

# Selling Focus BP

LE or MM/STG

## Database Cloud Appliance

C401001S	Date: September 2016
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### Overview Summary BP only

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

### Sales Enablement Description Detail

The Database Cloud Appliance is Oracle Database provisioned on IBM Power Systems servers with the AIX® operating system as an appliance, introducing new levels of data system convenience, flexibility, and business opportunity.

The Database Cloud Appliance arrives fully-provisioned, pre-tested and optimized for a variety of workloads, taking the guesswork out of installing and running Oracle Database on Power Systems servers with AIX. And although the appliance format of the Database Cloud Appliance offers you immediate time to value, this all-in-one solution doesn't come with a prohibitively high price tag.

Our database server's low total cost of ownership is driven by the proven performance of the IBM Power Systems hardware, efficient use of Oracle Database software, elimination of lengthy and expensive setup, and ongoing ease of ownership in this complete infrastructure solution.

### Target Audience Summary

- **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

### Target Audience Detail

### Pain Points Summary

#### 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

## **Pain Points Detail**

### **Cost:**

- Rising IT and administration costs; scarcity of flexible pricing options
- Expenses and inefficient use of Oracle software licenses
- Delivering services and resource profitably at a competitive price point
- **Physical Environment:**
- Limited IT space and power resources
- Static computing islands (Server Sprawl), resulting in inefficiencies, unnecessary data, and service redundancy
- Creating an IT infrastructure that scales to address variable demands while guaranteeing appropriate service levels for critical workloads

### **Security:**

- Difficulty managing and maintaining security in the cloud environment
- Finding an easier way to implement and update Oracle patches on the AIX platform

## **Benefits/Value Proposition Summary BP only**

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

## **Benefits/Value Proposition Detail**

### **Key Questions Summary**

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?

## Key Questions Detail

1. Is the Database Cloud Appliance like the Oracle Exadata or Oracle Database Appliance (ODA)?
  - Yes. It is similar to those two Oracle Engineered Systems in that everything is pre-configured and installed for the customer.
2. What is better about the Database Cloud Appliance than Oracle Engineered Systems?
  - There are many reasons the Database Cloud Appliance is better. Here are a few:
    - The Database Cloud Appliance is less expensive because it does not require Oracle RAC, which significantly reduces Oracle licensing costs.
    - The Database Cloud Appliance does not require the customer to install or configure anything. When it is received, it is ready to use.
    - The Database Cloud Appliance has a “migration on your own terms” architecture that doesn't force you to migrate to the latest version of Oracle Database if you are currently running an older version.
3. The Oracle Exadata or ODA only run Oracle 12c. Is it the same for the Database Cloud Appliance?
  - No. The Database Cloud Appliance can run older versions of Oracle, such as 11g, 10g, and even 9i.
4. My company already owns Oracle licenses. Can they be used on the Database Cloud Appliance?
  - Yes. Customers can bring their own licenses to the Database Cloud Appliance or they can purchase licenses with the appliance.
5. Does the Database Cloud Appliance support Oracle RAC and Oracle ASM?
  - The Database Cloud Appliance includes a full installation of the Oracle Grid Infrastructure that contains Oracle RAC and ASM. Oracle RAC is NOT required on the Database Cloud Appliance but can be used to deliver high availability capability. ASM is used by the Database Cloud Appliance for all database storage.
6. What are the cloud capabilities of the Database Cloud Appliance?
  - The Database Cloud Appliance supports local cloud architectures, which allows multiple servers to be provisioned on each Database Cloud Appliance server.
  - Resources, like CPU cores, memory and storage, are all virtualized, which allows these resources to be added to servers as needed.
  - The Database Cloud Appliance supports AIX, Red Hat Linux, and SUSE Linux, and is perfect for running LAMP applications, or non-Oracle Database, such as MariaDB, MongoDB and SAP Hana.
7. How is the performance of the Database Cloud Appliance?
  - The Database Cloud Appliance uses the IBM POWER8® processor with 12 cores per processor, and 8 threads per core. With its high performance storage, the Database Cloud Appliance can handle any workload, and is frequently chosen over Oracle's Exadata on the basis of performance.
8. My System Administrators and DBAs don't like AIX. How do you respond to that? With the Database Cloud Appliance, Vendita Technology Group provides their "AIX Made Easy," which includes:
  - BASH Unix Shell
  - gzip, wget, curl, zip, unzip, git, and other popular CLI utilities
  - Python
  - rlrwrap (Add last command recall to SQLPlus, Isnrctl, RMAN, OGG, etc.)
9. Can I test my database on a Database Cloud Appliance?
  - Yes. The Database Cloud Appliance comes with a “test before it ships” program where customers can load their database on a Database Cloud Appliance to see if the solution meets customer needs.

