



Value Added Distributor

# Oracle Cloud - Infrastructure as a Service

Hardware selber kaufen und betreiben oder einfach mieten

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16./17.11.17 in Erfurt/München  
für MD Consulting & Informationssysteme GmbH



Svend Back  
Cloud Champion & Key Account Manager  
Geschäftsbereich Advanced Solutions



# Agenda

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- ▶ Positionierung der Oracle Cloud
- ▶ Portfolioüberblick:
  - Neu: Universal Credits & BYOL
- ▶ Wo macht der Einsatz der Oracle Cloud Sinn?
  - USPs von Oracle
  - Gegenüberstellung der Alternativen: Oracle Public Cloud, Oracle Cloud Machine, Hybride Modelle
  - TCO Betrachtungen
- ▶ Wie unterstützen Partner die Endkunden in der Cloud?
- ▶ Unterstützung durch Tech Data Azlan

*Sprecher: Svend Back, Tech Data Advanced Solutions*



# Positionierung der Oracle Cloud

# “What the hell is cloud computing?”

- ▶ Die Industrie hat ein Elefantengedächtnis
- ▶ Larry Ellison am 25. September 2008 zu Finanzanalysten:
  - “What's cloud computing? It's using a computer that's 'out there'”
  - “We'll make cloud computing announcements because, you know, if orange is the new pink, we'll make orange blouses. [...] I'm not gonna fight this thing[...] I don't understand what we would do differently in the light of cloud computing, other than market.. you know, change the wording on some of our ads. [...] it's crazy.

# Welcher Hersteller investiert soviel in Cloud Akquisitionen?

Datum	Firma	Bereich	Wert <a href="#">millionsUSD</a>
April 2017	Moat	Digital advertising measurement ( <b>SaaS</b> )	850
April 2017	Wercker	Continuous integration platform (focussed on <b>IaaS</b> )	N/A
Januar 2017	Apiary	( <b>cloud</b> ) API management	N/A
November 2016	Dyn	DNS provider for <b>cloud</b>	600
September 18, 2016			N/A
September 6, 2016			N/A
July 28, 2016			\$9,300
May, 2nd 2016			\$532
April 28, 2016			\$663
April 14, 2016			\$50
February 22, 2016			\$500
January 5, 2016			\$100 - \$200
2015			
December 18, 2015	StackEngine	Software for managing applications build on the open source Docker platform. Used in <b>Oracle Cloud</b>	N/A
August 20, 2015	Maxymiser	Leading provider of <b>cloud-based</b> software that enables marketers to test, target and personalize what a customer sees on a Web page or app	N/A
August 6, 2015	<b>CloudMonkey</b>	Mobile application testing tools.	N/A
2014			
December 22, 2014	<a href="#">Datalogix</a>	Data Broker & Digital Marketing	\$1,200+
September 14, 2014	<a href="#">Front Porch Digital</a>	Content storage management solutions for media companies	N/A
July 31, 2014	<a href="#">TOA Technologies</a>	Provider of <b>cloud-based</b> field service software solutions	N/A
June 23, 2014	<a href="#">MICROS Systems</a>	Integrated software and hardware solutions to the <b>hospitality</b> and <b>retail</b> industries	\$5,300
June 20, 2014	<a href="#">LiveLOOK</a>	<a href="#">Visual collaboration technology for co-browsing and screen sharing</a>	N/A
May 15, 2014	<a href="#">GreenBytes</a>	Technology for <a href="#">data deduplication</a> on ZFS file system, primarily targeted to optimize <a href="#">virtual desktop infrastructures</a>	N/A

**\$ 25+ Mrd. US Investments in  
Cloud-Technologie und Produkte  
in den letzten 5 Jahren!**

# Von 0 auf 100 in einem Jahr ...

- ▶ Gartner Magic Quadrant for Cloud Infrastructure as a Service, Worldwide
  - Oracle erstmalig dabei



# ... im PaaS Bereich ist Oracle schon länger ein Platzhirsch

- Application Platform as a Service von 2016



# Wo steht Oracle ?

**ORACLE®**

**CLOUD**

**September 14, 2017**

> Q1 FY18 Earnings

## ▶ Q1 (1.6.17 – 31.8.17)

- +7% (\$9,2 Milliarden); FY `17: +2 % (\$37,7 Mrd.)
- Wachstum beim Cloud Umsatz: \$1,5 Mrd. /+51% YoY
- Die „alte Welt“ schwächelt
  - New licences (Q4: \$1,4 Mrd, -5%; FY `17: 6,4 Mrd, -12%)
  - HW Sales (Q4: 966 Mio, -6%; FY `17: 4,1 Mrd, -11%)

## ▶ Q3 FY 17 Kommentar

- Larry Ellison: “Our new Gen2 IaaS is both faster and lower cost than Amazon Web Services.”

## ▶ Q4 FY 17 Kommentare

- “In the coming year, I expect more of our big customers to migrate their Oracle databases and database applications to the Oracle Cloud. ...”

## ▶ Q1 FY 18 Kommentar

- Mark Hurd: ““With SaaS revenue up 62%, our cloud applications business continues to grow more than twice as fast as Salesforce.com,”

