ORACLE®

Oracle Database Cloud Service

Rick Greenwald
Director, Product Management, Database Cloud Service

Oracle Public Cloud (cloud.oracle.com)
## Application and Platform Services

- **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
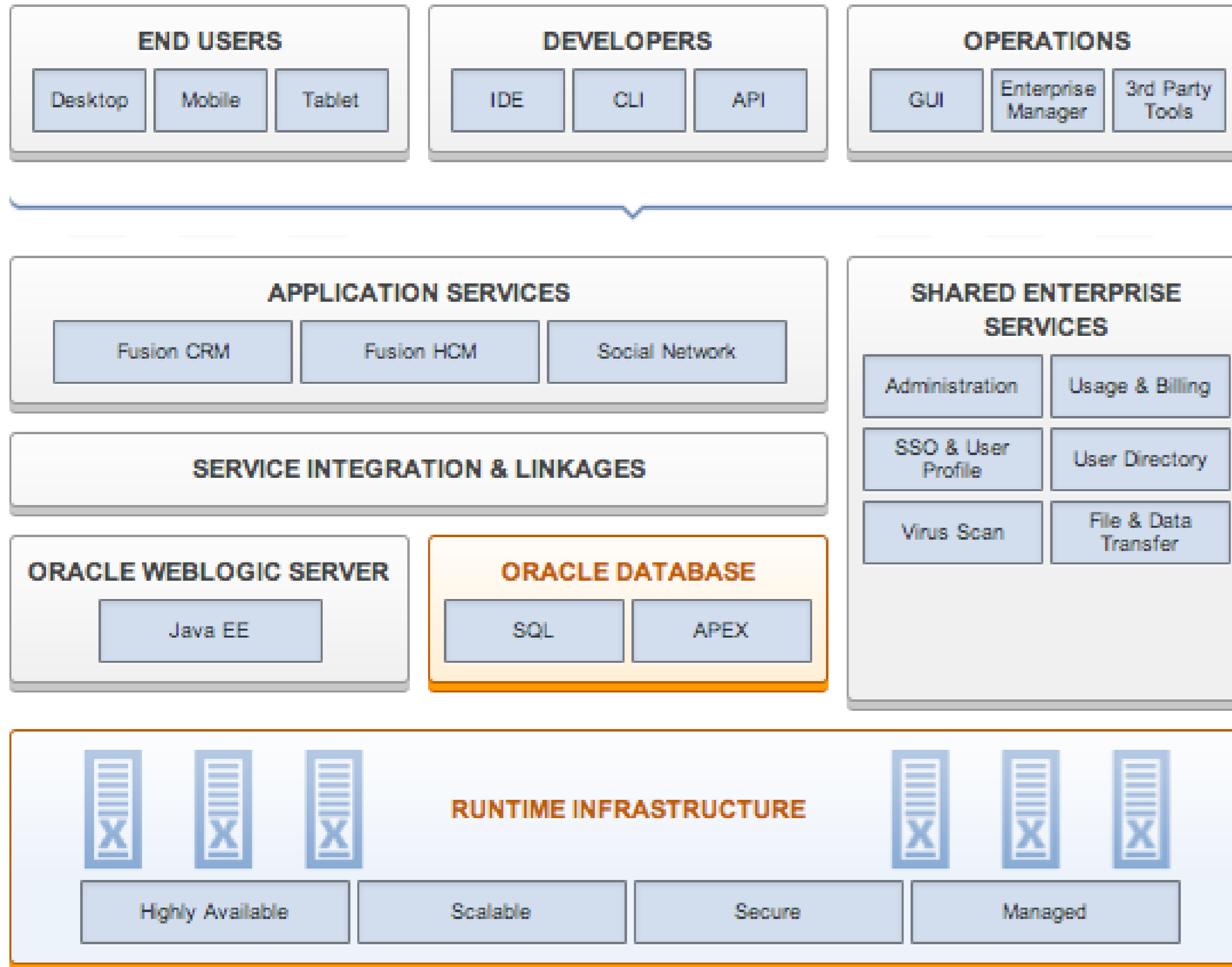 - Complete flexibility for cloud and on-premise development and deployment
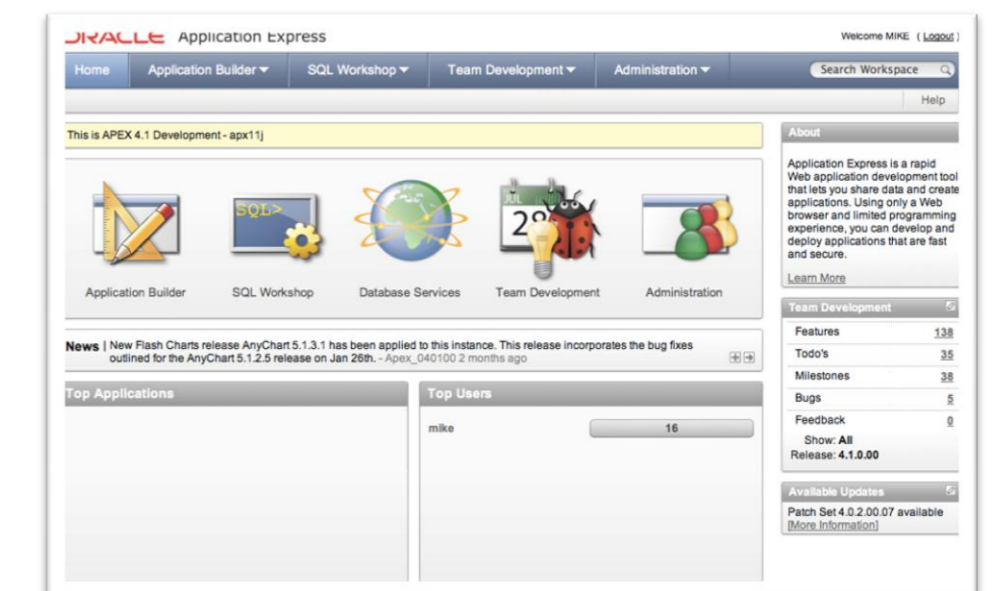
ORACLE®

