

Hardware and Software
Engineered to Work Together



Oracle Optimized Solutions

Enterprise Solutions for
Mission-Critical Environments

Optimized Across the Entire
Technology Stack



The world's leading business software and the industry's most innovative hardware, *optimized* to work together for enterprise solutions. It's nothing less than the future of information technology—and a way to do IT better.

Businesses are working hard to keep up with changing market conditions and new customer demands, but the issues facing CIOs and technology managers today are not the same as they were 10—even 5—years ago.

IT costs are rising: 70 to 80 percent of IT budgets today are spent on the operation and maintenance of existing systems, whose sporadic growth continues to drive up costs in terms of floor space and energy costs. You need more personnel with more-specialized experience to manage more machines—which too often means more money and more downtime for your users. In addition, inconsistent data from too many siloed sources requires makeshift integrations that hinder your IT group's ability to support and manage legacy applications and get new capabilities and services into the hands of your users.

Now is the time to get ahead of the pack and position your business for future success with Oracle Optimized Solutions. By understanding how information technology is changing, you can take advantage of the innovations and implement the solutions that can help you keep your current customers, attract new ones, and grow your bottom line.

Oracle Optimized Solutions make it possible for you to address the demands of both customers and your business. With Oracle Optimized Solutions, you can lower your total cost of ownership (TCO), reduce risks for your users, and create an IT infrastructure that will make your users more productive and help your business respond faster to change.

Maximize the value of your IT investment—from application to disk—with Oracle Optimized Solutions, best-of-breed software and hardware products engineered to work together as integrated solutions for your mission-critical IT systems.

FACT: Oracle Optimized Solutions deliver savings in acquisition costs of up to 50 percent when compared to the competition's multivendor solution.



TALK TO THE EXPERTS

In developing Oracle Optimized Solutions, Oracle conducted extensive research and gathered information about the business needs of customers and their real-world workloads.

Based on feedback from more than 10,000 Oracle customer environments, along with information from Oracle sales and sales consultants, industry analysts, and experts in market trends, Oracle engineers created optimized solutions that address critical business challenges in the enterprise.

Take on the Challenges

Doing business today demands a new approach to IT. Shrinking budgets, growing data stores, and evolving strategies present challenges for even the most-well-run datacenters. Fortunately, those challenges also present a host of new opportunities.

Organizations can get an edge on the competition by employing a more effective IT strategy that aligns investments in IT with the mission-critical objectives of their business. Such a strategy must meet these specific requirements.

- **Lower the total cost of ownership.** Maximize the value of your technology investments while reducing costs throughout the enterprise. IT investments must see a fast return on investment (ROI) to be seriously considered.
- **Mitigate risk.** Keep enterprisewide systems and services available and accessible 24/7. Today's global economy requires the continuous availability of IT to ensure business continuity and support business procedures.
- **Accelerate business agility and increase user productivity.** Quickly respond to changes from within your business as well as changes from outside sources. Take advantage of opportunities to generate additional revenue streams. Keep your users productive—the alternative is simply too costly.

Many of today's datacenters are built on stacks of segregated technologies that are labor-intensive, expensive to maintain, and difficult—if not impossible—to adapt to changes. What needs to happen is clear, but how to get it done often seems too complex. You need a better option.

Take Your Business into the Future

Oracle Optimized Solutions are uniquely matched components—storage, servers, operating systems, virtual machines, middleware, database, and applications—that are integrated and tested together to create the ideal complete stack solution for the enterprise.

Everything in the Oracle technology stack works with everything else—that's a given. But with Oracle Optimized Solutions, everything works smarter. For example, applications talk to middleware to give you faster performance, and software takes advantage of hardware features so you can store more data, faster. And with the seamless integration of Oracle Optimized Solutions, you get streamlined management of the entire environment.

FACT: Integrated testing means that the entire stack—including patches and upgrades applied previously—goes through load and stress tests to ensure that the combinations work as expected.

Oracle Optimized Solutions deliver

- Operational and acquisition costs that are half as much as competing solutions
- Transactional throughput that's 2.5 times better than the competition
- More capacity with Oracle's unique high availability architecture
- System availability approaching 100 percent
- Faster, simpler deployments with fewer risks than custom configurations in comparable systems
- Easier management of all solution components, with integrated tools so you can do a task once for the entire stack

Add to these benefits the value of having a single point of accountability—one vendor providing solutions and support and helping you streamline all aspects of your solution, from purchasing to deployment to ongoing maintenance and support—and you have the answer to the eternal question of how to add savings to the bottom line.

