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Oracle Database Cloud Service

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Oracle Public Cloud (cloud.oracle.com)

Application and Platform Services

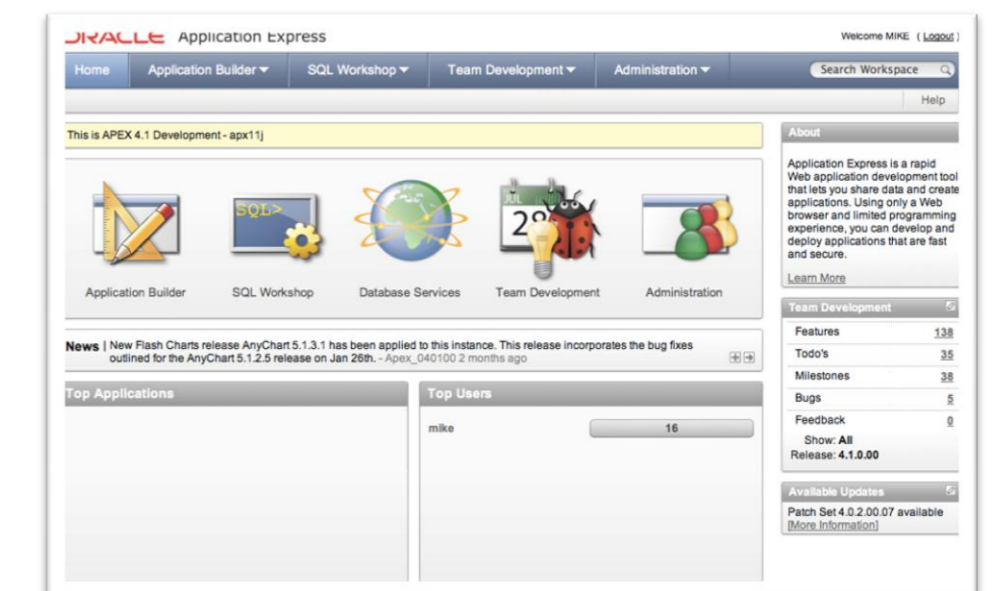
The screenshot shows the Oracle Public Cloud website homepage. At the top, there is a navigation bar with links for Home, Offerings, How it Works, Why Oracle?, Architecture, My Services, and Logout. Below the navigation bar, the main heading reads "Oracle Public Cloud" with the subtext "Deploy on our cloud or on premise". A large orange button labeled "Get Started Now" with a right-pointing arrow is prominently displayed. The background features a blue cloud graphic with several server icons and arrows. Below the main heading, there are two columns of service tiles. The "Application Services" column includes Fusion CRM (Sell smarter with Fusion CRM in the cloud), Fusion HCM (Bring power to your people with Fusion HCM), and Social Network (A secure collaboration tool for everyone you work with). The "Platform Services" column includes Java (All the productivity of Java, without the IT) and Database (The Oracle database you love, now in the cloud). To the right of these tiles is a video player showing a play button over a cloud graphic.

- Public Cloud
 - Self Service
 - Monthly Subscription
 - Simple Pricing
- Services
 - Application
 - Platform
- Platform Services
 - Java Cloud Service
 - Database Cloud Service

Oracle Database Cloud Service

Key Features

- Components
 - Database access through RESTful Web Services
 - Full power of SQL and PL/SQL
 - Application development and deployment with Oracle Application Express
 - Packaged business productivity applications
- Licensing
 - 3 levels of capacity
 - Pricing model based on size & data transfer
 - Month-by-month charges
 - Includes full Oracle Support
 - Free 30-day trials
 - Complete flexibility for cloud and on-premise development and deployment



