Oracle Cloud Infrastructure Narrative

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# How to Use This Document – Read This Before Proceeding

***It is important to note that this document should not be shared externally under any circumstances. It is for internal use only in equipping you to sell Oracle Cloud Infrastructure.***

This document is intended to be used as an internal, educational resource to equip you to tell the Oracle Cloud Infrastructure story. ­­It is NOT intended to describe the sales plays and major motions associated with moving apps and DBs to OCI, or building performance intensive, HPC or cloud-native app-dev workloads on OCI. Please go to Sales Central to find the sales plays associated with those motions (see links at the end of the document).

This narrative is intended to provide baseline OCI messaging, positioning and differentiation along with a bit of industry context, stages of customer cloud adoption, enterprise requirements, and finally high-level overview of our service portfolio as of the end of 2018.

This is a living document that will be updated frequently as our features, performance metrics, regional datacenter support and applicable workloads continue to evolve. Please check Sales Central periodically to ensure that you have the latest revision for your use.

# IaaS Primer

Businesses today exist in a world of rapidly changing markets and global competition. They realize the role of IT in achieving their business outcomes is more critical than ever, yet their needs are often evolving more quickly than their existing capabilities can adapt. To remain competitive, they are seeking IT solutions that enable them to foster innovation, while keeping their IT costs in check.

The IaaS market for cloud technologies, including cloud infrastructure and platform services, is over 30 billion dollars annually and growing fast, despite the fact that many businesses are still running the majority of their mission critical workloads on-premises. These businesses are striving to find the balance of integrating existing IT solutions and cloud-based offerings with the right mix of performance, cost, operational flexibility, and control. There are three common cloud adoption scenarios for businesses today:

1. **Reduce or eliminate the cost of the on-premises corporate data center**:

Running a data center is expensive. Buildings, IT hardware, people, power, cooling, maintenance, and upgrades are just a few of the responsibilities. Many businesses are actively evaluating their application portfolios for candidates to move off-premises. They are focused on significantly reducing the cost of maintaining corporate data centers and IT hardware by transitioning workloads to the cloud, while minimizing risk and disruption. Their ultimate goal is to minimize or eliminate corporate data centers.

1. **‘Cloud-first’ for specific initiatives:**

Some businesses are more advanced in their cloud initiatives, pursuing a “cloud-first” strategy for all new application development, viewing cloud infrastructure as a core IT delivery model. With this group of businesses, we see central IT responding to LOB requests for on-demand infrastructure to support new application initiatives. Through a need to provide centralized governance and control of IT delivery to the business as a whole, IT provides IaaS access to LoBs according to their needs (likely with very little intercession – access is mostly direct to the IaaS consoles and APIs with central IT’s awareness).

1. **‘All-In’ cloud-native:**

The availability of on-demand processing power, storage, and bandwidth has paved the way for companies to take a cloud-native approach for all workloads. These companies have either entered the market without the technical debt associated with traditional IT models, or have evolved to this state. These companies are using cloud to create new business models not previously possible, drive change in how traditional industries operate, and lead the charge in cloud-native application development. Netflix, Lyft, and AirBnB are just a few examples of companies in this category.

Wherever a business may lie within this spectrum of cloud adoption, Oracle provides the infrastructure, tools, and services necessary to help our customers benefit from the cloud. For those in the earlier stages, we offer technologies that enable simplified migration and provisioning for key Oracle applications and databases. For cloud-first and cloud-native companies, we offer technologies to run applications faster and less expensively than other clouds. We’ve purpose-built an enterprise cloud that addresses key enterprise requirements.

