

The Oracle Database Appliance

It's so easy to deploy, it's like a walk in the park...

The Oracle Database Appliance

A simple, reliable, and affordable solution for midsize organisations

The exponential growth in data volumes in recent years has meant that small, disparate databases have multiplied, databases that are not always managed efficiently, affecting performance and increasing costs. Within many of these businesses the central database is increasingly seen as the lifeblood of the business, where any planned or unplanned downtime can have a costly and serious impact.

It is against this backdrop that many mid-sized organisations are increasingly looking at building systems to ensure high-availability (HA) and high-performance to help them prevent costly downtime and maintain responsiveness to their customers and users. Building a best-of-breed HA solution in house can be risky, error-prone, and hard to manage internally when IT resources are scarce. This is where the Oracle Database Appliance comes into its own.

The Oracle Database Appliance Solution

By integrating the world's most popular database - Oracle Database 11g - with system software, servers, storage and networking in a single box that contains everything your customers need to solve availability problems and dramatically increase performance without stretching their resources. The Oracle Database Appliance enables business to get the benefit of a reliable, secure and highly available database to support their applications and maintain continuity - as well as groundbreaking ease of use and low TCO.

With one-button install and stack pack management, the Oracle Database Manager software provides unprecedented ease of implementation and management. Simply plug in a server, plug in the network and push a button to install an HA database solution. It also features self-managing storage, automatic alerts on performance and availability events with auto-correct failures and automated service request ticketing.

The Oracle Database Appliance comes with unique pay-as-you-grow software licensing which lets organisations start with an entry-level system and scale up when they need to, without the cost and downtime usually associated with hardware upgrades. All the hardware and software components are engineered to seamlessly work together and are supported by a single vendor - Oracle.



The Oracle Database Appliance

The Target Market

1. 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 customers with several small Oracle and/or non-Oracle databases

Job Roles: IT director

Size of organisations:

Midsized, £70-350M annual revenue and 300-1500 employees where customers have a database volume of less than 4TB

Customer Pain Points

Cost of downtime:

At midsize organisations, 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 amounts of data are now considered business critical and their unavailability – or even loss through a system crash – can have serious consequences for midsize organisations.

The Elevator Pitch



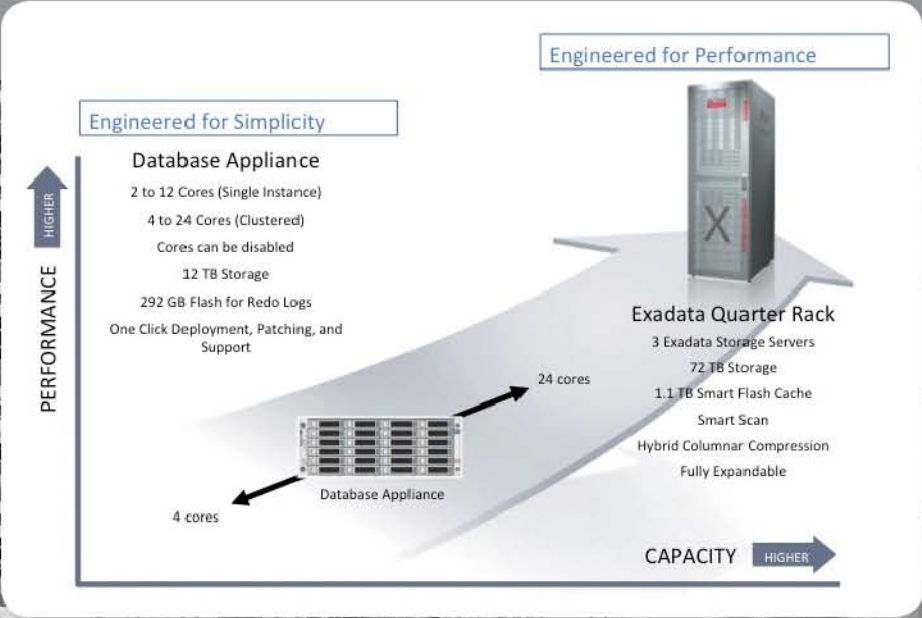
The new Oracle Database Appliance provides breakthrough ease of deployment and management of a high availability database - all in a single box. It's simple, reliable and affordable.

