Increase Performance and Reduce the Cost of Your Database Storage Environment

Rising volumes of e-commerce transactions. Stringent data retention mandates. Increasing numbers of business productivity applications. Oracle Database 11*g* and Oracle's Sun storage solutions seamlessly integrate industry-leading database and multitier storage solutions with the management capabilities you need to keep on top of it all.

Your databases store critical financial records, sensitive customer information, and proprietary operational details. This data has an astounding 60 percent compound annual growth rate.[1] Scaling your storage environment fast enough to keep up with this pace of expansion is difficult enough. But you also face the challenge of keeping data safe while staying within budget. No wonder two of the top five business priorities for IT leaders in 2010 were managing data growth and improving backup and recovery.[2]

Performance is another consideration. As databases increase in size, performance can suffer, reducing user productivity and slowing down key business operations.

Then there is the fact that the value of data changes over time. Users need to access current financial records more frequently than those from two years ago. Yet many companies house all their data in expensive, Tier 1 storage and perform frequent backups to reduce risk in the event of a system outage or disaster. Although this

ensures that data is readily available and safe, enterprises pay a high price for this convenience and security.

Oracle has a solution: Oracle Database11*g* and Sun storage. Our industry-leading database technology is optimized to get the most out of award-winning Sun storage products. Together they give you

- Up to a 90 percent reduction in storage costs
- Fully integrated data and storage management capabilities
- Transparent control of the data lifecycle, from application to archive
- Improved access to high-value, high-demand data

The bottom line: By deploying Oracle Database 11*g* with Sun storage solutions, you can increase performance, cut costs, improve efficiency, and reduce risk.

ORACLE®

"The most interesting capabilities in Oracle Database 11g Release 2 include using [Oracle] Automatic Storage Management for all our files, and the Oracle Real Application Clusters enhancements that will help us provide an even higher quality of service to our users."

Jens-Christian Pokolm, Analyst IT, Postbank Systems AG

Master the Data Deluge with Oracle Database 11g and Sun Storage

By offering an integrated hardware and software solution, Oracle helps you achieve the following.

Increase Performance

No matter how rapidly data proliferates, your business must go on. With Oracle Database 11g and Sun storage, you'll see performance actually improve despite increased data volume. With the world's first database optimized for Flash storage, you can

- Boost the performance of your most active data using Flash storage optimized for Oracle Database 11g
- Ease the burden on your existing infrastructure by moving partitions that are less frequently accessed to other storage devices
- Take advantage of new technologies without disrupting existing operations by abstracting the storage infrastructure from the database
- Ease upgrades by consolidating disparate database and system silos into a unified database environment

Cut Costs

Investments in storage hardware naturally rise as data volumes increase. Yet these expenses are relatively low compared to the operational costs of running an enterprise-class storage environment, which can be two to three times higher.[3]

Oracle Database 11g and Sun storage reduce these operational costs by enabling you to

- Partition the database and reduce storage expenses by more than 25 percent by choosing the most appropriate and cost-efficient media from Oracle's portfolio of Flash, disk, and tape storage products
- Leverage Oracle Advanced Compression to reduce storage requirements—and capital expenditures—by up to 50 percent
- Move infrequently accessed data from disk to tape backup and cut costs by more than 50 percent—and create a nearly limitless Oracle Recovery Manager recovery area

Enhance Efficiency

With built-in storage optimization features such as automated storage management, partitioning, smart Flash caching, advanced compression, and built-in data protection features such as Oracle Recovery Manager, you can streamline, consolidate, and optimize how you use data and where you store it—from the moment it is created to the point of destruction or archiving.

Reduce Risk

You can leverage the tightly coupled storage optimization features of Oracle Database 11g to move data between storage tiers without disrupting applications.

You can also

- Comply with legal requirements by retaining data as long as mandated on the most appropriate storage media, and by ensuring that you can quickly locate data on demand
- Increase service levels with higher-performance storage and database pruning capabilities
- Improve business continuity by abstracting storage infrastructure changes from the database
- Efficiently manage the data lifecycle from creation to disposal

Oracle Database and Sun Storage: Better Together

By choosing a single-vendor solution from Oracle that includes software, hardware, and services, you simultaneously simplify support and minimize deployment risk.

Our best-of-breed storage architecture is built on Oracle Database 11g and the award-winning Sun storage portfolio.

With this integrated solution, you get a storage environment that is scalable, available, reliable, and affordable—enabling you to harness your growing data stores in a way that provides your business with a competitive advantage.

[1] Enterprise Strategy Group Research Report, *2010 IT Spending Intentions Survey*, January 2010.
[2] Ibid.
[3] Brian Babineau, *Oracle Database 11g Helps Control Exponential Data Growth*, Enterprise Strategy Group, March 2010.

Oracle is committed to developing practices and products that help protect the environment

CONTACT US
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