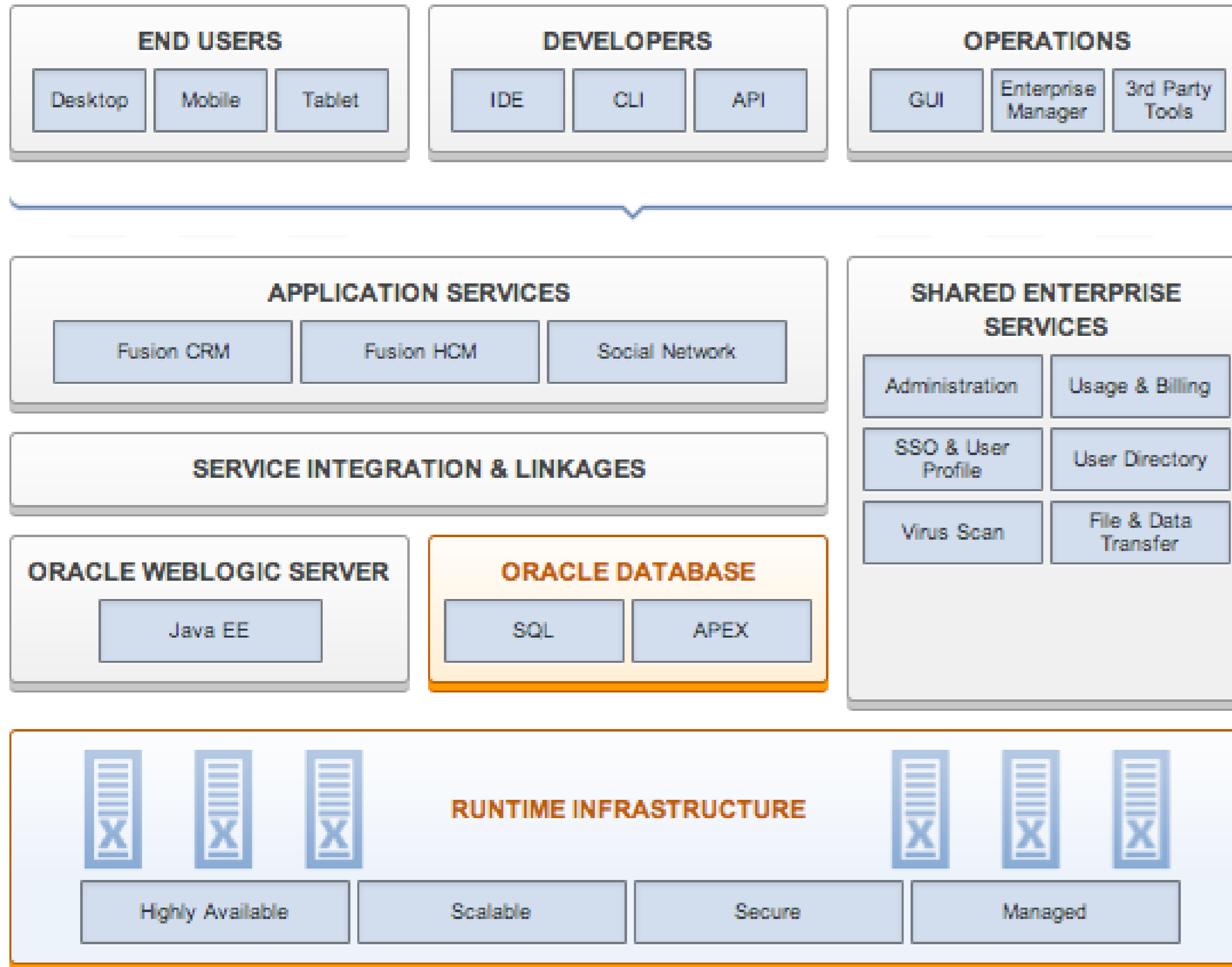
Oracle Database Cloud Service

Use cases and targets

- Use cases
 - Deployment
 - Development
 - APEX
 - Java (through Java Cloud Service)
 - Dynamic languages (with RESTful Web services)
 - Testing
 - Bulk load tool included
 - Experimentation and training
- Target markets
 - SMB
 - Lines of Business
 - IT departments

