

Overview

The Database Cloud Appliance is an Oracle DB on IBM® Power Systems™ appliance sold as a complete package (including HW, SW and the provisioning process) to existing and new Power Systems customers.

- Provides direct competitive offering to Oracle Engineered Systems
- Eliminates the need to provision Oracle DB on Power Systems Servers, reducing the strain on AIX® resources and shortening the sales cycle
- Gives customers a higher performing system with a more efficient use of software at a lower TCO

Target Audience

- **Industries:**
 - HC, FS, MFG, CPG, Gov, Retail
- **Size:**
 - The solution is configurable with any of the AIX-based Power Systems servers (any size client)
- **Sponsors:**
 - IT Mgr, Operations Mgr, DBA, Sys Admin

Pain Points

Ease of Migration to a Modern Infrastructure:

- Lengthy time required to correctly install and configure an Oracle DB and the AIX OS
- IT staff focused on technical matters pertinent to the business
- Database and server provisioning typically not a core competency
- Lack of agility and ability to rapidly provision IT resources quickly, limiting responsiveness to changing business demands

Benefits/Value Proposition

The solution introduces new levels of convenience, flexibility and business opportunity. Ships with Oracle DB fully-provisioned, pre-tested and optimized for any workload. Unlike competitive offerings, the appliance eliminates need for any on-premise configuration and provisioning.

Business Partner: Increase volumes and build new revenue and profit streams for hardware, migration services, and support while capitalizing on the performance strengths of running Oracle DB on Power Systems. Provide your customers with the only appliance offering that allows them to run their Oracle applications on the AIX platform, as opposed to being forced to migrate to an Intel®-based platform in order to take advantage of the pre-provisioned, reduced deployment and faster time to value benefits an Oracle Engineered System provides.

CIO/LOB:

- Reduces TCO by streamlining setup and configuration, and negating the need to run Oracle RAC
- Requires customers to run less Oracle software and increases performance and power by 2.4/core over Intel-based system offerings
- Helps with floor and power constraints

CFO:

- Does not require migration to Oracle 12c in order to upgrade system performance (can run Oracle 9i and above)
- The higher performance server pre-provisioned with a more efficient use of Oracle DB offers savings of up to 25 percent without sacrificing performance
- Improves TCO and ROI through elimination of provisioning time, reduction in deployment process, increased efficiencies, consolidation, and easy transition to a secure infrastructure

Key Questions

1. Are you currently running Oracle DB on Power Systems or any other hardware platform?
2. Are you considering following the industry shift toward configured/engineered systems/appliances?
3. Are you considering upgrading your Oracle DB (9i, 10g, 11g to 12c)?
4. Are you considering upgrading your servers and systems?
5. Are you unhappy with your current Oracle TCO?
6. Are you facing capacity issues with your existing data warehouse?
7. Do you have floor space and power issues to contend with?

Competitive Differentiators

Competitors: ODA/Exadata

Why Database Cloud Appliance?

Scalability: P8 has chip superiority and full system advancement over Intel offerings

Cost: P8 requires less Oracle SW. AIX allows for different instances of Oracle

Stability: Higher reliability and reduced redundant storage and NIC. Delivers stability thru monitoring that maintains performance

Average Deal Size/Pricing/Cycle Time

Database Cloud Appliance Config 1 (IBM S824 w/ Oracle DB): \$2.6 M

Database Cloud Appliance Config (IBM E850 w/ Oracle DB): \$3.4 M

Typical cycle time: 3-12 months

Client References

PartnerWorld®: <http://www.ibm.com/partnerworld/wps/mem/systems/sell/references>

Seller Call-to-Action

Brand Offerings/Platform

Built on the 2 socket S824 & 4-Socket E850, including:

- PowerVM
- 2TB Memory - Up to 4TB w/ AME
- High Performance 35TB Internal Storage (S824) & 17TB (E850)
- COD for Processor & Memory (E850)

Additional Information

[Financing can make your deals larger by overcoming budget issues](#)

PartnerWorld Sales Kit: https://www.ibm.com/partnerworld/wps/servlet/ContentHandler/CF_213358USEN



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