# What Businesses Require from Cloud Infrastructure

Enterprise customers have the following cloud infrastructure requirements:

* Ability to migrate workloads from their existing on-premises data centers to cloud without being forced to re-architect
* Ways to efficiently integrate new cloud-based systems with existing / traditional workloads in their on-premises data centers
* A similar degree of isolation to what they currently have in their on-premises environments today to guarantee the performance, security, and reliability of their workloads
* Ability to build new applications with similar control and architectural flexibility they have with on-premises infrastructure
* Support for the wide variety of operating systems, hypervisors, security offerings, management tools, and other solutions they use today
* Transparency into costs, predictable pricing and the flexible payment options
* Predictable and guaranteed availability, performance, and management
* Clear resource pricing and flexible payment options including pay as you go and subscription models
* Flexibility to deploy data, or even the entire infrastructure, in different locations, including on-premises

Meeting these enterprise customer requirements is fundamental to how Oracle has designed and built our cloud, resulting in important differentiators and unique customer benefits compared to other cloud providers.

# Oracle Cloud Infrastructure Offerings

Only Oracle offers IaaS, PaaS, and SaaS services as part of our 2nd generation cloud offering (sometimes referred to as Gen 2 cloud.) This document highlights our next generation IaaS offering called Oracle Cloud Infrastructure (OCI).

Oracle Cloud Infrastructure (OCI) represents a fundamentally new public cloud architecture and serves as the foundational layer for Oracle Cloud. The infrastructure is specifically designed to provide the performance predictability, core-to-edge security, and governance required by businesses today for enterprise workloads. Oracle supports traditional, mission critical, and performance intensive (AI/ML and HPC) workloads historically found only in on-premises environments, along with cloud-native applications. Oracle Cloud provides the compute, storage, database, networking, and platform services necessary to deliver business outcomes.

First generation public cloud offerings, which are virtualized and highly oversubscribed, were not designed to run performance-intensive, enterprise workloads, as they don’t provide the performance predictability required. Oracle Cloud Infrastructure combines the benefits of public cloud (on-demand, self-service, scalability, pay-as-you-go) with those benefits usually associated with on-premises environments (predictability, performance, control). Oracle provides high scale, high bandwidth networks that connect everything from small VMs, large bare metal clusters, and engineered systems like Exadata with high performance file, block, and object storage, allowing applications to have direct, low-latency connectivity in the same isolated network fabric, accessible through the same APIs.

Further, we have deep expertise and cloud specific automation to help migrate mission critical applications, without forcing customers to experience lengthy re-platforming or re-architecture projects. As part of Oracle Gen 2 cloud, OCI is built to run Oracle Autonomous Database, the industry’s first and only self-driving database with data warehouse and transaction processing capabilities.

In short, Oracle Cloud Infrastructure is designed to support the traditional applications that enterprises have been running for years, as well as those they are creating for the future. Businesses can run applications requiring millions of IOPs, millisecond latency, and many Gb/s of guaranteed bandwidth, on a pay-as-you-go or universal credit model. They can build cloud environments with equal or better performance and predictability than dedicated, on-premises environments.

**Compute**

Whether a workload requires a single virtual machine or demands the consistent high performance and isolation offered by our bare metal servers, OCI offers a broad spectrum of services including standard, GPU-enabled and DenseIO configurations across VMs and bare metal, and a bare metal server designed specifically for HPC workloads. Further, a suite of application development and deployment capabilities are available for developers. We complement these services with migration and provisioning tools designed to move Oracle and hypervisor-based applications to the cloud with minimal modifications.

**Storage**

To provide the best end-user experience, applications need to connect directly to the data they access. To that end, we offer secure and scalable cloud-based storage solutions ideal for storing and accessing data from any environment connected to the Internet. OCI storage options include local NVMe flash storage; all-flash block and file storage; object and archive storage; database backup storage; and a software appliance for an on-premises file storage front-end to the cloud. We also offer a Data Transfer Service which enables high volume data transfer from customer datacenters to Oracle Cloud Infrastructure Object Storage via offline hard disk drives or appliances, significantly reducing the amount of time required to move large amounts of data.

* Large local NVMe storage capacity of up to 51.2 terabytes and block volume support of over 1 petabyte per compute instance provide the perfect environment for large data lakes.
* Oracle Databases scale to many times the storage capacity and performance of competitors, reaching up to 424 terabytes of usable capacity for a single database.