Savings Everywhere

Lower acquisition costs are just the start. With Oracle Optimized Solutions, you can also realize significant reductions in operational costs. For example, the servers in Oracle Optimized Solutions let you consolidate different workloads (and even different operating systems) onto the same machine. You can purchase fewer machines and actually do more work because your servers are operating at a higher capacity. By making better use of IT resources, you save money—through less floor space, fewer machines, a smaller footprint, and lower energy costs—and you have less hardware to manage and maintain.

Continuous Availability and Extreme Performance

Applications that run faster save time and money. Oracle Optimized Solutions offer superior performance throughout the technology stack, including the best performance for enterprise applications—with several world records to our credit. Recovery times are twice as fast as competing solutions, and database queries and batch jobs (such as payroll) are significantly faster. Fully tested configurations and full stack testing of all Oracle Optimized Solutions using real-world workloads ensure that your data assets stay safe and accessible for business continuity and operations—even during disaster recovery periods.

Accelerating Productivity

From applications to disk, Oracle Optimized Solutions let your users quickly access, process, and analyze data so your business can quickly respond to changing markets and customer demands. Faster deployment times are the norm because there's no need for additional development before getting started, and because Oracle pretests the integrated stacks, your users can be productive sooner.

OPTIMIZED SOLUTIONS FOR THE ENTERPRISE

Oracle is continuing to engineer optimized solutions for enterprises in every industry. Currently, Oracle Optimized Solutions include

- **Oracle Optimized Solution for Siebel CRM:** Twice as many business operations as IBM
- **Oracle Optimized Solution for PeopleSoft Human Capital Management:** Payroll processing that's twice as fast as IBM and HP
- **Oracle Optimized Solution for Oracle E-Business Suite:** Best online processing performance (up to 4,000 users)
- **Oracle Optimized Solution for Oracle Webcenter Suite:** Acquisition costs 38 percent lower than IBM with higher scalability (up to 1500 concurrent sessions)
- **Oracle Optimized Solution for Oracle WebLogic Suite:** E-commerce transactions that are 2.5 times faster with Oracle Coherence, a feature unique to Oracle
- **Oracle Optimized Solution for Oracle Database:** Overall database performance that's 2.5 times faster than IBM
- **Oracle Optimized Solution for Oracle Secure Backup:** Near-linear scalability at one-fifth the cost savings

FACT: Organizational alignment within Oracle enables faster innovation among engineering teams and leads to a synchronization of hardware and software cycles that's more efficient for Oracle customers.



THE ORACLE STACK ADVANTAGE

Individual components in Oracle Optimized Solutions are available as standalone components for use in existing infrastructures or for integration with products from third-party vendors.

All Oracle products are engineered to work together, so regardless of whether you have only a few Oracle components or the whole stack is from Oracle, you get the Oracle advantage. The more Oracle components you include in your technology stack, the bigger your advantage.

Make IT Optimized—Make It Oracle

Oracle Optimized Solutions are designed, integrated, tested, and supported to give your company up to 50 percent savings in acquisition costs versus the competition. You get solutions that are up to 2.5 times faster, and best-of-breed products from the largest portfolio of Oracle and third-party applications.

Full Stack Solutions

More than a simple laundry list of components, Oracle Optimized Solutions are best-of-breed products that are integrated and optimized to work together. They are also available as standalone components. Only Oracle has the resources to engineer, integrate, and optimize the entire stack from application to disk, because only Oracle owns the complete stack.

With technology breakthroughs for all layers of the technology stack—including Oracle's Sun FlashFire compression capabilities, virtualization capabilities that let you consolidate different workloads on a single machine, and a database that returns queries at break-neck speeds—Oracle Optimized Solutions deliver unmatched performance, availability, and security with an ease of management that's uniquely Oracle.

Uniquely Oracle

Oracle Optimized Solutions let you respond quickly to the challenges facing your business. Innovative solutions give you a competitive business advantage, and complete systems offer continuous availability, lower costs, less risk, and the security of working with Oracle.

FACT: 70 to 80 percent of IT budgets today are spent to fund ongoing operations and maintenance.



CONTACT US

To learn more about Oracle Optimized Solutions for your business, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

OUTSIDE NORTH AMERICA

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



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