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 £7K to £40K compared to competitors' solutions. And, all hardware and software components are supported by a single vendor – Oracle.

It's so easy to deploy, it's like a walk in the park...

The Oracle Database Appliance is another engineered system offered from Oracle. Its position relative to the Oracle Exadata Machine is that it is a turnkey, non-expandable solution.



Key Customer Benefits

Oracle's complete single-box solution enables:

- Enhanced business continuity**
Oracle Database Appliance offers redundant hardware and multiple database protection features to minimize downtime and enable optimal customer responsiveness.
- Cost and time savings**
The Oracle Database Appliance offers unparalleled simplicity of installation and management, enabling significant cost and time savings compared to buying and integrating the elements of a high-availability solution in-house.
- Increased business agility**
The Oracle Database Appliance delivers industry-leading performance and reliability while supporting a wide range of applications used by midsize organisations, such as data warehousing, business intelligence and many more.
- Lower TCO**
Automated storage and management (ASM) functions save money and leaves IT staff free to focus on higher-value tasks. Also, you have a single point of contact – Oracle – with accountability for hardware, software, operating system and database. This eliminates the cost and complexity of dealing with multiple vendor relationships and gives you long-term low TCO.
- Pay-as-you grow software licensing**
allowing your customers to scale from 4 to 24 processor cores, without the cost and downtime usually associated with hardware upgrades.



The Oracle Database Appliance

What is in it for Partners?

The Oracle Database Appliance delivers the true value of “Oracle on Oracle” to customers. By greatly simplifying the implementation, management, and support of database systems, the Oracle Database Appliance addresses critical customer issues, and provides you as a partner with a solution that offers a very broad market opportunity, is easy to sell and is well differentiated.

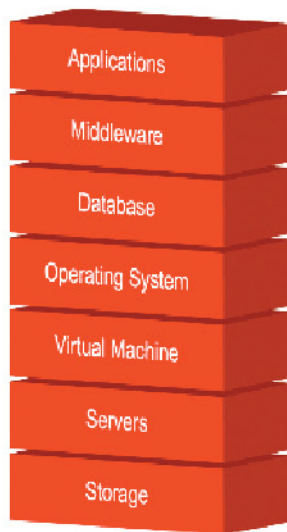
Focusing on the large Oracle Database installed base, you can leverage planned implementations of a departmental application, planned database upgrades and hardware refresh opportunities, and provide related service offerings. You can now offer your customers access to the world’s most popular database more affordably (via Oracle’s pay-as-you-grow, ranging from a 2-core entry level system to a 24-core HA solution), as well as ease of database consolidation and a lower TCO.

Customers currently running Oracle Database Enterprise Edition on legacy hardware (Sun or other) can get all the benefits of ODA by re-hosting their current environments on the ODA hardware - a great opportunity for you to sell server refresh/competitive replacements.

Ask Your Customers	Tell Your Customers
What is the impact of downtime for your key business critical applications?	Oracle Database Appliance offers redundant hardware and multiple database protection features to minimize downtime and enable optimal customer responsiveness – and all of this in one easy-to-install box.
What issues do you have in architecting, deploying and managing HA databases?	The Oracle Database Appliance offers unparalleled simplicity of installation and management, enabling you to make significant cost and time savings compared to buying and integrating the elements of a high-availability solution in-house.
Are you currently experiencing challenges in meeting SLAs due to quality of service issues on your DB servers?	The Oracle Database Appliance delivers industry-leading performance and reliability while supporting a wide range of applications used by midsize organisations, such as data warehousing, business intelligence and many more.
Can you expand Oracle Database services quickly enough to meet the business requirements?	The Oracle Database Appliance offers customers a unique pay-as-you-grow software licensing model to quickly scale from 2 to 24 processor cores without any hardware upgrades. Customers can deploy the Oracle Database Appliance with as few as 2 processor cores to run their database servers, and incrementally scale up to the maximum of 24 processor cores. This enables customers to deliver the performance and high availability that business users demand, and align software spending with business growth.
What are their 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?	With the Oracle Database Appliance your customers can consolidate their database(s) onto a single and highly available system and focus their time and budget on their applications not databases, operating systems or platforms.
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?	Managing a bespoke DB solution comprising of servers, operating systems, storage networking can be risky and expensive to manage. The Oracle Database Appliance is single turnkey appliance that after a few key questions answered configures and deploys itself. With its one button management the system system can deploy single quarterly integrated patches that address the firmware, OS and Database automatically.
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?	With the Oracle Database Appliance your customer can simply provision another database to the new application with a few clicks. The Oracle Database Appliance also offers a Pay As You Grow (PAYG) feature, allowing your customer to add CPU cores with minimum planned downtime and without risky upgrades.