## Competitive Differentiators Summary

**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

## Competitive Differentiators Detail

### Competitor 1 Name: Oracle Database Appliance

Top three advantages vs. Oracle Database Appliance (ODA):

1. The Database Cloud Appliance is built on an IBM Power Systems server, which can handle 2.4 times the workload of each of the ODA's Intel® processors. The efficient and potent design of the Power Systems line of servers provides a thread-per-core count ratio of 4 times higher than that of the Intel-based ODA.
2. The ODA only runs Oracle 12c, whereas the Database Cloud Appliance allows the customers to run older versions of Oracle Database, such as 11g, 10g and even 9i.
3. The Database Cloud Appliance does not require any installation or configuration. When it arrives, it is ready to use. While advertised as an engineered system, the ODA still requires some onsite setup and configuration expertise.

Top three issues you will have to overcome vs. Oracle Database Appliance (ODA)

1. A smaller customer base as compared to Oracle Engineered Systems.
2. Support and customized installations for every customer, also integration with the existing infrastructure.
3. To move customers beyond the traditional and non-optimized systems of the past (Intel to Power).

### Competitor 2 Name: Oracle Exadata

Top three advantages vs. Oracle Exadata:

1. The Oracle Exadata only runs Oracle 12c, whereas the Database Cloud Appliance allows the customers to run older versions of Oracle Database, such as 11g, 10g and even 9i.
2. The Database Cloud Appliance does not require any installation or configuration. When it arrives it is ready to use. While advertised as an Engineered System, the Oracle Exadata requires some onsite setup and configuration expertise.
3. The Database Cloud Appliance helps keep expenses down by avoiding the required use of Oracle RAC. The Oracle Exadata is costly to license from an Oracle standpoint, and it requires Oracle RAC which increased the overall license cost.

Top three issues you will have to overcome vs. Oracle Exadata

1. A smaller customer base as compared to the Oracle Engineered Systems.
2. Support and customized installations for every customer, as well as integration with the existing infrastructure.
3. To move customers beyond the traditional and non-optimized systems of the past (Intel to POWER)

## Average Deal Size/Pricing/Cycle Time Summary

**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

## Average Deal Size/Pricing/Cycle Time Detail

**Configuration #1:** Database Cloud Appliance - Enterprise (IBM S824)

**Description:** This configuration includes an IBM S824 with HMC and 3-Year Support (9x5 Next Business Day), Oracle Database Enterprise Edition, Diagnostic & Tuning Pack Licenses for 24 Processors with 3-Year Support.