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
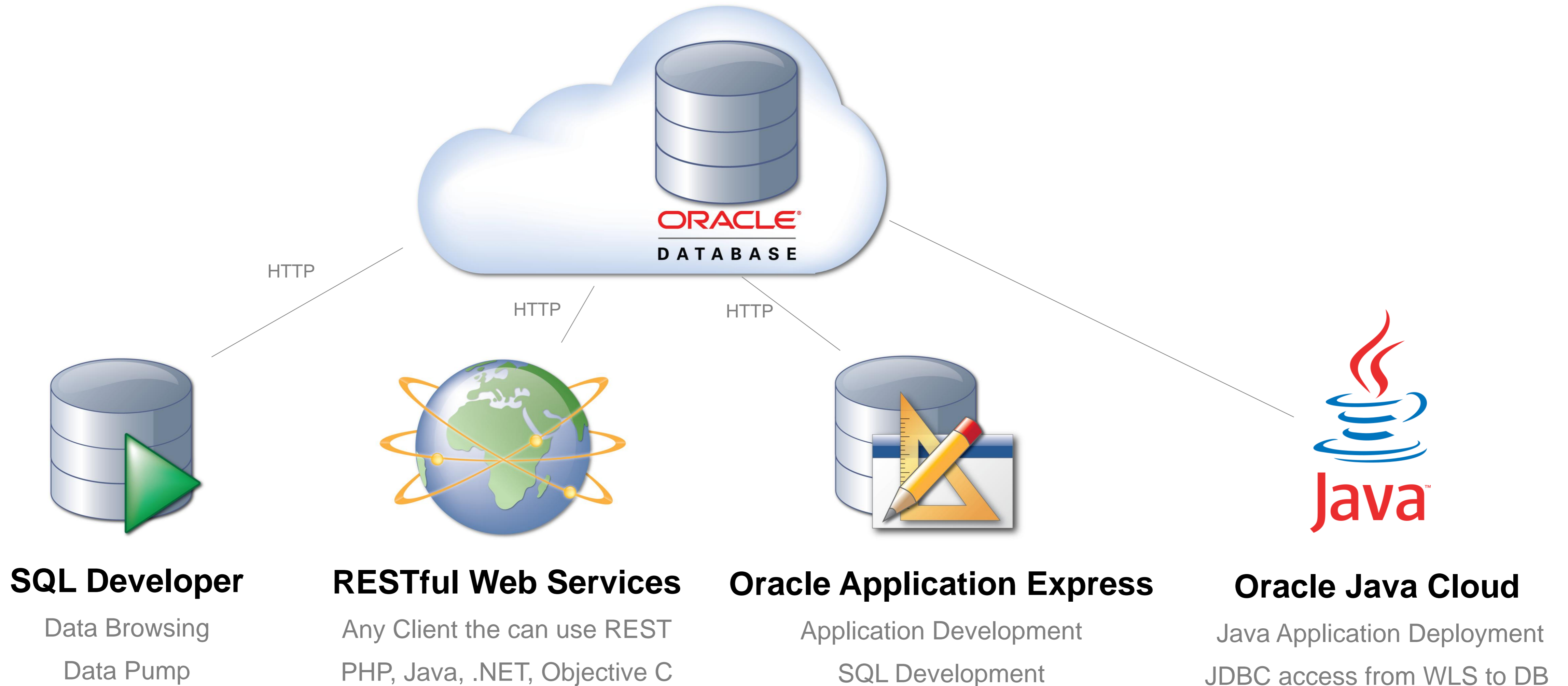- ## Target markets
  - SMB
  - Lines of Business
  - IT departments