**TechData**  
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# Seit 3.10.17: Data Center Region Deutschland

## Regionen



► Die Daten liegen in Frankfurt

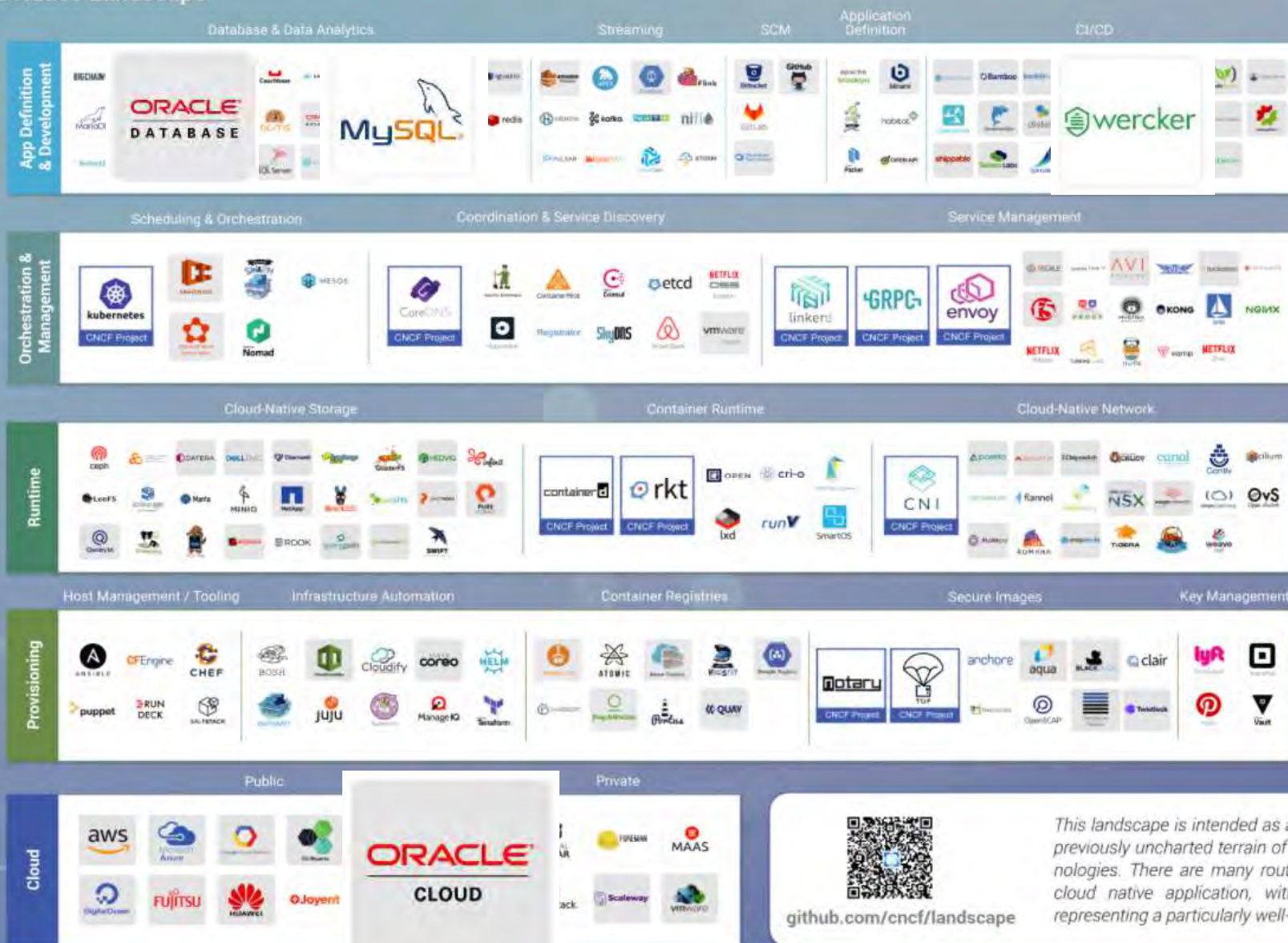
<https://cloud.oracle.com/data-regions>

# Was ist Cloud?

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# Cloud Native Landscape

v0.9.9



### Platforms

Platform / Container Service

ORACLE Application Express

### Observability & Analysis

Monitoring

Logging

Tracing

[github.com/cncf/landscape](https://github.com/cncf/landscape)

*This landscape is intended as a map through the previously uncharted terrain of cloud native technologies. There are many routes to deploying a cloud native application, with CNCF Projects representing a particularly well-traveled path.*



Greyed logos are not open source

# Oracles Alleinstellungsmerkmal: Freiheit bei der Auswahl des Deployments

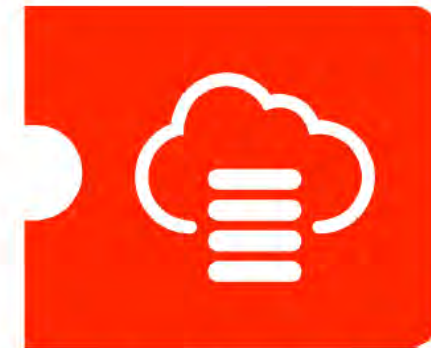
- ▶ Kein Unterschied bei Nutzung der Datenbank im eigenen Rechenzentrum (On Premises) oder in der Oracle Cloud



On Premises



Same Architecture  
Same Software  
Same Skills  
Hybrid Cloud



Oracle Cloud

Muss man gesehen haben: Larry Ellison demonstriert die Migration einer Applikation von on-premise in die Oracle Cloud! <http://medianetwork.oracle.com/video/player/4028643719001>

# Dieselben Produkte "On-Premises" wie in der Oracle Cloud

## Segensreich

- ▶ Applikationen können ohne großen Aufwand portiert/entwickelt werden, um dann in der Oracle Cloud zu laufen
- ▶ ... und wenn ich die neue Administration kennenlernen will ?
  - Kostenloses Test-Angebot von Oracle (mit \$300 Guthaben)
    - Möglichkeit zur Erweiterung
    - Testumgebung dediziert für einen Kunden/Partner
    - Einschränkung: Pay-As-You-Go Umgebung ohne Partner Discounts
  - Empfehlung: Erwerb einer eigenen Test-/Demoumgebung
    - Dediziert
    - Kann verlängert werden
- ▶ Success stories:
  - Partner haben erfolgreich interne Anwendungen mit Testumgebungen portiert
  - nutzen Cloud Angebote intern

Testen Sie Oracle Cloud mit  
einer kostenlosen  
Gutschrift in Höhe von  
300 US-Dollar

Registrieren Sie sich, und erhalten Sie eine Gutschrift für das



# On-Premises, Hybride & Cloud Szenarien

Deployen Sie Ihre Workloads wo Sie sie brauchen

## On-Premises

Traditionelle Infrastruktur



- Kunden Data Center
- Erworben
- Gemanaged durch Kunden

## Cloud@Customer

Cloud Machines



- Kunden Data Center
- Subscription
- Gemanaged durch Oracle

## Public Cloud

IaaS, PaaS, SaaS



- Oracle Cloud
- Subscription
- Gemanaged durch Oracle

# Wie starte ich eine Oracle DB in der Oracle Cloud?

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Nutzung der Oracle Cloud in Bildern

# Dashboard

The screenshot displays the Oracle Database as a Service dashboard. At the top, it shows the Oracle logo and the text "Database as a Service". On the right, there are navigation links for "All Platform Services", "john.dunbar@visioninc.com", "Instances", and "Security".

The main section features a cloud icon and the text "Oracle Database as a Service". Below this, it shows "Identity Domain: My Identity Domain" and "Subscription: Paid". A "Database Console" button is located on the right.

A summary bar displays four key metrics:

- RUNNING INSTANCES:** 2 OF 3 (represented by a donut chart)
- OCPUs:** 6
- MEMORY:** 24 GB
- STORAGE:** 40 GB

Below the summary bar is the "INSTANCES" section, which includes a "Show: All" dropdown and a "Create Instance" button. A table lists three database instances:

Instance Name	VM Status	Version	Service Type	Date Created	OCPUs	Memory	Storage
MyDatabase1	UP	11.2.0.4	Database Virtual Image	2/2/2014	2	8 GB	15 GB
MyDatabase2	DOWN	11.2.0.4	Database Virtual Image	2/2/2014	2	8 GB	15 GB
MyDatabase3	UP	11.2.0.4	Database as a Service	2/2/2014	2	8 GB	10 GB



# 1. Auswahl der Version

The screenshot shows the Oracle Database as a Service provisioning interface. At the top, it says "ORACLE Database as a Service" and "All Platform Services | john.dunbar@visioninc.com". The main heading is "Provision New Database as a Service". Below this is a progress bar with five steps: "Release", "Edition", "Instance", "Details", and "Confirmation". The "Release" step is currently active and highlighted in blue. To the left of the progress bar is a "Cancel" button, and to the right is a "Next" button. Below the progress bar, the section is titled "Service Type" with the instruction "Please select the service type you would want for your service". There are two options listed:

- Oracle Database 12c Release 1 (Version 12.1.0.1)
- Oracle Database 11g Release 2 (Version 11.2.0.4)

## 2. Auswahl der Edition

**ORACLE** Database as a Service All Platform Services | john.dunbar@visioninc.com

**Provision New Database as a Service**

← **Cancel** Release **Edition** Instance Details Confirmation **Next** →

**Software Edition**  
Please select a software edition you would like to run on your new instance.

- Standard Edition One**  
Oracle Database 12c Release 1  
on Oracle Linux 6.4
- Enterprise Edition**  
Oracle Database 12c Release 1  
on Oracle Linux 6.4
- Enterprise Edition - High Performance (Details)**  
Oracle Database 12c Release 1  
on Oracle Linux 6.4

**PATCHSET UPDATE LEVEL**  
12.1.0.1 (Latest) ▼

### 3. Auswahl des Compute Shapes (Anzahl Cores & Memory)

**ORACLE** Database as a Service All Platform Services | john.dunbar@visioninc.com

Provision New Database as a Service

Release Edition **Instance** Details Confirmation

Cancel Next

**Virtual Machine Instance Type**  
Please select a size and resource to allocate your new instance

General Purpose	High Memory
<input type="radio"/> 7,5 GB Memory 1 Core 7,5 GB Memory	<input type="radio"/> 15 GB Memory 1 Core 7,5 GB Memory
<input type="radio"/> 15 GB Memory 1 Core 15 GB Memory	<input type="radio"/> 30 GB Memory 1,5 GB Memory
<input checked="" type="radio"/> <b>Large</b> 30 GB Memory 30 GB Memory	<input type="radio"/> <b>Large</b> 60 GB Memory 30 GB Memory
<input type="radio"/> <b>X Large</b> 60 GB Memory 60 GB Memory	<input type="radio"/> <b>X Large</b> 120 GB Memory 60 GB Memory
<input type="radio"/> <b>2X large</b> 120 GB Memory 120 GB Memory	<input type="radio"/> <b>2X large</b> 240 GB Memory 240 GB Memory

# Credentials, Backup

**ORACLE** Database as a Service All Platform Services | john.dunbar@visioninc.com

### Provision New Database as a Service

← Cancel Release Edition Instance **Details** Confirmation Next →

**Service Details**  
Please provide details for your Java as a Service

**Database as a Service**

\* Service Name: MyDatabase4

Description: \_\_\_\_\_

**Database Configuration**

\* Usable Database Storage: 50 GB

Total Data File Storage: \_\_\_\_\_ GB

\* SYS Password: \_\_\_\_\_

\* SYSTEM Password: \_\_\_\_\_

\* DB Container Name (SID): ORCL

\* PDB Name: PDB1

Fallover Database: No-Do not setup Data Guard

Enabling Fallover will start 2 database instance preconfigured with Data Guard

**Backup and Recovery Configuration**

\* Backup Destination: Both-DB Backup & Block Storage

\* Username: dbbackup

\* Password: \_\_\_\_\_

\* Storage Service URL: /storage/account/dbbackup/

Total Estimated Monthly Storage: 425 GB

Includes data files and backup storage

## 4. Überprüfung und Los! -> Provision



The screenshot displays the Oracle Database as a Service provisioning interface. At the top, the Oracle logo and "Database as a Service" are visible, along with the user "john.dunbar@visioninc.com". The main heading is "Provision New Database as a Service". A progress bar shows five steps: Release, Edition, Instance, Details, and Confirmation, with the Confirmation step currently active and highlighted. A "Cancel" button is on the left, and a "Provision" button is on the right. Below the progress bar, the "Confirmation" section asks the user to confirm their responses and provision the service instance. The configuration details are as follows:

- Release:** Oracle Database 12cR2
- Edition:** Enterprise Edition
- Instance:** Large General Purpose (4 Cores)
- Service Name:** MyDatabase4
- Usable Database Storage:** 50GB
- DB Container Name (SID):** ORCL
- PDB Name:** PDB1
- Fallover Database:** No- Do not setup Data Guard
- Backup Policy:** Weekly Full Backups & Daily Incremental
- Data Retention:** 1 Week Local, 4 Weeks Cloud Storage
- Backup Destination:** Both - DB Backup & Block Storage
- Username:** dbbackup
- Storage Service URL:** /storage/account/dbbackup

# Dashboard

**ORACLE** Database as a Service

Account: john.dunbar@visioninc.com

Instances | Security

**Oracle Database as a Service**  
Identity Domain: My Identity Domain  
Subscription: Paid

Database Console

**RUNNING INSTANCES** 3 OF 4

**OCPUs** 12

**MEMORY** 48 GB

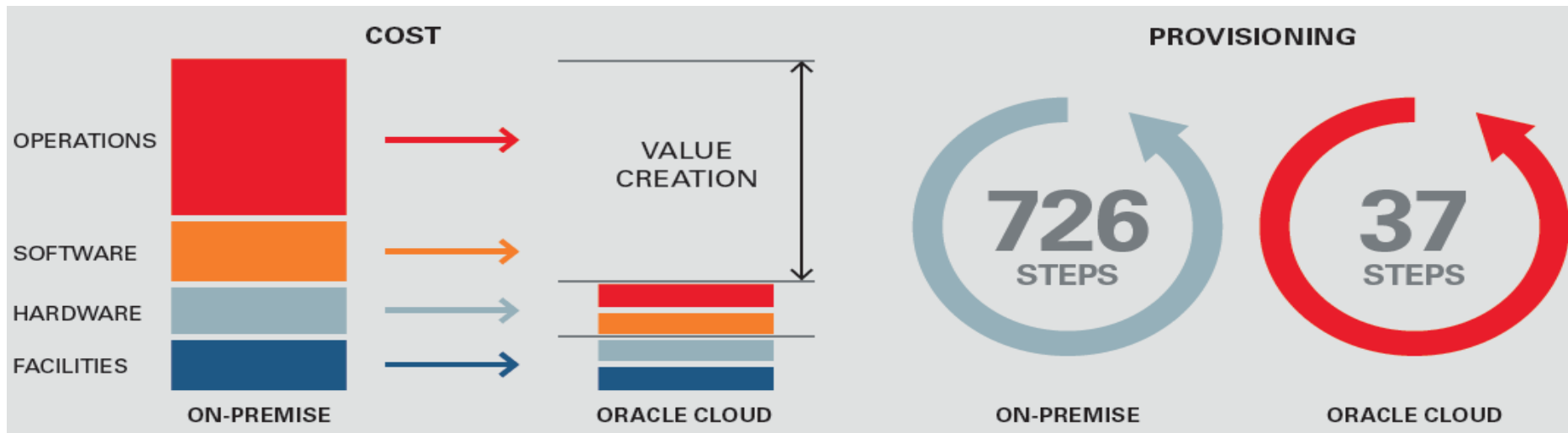
**STORAGE** 60 GB

**INSTANCES** Show: All Create Instance

Instance Name	VM Status	Version	Service Type	Date Created	OCPUs	Memory	Storage
MyDatabase1	UP	11.2.0.4	Database Virtual Image	2/2/2014	2	8 GB	15 GB
MyDatabase2	DOWN	11.2.0.4	Database Virtual Image	2/2/2014	2	8 GB	15 GB
MyDatabase3	UP	11.2.0.4	Database as a Service	2/2/2014	2	8 GB	10 GB
MyDatabase4	UP	11.2.0.4	Database as a Service	2/2/2014	8	24 GB	40 GB