It's so easy to deploy, it's like a walk in the park...

The Oracle Integrated Stack



Oracle is the only company to provide the complete technology stack of storage, servers, operating system and database software. Software is optimised 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 on Oracle reduces risk and TCO through quick deployment, certified configurations, sizing guides, energy and space efficiency, simplified administration and support.

- Most comprehensive
- Fully tested with applications
- Designed for full stack deployments
- Integrated, full stack management
- Integrated support

Arrow ECS Exalabs Solution Centre – The Royal Exchange, London

An unrivalled demonstration facility in the centre of London the Arrow ECS Exalabs Solution Centre provides an invaluable resource for our partners to showcase Oracle's complete integrated technology stack including the Oracle Database Appliance and Exadata.

Available for you to educate and influence key customers and ultimately help drive sales, the Exalabs Solution Centre is available free of charge for:

- Hands-on demonstrations
- Proof-of-concept
- Evaluating a solution
- Training
- Benchmarking and performance testing
- ISV Exadata certification programme

Partners are also able to utilise our Exalabs Solution Centre with chargeable hands-on training, live demonstrations, and skills transfer sessions – all of which can be tailored to you, your customers' or Oracle's requirements.



To book a demonstration or for more information please email martin.guthrie@arrowecs.co.uk



Frequently Asked Questions

FAQS

What is the Oracle Database Appliance?

The Oracle Database Appliance is a high availability clustered database system that includes software, servers, storage, and networking, all engineered to work together in a single box.

What database version does the Oracle Database Appliance support?

The Oracle Database Appliance only supports Oracle Database 11g Enterprise Edition Release 11.2.0.2.

What is the Oracle Database Appliance server hardware configuration comprised of?

The Oracle Database Appliance uses Oracle's Sun Fire X4370 M2 which is a 4U, two-node rack-mountable server with two 6-core Intel Xeon Processors X5675 and 96GB of memory per node. Thus providing 24-cores, 192GB 4TB usable and all required networking per 4U appliance.

What are the networking components of the Oracle Database Appliance?

The two server nodes within the Sun Fire X4370 M2 are connected via an internal redundant 1 GbE interconnects for cluster communication, and each provides both 1GbE and 10GbE external networking connectivity.

What is the storage capacity of the Oracle Database Appliance?

The Oracle Database Appliance contains 12TB of raw SAS storage, offering resilient 4TB of triple-mirrored, usable database storage. There are also four 73GB solid state disks for high performance processing of redo logs.

What operating systems are certified with the Oracle Database Appliance?

Only Oracle Linux has been certified, and comes pre-installed on the Oracle Database Appliance, this system will not support other operating systems as an appliance.

What Oracle database workloads are suitable for the Oracle Database Appliance?

The Oracle Database Appliance can run any OLTP and data warehousing workloads making it the ideal platform for consolidating small Oracle databases.

Can the Oracle Database Appliance support Oracle databases for enterprise applications?

Yes, the Oracle Database Appliance can run the Oracle databases for Oracle Applications such as E-Business Suite, PeopleSoft Enterprise Applications, Siebel CRM, JD Edwards, and a multitude of 3rd party horizontal and industry specific applications from Oracle's partners.

What high availability features are engineered into the Oracle Database Appliance?

The Oracle Database Appliance was engineered with mission-critical requirements in mind. It includes redundant server nodes, internal redundant 1 GbE interconnects, triple-mirrored storage, redundant power and cooling, and many hot swappable components.

What Oracle database options are recommended with the Oracle Database Appliance?