Oracle Database Cloud Service
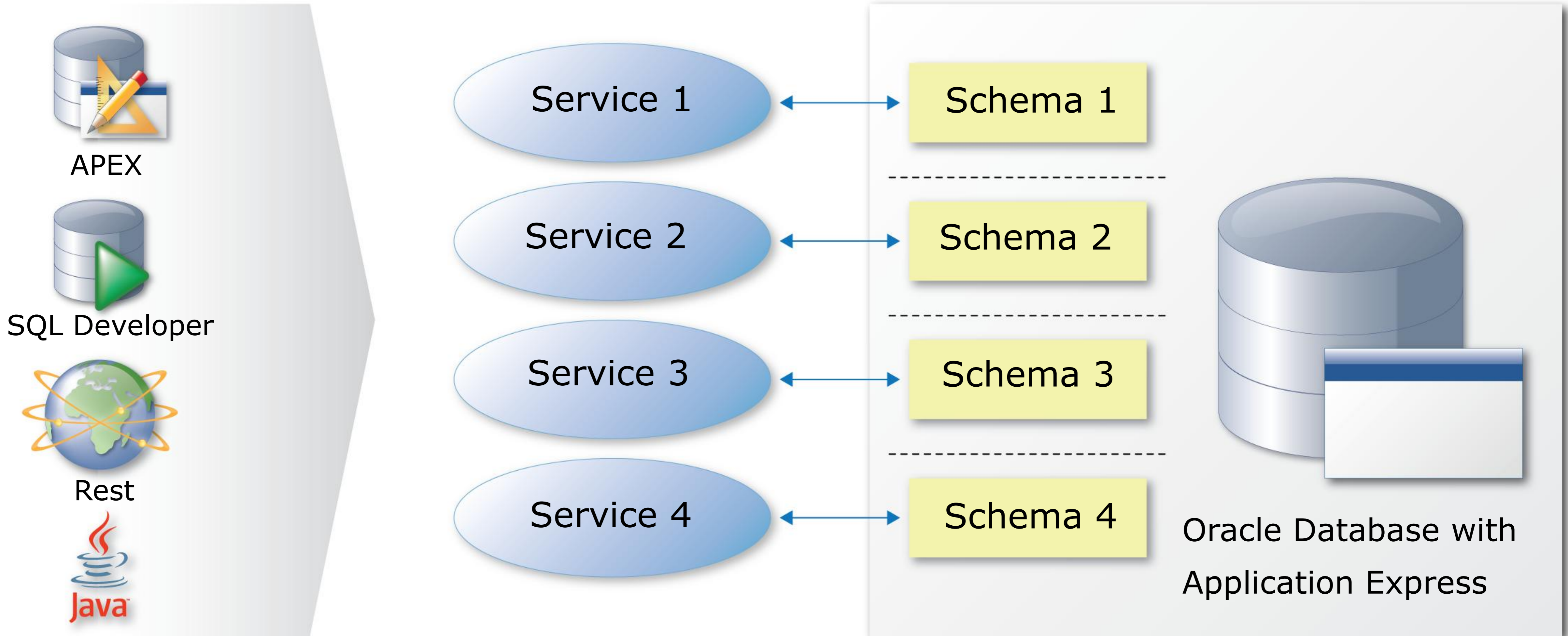

- **Database**
  - Oracle 11g Release 2 EE
  - Runs on Exadata
  - Highly Available
  - Secure
  - Managed Service
- **Developer Interfaces**
  - Application Express Builder
  - RESTful Web Service wizard
  - Application Express SQL Workshop
  - SQL Developer
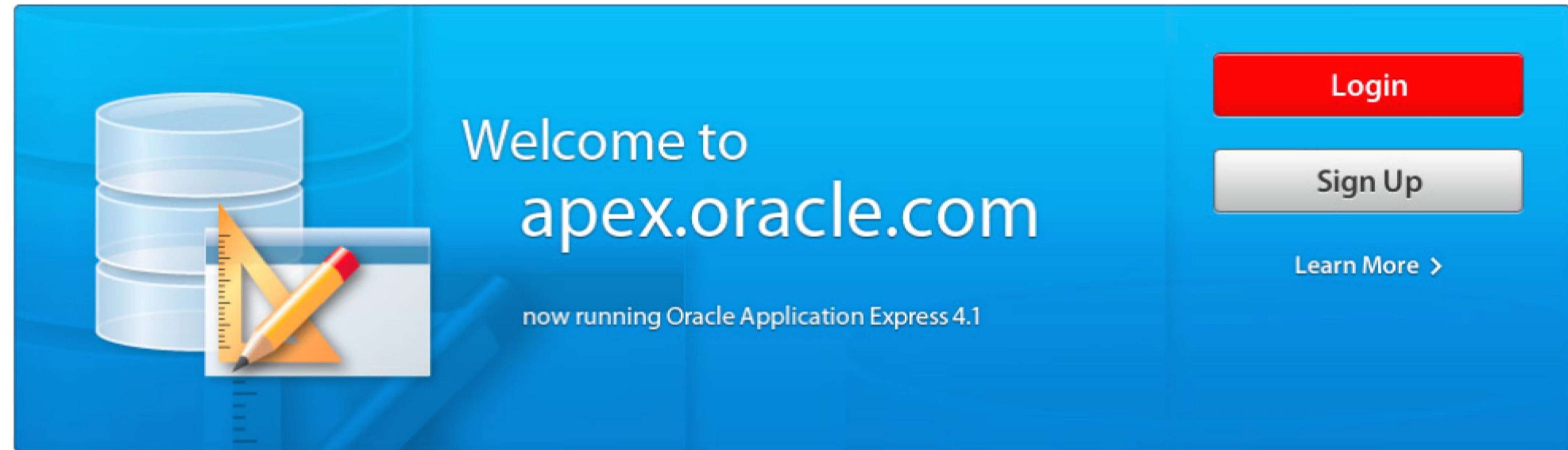
Oracle Database Cloud Service Data Access

HTTP

HTTP

HTTP

SQL Developer

Data Browsing

Data Pump

RESTful Web Services

Any Client the can use REST

PHP, Java, .NET, Objective C

Oracle Application Express

Application Development

SQL Development

Oracle Java Cloud

Java Application Deployment

JDBC access from WLS to DB

ORACLE

Database Cloud Service

Schema Isolation

Application Express – Free Public Service
Available since 2001, Supported product since 2004

Oracle Application Express

- 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

Oracle Database Cloud Demonstration

Oracle Database Cloud Service

Benefits

- Simple
- Portable
- Enterprise strength
- Productive

ORACLE

ORACLE®