# Einsparungspotential durch Vereinfachung

- ▶ Anzahl der Schritte für eine Oracle RAC Clusterinstallation
  - Inkl. HW, Network, OS, SW Setup





# Portfolioüberblick

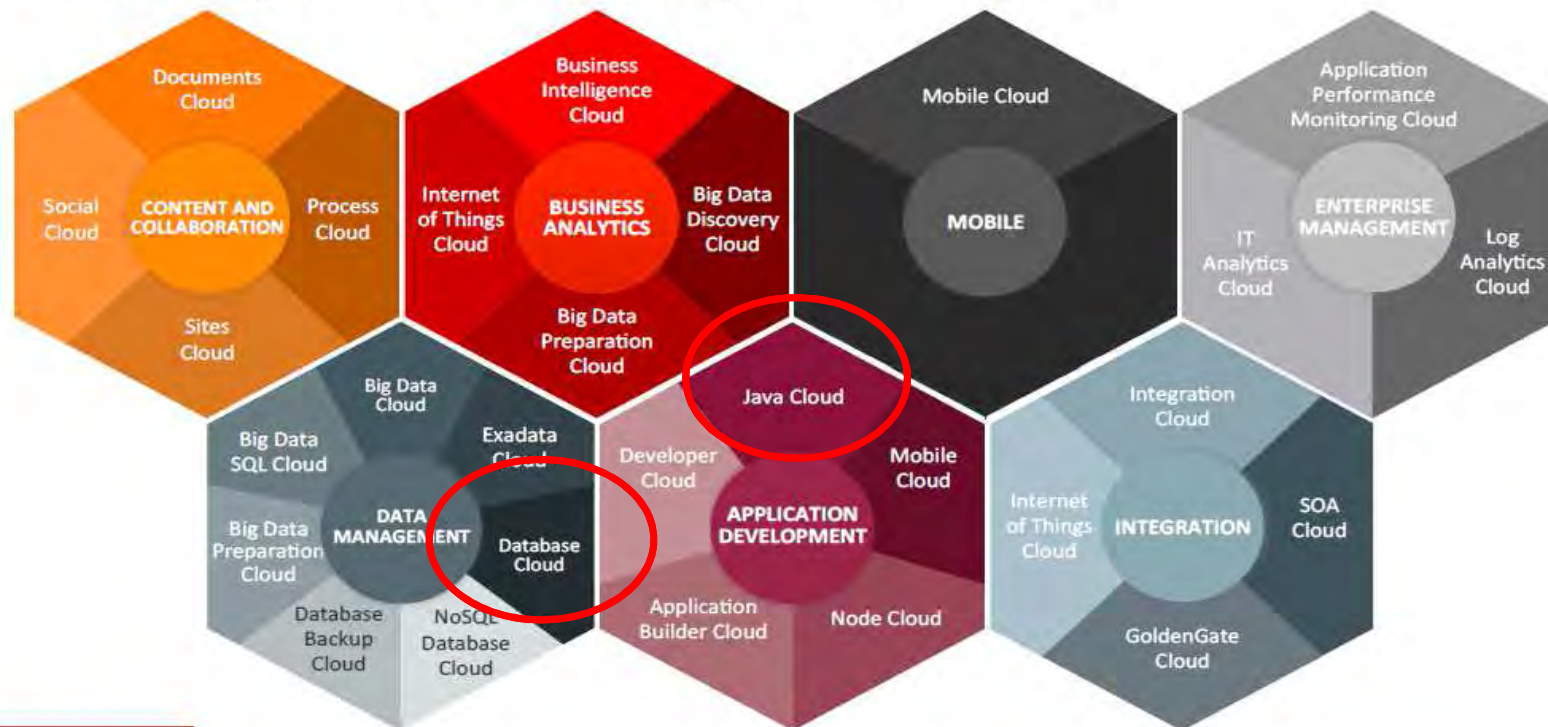
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# Diese Breite bietet nur Oracle!

## Oracle Cloud Platform Services

Eine umfassende, technisch tiefe und integrierte Produktpalette



ORACLE

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30

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# Oracle Database Cloud – Editionen als Bundles

## Standard Edition 2

- Full database instance
- Limited to 16 OCPUs

## Enterprise Edition

### Adds...

- Transparent Data Encryption
- All standard EE features

## EE High Performance

### Adds...

-  Multitenant
-  Data Guard
-  Partitioning
-  Advanced Compression
-  Advanced Security, Label Security, Database Vault
-  Real Application Testing
-  OLAP, Analytics, Spatial and Graph
-  Management Packs

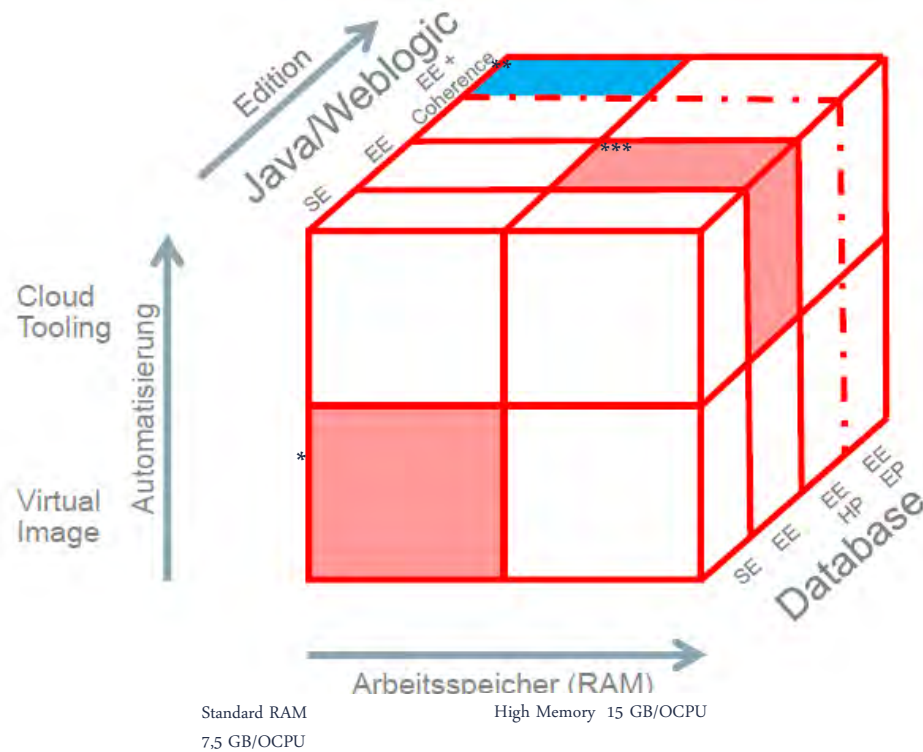
## EE Extreme Performance

### Adds...

-  RAC  
RAC One Node
-  In Memory
-  Active Data Guard

- Einsatz derselben Datenbank Software wie On Premises mit konsolidierten Editionen

