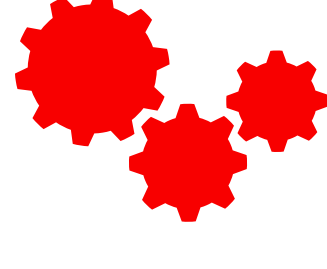


Simplify Your Journey to the Cloud

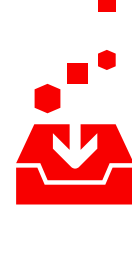
Manage Hybrid Cloud as One

The journey to the cloud is complex, but enabling lines of business to consume IT services on-demand is well worth this transformation. However, you'll still have to overcome the perceived problems with the cloud and the often competing priorities among stakeholders.

THE PERCEIVED PROBLEMS WITH THE CLOUD¹



76% anticipated high risk when migrating applications with very high performance, availability, and security requirements



75% lack the ability to easily migrate existing application data



74% can't support mission-critical applications



67% fail security and legal or regulatory requirements

START

COMPETING STAKEHOLDER AGENDAS

"I need to **transform** IT to drive innovation. I need to **manage IT and the cloud as one**. I want **dynamic workload migration**. I want true **DevOps**."

CIO



TRANSFORM

"I need to **optimize** my data center operations. I want **better performance**, **more consolidation**, and **lower risks**."

VP of IT Ops



OPTIMIZE

"I need better **control** over my IT resources. I want to be **more agile**. I want to **move dev/test to the cloud**. I want to **reduce shadow IT**."

VP of Development



CONTROL

WHY THINGS ARE FAILING

1

The cloud journey is complex

2

Running multiple clouds is hard

3

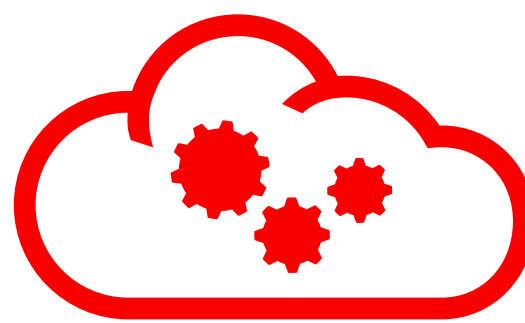
There is a lack of visibility across clouds

4

No one tells you how to change your operational model

ONE SOLUTION TO MANAGE HYBRID CLOUD AS ONE

Oracle Enterprise Manager delivers a single pane of glass for managing hybrid cloud as one and helps you to **transform, optimize, and control** your IT to work flawlessly in a hybrid cloud environment.



- ▶ **ONE WAY** to manage—same skill sets no matter where assets are deployed
- ▶ **EASY WAY** to cloud burst when there's peak demand
- ▶ **BEST WAY** to serve dev and test demands quickly and cost-effectively
- ▶ **SMART WAY** to balance capital and operating expenses
- ▶ **PRUDENT WAY** to leverage the public cloud with enterprise-class security
- ▶ **PREDICTABLE WAY** to migrate workloads while minimizing risk
- ▶ **SEAMLESS WAY** to manage the hybrid estate to function exactly as your data center does

THE PAYOFF FOR THE BUSINESS²



US\$5million
US\$3 million cost savings over three years



50%
reduction in labor effort



12x
reduction in mean time to recover



70%
reduction in downtime



10x
decrease in time to provision



#1
administration and performance tool

FINISH!

IN SUMMARY



With Oracle Enterprise Manager, you will simplify your journey to the cloud by reusing existing skill sets while simultaneously reaping the benefits of 50 percent lower labor costs, 10x faster service delivery, and more.

Visit oracle.com/enterprisemanager

Join our communities



¹ "Customers Speak: Cloud Needs Guarantees," *Computrenworld*, 2014.
oracle.com/webfolder/s/delivery_production/docs/FY15h1/doc3/trianglesurvey-cw-oracle2-v8.pdf

² Multiple Sources:
—Crimson Consulting (2012). blogs.oracle.com/oem/entry/early_adapters_of_oracle_enterprise, "May 20, 2015 and Pique Solutions (2014). Reducing the Cost of Operating Enterprise-Scale Middleware Environments." <http://www.oracle.com/technetwork/oem/soa-mgmt/reducecostofoperatingmwp-2300700.pdf>
—2014 Readers' Choice Awards, Database Trends and Applications