



Increase Value and Reduce Total Cost of Ownership and Complexity with Oracle PaaS

Oracle PaaS Reduces Operating Costs and Drives Value Creation

ORACLE WHITE PAPER | 2017

Executive Summary

The cloud offers the potential for significant savings in terms of both time and cost. Migrating applications and workloads to cloud infrastructure (or Infrastructure-as-a-Service, IaaS) is a good start that enables companies to reduce upfront capital expenditures and investments in physical facilities.

However, longer-term savings and cost reduction depend on more than just substituting on-premises infrastructure with cloud infrastructure. With IaaS, just as with on-premises environments, you still bear ongoing software licensing, maintenance and operations costs. More impactful, sustainable cost reduction comes from leveraging cloud *platform* services.

Oracle Cloud Platform-as-a-Service (PaaS) offerings provide value beyond IaaS and traditional premise-based deployments by helping to drive down the total cost of ownership (TCO), while also improving overall efficiency and profitability. Oracle Cloud infrastructure *and* platform services can further help your business:

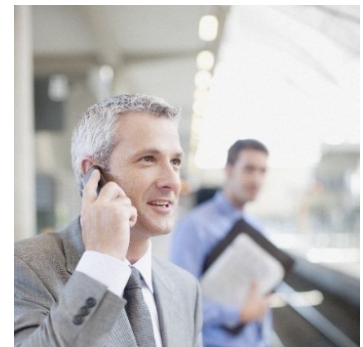
- » **Reduce costs** by reducing upfront capital expenditures on hardware and physical facilities, as well as ongoing maintenance, licensing, and manual operations by your staff
- » **Improve efficiency** with built-in tooling, automation and lifecycle management capabilities
- » **Innovate faster** and increase the value of your business by delivering new application features and capabilities to your customers
- » **Integrate** with existing solutions, anywhere and anytime, across both on-premises and cloud-based environments
- » **Improve customer relationships** and become more agile, responding to customer demands more quickly than before
- » **Expand and grow** your business by reaching prospective customers in new geographies and market segments



ISV PARTNER SPOTLIGHT:

"We don't want to be known as experts at infrastructure—we're a software company."

DAN GOERDT
FLEXAGON



Oracle PaaS: Reduce Overhead and TCO

According to estimates from independent analysts, worldwide IT spending—including software, hardware, and services—has declined steadily since 2011, dropping over 5% in 2015 alone. Companies continue to reduce technology spending in order to take both the direct and related IT costs out of their businesses. For software companies, this reduction also limits innovation, revenue, and future growth. As a result, many have turned to cloud infrastructure services to help restore growth in IT and innovation while keeping costs in check.

Unfortunately, the cost savings potential of IaaS alone is not enough to prove the value of cloud to your software business. Upfront cost savings on hardware and physical facilities may be significant, but aren't necessarily sustainable. Studies indicate that the most significant long-term costs can be attributed to having dedicated technical staff to run and manage IT environments. This staff could otherwise focus on developing innovative new applications that support strategic growth.

With Oracle Cloud Platform services, the related value and savings go well beyond hardware and data centers. Advanced capabilities in tooling, automation and lifecycle management inherent to PaaS directly address the operating costs and overheads associated with maintaining software environments. There are additional advantages, value and longer-term savings when using PaaS services. Figure 1 illustrates this by showing that the largest proportion of long term costs comes not from physical assets and infrastructure, but from ongoing operations and maintenance.

