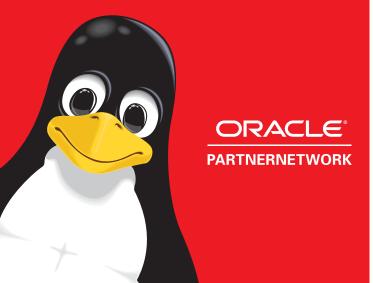## ORACLE PARTNERS
MAKE MIGRATING TO ORACLE 10*g* ON LINUX EASY

While Linux began as a personal operating system, it has evolved to address enterprise needs. Coupled with the reliability, scalability, and price/performance benefits of Oracle 10*g*, Linux is a natural choice for clusters and grids. Today, many companies are collaborating with Oracle to make Linux synonymous with enterprise computing; this section highlights several of these partners:

- LINXCEL EUROPE
- RED HAT
- LOGICWORKS
- HP

ORACLE®
PARTNERNETWORK

Get on the Fast Track to Linux with Linxcel Europe Limited

"Linxcel offers a range of consulting services including performance management, Oracle Real Application Clusters adoption, and Linux adoption," says Mark Clark, managing director for Linxcel Europe, a professional services firm dedicated to assisting businesses strategically realize their Linux goals. "These days businesses are more careful about how they spend their corporate dollars. With Linxcel's technological expertise and consultative services, businesses are transitioning to commodity-based computing more efficiently and effectively than ever before."

With a strong Oracle partnership dating back more than a decade, Linxcel Europe's focus on performance management, Oracle Real Application Clusters (RAC) and Linux adoption is bolstered by two unique tools—empower! for Oracle and Orastress!—which deliver inexpensive performance tuning and stress testing, explains Geoff Ingram, Linxcel's director of Products and Services.

Tune Your Performance
"empower! for Oracle is a powerful desktop suite of tuning tools, with extensive Oracle RAC capabilities including clusterwide performance snapshots and real-time charts," says Ingram. "Orastress allows businesses to ask very specific questions and get very specific responses about their hardware performance in a short timeframe at a very reasonable price. There's simply no reason to spend $100,000 on stress testing when Orastress can run multiple types of Oracle workloads, all through a command-line interface."

With combined technology experience of more than 40 years, Linxcel consultants have worked with dozens of blue-chip businesses, from telcos to financial services, including Bluecycle.com, a subsidiary of Aviva, the world's sixth largest insurer. Bluecycle.com is the U.K.'s leading auto salvage auction site, selling more than 70,000 vehicles annually as well as exploring claims procurement through online auctions and developing innovative electronic tendering systems to meet MRO requirements.

"What's most interesting about Bluecycle.com is it's among the first Oracle RAC deployments in the U.K.," says Clark. "Based on measurements from empower! for Oracle, Bluecycle.com was able to make an informed decision about its Oracle Linux environments, without spending a lot of time and money."

Your Next Step
For more information or to arrange a meeting to discuss your requirements, please contact Linxcel:
E-mail: consulting@linxcel.co.uk
Phone: +44 (0)207 927 6792
Web: www.linxcel.co.uk/

LinXcel
Europe Limited

Red Hat and Oracle Make Linux-Based Infrastructures Ready for Your Enterprise

What began as a better way to build software—openness, transparency, collaboration—soon shifted the balance of power in an entire industry. Today, Red Hat is the world's most trusted provider of Linux and open source technology. And that technology is pervasive, running systems of all sizes and, more than ever, powering mission-critical computing in the enterprise.

"We see demand from every horizontal and vertical industry from every country in the world," says Mike Evans, vice president of Partner Development for Red Hat. Evans is in charge of worldwide partnerships with ISVs, OEMs, and hardware vendors. "We've been working with Oracle for more than six years, and the partnership has really strengthened in the past three years," he says.

Unbreakable Linux
The Red Hat/Oracle partnership makes Linux enterprise-ready, especially in the areas of performance, reliability, scalability, engineering, testing, and support. In June 2002, Red Hat, Dell, and Oracle announced Unbreakable Linux, a unique partnership that continues strong today, delivering unique global support for enterprises running Linux all over the world.

Best known for open source technologies, Red Hat also offers infrastructure management software called Red Hat Network and a client offering called Red Hat Desktop. With Red Hat Network, an internet mechanism for software delivery and systems management, Red Hat helps customers keep their systems current, managed, and secure; to date it has delivered more than 5 million software packages and currently services more than 1 million Linux servers. The recently introduced Red Hat Desktop is an offering aimed at companies that want a secure, managed desktop environment.

As an attractive alternative to RISC/UNIX, Netware, and Windows, Red Hat is the worldwide market-share leader in Linux, with more than 85 percent of the business Linux market worldwide. Red Hat also boasts more than 1,000 certified software products from ISVs and partners, and more than 20,000 customers run Red Hat. "In fact, we added 4,000 brand-new customers just last quarter," says Evans.