**Networking**

OCI provides API-accessible Virtual Cloud Network (VCN) and load balancing capabilities. These highly configurable solutions allow organizations to match on-premises setups, thus not having to re-write networking specifications within applications. At OpenWorld 2018 we announced an HPC bare metal server with RDMA clustered networking. Clustered Networking allows servers to talk to each other directly vs. having to traverse the traditional TCP/IP stack, enabling applications that require ultra-low latency (~1.5 microseconds).

**Connectivity Services**

To enable hybrid app deployments, Oracle offers dedicated connectivity between OCI and on-premises datacenters via FastConnect. We offer customers a predictable, consistent port-speed charge, allowing unlimited throughput gated only by the port speed chosen by the customer. The competition offers complicated, regionally focused, tiered pricing models that can often result in unpredictable and high fees. For those wishing to connect to OCI over the Internet, we also offer IP-SEC VPN services.

**Edge Services**

Oracles edge services span from industry-leading DNS services to no-cost DNS-based DDOS protection. Additional services include a Web Application Firewall and an SMTP email delivery service.

**Platform Services**

Oracle Cloud Infrastructure supports a range of platform services to provide integrated building blocks for enterprise applications. *Note: Bold services are currently native to the OCI, meaning one can access and deploy them from within the console and/or OCI API. All services will become native over time*:

* **Data: Autonomous Data Warehouse, Autonomous Transaction Processing – shared,** Database Cloud Service, NoSQL Database, MySQL CS, Big Data Compute Edition, Event Hub CS, Data Hub CS
* **Middleware:** Java Cloud Service, SOA Suite CS
* **Developer:** Developer Cloud Service, Mobile Cloud Enterprise, API Platform, Web Tier Security
* **Integration:** Integration Cloud
* **Analytics:** Analytics Cloud, Data Integration Platform Cloud, Visual Builder
* **Other:** Content and Experience Cloud, Blockchain Cloud Service

For the most up-to-date product information regarding Oracle Cloud Infrastructure, please bookmark: <https://cloud.oracle.com/iaas>

# How OCI is different from the competition

Oracle deliberately addresses key gaps found within the first-generation cloud providers, offering higher, more consistent performance, better pricing and security, and greater compatibility for enterprise workloads:

## Highest, most consistent performance

Enterprise applications, transactional database applications, real-time analytics, data-intensive and High Performance Computing (HPC) apps, and many other workloads require a level of peak performance and predictability that is unavailable in first generation cloud providers. Oracle Cloud Infrastructure is purpose-built to achieve and sustain up to millions of transactions per second at a significantly superior price per transaction. Consistent high performance means customers can run mission-critical applications with confidence, and run new high-performance applications they can’t run anywhere else.