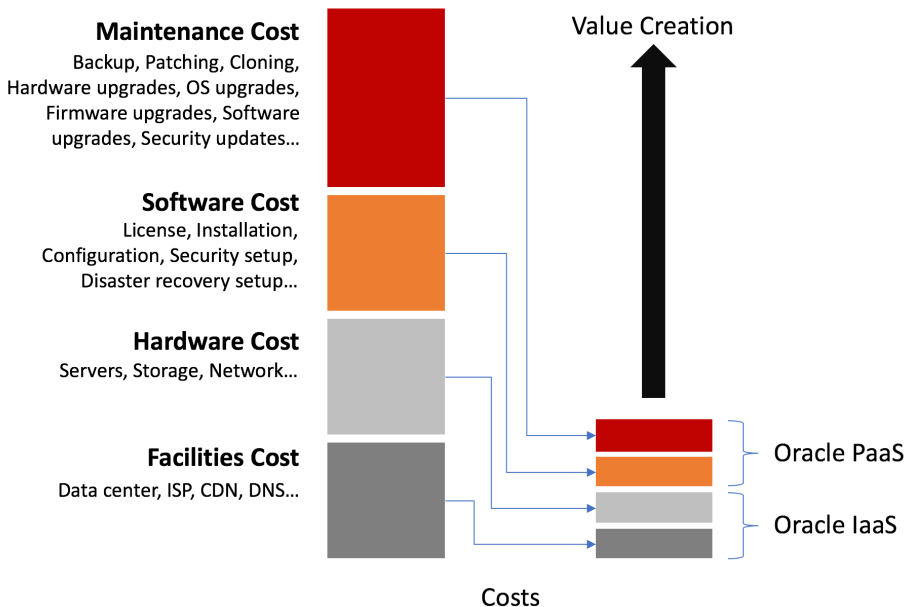


Figure 1 - Oracle Cloud: A model of IT cost reduction and value creation.

Oracle Cloud PaaS removes the need to build, patch, and operate infrastructure on which your commercial software applications are developed and deployed. Instead, Oracle PaaS allows you to focus on your core business, and have your valuable technical resources concentrate on improving applications, while delivering sustained and accelerated value for


ISV PARTNER SPOTLIGHT:

kyriba develops, tests, and deploys software on a mix of both Oracle Cloud infrastructure and platform services. While leveraging the patching, tuning, and monitoring built into Oracle PaaS, kyriba has reduced their time to provision and update environments, and accelerated their pace of innovation.

ISV PARTNER SPOTLIGHT:

"We required a scalable and reliable cloud platform to build and test our transaction intensive cloud applications. Oracle provided that assurance."

JAKE CHAN
DEPUTY GENERAL MANAGER
EASYPONE NETWORK TECHNOLOGY, INC.



your customers.

Oracle partners will also benefit from the improved economic model of PaaS, as shown in Figure 1, which delineates major cost factors for companies using public cloud services. Oracle does this by providing robust tooling, automation and lifecycle management capabilities with Oracle Cloud Platform services. In fact, Oracle Cloud Platform services, tooling and lifecycle management can drive down ongoing operating costs by 30% or more when compared with an on-premises or IaaS-only cloud solution.

Oracle PaaS provides additional savings with increased value and growth through built-in services such as:

- » Automated backups
- » OS and software patching with tuning
- » Cloud-based development and collaboration tools
- » Microservices and container-based cloud deployment
- » Heterogeneous development language and platform support
- » Advanced security and performance monitoring
- » Big data processing with advanced analytics and machine learning
- » End-to-end connectivity and integration including the Internet of Things (IoT)
- » API implementation and lifecycle management
- » Business Intelligence, visualization and orchestration
- » Mobile application development and device deployment
- » And more

These platform services reduce developer and IT staff requirements to build, maintain and manage infrastructure. Instead, they help increase productivity, giving your existing staff more time to focus on your own applications, accelerate development and deployment of code, and quickly turn around new features that leverage the platform and grow your business.

Accelerate Growth and Innovation with Oracle PaaS

Companies benefit further from Oracle Cloud because each of the discrete services within the Oracle PaaS portfolio (see Table 1 for the full list) have been designed and optimized to work together. This greatly reduces complexity as you implement solutions on these cloud services, and allows you to build, deploy and scale applications much more rapidly.

The wide range of Oracle Cloud platform services eliminate the need to do the component integration work yourself or coordinate technical issues and support across multiple vendors. These include data management, application management, application development, content, big data processing, user experience, mobility, security, integration, analytics, and so on.

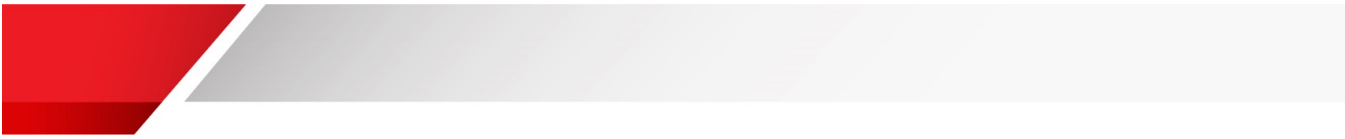
ISV PARTNER SPOTLIGHT

Flexagon reduced time to provision and update their FlexDeploy application environments, and increased sales opportunities by enabling new demo, trial and sandbox environments. They also replaced aging, unreliable on-premises hardware with cloud infrastructure, further reducing unneeded costs and enabling future growth.