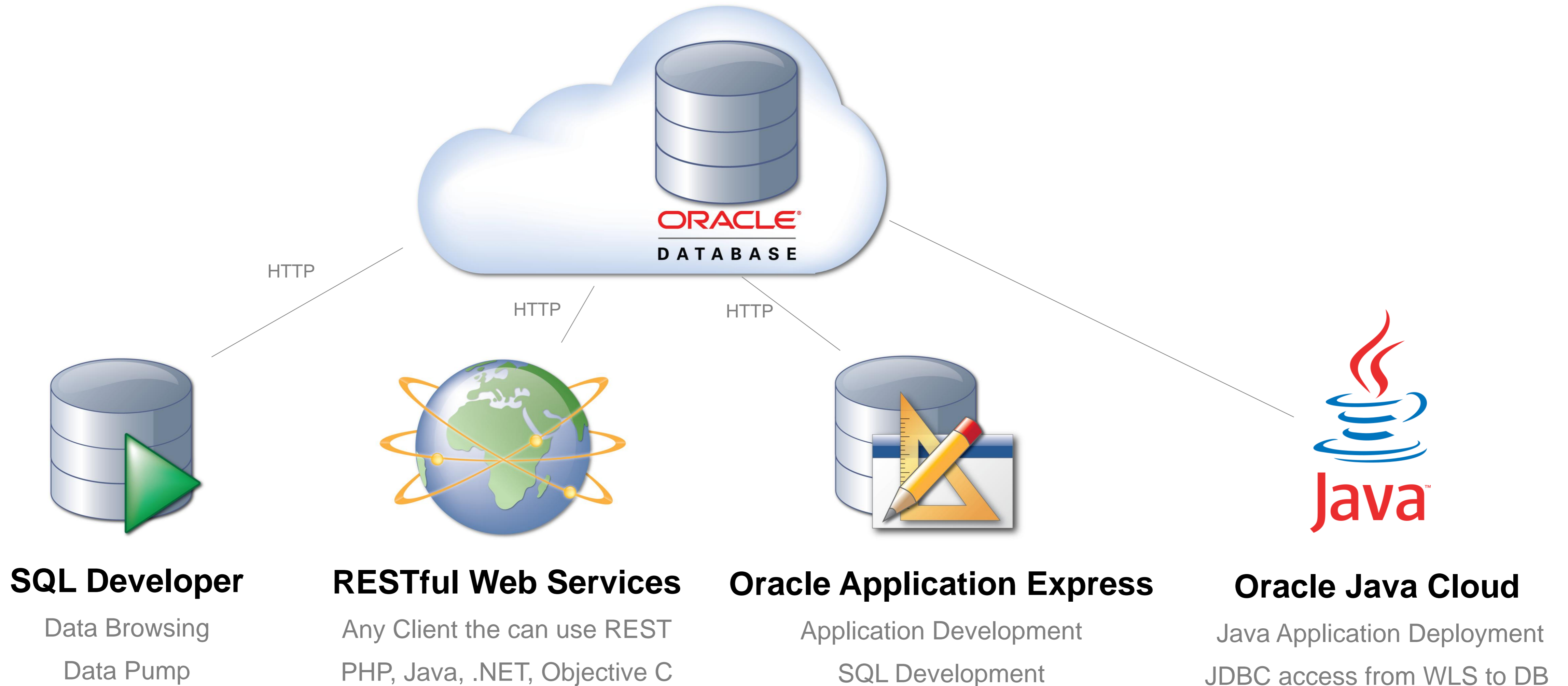
The screenshot displays the Oracle Database Cloud Service website. At the top, the Oracle Public Cloud logo is visible alongside navigation links for Home, Offerings, How it Works, Why Oracle?, Architecture, and My Services. A 'Login' and 'Sign Up' button are also present. The main heading reads 'Oracle Database Cloud Service' with the tagline 'The Oracle database you love, now in the cloud.' Below this, there are tabs for 'Overview', 'Features', 'Specs', and 'Architecture', along with a 'Start Free Trial' button. The 'Overview' section lists four key benefits: 'Easy' (develop, test, and deploy using a simple monthly subscription), 'Productive' (instant provisioning and application deployment with fully managed operations), 'Choice' (deploy data and code in the cloud or on-premise), and 'Access' (standards-based development using Java, RESTful Web services, and Oracle APEX). To the right of these benefits is a graphic of a database cylinder with a play button icon inside, surrounded by clouds. Below the benefits are three detailed sections: 'Database' (built on Oracle Database 11g Release 2, offering rapid provisioning, upsize/downsize, managed service, SQL/PLSQL, and data loading), 'Data Access' (providing JDBC from Java Service, Oracle APEX Applications, and RESTful Web Services), and 'Development' (including Oracle APEX for rapid application development, allowing for creating/managing objects, building database-centric apps, deploying productivity apps, and publishing RESTful services).