* **Highest Performance:** Oracle’s cloud performs better and more predictably than most on-premises environments, with industry leading price/performance. We don’t oversubscribe compute, network, or storage resources, which enables us to offer high performance and consistency across enterprise, cloud native, and HPC workloads.
  + *Oracle outperforms other cloud providers*. For example, Oracle Cloud Infrastructure Compute instances have 2-5X higher performance than AWS across all evaluated workloads, including Oracle, Microsoft, and VDI, as tested by Storage Review in 2018. Oracle instances with local storage were 2X faster and Oracle instances with network block storage were 5X faster. For full details: [www.storagereview.com/oracle\_cloud\_infrastructure\_compute\_bare\_metal\_instances\_review](http://www.storagereview.com/oracle_cloud_infrastructure_compute_bare_metal_instances_review)  
    [www.storagereview.com/amazon\_ec2\_i3metal\_review](http://www.storagereview.com/amazon_ec2_i3metal_review).
  + *Oracle outperforms on-premises hardware*. For example, OCI outperformed a Dell EMC Unity 450F RAID 10 array by offering 8x more IOPS via local NVMe storage while even network-attached block storage provided a 70% performance improvement. Oracle’s never-before-seen level of performance garnered Storage Review’s first-ever Editor’s Choice award offered to a cloud service provider. Full details: <https://www.storagereview.com/dell_emc_unity_450f_allflash_storage_review>
  + Oracle Bare Metal DenseIO instances have 44% more CPUs, 50% more memory, 237% more local SSD storage, and twice the network bandwidth versus AWS i3.metal. Mission-critical databases can require millions of IOPs, which can only be achieved through compute instances with local storage.
  + nVidia V100 processors with up to 52 cores and Bare Metal HPC servers with RDMA clustered networking provide market leading price/performance and are designed to run the most demanding workloads such as high-performance computing (HPC), artificial intelligence (AI), Machine Learning (ML), and 3D rendering.
  + Oracle’s new HPC bare metal offering with RDMA clustered networking shows promise. For example, initial benchmarking for a standard ANSYS Computational Fluid Dynamics workload shows OCI running 4x the number of simulations per day vs. AWS at 87% lower cost. Standard LINPACK benchmark tests are showing bare metal results nearing the theoretical max.
* **Most Consistent Performance:** OCI delivers the most consistent performance due to our decision to not oversubscribe compute, network, or storage resources, thereby providing very stable performance even when other tenant workloads fluctuate (e.g. “noisy neighbors”).
  + Only Oracle offers multiple single tenant options for compute and Oracle Database, giving customers fully isolated, hypervisor-free levels of performance: Bare metal compute, Database Cloud Service, and Exadata Cloud Service. Predictability cannot be over-emphasized. IT and DBA staff have tuned database enterprise workloads for years, and many enterprise applications are sensitive to IOPS fluctuations, thus demanding consistency for optimal performance.
  + OCI offers 25 Gbps networking to ensure consistent, low latency between hosts. OCI connectivity within (100 µs one-way latency) and between ADs (500 µs) provides extremely low latency and thus predictability for data crossing the wire. At OOW18, we announced “RDMA Clustered Networking” that offers ~1.5 microsecond latency between two different bare metal servers.
  + Reliable access to highly available data provides offers predictable performance from a storage perspective. Our block storage services are local to the AD, and our file and object storage services are local to the region, ensuring the lowest possible latencies.
  + Oracle is the only major cloud provider to back our service performance with SLAs. If Oracle cannot provide at least 90% of published performance, at least 99% of the time, for local storage IOPS, block storage IOPS, or networking bandwidth, customers can claim up to 25% credit on affected services.
  + In addition to performance SLAs, Oracle is the only company to also offer management and availability SLAs, offering enterprises peace of mind as they consider migrating workloads to, or building new applications on OCI. Availability SLAs cover Compute, Block Volumes, Object Storage and FastConnect. Manageability SLAs cover Compute, Block Volumes, and Database.
  + Multiple layers of availability and protection across services provide a level of predictability; including unique capabilities like Real Application Clusters (RAC) for Oracle Database and policy-based backups for block and object storage (where automatic replication of encrypted objects across multiple fault domains provides high durability and data security while active monitoring and self-healing ensures data remains healthy).

## Low, predictable pricing and flexible payment options

Oracle offers customers a unique level of cost-efficiency and pricing flexibility, resulting in Oracle offering superior economics often with the best price/performance in the industry.

* **Flexible Payment Options**: The combination of Universal Credits and Bring Your Own License (BYOL)programs coupled with pay as you go or monthly subscription options allows customers to target spending only towards what is consumed, across infrastructure and platform services.
* **Predictable Pricing**: Oracle Cloud Infrastructure does not include any hidden charges that are unpredictable and often constitute the largest part of the expense with other Cloud providers. Examples include not charging for number of IOPS with our block storage offering, and simplified (flat-rate) pricing for FastConnect private connectivity which does not charge for data egress.
  + **Networking:** Oracle offers the lowest cost outbound network costs and doesn’t charge for data transfer between ADs in the same region. This means we don’t tax customers for retrieving data from their cloud applications, or for setting up high availability.
  + **Connectivity:** Oracle offers a predictable, consistent charge for customers using FastConnect. We charge only by port speed, allowing unlimited throughput, gated only by the port speed chosen. The competition offers complicated, regionally focused, tiered pricing models that can often result in unpredictable and high fees. A 1 Gbps Oracle FastConnect option moving 100 TB of data monthly is 15-37x less expensive than competitors.

