



# COLLABORATE 12

TECHNOLOGY AND APPLICATIONS FORUM  
FOR THE ORACLE COMMUNITY



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# Exadata Experiences - Expert & Customer Panel

Session 307

By Tony Catalano

EVP, Rolta





# Agenda

- Introductions
- Exadata Marketplace
- Q & A



# Panel

- Tony Catalano - Rolta (Moderator)
- Rich Niemiec - Rolta
- Sridhar Avantsa - Rolta
- Mike Messina - Rolta
- Damon Grub - RealMed



# Oracle Exadata Database Machine - History

- 2008 – Exadata V1: The HP Database Machine  
Primarily targeted at a DW environments
- 2009 – Exadata V2: The Sun Oracle Database machine  
Features introduced making it a viable for DW and OLTP
- 2010 – Exadata X2-2 and Exadata X2-8  
Hardware update on Exadata V2  
More configuration choices
- 2011 – Engineered Software Footprint grows. Large part of Oracle Strategy going forward  
Exalogic / Exalytics / BigData Machine  
EBS on Exadata



# Gartner on Exadata

- [Gartner Research Note G00212953 \(9 June 2011\)](#)

- **Key Findings:**

“Oracle’s Exadata Database Machine has achieved significant early adoption and acceptance of its database appliance value proposition”

Gartner estimates that some 400 customers have deployed Oracle Exadata, using it for analytics and online transaction processing (OLTP) workloads

Users report positive results with Oracle Exadata, achieving expected improvements in performance and data compression

Skills needed to operate an Oracle Exadata environment must be considered; data warehouse appliances, like other platforms, need design and management

- **Customer Experience With Oracle Exadata for OLTP:**

They report significant performance improvements

Some clients report that a very large number of applications can be deployed. One client reportedly consolidated 400 applications onto the platform



# Forester Research Report – Key Findings

- According to Forrester's November 2010 Global Database Management Systems Online Survey, 65% of enterprises find delivering performance a top database management challenge.
- Most customers stated that Oracle Exadata exceeded performance and high availability requirements to support their mission-critical applications -5x to 40x performance gains
- Oracle Exadata's hardware and software components are integrated to improve performance and achieve high availability for OLTP and data warehousing

Forrester finds that most customers are benefitting from improved manageability compared with traditional database platforms.  
Up to 20% lower administration cost

Ability to grow and scale as needed

Oracle delivers a scalable Exadata platform that starts out as small as a quarter rack and grows to a full eight-rack configuration

- Oracle Exadata can support any type of database workload, ranging from data warehousing, data marts, and operational data stores to analytical and transactional applications.

Oracle Exadata runs packaged applications such as Oracle E-Business Suite(EBS), SAP, Oracle PeopleSoft, and Oracle Siebel applications without modifications

Oracle Exadata can consolidate many databases to lower cost and improve manageability.

- Estimates that more than 250 customers are currently using Oracle Exadata. This is likely to triple in the next 12 to 18 months





# Other Industry Analysis Reports

- IT Market Strategy Report on Exadata – Oracle Sponsored

<http://www.oracle.com/us/corporate/analystreports/corporate/itm-Exadata-tipping-point-079859.pdf>

- IDC Report on Oracle Engineered Systems Strategy

<http://www.oracle.com/us/corporate/analystreports/idc-engineered-systems-oow-2011-1352102.pdf>





# Oracle Corporations – Goals & Targets

- “Today, more than 1,000 Exadatas are installed, and we plan on tripling that number this year. We think that's possible because Oracle apps run unchanged on Exadata.”

Lawrence J. Ellison - Co-Founder, CEO and Director Oracle

Earnings Call June 23, 2011

- (quarter results) “...Exadata Exalogic. Unit growth was nearly triple digit, broad-based across industries and geographies, and we sold systems to more than 150 unique customers, of which 100 were new Exadata or Exalogic.”

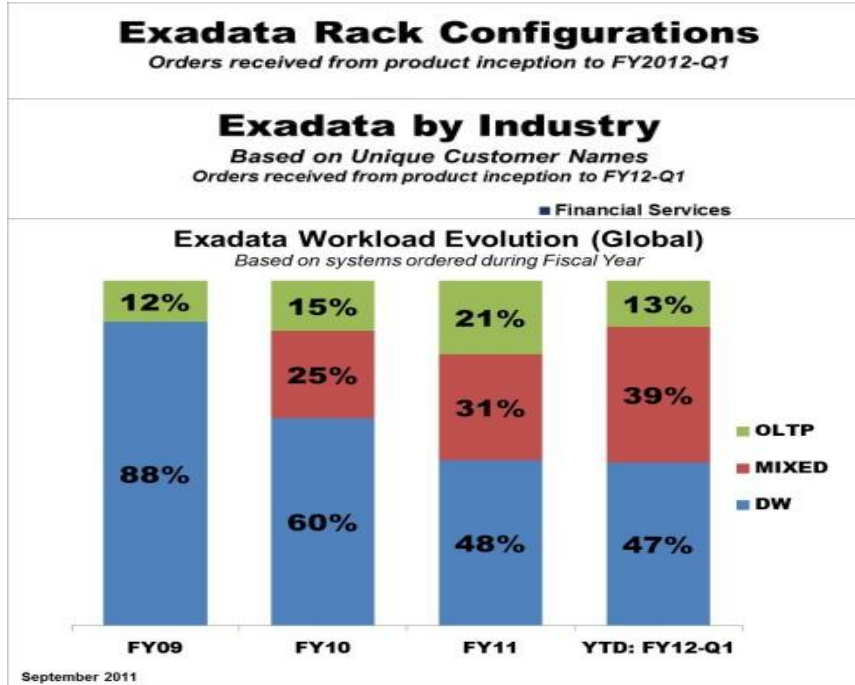
Mark V. Hurd - President and Director Oracle

Earnings Call September 20, 2011





# Adoption Metrics – Data By Oracle



- ¼ Rack is by far the most popular
- Current client base is spread across all industries
- Though it started as DW environment, Exadata workload is evolving to include all work load types



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# Panel Discussion





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