Oracle Database Cloud Service



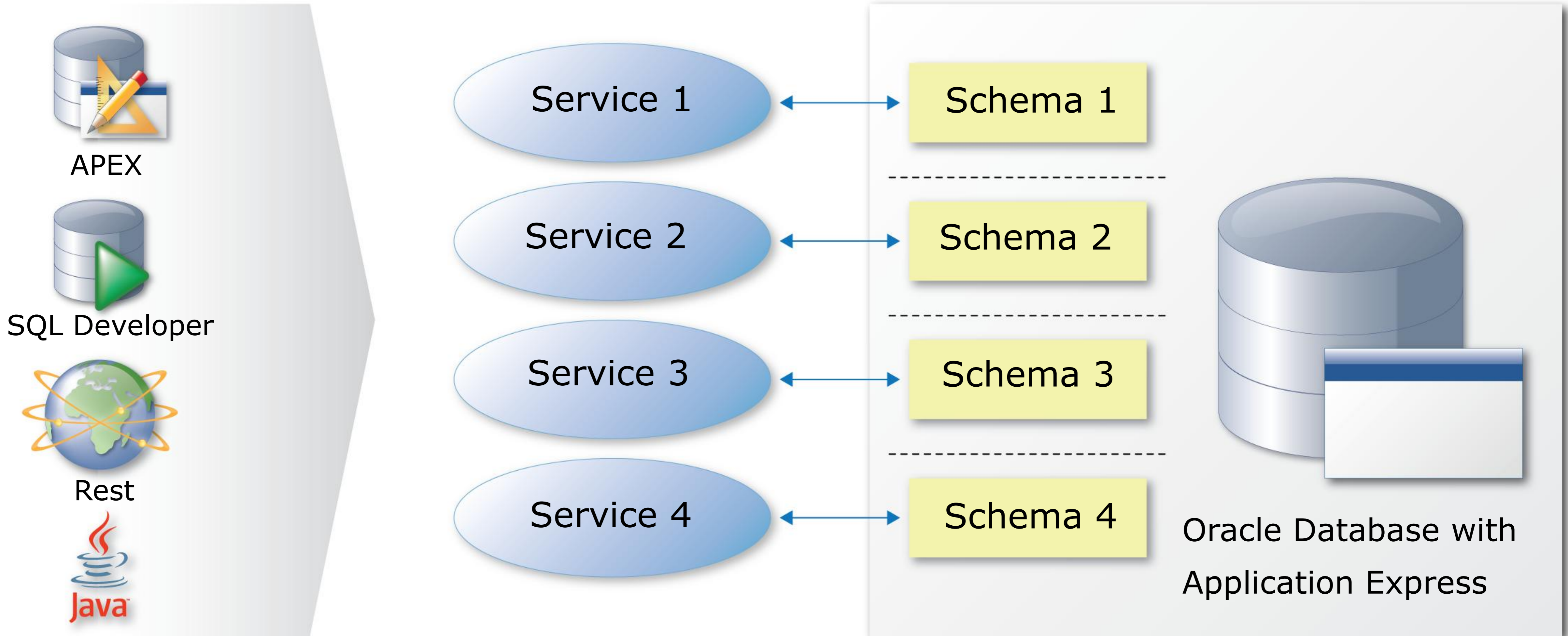
- Database
 - Oracle 11g Release 2 EE
 - Runs on Exadata
 - Highly Available
 - Secure
 - Managed Service
- Developer Interfaces
 - Application Express Builder
 - RESTful Web Service wizard
 - Application Express SQL Workshop
 - SQL Developer