To complement redundancy built into the hardware components, Oracle Real Application Clusters or Oracle Real Application Clusters One Node are highly recommended for Active-Active or Active-Passive server failover, respectively. All other Enterprise Edition features and packs are also available for this product.

How do customers install and configure Oracle databases?

Installation and configuration of databases on the Oracle Database Appliance is extremely simple: Plug in the power and network cables, then startup the Appliance Manager software. This will configure and install your databases based on Oracle best-practices.

What is the Appliance Manager software that comes with the Oracle Database Appliance?

The appliance manager provides one-button automation for the entire database stack. It simplifies and automates the manual tasks typically associated with installing, managing and supporting Oracle database environments.

Does the Appliance Manager software come standard with the Oracle Database Appliance?

Yes. The Appliance Manager and Oracle Linux comes pre-installed with every Oracle Database Appliance for easy setup.

Can customers use Appliance Manager one-button automation for patching their databases?

Yes, the Appliance Manager one-button also automates patching of the entire stack including database, operating system and firmware patching in a single process.

How do customers get the database software to install on the Oracle Database Appliance?

Oracle Linux and Appliance Manager software comes pre-installed on the Oracle Database Appliance; the database software is downloaded via E-Delivery, and installed using one-button automation.

Can customers purchase different configurations of the Oracle Database Appliance?

Yes. While the Oracle Database Appliance is a one-size hardware configuration, customers can configure single or clustered database instances (using Oracle RAC or Oracle RAC One Node) that can run on specific number of licensed processor cores.

What database licenses are required for the Oracle Database Appliance?

Customers are only required to license processor cores that they plan to use. In other words, the Oracle Database Appliance enables customers to "pay-as-you-grow" and purchase database licenses using a sub-capacity model.

What is "pay-as-you-grow" sub-capacity licensing?

Unique to the Oracle Database Appliance, customers can purchase database and options licenses starting from a minimum of 2 processor cores, up to the system maximum of 24 processor cores. This enables customers to start small, licensing only required cores and purchase additional licenses as business demand grows.

Can customers reuse database licenses that they already own for the Oracle Database Appliance?

Yes. Provided existing Oracle databases licenses are current they can be applied to the Oracle Database Appliance.

Can customers limit their license requirement by shutting down cores on the Oracle Database Appliance?

Yes. At point of deployment cores can be shut down and therefore customers are only required to license the processor cores on the Oracle Database Appliance that are enabled. Cores can be enabled in the future but not shutdown after being deployed.



About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation. Working with our channel partners, we optimise the efficiency with which organisations can store, manage, protect and deploy their data, equipping them with secure access to business-critical information any time, from any location, on any device.

Our deep technical understanding is reinforced by strong business relationships and continually monitoring rapidly changing IT markets for the latest product advances and emerging technologies. Through close alliances with the world's leading IT vendors, we deliver innovative solutions, complemented by an impressive portfolio of expert professional services and IT training.

With over 25 successful years in the IT industry, we have the skills and experience to support our channel partners from initial consultation, planning and design, through engineering build to implementation. In doing so, we enable our partners to deliver even more value to increase their customers' competitive edge.

Arrow Enterprise Computing Solutions (ECS) is a business segment of Arrow Electronics Inc. More details are available at www.arrowecs.co.uk



Head Office
Nidderdale House
Beckwith Knowle
Otley Road
Harrogate
HG3 1SA
Tel: 01423 519000
Fax:01423 519250



London Office
Fourth Floor
The Royal Exchange
London
EC3V 3LN
Tel: 020 7786 3400
Fax:020 7786 3444



Reading Office
Building 1320
Arlington Business
Park
Theale, Reading
RG7 4SA
Tel: 0118 971 1511
Fax:0118 971 1522



Nottingham Office
Woodside House
Osier Drive
Sherwood Park
Nottingham
NG15 0DS
Tel: 01623 500200
Fax:01623 500201



0800 983 2525



www.arrowecs.co.uk



info@arrowecs.co.uk

To keep up to date on all the latest news, announcements and promotions from Arrow ECS and Oracle register for our Channel Informer eNewsletter at www.arrowecs.co.uk/subscribe