# Dimensionen der Cloud Servicekonfiguration für DBaaS und MWaaS



- Beispiel 1 \*
  - Database SE
  - 7.5 GB RAM
  - Virtual Image
- Beispiel 2 \*\*
  - Weblogic EE + Coherence
  - 7.5 GB RAM
  - Cloud Tooling
- Beispiel 3 \*\*\*
  - Database EE
  - 15 GB RAM
  - Cloud Tooling

# Weitere Spezifika der Servicekonfiguration

- ▶ Keine weiteren Kosten für Lizenzen und Support
- ▶ Pay as You Go / Universal Credits
  - flexible Auswahl der Editionen und Optionen während der Laufzeit
  - Scale up/down möglich
  - Stundenweise Abrechnung
  - Ideal für Test- und Entwicklung & atmende Umgebungen
- ▶ Non-metered Cloud
  - Festlegung auf Edition und Größe der Instanzen bei Bestellung für gesamte Laufzeit
  - Fixe (günstigere) Budgetierung ideal für monotone produktive Nutzung
- ▶ Am Ende der Laufzeit
  - 60 Tage Zeit zum Nachkauf oder Sichern der Daten. Danach werden die Daten gelöscht.
  - Overage erzeugt Kosten, die nach PAYG berechnet und direkt zum Endkunden fakturiert werden

# Abrechnungsmodalitäten



- ▶ Non-Metered Cloud – Fixe Subskription
- ▶ Universal Credits (neu!)
  - Pay-As-You-Go – ohne Vorauszahlung
  - Monthly Flex – Vorauszahlung
- ▶ Bring our Own Licence (neu!)
  - Reduktion der Tarife für Universal Credits
- ▶ Overage – Überschuss
  - Monatliche Abrechnung gem. PAYG

# Oracle PaaS & IaaS – Online Cloud Shopping

## Pay-As-You-Go

- ▶ Monatliche Rechnung für den Verbrauch des Vormonats
- ▶ Pricing:
  - PaaS 150% des Listenpreises; IaaS 100% des Listenpreises
- ▶ Wird auch für „Overage“ genutzt
  - Wenn Guthaben nicht mehr ausreicht
  - Zusätzliche Services genutzt werden, die nicht im Vorhinein gebucht wurden (bei non-metered Subskription)
- ▶ Keine Vorauszahlung, kein Commitment erforderlich
- ▶ Geeignet für spontane Nutzung
- ▶ Verfügbar über:
  - [cloud.oracle.com](https://cloud.oracle.com) (über Kreditkarte /Rechnung an Endkunden)
  - Tech Datas Cloud Plattform StreamOne (ab Dezember 2017) für Partner

# Oracle PaaS & IaaS – Subskriptionstypen (classic\*)

## Non-metered - pauschal

- ▶ Zeitlich begrenzte Subskription für einen definierten Service
- ▶ i.d.R. für ein Jahr angeboten
- ▶ Tarife günstiger als metered Service (ca. 30% - 50%)
- ▶ Geeignet für monotone Nutzung
  - Produktion



## Metered – nach Verbrauch

- ▶ Guthaben (IaaS, DBaaS & MWaaS getrennt) werden gegen Tarife auf einer "Burn Rate Card" (Tarifkarte) abgerechnet
- ▶ Höhe des Tarifs abhängig von
  - Edition: DB Enterprise Edition \$\$ > DB Standard Edition \$.
  - Leistung: Kosten für eine 16 OCPU (core) Instanz 8fach höher als 2 OCPU Instanz
- ▶ Nicht genutzte Guthaben verfallen am Ende der Laufzeit (1Jahr).
- ▶ Geeignet für:
  - Entwicklung, PoC, Tests, Migrationen, Lastspitzen

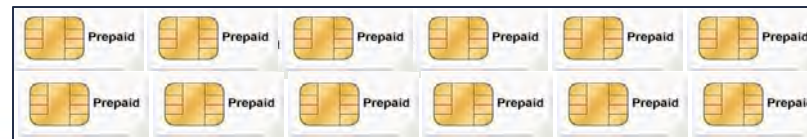


\* Voraussichtlich ab 1.12.17 nicht mehr verfügbar

# Oracle PaaS & IaaS – Subskriptionstypen

## Monthly Flex

- ▶ Einsetzbar für alle PaaS Services
- ▶ Budget verfällt jeweils am Ende eines Monats
  - Komplette, jährliche oder vierteljährliche Vorauszahlung
- ▶ Monthly Flex ist der Listenpreis
- ▶ Minimum: 868 € (\$1K) p.m. // 10.418 € (12\$K) p. a.
- ▶ Zusätzliche Discounts auf Tarife
  - ab 4.351€ (\$5K) p.m. // 52.092 € (60 \$K) p.a.sowie Laufzeit: 2,3,4 Jahre





# Rabatte

## – Burn Rate Discounts // Automatic Discount Schedule // Rabatte auf Tarife

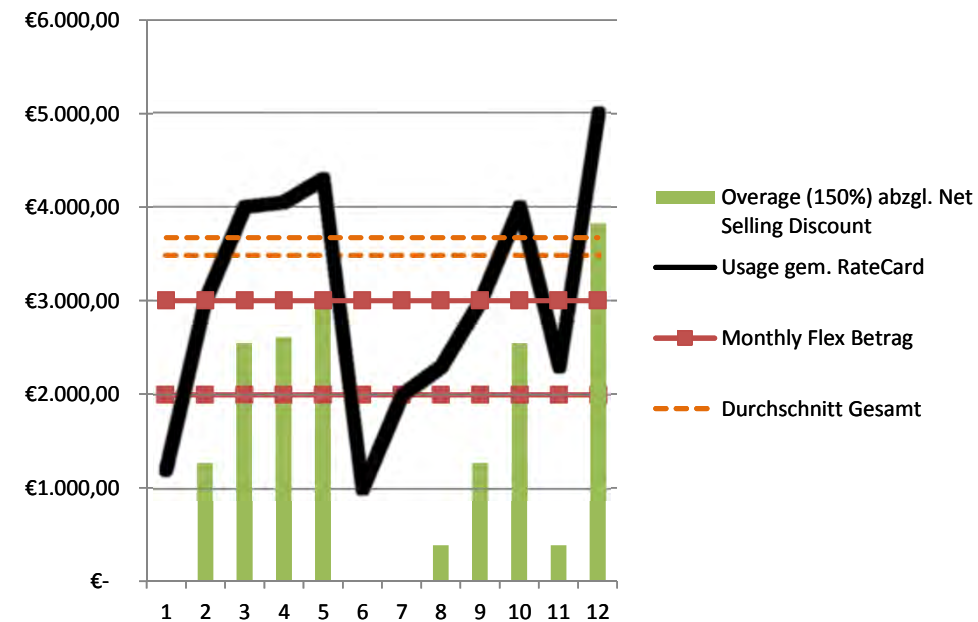
- Rabatte auf Tarif verlängern die Nutzungsdauer (z.B. 15%)
  - Für 1h Cloud Service werden statt 100 € nur 85€ vom Guthaben abgezogen
- EK für Credits unverändert!