Enterprise-Class Customers
Red Hat customers include household names such as AOL, Electronic Arts, and Amazon.com. "More than 90% of all major financial institutions on Wall Street have adopted Red Hat, including Morgan Stanley," explains Evans. "Plus Oracle's IT, Dell's IT, and Lithonia Lighting are all strong Red Hat/Oracle success stories, and Orange, a major U.K. telecom, runs Oracle on Red Hat Enterprise Linux."

Red Hat has 24 locations spanning 13 countries, with a presence in all major markets. Red Hat provides a full range of enterprise Linux operating system offerings, from deployment, to development, to management. Red Hat and Oracle have teamed to deliver Oracle customers seamless 24/7 enterprise support globally in seven languages. Customers running Red Hat Enterprise Linux can call Oracle for any issues that prevent the smooth operation of their Oracle implementation, and that support is fully backed by Red Hat's deep Linux expertise and support infrastructure.

In addition, Red Hat offers a wide range of consulting and engineering services to make enterprise open source deployments successful—from complete Linux migration to client-directed engineering to custom software development. Red Hat also provides the Red Hat Certified Engineering (RHCE) training, which has become the standard by which other IT certification programs are measured.

"Why work directly with Red Hat? We know Linux. We know open source. We know the performance, reliability, control, and cost savings it delivers," says Evans. "And better than anyone else, we can use this technology to build complete, cost-effective infrastructures for the enterprise."

"We're excited about Oracle Database 10g," Evans continues. "The foundation of our partnership with Oracle is focused on technical engineering, testing, and support, and Oracle 10g streamlines these efforts."

Evans summarizes Red Hat's value succinctly: "We enable companies to deploy a lower-cost, higher-performance infrastructure that's reliable, scalable, and secure—an infrastructure upon which customers can deploy a fully tested, fully supported Oracle solution for mission-critical enterprise needs," says Evans. "Oracle recognized early on that Linux was changing the landscape. Oracle is bold on Linux, and Red Hat is bold with Oracle because of that."

Your Next Step
Is your company bold on Linux? Find out how working with Red Hat can benefit your organization today:

Phone: +1.888.733.4281
Web: www.redhat.com/

Logicworks Hosting on Linux Helps Enterprises of All Sizes Run Faster and Hassle-Free

"For the past 11 years, our core focus has been managed dedicated server hosting," says Carter Burden, CEO of Logicworks. "We evolve to meet the needs of our customers, leveraging our expertise in Linux for perform-ance and cost benefits. Oracle Database 10g meets our customer's needs and works well with our operating methodology, making it an ideal solution."

Logicworks offers personalized customer service and hosting solutions custom-tailored to meet client needs. In partnership with Oracle, Logicworks delivers reliable, secure hosting solutions for many SME and Fortune 1000 customers including Deutsche Bank, Starwood Hotels & Resorts, and Bob Vila.

Hassle-Free Hosting
Logicworks owns and manages the platform—monitoring it constantly to guarantee 99.999 percent uptime—and features physically secure data centers staffed by experi-enced network engineers on a 24/7 basis, with no single point of failure.

"Our unmatched technical expertise and years of experience reflect our authentic passion for this technology. We work hard to provide our clients the best hosting experience possible," says Burden. "Logicworks genuinely cares about building the most economically efficient solution that best meets a customer's unique technical needs." And with Oracle on Linux, Logicworks customers are enjoying not only faster performance but significantly lower costs.

Faster Performance, Lower Costs
"Oracle's embrace of Linux has allowed us to leverage our core competencies for the benefit of customers," says Burden. "Customers coming out of environments where they have owned, operated, and taken full responsibility of their installation readily appreciate the value that we bring to the table, which allows them to focus on their business objectives, rather than their servers."

Customers migrating from traditional UNIX have invariably been shocked and pleased at the performance gains they're getting from Oracle on Linux, running on commodity hardware, Burden explains. "Most of our customers don't really benefit from 64-bit operating systems; their internet transactions work great on 32-bit Xeon. We're also able to remove most of the uncertainty associated with a Linux migration, by setting up customers' clusters and standby servers and facilitating the migration of their database," Burden adds.

Powering Up Oracle Database 10g
Improvements in Oracle Database 10g have dramatically reduced administration costs, providing levels of flexibility that allow businesses to be more adaptive, proactive, and agile. Logicworks customers are also benefiting from other new features, including Oracle's Automatic Storage Management (ASM).

"Oracle Database 10g lowers the remaining barriers that have hindered the ubiquitous adoption of Oracle Real Application Clusters. With Oracle Real Application Clusters 10g on Linux, you get scalability, reliability, performance, and incredible cost savings," says Burden. "Also, ASM is one of the most notable capabilities that Oracle brings to the table in Oracle 10g, because it mitigates the necessity of extremely expensive storage hardware. The built-in management functions allow us to offer a more fully managed solution than ever before, with significantly less handholding from our DBAs."

