The Oracle Cloud
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Oracle Cloud Vision

**Complete SaaS Suite**
- Provide richest portfolio of first party enterprise applications
- Integrated SaaS suite offers enterprise efficiency
- Extensible SaaS offering creates vibrant ecosystem

**Comprehensive PaaS Platform**
- Provide comprehensive platform for developers
- Integrated with SaaS and open to drive developer productivity
- Symmetry between on-premise and cloud enables IT

**Enterprise Grade Infrastructure**
- Consistent Infrastructure service layer for deployment flexibility
- Open and standards based platform prevents lock-in
- Enterprise grade infrastructure that delivers performance, reliability, & security
Oracle Cloud

Platform Services
Application Services
Social Services
Common Infrastructure Services
Common Infrastructure Services

- **Storage**
  - Object Storage

- **Cache**
  - In-Memory Cache

- **Compute**
  - Elastic Compute

- **Secure Identity**
  - Identity Administration

- **Queues**
  - Lightweight Queues

- **Messaging**
  - Mail, Push
Platform Services
Complete, Standards-Based, Enterprise-Grade

- Comprehensive & flexible developer platform for modern apps
- Integrated with SaaS to drive developer productivity and richness
- Extensible for rich 3rd party application ecosystem
PaaS Customer Patterns

- ISVs building next generation SaaS/Vertical offerings
- Business apps becoming SaaS apps
- Extensions to line of business applications e.g. Online banking
- Organizations migrating legacy applications to the cloud
- 3rd parties building extensions to SaaS apps e.g. BG check
- Enterprise IT doing rapid prototyping
- Scenarios specific cloud utilization e.g. campaigns, HPC
Application Services
Complete Suite, Best-of-Breed, Enterprise Grade

- Human Capital Management
- Talent Management
- Sales & Marketing
- Customer Service and Support
- Financial Management
- Procurement, Sourcing, Inventory
- Project Management
- Governance, Risk, Compliance

Common Infrastructure Services

- Complete Suite of Integrated SaaS Applications
- Running on a Common Cloud Platform
- Extensible to Partners to Extend and Build Applications
Social Relationship Management
Integrated Social Platform

- Comprehensive social relationship management platform
- Integrated with enterprise processes to drive efficiency
- Developer extensibility enabled through PaaS platform
SRM Customer Patterns

- Manage, measure and optimize brand presence globally
- Acquire and engage fans on social media platforms
- Integrate Social with existing customer service application
- Integrate Social with recruiting application

- Improve digital engagement via real-time consumer listening
- Global brand management with local community ownership
- Deliver interactive mash-up of special offers, coupons and videos
- Increase viewer engagement with contests
Proven Enterprise Grade
Infrastructure and Architecture

Hardware & Software Infrastructure

- Designed like Enterprise Private Clouds
- Built on Exadata & Exalogic
- Secure, Reliable and Flexible Upgradability

Management Infrastructure

- Complete Stack Management
- Real-Time Monitoring and Auto Healing
- Lights Out Lifecycle Management

Provisioning
Monitoring
Diagnostics
Change Management

(SaaS)
(PaaS)
Social
Extremely Easy-to-Use

- Flexible Subscription
- Self-Service Sign-Up
- Instant Provisioning
- Self-Service Control
- Multiple Payment Options
Oracle has quickly brought its broad Enterprise Software Portfolio to the Cloud

Oracle’s Cloud is highly differentiated in the depth of functionality, breadth of offering, and degree of integration

Oracle’s Cloud is architecturally attractive to its broad installed base and to attract net new customers

Oracle’s Cloud drives highly differentiated subscription, services, and partner revenue streams

Oracle’s Cloud revenue streams complement its existing on-premise software licenses as customers co-exist solutions
Oracle Cloud

Platform Services
Application Services
Social Services
Common Infrastructure Services
Hardware and Software Engineered to Work Together