Monthly Flex Preis	1 Jahr	2 Jahre	3 Jahre	4 Jahre
868,20 €	0% (= 2/3 von PAYG Tarif)			
4.341,00 €	5%	10%	15%	20%
8.682,00 €	10%	15%	20%	25%
21.705,00 €	15%	20%	25%	30%
43.410,00 €	20%	25%	30%	35%
86.820,00 €	30%	35%	40%	45%

# Break-Even Betrachtungen

## ▶ Monthly Flex vs. PAYG

	Monthly Flex	3.000,00 €		
	Net Selling Discount	15%		
Monate	Usage gem. RateCard	Monthly Flex Betrag	Overage (150%) abzgl. Net Selling Discount	Durchschnitt Gesamt
1	1.200,00 €	3.000,00 €	- €	3.674,69 €
2	3.000,00 €	3.000,00 €	1.275,00 €	3.674,69 €
3	4.000,00 €	3.000,00 €	2.270,00 €	3.674,69 €
4	4.050,00 €	3.000,00 €	2.838,75 €	3.674,69 €
5	4.300,00 €	3.000,00 €	2.892,50 €	3.674,69 €
6	1.000,00 €	3.000,00 €	- €	3.674,69 €
7	2.000,00 €	3.000,00 €	- €	3.674,69 €
8	2.300,00 €	3.000,00 €	382,50 €	3.674,69 €
9	3.000,00 €	3.000,00 €	1.275,00 €	3.674,69 €
10	4.000,00 €	3.000,00 €	2.270,00 €	3.674,69 €
11	2.300,00 €	3.000,00 €	382,50 €	3.674,69 €
12	5.000,00 €	3.000,00 €	2.820,00 €	3.674,69 €
	36.150,00 €	36.000,00 €	18.096,25 €	44.096,25 €
	Jährliche Kosten	44.096,25 €		
	Durschnitt p.m.	3.674,69 €		



# BYOL (Bring your own licence) to PaaS

- ▶ Reduktion der TCO

- Oracles USP: "Mit 5 Web-Masken zur Datenbankinstanz inkl. RAC"

- ▶ Auch AWS & Azure bieten BYOL an

- Nur bei Oracle: Vorteil der vereinfachten Administration

- ▶ Verfügbar für DB, WebLogic, SOA, OBI EE, GoldenGate, WebCenter, Data Integrator und ...

- ▶ Verfügbar für Full Use, Application Specific, Limited Use, Proprietary Application Hosting in analogen Szenarien in der Cloud

- Keine Embedded Software Lizenzen anrechenbar

# BYOL – mit nicht genutzter Lizenz sparen!

- ▶ Nutzung des BYOL Tarifes auf Vertrauensbasis
  - On Premises Lizenz muss unter Wartung sein
  - Einbringen von ULA möglich
  - Lizenz Mobilität : Kein Shelving / Termination erforderlich
  - Überprüfung ggf. durch LMS
- ▶ Mapping von Lizenzen zu Cloud Metrik verfügbar
  - <http://www.oracle.com/us/corporate/contracts/paas-iaas-universal-credits-3940775.pdf>
- ▶ Kleingedrucktes:
  - Pay-As-You-Go Rate wird mit 50% Aufschlag abgerechnet bei Overage
- ▶ Unklar:
  - Zieht Unterlizenzierung eine Rechnung für Overage oder Nachlizenzierung nach sich?

# BYOL – Mapping

## ► Datenbank

Edition – In Cloud	Cloud Services	Mapping		Max
Standard Edition 2	High I/O (B88888)	1 Prozessor	1 Umgebung mit 2 OCPUs	8 OCPUs (additional Capacity:6)
	Dense I/O (B88845)	10 NUPs	1 Umgebung mit 2 OCPUs	
	Elastic Compute (B88846)	1 Prozessor	2 OCPUs	8 OCPUs
		10 NUPs	2 OCPUs	

Einsetzbar SE1, SE, SE2

# BYOL – Mapping

## ► Datenbank

Edition – In Cloud	Cloud Services	Mapping		Max
Enterprise Edition	High I/O (B88888)	1 Prozessor	1 Umgebung mit 2 OCPUs	-
	Dense I/O (B88845)	50 NUPs	1 Umgebung mit 2 OCPUs	
	Elastic Compute (B88846)		1 Prozessor	2 OCPUs
25 NUPs			1 OCPU	

Data Masking und Subsetting, Diagnostics, Tuning und Real Application Test sind ohne entsprechende On Premises Option in der Cloud nutzbar

# BYOL – Mapping

## ▶ BYOL auch für Datenbank – Optionen

– Active Data Guard, Advanced Analytics, Advanced Compression, Advanced Security Database InMemory, Database Lifecycle Management Pack, Database Vault, Label Security, Multitenant, OLAP, Partitioning, Real Application Clusters und Spatial & Graph

## ▶ Ohne On Premise Option mit BYOL nutzbar:

– Data Masking and Subsetting Pack, Diagnostics Pack, Tuning Pack und Real Application Testing

# Wann macht BYOL Sinn?

## ▶ Was ist günstiger ?

- Kosten für Support /h berechnen und ...
- Vergleich mit: Kosten für 1h Cloud-Service abzgl. 1h BYOL
  - Vorteil für ISVs, da ASFU Lizenzen günstig eingekauft werden
- Zusätzlich zu bewerten: Einsparungen für die Vereinfachten Administration, Patching, Deployment



# Mitbewerb

	Oracle	AWS*	Azure
Flexibility to share credits across IaaS & PaaS	●	○	○
Upgrade service with current subscription – IaaS & PaaS	●	◐*	○
Elastic Scaling of pre-paid instances – IaaS & PaaS	●	◐*	○
Access to new services with current subscription	●	◐*	○
BYOL Oracle licenses to comparable PaaS services	●	◐**	○
Service Portability across Cloud at Customer and Public Cloud	●	○	○

▶ AWS bietet „licence included“ & BYOL; Azure bietet nur BYOL

\* Limited to convertible reserved instances – IaaS Compute only

\*\* No RAC on AWS

# Oracle BYOL to PaaS is less expensive than Oracle on AWS

## Existing Customer

	BYOL to PaaS		
	Oracle PaaS	AWS IaaS	AWS RDS
Cloud Service	\$168	\$64	\$94
License Support	\$109	\$218	\$218
Mgt Costs	Included	Additional	Included
Security & Ease of Use Features	Included	Additional	Additional
<b>Total</b>	<b>\$277</b>	\$282++	\$312+