Many small to midsize Logicworks customers have historically run Microsoft SQL Server because of pricing issues. But now with Oracle Database Standard Edition One, Burden explains, customers have a great alternative. "The introduction of Oracle Standard Edition One is very exciting for us, because it makes Oracle a viable proposition for entry-level customers and customers who don't need the horsepower of larger, enterprise-class installations," says Burden. "And since Oracle Standard Edition One includes everything necessary to build and deploy business-critical applications on single servers up to two processors, it's a smart value—especially on Linux."

Your Next Step
Managed hosting saves you money and makes your company more efficient and competitive. Find out about the benefits of managed hosting.

For more information or to arrange a meeting to discuss your requirements, please contact Logicworks today:

Phone (toll-free): +1.800.363.3428
Web: www.logicworks.net

logicworks

Empowering the Emerging Enterprise with BearingPoint/HP Applications Linux Program

Today, dynamic companies of all sizes have to contend with many of the same kinds of challenges that Fortune 500 corporations face, from heightened competition to the increasing pace of business. But often, they don't have the same kind of capable process support and IT tools to help them tackle those problems.

For many of these companies, rapid growth, mergers and acquisitions, and changing business organizations and priorities have resulted in a fragmented IT landscape. Systems are difficult to manage and modify, and information is hard to pull together. In short, there's a mismatch between the company's need to be agile and responsive and the existing infrastructure. Only a few major corporations provide solutions that can address these problems, and until now, those technologies have traditionally been out of reach for emerging companies.

With the introduction of the BearingPoint/HP Oracle Applications Linux program, you can now migrate to a complete, cost-effective solution designed specifically for emerging businesses. With it, your company can take full advantage of today's powerful enterprise technologies to streamline processes, integrate information, and create a business infrastructure that can easily adapt with the business—in a world of constant change.

"In essence, the program merges the industry-leading products, tools, and expertise of Oracle, HP, and BearingPoint," says Don Lovett, global Oracle alliance managing director at BearingPoint. "Together, our three companies have extensive experience in executing cost-effective solutions that tightly put IT in synch with strategic business processes." Indeed, BearingPoint is one of the world's largest business consulting, systems integration, and managed services firms. HP is the No. 1 technology provider of enterprise solutions for Oracle environments and No. 1 in the Linux marketplace. And Oracle is the world's largest Linux database and applications software provider.

The BearingPoint/HP Oracle Applications Linux program delivers preintegrated hardware, software, and storage—along with the right level of consulting, services, and support—at an affordable price. It includes Oracle E-Business Suite and Oracle Database (with or without Oracle Real Application Clusters); the proven leading industry-standard HP Linux platforms; and BearingPoint's award-winning R2i (Rapid Return on Investment) implementation methodology for Oracle. "The result is a cost-effective, complete, and secure solution that provides the high performance, stability, and flexibility needed for today and the future," says Bronwyn Hastings, vice president, Oracle Worldwide Alliances and Channels. "Simply put, it's a powerful total solution that allows you to do more with less."

To make sure the solution fits a company's needs, the program begins with an Enterprise Value Creation assessment that identifies costs, benefits, risks, and estimated ROI of a Linux-based Oracle solution with HP. BearingPoint and HP professionals then recommend an appropriate solution stack, which includes implementation, services, servers, storage, software, financing, and support. The program's streamlined deployment techniques help companies achieve a faster return, and its thorough approach to knowledge transfer helps ensure a smooth transition to in-house skill development and management. Cost-effective managed services and outsourcing options are also available.

Emerging Solutions
Overall, the BearingPoint/HP Oracle Applications Linux program lets rapidly growing companies:
- Integrate business processes to reduce complexity and error
- Standardize on an open foundation of flexible, modular building blocks to create an agile IT environment
- Reduce risk, with a comprehensive assessment, proven implementation methods, an integrated and capable solution package, and ongoing support
- Achieve a clear return on IT investment, with methodologies and systems that deliver predictable, accelerated, proven business results

"This program lets emerging companies have a Fortune 200 solution with Fortune 200 expertise, all at a very affordable price," says Ron Eller, vice president and general manager, HP Enterprise Solutions Alliances. "Ultimately, it helps you use leading technologies as a truly strategic business tool—and gives you the peace of mind of having a supported solution from industry leaders dedicated to deploying innovative and effective solutions that bring clear business results."

Your Next Step
If your company is interested in:
- Sophisticated enterprise systems—without excessive cost
- A real-time view of the business
- Proven, flexible solutions that can adapt to changing needs
- Tighter IT alignment with strategic business processes
- Powerful Linux-based technology

...then the BearingPoint/HP Oracle Applications Linux program is designed for you. To find out more:

Phone: +1.877.856.1156, 8 a.m. to 5 p.m. EST Monday through Friday
Web: www.hp.com/go/oracle