

Oracle Autonomous Data Warehouse Cloud



Lower Cost, Increase Reliability and Performance to Extract More Value from Your Data With Oracle Autonomous Database Cloud Service for Data Warehouse

Today's leading-edge organizations differentiate themselves through analytics to further their competitive advantage by extracting value from all their data sources. Other companies are looking to become data-driven through the modernization of their data management deployments. These strategies do include challenges, such as the management of large growing volumes of data. Today's digital world is already creating data at an explosive rate, and the next wave is on the horizon, driven by the emergence of IoT data sources. The physical data warehouses of the past were great for collecting data from across the enterprise for analysis, but

the storage and compute resources needed to support them are not able to keep pace with the explosive growth. In addition, the manual cumbersome task of patch, update, upgrade poses risks to data due to human errors. To reduce risks, costs, complexity, and time to value, many organizations are taking their data warehouses to the cloud. Whether hosted locally in a private cloud, outsourced to a public cloud service, or a mixture of the two, the cloud offers simpler management, higher scalability and availability with ensured performance, and new ways to cut the costs associated with data storage and processing.

Why are Customers Moving their Data Warehouse to the Cloud



Data Warehouse In The Cloud: Common Customer Use Cases

The velocity and volume of incoming data is placing crushing demands on traditional data marts, enterprise data warehouses, and analytic systems. Can a traditional data warehouse cloud solution help customers meet these demands? Many customers are proving the value of data warehouses in the cloud through “sandbox” environments, line-of-business data marts, and database backups. More advanced monetization use cases include high-performance data management projects,

data warehouses coupled with cloud computing analytics, and big data cloud implementation. Oracle’s revolutionary Autonomous Database for Data Warehouse cloud service is the industry’s first solution for delivering business insights with unmatched reliability. This fully automated database cloud service is self-tuning and pre-configured for automated patch and upgrades, and avoids manual error-prone human management processing

Common Customer Use Cases Enabled by Complete Oracle Cloud Platform

On-Premise Data Warehouse or Data Marts



Consolidation of Disparate Data Sources



Integration of New Data Sources



Move to the Cloud



High Performance Analytics



Publish Big Data to the Data Warehouse



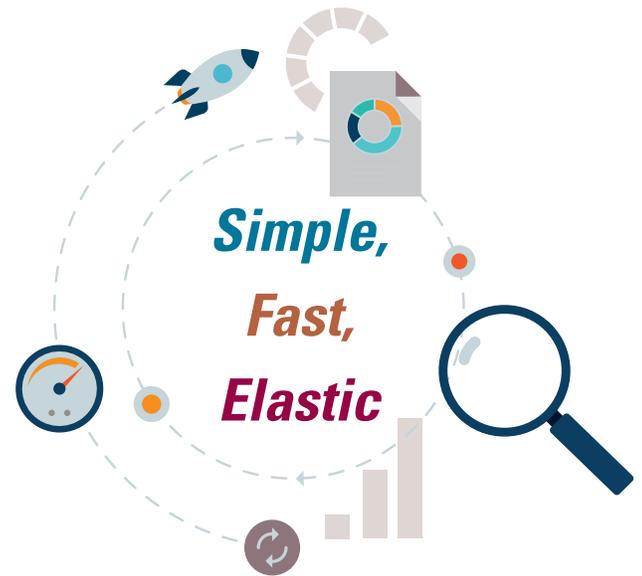
3rd Party BI and Analytics Apps

New Monetization Opportunities



Introducing Oracle Autonomous Database Cloud Service for Data Warehouse

Oracle Autonomous Data Warehouse in the cloud is based on machine-learning to automatically tune and optimize performance. Built on the next generation Oracle Database technology using artificial intelligence and machine learning to deliver unprecedented reliability, performance and highly elastic data management to enable deployment in seconds.



Why Oracle Autonomous Database Cloud Service for Data Warehouse

Autonomous Data Warehouse



- Fully automated database for self-tuning, patches, upgrading itself while the system is running.
- Optimized and pre-configurations allow for creation of data warehouse cloud service in 15 seconds.
- Immediately run analytics on your data without the need for investment in data center infrastructure or additional IT staffing

High Performance



- Based on the next generation cloud database platform using artificial intelligence including machine learning to deliver adaptive caching and indexing all powered by the Oracle Exadata engineered infrastructure
- Oracle Database processes data 10 times faster than AWS Redshift for the same cost of subscription. Oracle performs in an hour what Redshift does in 10 hours.
- Machine learning automatically optimizes indexing and caching helps to reduce CPU consumption to deliver more value to customers than AWS Redshift.