- **AWS IaaS** requires additional management costs (provision, patch, backup, etc.)
- AWS costs additional for Transparent Data Encryption, Data Masking, Real Application Testing, Diagnostics and Tuning
- AWS RDS does not support RAC, Data Guard, Multitenant, Database Vault, others

Price Comparison for Oracle Database **Enterprise Edition**. Monthly License and support cost derived based on 5 year amortization typical enterprise customer deal. AWS License and Support costs based on the mapping from on-premises documented in "[Licensing Oracle Software in the Cloud Computing Environment](#)" policy AWS R3.Large and DB.R3.Large 1 year reserved shapes. Customer qualified for Monthly Flex pricing

# Oracle Cloud - Es muss sich rechnen!

---

# Kommerzielle Vorteile von Cloud Lösungen – generisch für alle Anbieter

- ▶ Cloud-Lösungen sind günstiger, wenn ...
  - Kunden bereit sind, d.h. es muss die Möglichkeit bestehen, zu standardisieren.
  - Reduktion der Personalkosten kein Tabu sind.
  - Signifikante Lastspitzen in der Cloud abbildbar sind.
- ▶ Cloud Lösungen sehen besser aus:
  - Wenn Anlagevermögen nicht mehr sexy ist (OPEX vs. CAPEX)

# Es muss sich rechnen!

- ▶ Share of Wallet für Oracle erhöhen:
  - Fokus IaaS
- ▶ TCO-Analyse mit Oracle: <https://oracle.valuestoryapp.com/iaas/>



**ORACLE**  
**CLOUD**

**IaaS Total Cost of Ownership Calculator**

Want to know how much your organization could save by moving to the Cloud?

Within a few minutes you can compare the cost of running your applications On-premises vs Oracle Cloud IaaS.

Complete and receive a valuable report outlining your savings and benefits to support your case for migration.

**START NOW**

# Oracle IaaS TCO Tool

## Tell us a little bit about your organization

ORACLE

Please provide some profile information so we can begin the assessment

Name of your organization *	Tech Data GmbH & Co. OHG
Industry *	Retail
Location *	Germany
Currency (please choose)	European Euro

\*required fields - please complete all required fields

What use cases are driving your decision to move to cloud?

(hover over for more detail and select all that apply) \*



Migrating Your Data Center



Lifting and Shifting Infrastructure Operations



Managing Development Operations



Adopting A Cloud Native Perspective

# Ist-Zustand aufnehmen

## Your requirements

ORACLE

1. Compute requirements 2. Storage requirements 3. Networking requirements

Provide your requirements so we can begin the assessment

Workload sizing

Physical  Virtual

Physical Workload *	Number of servers *	Operating system *	CPUs per server *	Memory (GB of RAM per server) *
DB	2	Windows	2	256
non-DB	3	Windows	2	64

+ Add Row

Do you want your applications to run in dedicated, single tenant environments?

Yes  No

\* required fields - please complete all required fields

EDIT ASSUMPTIONS

NEXT SECTION

**TechData**  
Advanced Solutions

# Annahmen überprüfen!

## Edit Assumptions

Monthly	36
Yearly	0
Daily incremental change	4%
<b>Salary Defaults</b>	
Average server admin salary	95.000 €
Average storage admin salary	95.000 €
Average network admin salary	95.000 €
Average virtualization admin salary	95.000 €

SAVE AND CLOSE



# Storage - Bestand

## Your requirements

ORACLE®

1. Compute requirements    2. **Storage requirements**    3. Networking requirements

Provide your requirements so we can continue

Storage (Database, File Systems, VMs) \*

Current Capacity (TB) \*

NAS

10

+ Add Row

Archive

Backup

Backup Storage

40



TB



GB

Do you have regulatory requirements or data sovereignty constraints forcing you to keep data on premise, but still want the cloud benefits?

(Oracle can offer an on-premises private cloud with same consumption experience of public cloud - ie ordered, provisioned, priced and scaled like public cloud)



Yes



No

\* required fields - please complete all required fields

PREVIOUS SECTION

EDIT ASSUMPTIONS

NEXT SECTION

**TechData**  
Advanced Solutions

# Netzwerkaufnahme

## Your requirements

ORACLE<sup>®</sup>

1. Compute requirements   2. Storage requirements   3. Networking requirements

Provide your requirements so we can continue

Outbound bandwidth (capacity per month/OCPU) \*

35

TB  GB

Do you have a need for dedicated, fast direct connection between data center and cloud?

Yes  No

\* required fields - please complete all required fields

# Dedicated -

## Your recommended Oracle Cloud IaaS solution **ORACLE**

1. **Compute service** 2. Storage service 3. Networking service

Please find your recommended compute service

The image displays three recommended Oracle Cloud IaaS compute service options, each presented in a vertical card format:

- Bare Metal:** The top card features a grey header with the text "Bare Metal". Below the header are icons for Linux (Tux penguin), Windows (blue flag), and Solaris (sun icon). A red button labeled "Ravello" is positioned at the bottom of this card.
- Elastic Compute:** The middle card features a grey header with the text "Elastic Compute". Below the header are icons for Linux (Tux penguin), Windows (blue flag), and Solaris (sun icon). A dark grey button labeled "Hypervisor" is positioned at the bottom of this card.
- Container Service:** The rightmost card features a pink header with the text "Container Service". Below the header are icons for Docker (blue whale), Kubernetes (K8s logo), and Oracle Cloud Infrastructure (OCI) (sun icon). A grey button labeled "Cloud on Customer" is positioned at the bottom of this card.

# Das Ergebnis

## On-premises vs Oracle Cloud IaaS

ORACLE®

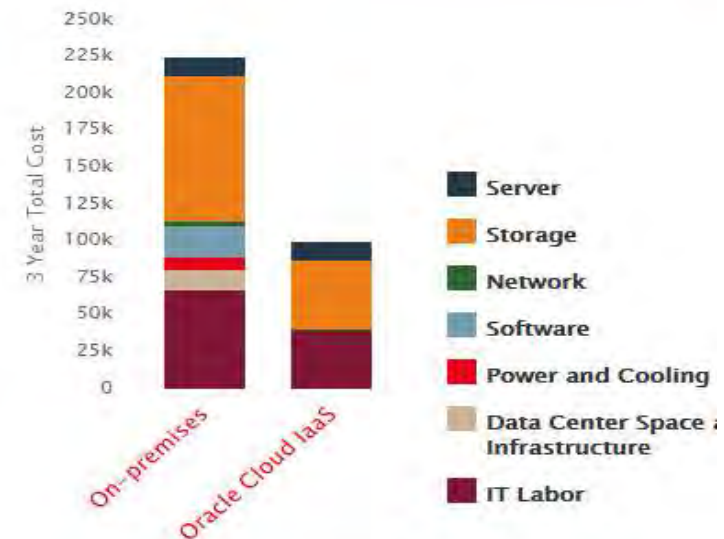
### 3 Year Cost Comparison

	On-premises	Oracle IaaS
Server	12.589 €	12.502 €
Storage	98.586 €	46.727 €
Network	3.651 €	521 €
Software	20.316 €	0 €
Power and Cooling	8.789 €	0 €
Data Center Space and Infrastructure	14.247 €	0 €
IT Labor	67.450 €	40.469 €
<b>Total</b>	<b>225.628 €</b>	<b>100.220 €</b>