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| --- | --- | --- | --- |
| **Oracle Cloud Infrastructure FastConnect 1 Gbps** | **AWS Direct Connect 1Gbps** | **Microsoft Express Route 1Gbps link w/ unlimited data plan w/o premium** | **Google Cloud Partner Interconnect, 1Gbps** |
| 744 hours x $0.2125/hr =  **$158/mo** | * 744 hours x $0.30/hr = $223.2/mo * 100 TB x $0.02/GB/mo = $2,000/mo   **Total = $2233.20/mo** | **Total = $5,700/mo** | * $200/mo per port * 100 TB x $0.02/GB/mo = $2,000/mo   **Total = $2,200/mo** |

* **Price/Performance:** Oracle Cloud Infrastructure delivers the best price/performance available in the market today. Workloads deployed on OCI often require fewer compute servers and block storage volumes and hence lower cost to deliver the same or better workload performance than competitors. *Note the following price/performance comparisons as of Nov 2018.*
  + **Compute with higher performance and lower cost:** The cost of Oracle compute servers vs. AWS ranges from 25% to 65% lower whether comparing our Virtual Machine (VM) or Bare Metal offerings to competitive VMs of similar server shapes (in terms of memory and CPU cores). This not only allows businesses access to more resources at the same spending level, but in the case of bare metal they can also enjoy the performance benefits of a dedicated server.
    - Oracle 2.x Standard VM instances enjoys at 52% price advantage compared to:
      * AWS R4 instances of equivalent core count (1 Oracle OCPU – 2 AWS vCPU)
      * Microsoft Azure E v3 instances of equivalent core count (1 Oracle OCPU – 2 Azure vCPU)
      * Google n1-highmem instances of equivalent core count (1 Oracle OCPU – 2 GCP vCPU), not including sustained usage discount
    - Oracle Standard Bare Metal instances are 34% less expensive than AWS i3.metal. *NOTE: AWS offers only 36 cores vs 52 w/Oracle, but AWS includes 15TB NVMe Local SSD vs none on OCI standard bare metal, so use this comparison cautiously.*
    - Oracle AMD-based virtual machines and bare metal servers offer the lowest bare metal entry price in the market. The Oracle E2.X standard AMD-based VM at $0.03/hr provides a 65% price advantage over AWS M5a instances of equivalent core cost.
  + **Database with higher performance and lower cost:** Benchmarking results show Oracle databases run faster and at up to 66% lower cost than AWS, meaning customers get data-driven results faster and at a lower cost with Oracle. In addition to Storage Review’s results above, Accenture also benchmarked DB performance in 2017: <https://www.accenture.com/t20171003T083750Z__w__/us-en/_acnmedia/PDF-62/Accenture-Enterprise-Workloads-Meet-Cloud.pdf>
  + **Storage with higher performance and lower cost:** Oracle Block Storage is a fraction of the cost of its competitor’s due to our unique cost model that does not charge extra for performance. The more IOPS a workload consumes, the more expensive our competitors’ offerings become. A quick comparison of annual costs for a 400 GB storage volume delivering 20,000 IOPS shows Oracle’s annual cost is $204, whereas AWS is $16,200, Azure is $5,898 and Google is $816.

|  |  |  |  |
| --- | --- | --- | --- |
| **Oracle Cloud Infrastructure Block Volumes** | **AWS EBS IO1 Provisioned IOPS** | **Azure 4 x P30 premium disks with LRS configuration** | **Google Cloud Persistent Disk SSD** |
| 400 GB x $0.0425/GB/mo = **$204/yr** | 400 GB x $0.125/GB/mo = $600/yr  20,000 IOPS x $0.066/IOPS/mo = $15,600/yr  **Total = $16,200/yr** | 4 x $122.88/mo = **$5,898/yr** | 400 GB x $0.17/GB/mo = **$816/yr** |