High Elasticity



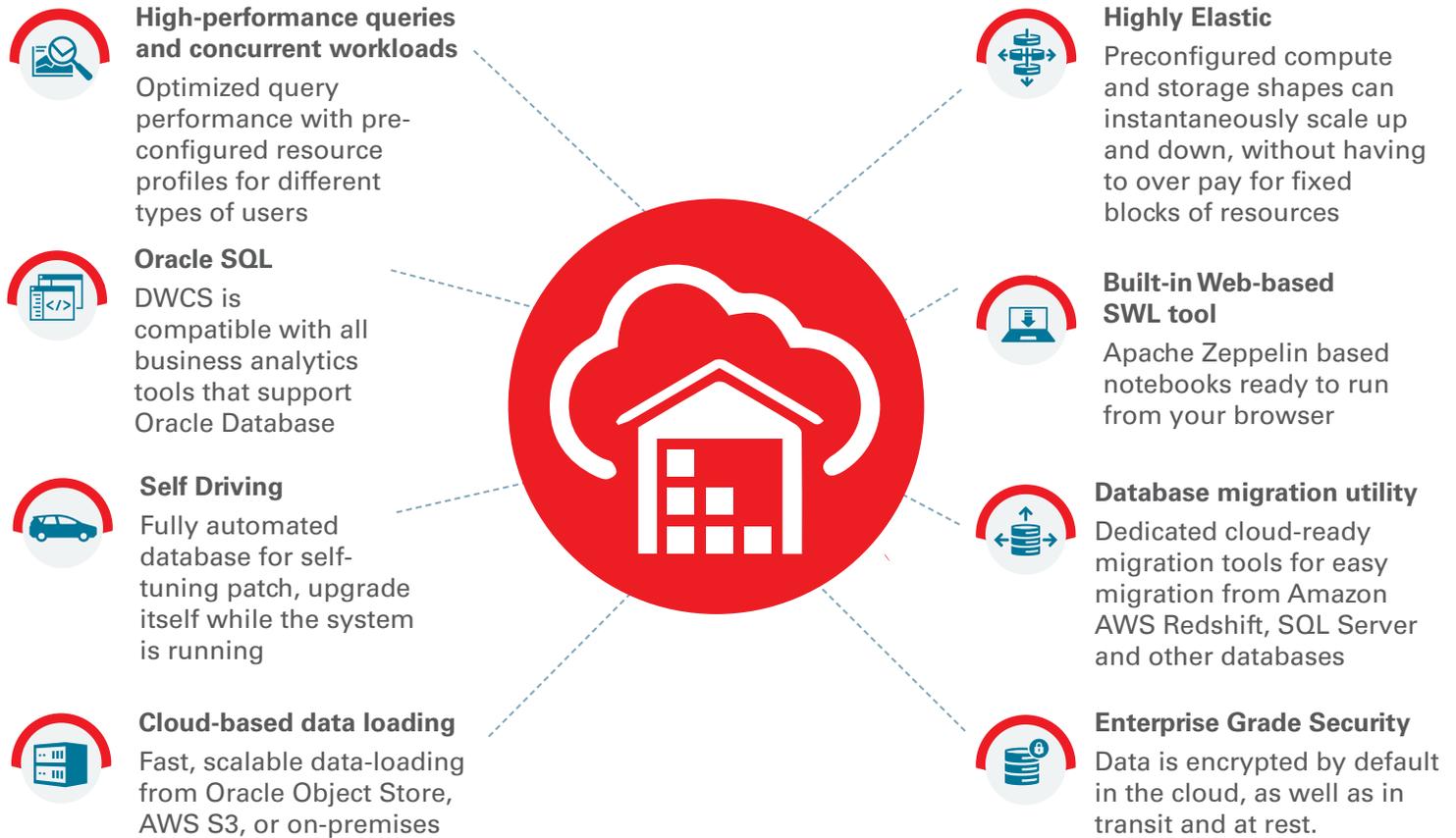
Oracle customers have fine-grained control of pre-configured compute and storage resources allowing for instant scale-up and down to avoid overpaying for expensive, unused, fixed blocks of cloud resources

Always-on Reliability



Built in machine learning technology eliminates manual configuration errors to ensure reliability. In addition, unlimited concurrent access combined with advanced clustering technology enable businesses to grow data stores without any downtime.

