

At a Glance

What is the Solution Designed to Do?

Oracle Database Appliance is an integrated solution of database and systems software, server, storage, networking that is simple to install and manage, and supported by a single organization: Oracle.

Why Should Customers Buy It?

- High availability for databases and applications
- Lower deployment cost with easy installation
- Ongoing lower total cost of ownership
- Business continuity with multiple protection features

Target Audience

CIOs and management in midsize organizations

Qualifying Questions

1. **Leading Question:** What is the impact of downtime for your key business critical applications?

What You Really Want to Know: What are these key new and existing apps? What are their HA requirements? Which DB version do they use on what OS/HW platform? Do they have a ULA in place? Who are key business owners of those apps?

2. **Leading Question:** What issues do you have in architecting, deploying and managing HA databases?

What You Really Want to Know: How complicated and costly is it to manage their HA DB systems? Do they have the expertise and in-house skills to setup and manage HA DB? What impact does a heterogeneous stack have on their operation and support?

Additional questions available on page 2

Where is it Available?

North America, Latin America, Europe, Middle East & Africa, Asia Pacific

Elevator Pitch

The new Oracle Database Appliance provides breakthrough ease of deployment and management of a high availability database - all in a single box. It's simple, reliable and affordable.

Oracle's HA database system can provide customers with appliance-like ease of deployment, patching, diagnostics, support, and storage management. This eliminates the time, risk and costs normally associated with building a high availability solution in-house.

The Oracle Database Appliance delivers high availability database services for a wide range of applications. It offers customers unique pay-as-you-grow software licensing to seamlessly scale from 2 to 24 processor cores, without the cost and downtime usually associated with hardware upgrades. This lets customers save from \$10K to \$60K compared to competitors' solutions. And, all hardware and software components are supported by a single vendor – Oracle.

Target Audience

- Installed base of Oracle Database customers looking to refresh hardware or expand databases
- **Job Roles:** IT director, DBA
- 2. Customers using or planning to implement Oracle applications and needing a high-availability database to underpin them
- **Job Roles:** CIO
- 3. Database consolidation customer s with several small Oracle and/or non-Oracle databases
- **Job Roles:** IT director
- **Size of Organizations:** Midsize, \$100-500M annual revenue and 300-1500 employees

Customer Pain Points

Cost of downtime: At midsize organizations, the central database is often – and increasingly – the lifeblood of the business, so both planned and unplanned downtime can be costly in terms of lost productivity and lost revenues.

Complexity of building own HA solutions in-house:

Best-of-breed high-availability solutions can be built from individual elements but can be risky, error-prone, and hard to manage internally when IT resources are scarce. Also, accountability is difficult when multiple vendors are involved.

Poor database performance: Tight budgets and a heavy IT workload can cause unsatisfactory database application performance and quality of service.

Inefficient systems: Rapid data growth has led to an inefficient use of computing resources, often resulting in many small, disparate databases. This can affect performance and increase maintenance and administration costs.

Need to protect data: Increasing amount of data are now considered business critical and their unavailability – or even loss through a system crash – can have serious consequences for midsize organizations.

Customer Qualification

3. **Leading Question:** Are you currently experiencing challenges in meeting SLAs due to quality of service issues on your DB servers?

What You Really Want to Know: Are they running business critical DBs on systems that are 3+ years old? Are there performance issues that might be solved by reduced downtime or greater capacity and more powerful systems? Are they putting off upgrades because replacing HA data services is complicated and/or risky? How do they measure cost of planned and unplanned downtime?

4. **Leading Question:** Can you expand Oracle Database services quickly enough to meet the business requirements?

What You Really Want to Know: Have they missed deadlines to deliver new application services due to hardware upgrade or support issues? How long does this typically take? How many people/resources are required? Are IT budget constraints limiting ability to deliver on business needs?

Contacts

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Objection Handling

1. **“I use Enterprise Edition, but I don’t need to upgrade to RAC.”**
In an increasingly networked and mobile world, virtually all data is becoming critical to daily business operations. When your database is down, you face lost productivity, lost revenue and loss of customer confidence. The Oracle Database Appliance delivers the entire value set of Oracle Enterprise Edition while providing appliance-like ease of deployment, patching, diagnostics, support, and storage management - eliminating the time, risk and costs normally associated with building a high-availability solution.
2. **“I don’t like to buy “bundles”...I want to buy the best components necessary.”**
A. The Oracle Database Appliance is an engineered solution, using the very best of breed of products, AND it comes fully integrated so you don’t need to spend the time and money on alternative approaches, or assume the risk of not designing it correctly. The exclusive Oracle Appliance Manager software provides unprecedented ease of implementation and management for the Oracle Database Appliance.
3. **“We’re already invested in HP/Dell servers and can’t afford to migrate to Oracle x86.”**
A. Total cost of ownership is always a key consideration for any solution. That’s why the Oracle Database Appliance is such a great solution for you. You can reduce your annual OpEx by as much as \$70K a year over similar solutions from HP and Dell, while benefitting from superior ease of management and single-vendor support.
4. **“I currently use Oracle Database Standard Edition, so why do I need ODA?”**
A. Downtime for virtually any application results in lost productivity for high value corporate resources. ODA includes one-button install and stack management so it is easy to use with only basic skill sets. It also features self-managing storage, automatic alerts on performance and availability events with auto-correct failures and automated service request ticketing which provides significant added value for a relatively small incremental investment.

Why Buy from Oracle?

Optimized Integration: Oracle is the only company to provide the complete technology stack of storage, servers, operating system and database software. Software is optimized to take advantage of hardware features, and hardware is engineered to take advantage of software so the complete system provides better performance, availability, security, and manageability.

Oracle’s integrated stack: Oracle is the only vendor capable of providing complete application-to-disk solutions; IBM and HP cannot provide complete solutions or integrated support.

Oracle on Oracle reduces TCO through quick deployment, certified configurations, sizing guides, energy and space efficient technology, simplified administration and support

Lower risk: proven solutions offer higher security, greater availability and more predictable performance and scaling.

Oracle’s unique “pay as you grow” strategy allows you to delay up to \$705K in licensing costs of comparable server until you actually need the capacity.

Configuration Components

Oracle Database 11gR2 Enterprise Edition with RAC
Oracle Linux
Oracle Grid Infrastructure 11gR2
Oracle Enterprise Manager Ops Center
Oracle Automated Storage Management (ASM)
Oracle Application Manager
Sun Fire X4370 M2 server with 2TB raw storage and 292GB solid state drives for redo logs
4TB of usable database storage, triple-mirrored
Redundant GbE interconnect between nodes
GbE and 10GbE external networking

Additional Resources

[Oracle Database Appliance](#)