## Enterprise Governance

Oracle Cloud Infrastructure offers enterprises integrated governance through a combination of Identity and Access management, role-based access controls (RBAC), and granular allocation and auditing capabilities so that enterprises are not forced to compromise their governance practices when moving to our cloud. Additionally,

* With the OCI compartment service, central IT maintains the visibility and control required to manage access thus helping control usage while end users retain the fast on-demand provisioning and elasticity they require. Compartments allow customers to assign access policies on a per-project or group basis, enabling IT administrators to manage multiple environments via policy. All usage is also rolled up under a single account structure, rather than hundreds of accounts that must be aggregated as is common in the industry today.
* The Identity and Access Management (IAM) service lets users control who has access to cloud resources, with granular grouping capabilities through simple to define policies.
* The OCI Auditing service provides visibility into all API activities within a tenancy.
* The OCI Tagging service provides a highly flexible way to label resources and organize, control, manage and report on cloud resources.

## Security from Core-to-Edge

Security is a core design principle within OCI. Oracle offers core-to-edge security including superior customer isolation, customer data protection, protection against internet threats, and highly automated threat remediation. Within our infrastructure, we isolate compute and network resources, ensuring that no customer can see any other customer’s data or traffic. OCI puts customer code, data, and resources on separate machines from the management machines. This isolation is designed to prevent an attacker from moving laterally inside the cloud to steal or manipulate data – even Oracle, as the cloud provider, cannot see customer data.

* **Network Isolation:** Oracle Cloud Infrastructure isolates every customer’s traffic in a completely private Layer 3 software-defined overlay network, fully encapsulating traffic as soon as it enters the edge of our Cloud, thereby ensuring that no customer can see any other customer’s traffic.
* **Compute Isolation:** Oracle Cloud Infrastructure offers bare metal compute instances that are completely dedicated to them and isolated from all other tenants – they share no processor or memory space with any other tenant.
* **Isolation between vendor and customer:** Oracle Cloud Infrastructure is designed to allow customers to deploy their workloads on compute and storage hosts on which no Oracle software of any kind runs thereby providing an additional level of isolation from the Cloud Service provider itself. Oracle has no access to the contents of the server and cannot see customer data.

To help ensure that customer data is secure from the core of our infrastructure to the edge of the cloud, Oracle announced several new security technologies and updates at OpenWorld 2018.

* **At the core**, we encrypt all customer data at rest, and offer customer-controlled management of the encryption keys through our Key Management Service (KMS).
* **At the edge**, we offer security services that include DDoS Protection and a Web Application Firewall (WAF) service to defend against internet-based threats. Oracle also improved and automated threat detection across the entire stack with support for Oracle’s Cloud Access Security Broker (CASB).

Oracle assumes the work of protecting the infrastructure for the customer with a highly trained, 24/7 NOC. Oracle’s security technology, process, and operations reduces the risk, cost, and complexity of moving to the cloud.

## Optimized for Oracle Workloads

OCI has a number of unique features and tools that are geared to migrate and/or run Oracle’s databases and business applications portfolio with unmatched scalability and reliability. Minimal changes are required to move Oracle Applications, reducing the cost and length of migration to the cloud. Proven technologies like RAC are available, retaining best practices and confidence. And the latest hardware and technologies are available, improving database and application performance and results:

* **Oracle Databases**: Oracle Databases scale to many times the storage capacity and performance of competitors, reaching up to 40 terabytes of capacity and millions of IOPS per instance. When maximum IOPS are required to run the most demanding Autonomous Database workloads, Oracle offers the industry’s largest amount of local all-flash NVMe storage (up to 51.2TB per instance). These instances support an industry-leading 5 million read and 2 million write IOPS. With other cloud providers, common database operations like rebooting (after a patch) or pausing the VM (perhaps following the sun) are not supported on local drives. Oracle instances with local NVMe drives support these common operations.
* **Oracle Real Application Clusters (RAC)**: Running RAC on Oracle Cloud Infrastructure provides database High Availability (HA) with failover in seconds, performance scaling into the hundreds of thousands of IOPS, and seamless operations via rolling patches and upgrades. This offering introduces a new cloud-based standard for production database applications.
* **Oracle Exadata Cloud**: Run partial or full rack Exadata form factors in the same enhanced regions, and on the same virtual cloud networks as bare metal compute and other OCI services – controlled with the same set of governance tools, and accessible via the same console/APIs. Providing maximum scalability, database storage can scale to 424 terabytes and process millions of IOPS.
* **Oracle Applications**: OCI offers a suite of migration, provisioning and management tools for key Oracle “Apps Unlimited” applications like E-Business Suite, PeopleSoft, Siebel and JD Edwards, customizations, and associated databases, helping customers expedite their transition to cloud.
* **Oracle Cloud Platform Services**: Oracle platform services such as Database Cloud Service and Java Cloud Service deliver automated building blocks businesses seek in deploying and scaling enterprise applications in the cloud. Oracle also offers Oracle Management Cloud (OMC), which provides monitoring, alerting and reporting across on-premises and cloud infrastructures providing visibility across hybrid and multi-cloud deployments.

## Optimized for Autonomous Database Workloads

Customers that run data warehouses and transaction-heavy applications have an ideal environment with Oracle Cloud Infrastructure and Oracle’s Autonomous Database services. Whether the customer directly accesses these database services, or builds applications around them, Oracle provides industry-leading low latency, high availability, consistent performance, and resiliency.

* Oracle’s Autonomous Database services run on the same high-speed network as other OCI services, enabling the deployment of mission-critical traditional or modern applications, including analytics.
* OCI offers automatic backup for the Autonomous Data Warehouse and Autonomous Transaction Processing services. Data is stored in Oracle Object Storage, and multiple copies are then automatically replicated throughout the Oracle region, providing high availability and resiliency. Finally, self-healing ensures data remains healthy and users always have access to the last known good version of the data.
* OCI offers native support and integrated console access to Oracle’s Autonomous Data Warehouse (ADW) and Oracle Autonomous Transaction Processing (ATP) services.

# Key Messaging Summary

* OCI combines the benefits of public cloud (on-demand, self-service, scalability, pay-as-you-go) with those benefits usually associated with on-premises environments (predictability, performance, control
* OCI is designed to support the applications that enterprises have been running for years, as well as those they are creating for the future
* With OCI, customers can build cloud environments with equal or better performance and predictability than dedicated, on-premises environments
* Oracle Cloud Infrastructure is purpose-built to achieve and sustain millions of transactions per second within a single compute instance at a significantly superior price per transaction
* Oracle offers customers a unique level of cost-efficiency and payment flexibility, resulting in Oracle offering superior economics often with the best price/performance in the industry
* OCI is the only cloud platform to provide guaranteed performance, management, and availability SLAs
* OCI offers strong core-to-edge security including superior customer isolation, customer data protection, protection against internet threats, and highly automated threat detection
* OCI provides access to new innovations such as Oracle’s Autonomous Data Warehouse (ADW) and Oracle Autonomous Transaction Processing (ATP) services, now offered natively within OCI

# Regional Expansion

* By the end of 2019, Oracle will open additional regions in Australia, Canada, Europe, Japan, South Korea, India, Brazil, the Middle East, and the United States, including Virginia, Arizona, and Illinois to support public sector and Department of Defense customers.
* This expansion complements an existing Edge network consisting of more than 30 global locations and 300 plus sensors, providing Oracle customers with a comprehensive Internet performance data set, and deep edge services capabilities.