Key Features – An Affordable, Feature-Rich and Fully Managed Service in the Cloud



Oracle Data Warehouse Deployment Choice

Oracle offers a complete range of services to support your data warehouse, from on-premises to private cloud to public cloud



Exadata (on premises)



Exadata Cloud @ Customer



Exadata Cloud Service



Autonomous Database Cloud Service

	Exadata (on premises)	Exadata Cloud @ Customer	Exadata Cloud Service	Autonomous Database Cloud Service
Optimized HW Configuration	Yes	Yes	Yes	Yes
Licensing Model	Purchased	Subscription	Subscription	Metered
Database Automation	No	Yes	Yes	Yes
Location	On-premise	On-premise	Oracle Public Cloud	Oracle Public Cloud
Pre-optimized for data warehousing	No	No	No	Yes
Fully-managed DB	No	No	No	Yes

Oracle Provides True Enterprise Data Warehouse Solutions in the Cloud

A handful of vendors now offer data warehouse cloud services, but these solutions are archaic, complex to use, lack enterprise scale and flexibility in deployment choice. Only Oracle offers the next generation autonomous database cloud service for data warehouse. Based on advanced machine learning, the next generation of the Oracle Database is completely automated, eliminating human error and delivering unprecedented performance and reliability in the cloud. Oracle Autonomous Database Cloud Service for Data Warehouse is designed to deliver industry-leading database technology

with unmatched flexibility, enterprise scale and simplicity. The intent is to ensure that businesses get more value quickly from their data, and manage their data more effectively.

Oracle Cloud is open, allowing customers to utilize the service in a true hybrid cloud model, as well as supporting the utilization of 3rd party applications, tools or even open-sourced Hadoop solutions. Oracle's data warehouse cloud solution combines a fully integrated cloud, the industry's best database, a comprehensive cloud platform and the power of choice to provide a path to the cloud that's right for you.

Customer Benefits



Complete Solution for Analytics

A single platform that empowers your entire organization to ask any question of any data type. With Oracle Data Warehouse Cloud Service, you can load and analyze data in the cloud in a few clicks, allowing you to quickly extract data insights and make critical decisions in real time.



Easy Migration

Oracle makes it easy to migrate your data warehouse or data marts to DWCS. Oracle SQL Developer easily migrates data into the cloud in just a few clicks. Cloud-ready migration workbench tools support all major database providers, including Redshift.

Reduce Cost & Risk

Customers moving from Amazon's Redshift to Oracle's autonomous database can expect to cut their costs in half, while benefiting from a guaranteed 99.995 percent database availability

Preserve Existing Investment

On-premises Oracle data management workloads are 100% compatible with Oracle Cloud ensuring customers can leverage existing investments and skills. With AWS Redshift, customers must completely rework their code and realign their applications



Oracle's Unique Cloud Capabilities for Data Warehousing

	ORACLE	Microsoft Azure	amazon web services	IBM Bluemix	TERADATA	Other DW Cloud Startups
Private Cloud	✓				✓	
Public Cloud	✓	✓	✓	✓	✓	✓
Hybrid Cloud	✓					
Engineered Systems Cloud Infrastructure	✓					
Fully-Managed Service	✓	✓	✓		✓	✓
High Performance Technologies	✓	✓	✓	✓		
Data Virtualization Services	✓		✓	✓		
End-to-End Encryption	✓		✓		✓	✓
Backup DR Services	✓			✓		
BI Services	✓	✓	✓	✓		

Oracle is the market leader for data warehousing solutions*. Oracle Autonomous Database Cloud Service for Data Warehouse makes available a highly scalable solution to customers with the ease, simplicity, high-performance and

security, value that only Oracle can deliver. With Oracle, customers have deployment choice, and can preserve their existing investment while enabling new monetary opportunities for their most valuable asset -their data.

Call to Action:

- Customers can try a variety of our cloud services with free cloud-credits - <https://cloud.oracle.com/tryit>
- Contact Your Oracle Account Manager for Product Details
- For more information, please visit: https://cloud.oracle.com/en_US/datawarehouse

* [Gartner Magic Quadrant for Data Management Solutions for Analytics](#)



Oracle Corporation

WORLDWIDE HEADQUARTERS

500 Oracle Parkway
Redwood Shores
CA 94065
USA

WORLDWIDE INQUIRIES

Phone: +1.650.506.7000
+1.800.ORACLE1

Fax: +1.650.506.7200

oracle.com

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Integrated Cloud Applications & Platform Services



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