ISV PARTNER SPOTLIGHT

"We envision the majority of the business' new deals coming mainly from the cloud in a very quick timeframe."

-CORRINE GRILLET, CALYPSO



Oracle Platform Cloud Services

| Data Management | Application Development | Integration |
|------------------------------------|--------------------------------|---------------------------|
| Database | Java | Data Integration |
| Database Backup | Mobile | Integration |
| MySQL | Messaging | SOA |
| NoSQL Database | Application Container | GoldenGate |
| Big Data | (Java SE & Node) | Internet of Things |
| Big Data – Compute Ed | Developer | API Platform |
| Event Hub | Application Builder | Process |
| | API Catalog | |
| Application Management | Content and Experience | Business Analytics |
| Application Performance Monitoring | WebCenter Portal Cloud | Analytics Cloud |
| Infrastructure Monitoring | Content and Experience | Business Intelligence |
| Log Analytics | | Big Data Discovery |
| Orchestration | | Big Data Preparation |
| IT Analytics | | Data Visualization |
| | | Essbase |
| Security | | |
| Cloud Access Security Broker | | |
| Identity | | |
| Security Monitoring & Analytics | | |
| Compliance | | |

Table 1 – Categorized list of Oracle Cloud Platform Services

Investing in Your Growth

Oracle understands first-hand how to run a successful software and services business at scale, with extensive knowledge on how to transition from an on-premises software business to a profitable and agile cloud business. More than 70 million users and 50 billion transactions are supported on the Oracle Cloud every day, and 10 of the top 10 SaaS providers run on Oracle platform technologies and systems. Our ISV partners benefit from our large portfolio of cloud services *and* our deep expertise in cloud business models and operations.

Oracle also invests more than \$1B per year in Cloud research, development and data center expansion, with data centers for customers and partners available in more than 200 countries. By leveraging Oracle investments in new Cloud service offerings and data center expansion, you can rapidly and cost-effectively deliver new innovations to your existing customers, and reach increasing numbers of prospective customers around the world.

Driving the Future of Enterprise Software

Oracle is doing much more than simply helping our customers and partners to reduce upfront capital costs. Oracle is enabling a sustainable, long-term reduction in total cost of ownership based on our differentiated approach to implementing, managing and optimizing our leading platform technologies in the cloud. Oracle Cloud creates partner value and growth through the long-term savings of managed services, and the added value of Oracle PaaS tooling and automation.

ISV PARTNER SPOTLIGHT

“We have dramatically lowered the total cost of ownership for our customers. Apart from removing upfront perpetual license fees and annual support payments we have wiped out consulting and implementation costs. We tell customers all the time “it costs the same amount to take 1 user live as it does 1000” with the cloud we can provision 1 or 1000 users without the need for costly consulting.”

VENTUREFORTH

ISV PARTNER SPOTLIGHT

“When evaluating various cloud providers, we could see Oracle already had the deeper capability set.”

IAN DUNBAR
CEO
SUITEBOX



Call to Action: Cost Savings Exercise

Don't get left behind or limit your business potential with just an IaaS cloud strategy. Contact Oracle today, and let us show you how the combined power of IaaS and PaaS can drive quantifiable savings for your software business. .

To learn more and to get started, visit [Cloud Platform Central \(cloudplatformcentral.com\)](https://cloudplatformcentral.com).

Contact the Oracle Cloud ISV Business Development team at:

mchivers_org_ww@oracle.com



**ISV Apps
Run Better on
Oracle Cloud**

- ✓ Run applications without re-writing
- ✓ Advanced multi-tenant capabilities
- ✓ Highly secure cloud platform
- ✓ Rapid app creation and integration
- ✓ Lower cost development, deployment and operation

Over 10,000 ISV Apps are Ready to Run on Oracle Cloud

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