its close integration with the SPARC Enterprise M-Series and SPARC T-Series server lines provides the highest levels of scalability and performance, with lower operational costs.

"One of the best decisions we made was moving to a virtualized SPARC platform running Oracle Database. It literally opened the floodgates in terms of capacity and flexibility, and we've experienced 100 percent uptime to date, which has made a huge difference with our customers while also shrinking our operating costs."

Aby Joy, Senior Director of IT, Igloo Products Corporation

Oracle Optimized Solutions are predefined configurations that integrate Oracle servers, storage, networking, and software components, so you can

- Reduce TCO
- Streamline deployments
- Enhance business agility
- Improve application performance
- Boost scalability
- Mitigate risk

Look for these Oracle Optimized Solutions, as well as many others.

- Oracle Optimized Solution for Oracle Database
- Oracle Optimized Solution for Oracle WebLogic Suite
- Oracle Optimized Solution for Siebel CRM
- Oracle Optimized Solution for Enterprise Cloud Infrastructure

"I'm looking forward to even greater advancements in the Oracle product family—including Oracle Enterprise Manager Ops Center, Oracle Solaris 11, and Oracle Exadata—now that Oracle is engineering hardware and software to work together. It's nice having one vendor from top to bottom"

Hal Moretto, Director of Database Platforms, SunGard Availability Services

Oracle Linux provides another powerful option, particularly for those customers that deploy on x86-based clustered systems. It brings the latest Linux innovations to the enterprise, delivering extreme performance, advanced scalability and reliability, and simplified management, thanks to integration with Oracle Enterprise Manager.

Oracle Exadata and Oracle Exalogic: Proof of the Power of Integration

If you want to see what integration across the entire stack means in practice, look no further than Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud. Oracle Exadata Database Machine is a complete package of servers, networking, and software that is massively scalable, secure, and redundant. It provides extreme performance for both data warehousing and online transaction processing (OLTP) applications.

And with Oracle Exalogic Elastic Cloud, the potential for a private cloud finally becomes a reality. Now you can bring together tens, hundreds, or even thousands of disparate workloads with maximum reliability.

Systems as Powerful as Our Software

For decades, Oracle Databases and other applications have set the standard for enterprise software, enabling modern businesses to do more, know more, and grow more quickly.

Now, Oracle is also setting the standard for enterprise systems, with servers, storage, operating systems, and networking equipment that provide unprecedented application performance, simplified management, and superior ROI. And when you put Oracle software and hardware together, you get something new in enterprise IT: a fully integrated, optimized stack, from application to disk.

And the best is yet to come. With a bold roadmap for increased development, we'll be able to offer even more powerful systems and even closer integration with Oracle software in the future. So if you thought Oracle was just a software company, it's time to open your eyes. See how we're changing what's possible in the datacenter through continued innovation of our hardware and engineered integration of all our products.

COMPLETE STACK SUPPORT, FROM APPS TO DISK

Only Oracle offers a single point of accountability and complete, integrated support for the entire Oracle stack including 24/7 hardware service, expert technical support, proactive tools, and software updates.

"Our Sun infrastructure not only increases our computing capability tenfold but protects the environment by reducing our energy usage by 77 percent and our water consumption by 37 percent."

John D. Zepper, Director, Computing & Network Services, Sandia National Laboratories

CONTACT US

To learn more about making your datacenter more efficient, visit **oracle.com** or call **+1.800.ORACLE1** to speak to an Oracle representative.

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Visit **oracle.com/corporate/contact/global.html** to find the phone number for your local Oracle office.

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