Click sections above to view details or click [here](#) to view all

 **125.408 €**  
3 Year Savings

 **41.803 €**  
Average Annual Savings



Select and deselect categories by clicking on the legend

[ACCESS REPORT NOW](#)

  
Advanced Solutions

# ... auch als Report



Betätigungsfeld für Oracle Partner:

- ▶ IaaS Kalkulation mit Lizenz-Knowhow und -kalkulationen vervollständigen

# Neu: Cloud Kosten Abschätzer

The screenshot displays the Oracle Cloud Cost Estimator interface. At the top, the browser address bar shows the URL [https://cloud.oracle.com/de\\_DE/cost-estimator](https://cloud.oracle.com/de_DE/cost-estimator). The Oracle Cloud logo is visible in the top left, and navigation links for 'Anmelden', 'Kontakt', 'Chat', and 'Deutsch' are in the top right. A search bar contains the text 'Anwendungen', 'Plattform', 'Infrastruktur', and 'Ressourcen'. The main heading 'Cost Estimator' is prominently displayed. Below this, two pricing cards are shown: 'Pay As You Go\*' at 304 €/month and 'Monthly Flex\*' at 204 €/month, both with 'Buy' buttons. A sidebar on the left lists categories: Infrastructure, Data Management (selected), Application Development, Integration, Management, Content and Experience, Business Analytics, Security, and Cloud Entry Packages. The main content area shows three service cards: 'Oracle Database Cloud Service' (Database Service for Development, Test and Production of Enterprise Applications), 'Oracle Database Cloud Service - Dedicated' (Deploy Oracle databases quickly and easily in a highly available cloud environment...), and 'Oracle Database Exadata Cloud Service' (Oracle Database Cloud Service for mission-critical, enterprise-wide production applications...). Each card has an 'Add' button. Below the service cards is a 'Configuration Options' section with a table showing the selected configuration: 'Oracle Database Cloud Service' with a price of 304 € for Pay As You Go and 204 € for Monthly Flex. A 'Remove All' button is located to the right of the table. At the bottom, a disclaimer states: 'The pricing estimates displayed are monthly amounts and are based on your selected Cloud Services, configurations, and dependent services. Pay as you go is billed on actual usage, prepayment is not required. Monthly flex is a fixed commitment, has a minimum monthly charge, and requires a minimum 1 year agreement. Additional discounts may be applied based on commitment amount and term. Your actual price at checkout may differ from this estimate.' The bottom right corner features another set of pricing cards for 'Pay As You Go\*' (304 €/month) and 'Monthly Flex\*' (204 €/month), both with 'Buy' buttons.

← → ↻ Sicher | [https://cloud.oracle.com/de\\_DE/cost-estimator](https://cloud.oracle.com/de_DE/cost-estimator)

**ORACLE** Cloud Anmelden Kontakt Chat Deutsch Gratis testen

Anwendungen ▾ Plattform ▾ Infrastruktur ▾ Ressourcen ▾

## Cost Estimator

Pay As You Go\* **304 €** /month [Buy](#)

Monthly Flex\* **204 €** /month [Buy](#)

Euro ▾

- Infrastructure
- Data Management
- Application Development
- Integration
- Management
- Content and Experience
- Business Analytics
- Security
- Cloud Entry Packages

**Oracle Database Cloud Service**  
Database Service for Development, Test and Production of Enterprise Applications

[Add](#)

**Oracle Database Cloud Service - Dedicated**  
Deploy Oracle databases quickly and easily in a highly available cloud environment and benefit from the performance of dedicated hardware, proven RAC reliability, data security, and granular controls.

[Add](#)

**Oracle Database Exadata Cloud Service**  
Oracle Database Cloud Service for mission-critical, enterprise-wide production applications, with demanding requirements around scalability, availability, storage capacity, I/O bandwidth, consolidation, and performance.

[Add](#)

○ ● ● ●

### Configuration Options

	Pay As You Go	Monthly Flex
<a href="#">Oracle Database Cloud Service</a>	304 €	204 €

[Remove All](#)

\*The pricing estimates displayed are monthly amounts and are based on your selected Cloud Services, configurations, and dependent services. Pay as you go is billed on actual usage, prepayment is not required. Monthly flex is a fixed commitment, has a minimum monthly charge, and requires a minimum 1 year agreement. Additional discounts may be applied based on commitment amount and term. Your actual price at checkout may differ from this estimate.

Pay As You Go\* **304 €** /month [Buy](#)

Monthly Flex\* **204 €** /month [Buy](#)

# Neu: Cloud Kosten Abschätzer - IaaS

The screenshot shows the Oracle Cloud Cost Estimator interface. At the top, the URL is [https://cloud.oracle.com/de\\_DE/cost-estimator](https://cloud.oracle.com/de_DE/cost-estimator). The page features the Oracle Cloud logo and navigation links for 'Anmelden', 'Kontakt', 'Chat', and 'Deutsch'. A search bar is also present.

The main heading is 'Cost Estimator'. Below it, two pricing options are displayed: 'Pay As You Go\*' and 'Monthly Flex\*', both showing a price of 55 € /month with a 'Buy' button.

A sidebar on the left lists various categories with radio buttons:
 

- Infrastructure
- Data Management
- Application Development
- Integration
- Management
- Content and Experience
- Business Analytics
- Security
- Cloud Entry Packages

The main content area shows three service cards under the 'Euro' currency:
 

- Oracle Cloud Infrastructure - Compute, VM**: A fully scalable multi-tenant virtual compute environment to run applications with uncompromised performance, control and built-in resiliency. Includes an 'Add' button.
- Oracle Cloud Infrastructure - Object Storage**: Durable, high-throughput object storage with HDFS support, which provides enterprise-class data protection and cloning with easy access from anywhere on the internet. Includes an 'Add' button.
- Oracle Cloud Infrastructure - FastConnect**: An easy, elastic, and economical way to create a dedicated and private connection with higher bandwidth options and a more reliable and consistent networking experience. Includes an 'Add' button.

Below the service cards is a 'Configuration Options' table with columns for 'Pay As You Go' and 'Monthly Flex'.

Configuration Options	Pay As You Go	Monthly Flex
<ul style="list-style-type: none"> <li>Oracle Cloud Infrastructure - Compute, VM                             <ul style="list-style-type: none"> <li>Compute: 41 €</li> <li>Load Balancer: 14 €</li> <li>Network: 0 €</li> </ul> </li> </ul>	55 €	55 €

# Was können Partner für Ihre Kunden erledigen?

- ▶ Public Managed Cloud Service Provider
  - Monitoren der Oracle Cloud für den Kunden
  - Transparenz für die Abrechnung schaffen
  - One Stop Shopping für mehrere Clouds
- ▶ PoC für die Cloud
- ▶ Migrationen
- ▶ Financial Engineering
  - Z.B. Leasing





*Oracle Cloud  
rechnet sich!*