**List Price:** \$2,610,820

**Configuration #2:** Database Cloud Appliance - Enterprise High Scale (IBM E850)

**Description:** This configuration includes an IBM E850 with HMC and 3-Year Support (9x5 Next Business Day), Oracle Database Enterprise Edition, Diagnostic & Tuning Pack Licenses for 32 Processors with 3-Year Support

**List Price:** \$3,488,230

## Client References Summary BP only

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

## Client References Detail BP only

## Seller Call-to-Action Summary BP only

## Seller Call-to-Action Detail BP only

## Brand Offerings/Platform Summary

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 BP only

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

**PartnerWorld Sales Kit:**

[https://www.ibm.com/partnerworld/wps/servlet/ContentHandler/CF\\_213358USEN](https://www.ibm.com/partnerworld/wps/servlet/ContentHandler/CF_213358USEN)

## Solution Detail

The Database Cloud Appliance is Oracle Database provisioned on IBM Power Systems servers with the AIX® operating system as an appliance, introducing new levels of data system convenience, flexibility and business opportunity.

- Hardware
  - Power Systems
    - S812, S814, S822, S824, E850, E870, E880
- Software
  - AIX, PowerVM, PowerVC, Ubuntu, RedHat Enterprise Linux, SUSE Linux
- Services
  - Database Upgrade & Migration Services, Architectural Consultation Services, Oracle License Management Services

## Objection Handling/Buying Criteria

**Objection 1:** “Isn't x86 / Linux the more standard platform for Oracle Database?”

**Response 1:** “Despite what you may have heard, AIX still has a huge percentage of market share for running Oracle Database. There is marketing that says that Linux is less expensive to run Oracle Databases, but when you migrate to Linux you lose the security and stability of the AIX operating system, as well as some of the performance aspects. And with the Database Cloud Appliance, we make AIX as easy to use as Linux.”

**Objection 2:** “Isn't Cloud cheaper than an on-premise solution?”

**Response 2:** “Your licensing model won't change with the Database Cloud Appliance, but moving to the Cloud presents an unknown landscape with regards to licensing, and your costs could increase. Moreover, most Cloud providers charge for data throughput, which varies frequently. Many Cloud customers are surprised by unexpectedly high bills. The Database Cloud Appliance offers a stable and predictable pricing model featuring a more efficient use of Oracle licensing.

**Objection 3:** “I can't handle an Oracle migration at this point.”

**Response 3:** “Unlike Oracle's Engineered Systems (The Oracle Database Appliance and Oracle Exadata) the Database Cloud Appliance doesn't require you to change Oracle Database versions. You can run any version of Oracle Database, 9i or later, on the Database Cloud Appliance, and in addition, you can run multiple versions, for example, Oracle Database 11g and Oracle Database 12c simultaneously. We also include a migration toolkit that greatly simplifies migration.”

**Objection 4:** “I don't have the AIX resources in-house to manage and run that platform.”

**Response 4:** “The Database Cloud Appliance arrives fully-provisioned, pre-tested and ready to rack and run.”

**Objection 5:** “We build our own databases on-site.”

**Response 5:** “It takes time to properly select all hardware and software components, order, and then configure an enterprise system. The Database Cloud Appliance is fully provisioned and built when it arrives, allowing your IT team to focus on innovation instead of provisioning, deployment and maintenance.”

## Initiate Contact/eContact

The Database Cloud Appliance is an appliance-based solution that allows customers to run their Oracle Database Applications on IBM® Power Systems™. The solution arrives fully-provisioned, pre-tested and optimized for a variety of workloads, taking the guesswork out of installing and running Oracle Database on Power Systems/AIX® Operating System. And you won't have to pay top dollar for this added value. Our data server's low total cost of ownership is driven by the power and efficiency of the hardware, the elimination of lengthy and expensive setup, and the ongoing ease of ownership in our all-in-one solution.

The Database Cloud Appliance offers many customer benefits, including:

- An appliance designed for existing Oracle Database on IBM Power Systems/AIX customers on which they can migrate all versions of Oracle Databases, 9i and above.
- The ability to do more with less, reducing capital expenditures and operational expenses through consolidation and advanced virtualization for great asset utilization and dynamic efficiency.
- Speed and flexibility, which increases IT's ability to quickly deliver new services to capitalize on opportunities while reducing expenses and managing risk.

