Oracle Database 12c
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Oracle RDBMS Market Leadership

A brief history over the past 20 years…

- **1993**
  - Oracle7 Database
  - #1: 36% Oracle
  - #2: 17% Sybase
  - #3: 14% Informix
  - #4: 6% Ingres

- **2001**
  - IBM acquires Informix
  - $1.2B

- **2003**
  - Oracle Database 10g
  - #1: 33% Oracle
  - #2: 31% IBM
  - #3: 16% Microsoft
  - #4: 3% Sybase

- **2010**
  - SAP acquires Sybase
  - $15.1B

- **2012**
  - Oracle Database 11g
  - #1: 45% Oracle
  - #2: 20% Microsoft
  - #3: 18% IBM
  - #4: 4.5% SAP

- **2013**
  - Oracle Database 12c Released
  - $28.2B

Client-server → Internet → Cloud & Big Data

Source: IDC - Annual Worldwide RDBMS Vendor Shares from 1993 to 2012 by Carl W Olofson
Vibrant RDBMS Market Forecast from IDC

Key Growth Drivers: Cloud, Big Data, In-Memory DB

- “Large enterprise IT has shown an interest in the private cloud (deployed in-house) and hybrid cloud …”
- “… (Big) data is often initially ingested, sorted, and filtered by Hadoop with derived data loaded into a DW.”
- “… memory-optimized technology will be table stakes …”

10% CAGR over next 5 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
</tr>
</tbody>
</table>

Sources: IDC - 2013-2017 Worldwide Relational Database Management Systems Forecast and 2012 Vendor Shares
Plug into the Cloud

Application Development
Big Data Analytics
Cloud & Consolidation
Data Optimization
Data Warehousing
High Availability
In-Memory
Performance & Scalability
Security & Compliance
## Oracle Database 12c
### Marquee New Features

<table>
<thead>
<tr>
<th>EE Option or Edition</th>
<th>Key Enhancements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multitenant</td>
<td>New option</td>
</tr>
<tr>
<td>Advanced Compression</td>
<td>+ Heat Map, Smart Compression and Storage Tiering</td>
</tr>
<tr>
<td>Active Data Guard</td>
<td>+ Far Sync, Global Data Services, Application Continuity</td>
</tr>
<tr>
<td>Advanced Security</td>
<td>+ Data Redaction</td>
</tr>
<tr>
<td>Database Vault</td>
<td>+ Privilege Analysis</td>
</tr>
<tr>
<td>Real Application Clusters</td>
<td>+ Application Continuity</td>
</tr>
<tr>
<td>Real Application Testing</td>
<td>+ Consolidated Replays</td>
</tr>
<tr>
<td>All Editions</td>
<td>SQL Pattern Matching for Big Data Analytics</td>
</tr>
</tbody>
</table>
## Oracle Multitenant

### Why customers are interested…

<table>
<thead>
<tr>
<th>Feature</th>
<th>Customer Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplified, dense consolidation</td>
<td>Reduce capital expenditures</td>
</tr>
<tr>
<td>Rapid provisioning</td>
<td>Reduce operational expenses</td>
</tr>
<tr>
<td>Rapid unplug/plug</td>
<td>Reduce operational expenses</td>
</tr>
<tr>
<td>Security Isolation</td>
<td>Secure multitenancy (especially for SaaS providers)</td>
</tr>
<tr>
<td>Resource Isolation</td>
<td>Tenants get fair share of computing resources</td>
</tr>
<tr>
<td>RAC compatibility</td>
<td>Greater scalability &amp; resource utilization</td>
</tr>
<tr>
<td>No application changes</td>
<td>Easy to adopt for customers and ISVs</td>
</tr>
</tbody>
</table>
Oracle Multitenant

Business Objectives

• Grow to largest Enterprise Edition option
  – Has larger potential than RAC or Partitioning
  – Will also drive additional database options and management packs

• Accelerate Engineered Systems business
  – Oracle Multitenant plus Oracle Engineered Systems are the foundation for Database Clouds
  – Will enable many large database hardware re-platforming deals

• Differentiate from competitors by driving down TCO
## Oracle Multitenant

### Key Market Opportunities

<table>
<thead>
<tr>
<th>Market Opportunity</th>
<th>Timeline</th>
<th>Opportunity Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development and Test Databases</td>
<td>FY14</td>
<td>$$$</td>
</tr>
<tr>
<td>Consolidated Departmental Databases</td>
<td>FY14/15</td>
<td>$$$</td>
</tr>
<tr>
<td>Database as a Service (Private)</td>
<td>FY15+</td>
<td>$$</td>
</tr>
<tr>
<td>Software as a Service</td>
<td>FY15+</td>
<td>$$</td>
</tr>
<tr>
<td>Consolidated Large Critical Databases</td>
<td>FY16</td>
<td>$</td>
</tr>
</tbody>
</table>
Big Data Appliance and Exadata
Next Generation Platform for Data Warehousing

Big Data Appliance
- Scalable, affordable storage
- Data Ingest and ETL
- Batch oriented processing

Exadata
- Rich SQL and R analytics
- Scale-out, smart storage
- Batch & Interactive processing
Summary

- Oracle Database has Technology-Leading Transaction Processing, Data Warehousing and Big Data management solutions
- RDBMS market is forecast to have continued healthy growth
- Oracle Database 12c provides unique innovations for Cloud, Big Data, and more
- Oracle Database 12c and Oracle Engineered Systems together are the foundation for Database Clouds
- Oracle Big Data Appliance integrated with Exadata form the next generation platform for Big Data/Data Warehousing
Q&A
Hardware and Software
Engineered to Work Together