# What about Smaller Businesses?

Throughout this document, we often refer to “enterprises.” In doing so, we are not excluding small and medium sized businesses. In fact, as SMBs grow larger, or see a huge spike in adoption for their application, they will encounter the same challenges as traditional enterprises. As the rest of the document will demonstrate, our cloud is well suited for both SMBs and enterprises; for developers using traditional or modern tools; and for workloads spanning from dev/test to mission-critical.

# Sources of Additional Information

To deepen your IaaS and OCI knowledge and to stay in tune with the latest messaging, positioning, products and services, all readers are encouraged to explore the following assets:

Docs that tell the story:

* [OCI Narrative](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=105131&type=TRAINING&code=SCOfferingDetail)
* [OCI Essentials Guide](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=111997&type=INDUSTRY_OVERVIEW&code=SCOfferingDetail)
* [OCI Sellers Essentials](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=111066&type=SELLER_ESSENTIALS&code=SCOfferingDetail)
* [451 Post-Oracle OpenWorld 2018 Report](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=115665&type=OTHER&code=SCOfferingDetail)
* [IaaS for Dummies eBook](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=104242&type=MKT_COLLAT_EBOOK&code=SCOfferingDetail)
* [IaaS Customers – Digibook](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=104234&type=CUST_SUCCESS&code=SCOfferingDetail)

Decks that tell the story

* [OCI Story Deck](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=104232&type=CUST_PRESENTATION&code=SCOfferingDetail), [OCI Strategy Deck](https://iaas.us.oracle.com/file/1235/oracle-cloud-infrastructure-strategy), [OCI Overview Deck](https://iaas.us.oracle.com/file/1236/oracle-cloud-infrastructure-overview)
* [IaaS-led moving Apps unlimited onto OCI](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=104688&type=NAV_LINK_IN_SC&code=SCOfferingDetail) – [Training](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=103003&type=TRAINING&code=SCOfferingDetail), [Customer](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=103047&type=CUST_PRESENTATION&code=SCOfferingDetail) and [Tech training](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=110351&type=TRAINING&code=SCOfferingDetail) decks
* [Performance Intensive Workloads](https://salescentral.oracle.com/SalesCentral/faces/Details?offid=50264) - [Training](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=102985&type=TRAINING&code=SCOfferingDetail) and [Customer](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=105279&type=CUST_PRESENTATION&code=SCOfferingDetail) prezos
* [HPC on OCI](https://salescentral.oracle.com/SalesCentral/faces/Details?offid=50876) – [Training](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=108662&type=TRAINING_PRESENTATION&code=SCOfferingDetail) and [Customer](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=108666&type=CUST_PRESENTATION&code=SCOfferingDetail) prezos
* OCI Core Foundational Services: Storage – [Training](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=109042&type=TRAINING_PRESENTATION&code=SCOfferingDetail) and [Customer](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=109043&type=CUST_PRESENTATION&code=SCOfferingDetail) prezos

Key Links:

* [OCI on Sales Central](https://salescentral.oracle.com/SalesCentral/faces/Details?offid=50271)
* [OCI Customer Success Stories and Videos](https://salescentral.oracle.com/SalesCentral/faces/SCAsset?id=114514&type=CUST_PRESENTATION&code=SCOfferingDetail)
* [Oracle Cloud Infrastructure website](https://cloud.oracle.com/en_US/iaas)
* [IaaS TCO Calculator](https://valuenavigator.oracle.com/benefitcalculator/faces/inputs?_afrWindowMode=0&_adf.no-new-window-redirect=true&id=408D37F02AF0A012B24D5362684B02A4&evite=%3Ase%3Amtc%3Aie%3Apt%3ARC_WWMK181004P00059%3ASC&source=%3Ase%3Amtc%3Aie%3Apt%3ARC_WWMK181004P00059%3ASC&_afrLoop=2916768074848060&_adf.ctrl-state=16l382fgqb_9)
* OCI Technical Sales Portal
* [OCI News on Sales Central](https://salescentral.oracle.com/SalesCentral/faces/News) (filter by IaaS)
* [OCI Regions](https://cloud.oracle.com/regions)