Oracle Database Cloud Service Data Access



Database Cloud Service

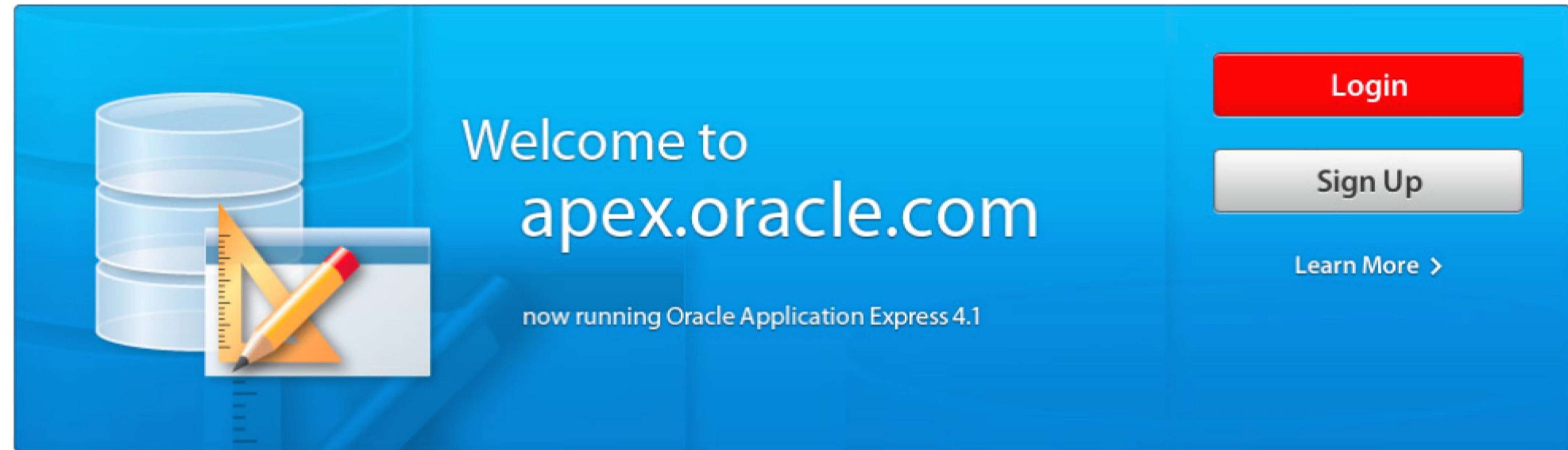
Schema Isolation



Application Express – Free Public Service

Available since 2001, Supported product since 2004

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A blue banner for the Oracle Application Express website. On the left, there is an illustration of a database cylinder, a ruler, and a pencil. The text in the center reads "Welcome to apex.oracle.com" in large white font, with "now running Oracle Application Express 4.1" in smaller white font below it. On the right side, there are three buttons: a red "Login" button, a grey "Sign Up" button, and a "Learn More >" link.

Welcome to
apex.oracle.com
now running Oracle Application Express 4.1

Login

Sign Up

Learn More >

Use apex.oracle.com to develop database centric web applications with Oracle Application Express. If you have a workspace, click the [login](#) button, otherwise, click the [sign up](#) button to request a new workspace.

Oracle provides apex.oracle.com as an evaluation service free of charge. Oracle Application Express is a no-cost option of the Oracle database. The latest version of Oracle Application Express can be [downloaded from OTN](#).

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Oracle Application Express

Proof point – APEX Customers



- **CampusIT**
 - In production 3 years
 - Largest customer has 200,000 user community
- **PaeTec**
 - 29 integrated applications
 - Offer On-Premise and Cloud
 - Largest customers process up to 80 million call records a month
- **Cornerstone Brands**
 - 600 heads-down customer service reps
 - 30,000 calls per day, \$880 million in revenue

Oracle Database Cloud Demonstration

ORACLE PUBLIC CLOUD Home Offerings ▾ How it Works Why Oracle? Architecture My Services Logout