Forrester Research estimates 35 percent of enterprises are interested in database appliances today based on interactions with customers.<sup>1</sup> Key reasons for adoption:

- **IT:** Performance, scale, high availability, Automation, simplification, lower cost, faster provisioning, consolidation
- **Business:** Faster time to value, new insights/analytics

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Learn more about the Database Cloud Appliance. Watch the video:

<https://www.youtube.com/watch?v=KzRIaO3V95E>

For more information, visit our website [www.VenditaTech.com](http://www.VenditaTech.com) or contact us at [844-813-4619](tel:844-813-4619)/[Sales@VenditaTech.com](mailto:Sales@VenditaTech.com).

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	<a href="https://twitter.com/VenditaTech">https://twitter.com/VenditaTech</a>
	

## Conversation Starters Summary

Hello, XXX. This is XXX with IBM/IBM BP. I'm writing you because you run your Oracle DB on AIX and I can save you up to 25 percent on your overall Oracle spend, while improving your system performance. The Database Cloud Appliance is an Oracle DB delivered on an IBM® Power Systems™ server, deployable within an hour of arrival. If you're looking to modernize your infrastructure, improve performance, lower TCO and save physical space, let's talk. I think your organization could benefit from this solution.

## Conversation Starters Detail

- Are you currently running Oracle Database on Power System or any other hardware platform?
- Are you concerned about reducing cost and complexity and increasing overall performance of your IT Systems?
- Are you looking to upgrade the Oracle Database (9i, 10g, 11g to 12c) or your Power Systems Servers (Power 6 or Power 7 to Power 8)?
- Are you considering moving to a configured/engineered system or appliance?
- Are you facing limited database warehouse physical space in your data center?

[If Yes]

Our Database Cloud Appliance is the first and only Oracle Database on Power Systems, pre-configured, fully provisioned, ready-to-deploy, commercially available appliance. It is built using the industry's leading database and most advanced server CPU. Its underpinnings are comprised of an IBM s824 (or alternative Power Systems server) with fully provisioned Oracle Enterprise Edition database. It can help you to increase overall performance and lower your total cost of ownership with a more efficient use of Oracle licenses, a reduction in deployment complexity, and a faster time to value. I would welcome the opportunity to share more information about the ways you can increase efficiency and optimize your current IT infrastructure. Let me send you some additional information about this over email. I will call you in a couple of days to answer any questions you may have.

[If No]

When would be a better time for me to call you back?

In the meantime, may I send you some information regarding the Database Cloud Appliance solution?

I will call you again in couple of days to answer any questions you may have. Thank you.

Voice Mail:

Hello, I have some great news I want to share with you. It's about the Database Cloud Appliance, which is the only appliance built with Oracle Database on IBM Power Systems. It's the first and only non Intel-based Oracle-on-Power Systems appliance that's pre-configured, fully provisioned and ready-to-deploy, introducing never-before-seen levels of data system convenience, flexibility and business opportunity.

I would welcome the opportunity to share more information about the ways you can increase your system performance and lower your total overall cost in IT by taking advantage of the Database Cloud Appliance. Please give me a call xxx-xxx-xxxx. Let me know when you have a moment to discuss. Thank you.

## Continuing the Conversation

### Author/Owner

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Dynamic Build Notify (Enables notification every time an asset is linked to a Kit/Play) Default is yes, thus the field below is mandatory	1
Author/Owner Email for Dynamic Build notification This should be the person responsible for the content of what belongs in this Kit/Play; this person will be notified when an asset is linked/unlinked to the Kit/Play	dabloom@us.ibm.com
Publish/Expire Notify (every time a Sales Kit/Play is published) Default is yes, thus the field below is mandatory	1
Author/Owner Email for Kit/Play Publish or Expire Notification This should be the person that will get notification any time a Kit/Play is published or is about to expire	dabloom@us.ibm.com

### Contacts BP only

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2 = Sales Assistance

3 = Technical Sales Assistance

4 = Marketing Assistance

5 = Other

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