Cancel **Configure Service** Account Information Confirm Trial **Next >**

Service Name

Use Service Group ▾

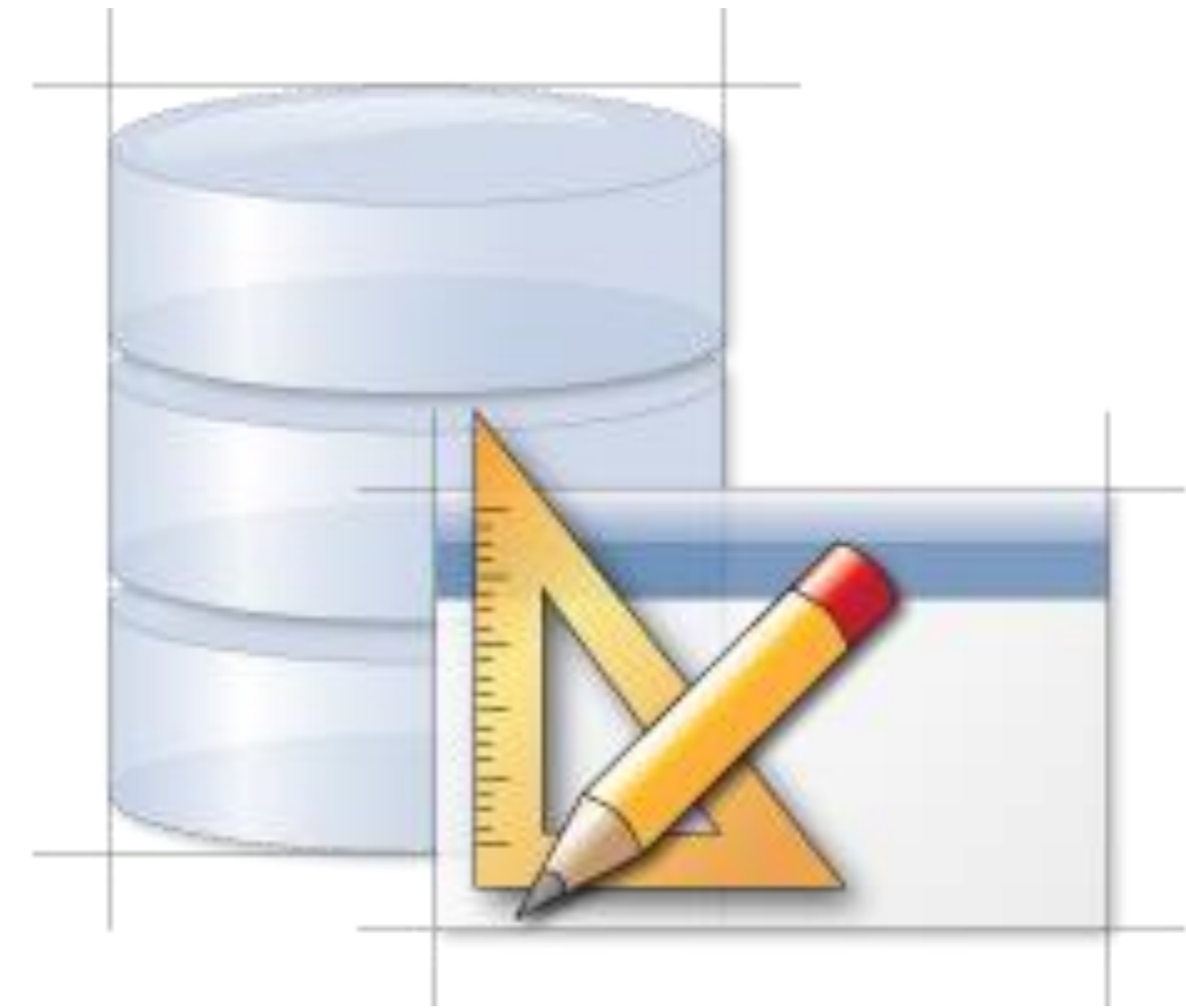
* Service Name .db.cloud.oracle.com

Your service will be exposed as [service name].db.cloud.oracle.com
Names must be alphanumeric only and cannot contain spaces or special characters and must not start with a number.

Oracle Database Cloud Service

Benefits

- Simple
- Portable
- Enterprise strength
- Productive



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