

# Five Reasons

Oracle Database Appliance is for you

Optimizing your database and applications can really improve your business. Oracle Database Appliance helps you run everything in the most cost-effective way, while maximizing your resources. As a completely integrated package of software, compute, networking, and storage, it's been created by a single team of hardware and software developers.

**Here are five reasons why it's worth moving to Oracle Database Appliance.**

## 1 Faster time to value

**Building your own system can be expensive and time consuming. In fact, a comparison by Wikibon found that do-it-yourself systems took 96% longer to deploy when compared to Oracle Database Appliance.**

With simplicity at its core, Oracle Database Appliance lets you accelerate time-to-value. A single Database Administrator can deploy a highly optimized database in as little as 30 to 90 minutes. And with the database ready to go, your team can then move onto other strategic projects faster.



"Oracle Database Appliance, with the help of Edorex Informatik AG, allowed us to migrate our data warehouse from our aged servers within one day without disrupting our business. It also solved our batch-job problem by making the information available in a timely manner for all the users."

Philipp Spaniol  
IT Manager, Auto-Interleasing AG



## 2 Easy to maintain

**You can continually save time, money, and effort with Oracle Database Appliance. It's a complete, ready-to-run solution with built-in diagnostics that monitor the system for you. Maintenance is also simplified through automated patching. The entire stack—including all firmware and software—is managed for you in one operation.**

And because it's built and supported by Oracle, if an issue does arise, or your team needs help, they can make one phone call to resolve things quickly and easily.



"We started a global project of migrating to Oracle Database 12c and needed to refresh our current systems. We chose Oracle Database Appliance and Oracle Exadata to improve system performance, lower maintenance costs, and simplify infrastructure management by opting for an Oracle solution to replace our existing IBM infrastructure."

Sergio Stefani  
ISO Deputy, Mercedes-Benz South Africa

## 3 Affordable for every organization

**Only pay for the cores you need, when you need them, with capacity-on-demand licensing for Oracle Database Appliance. You don't need to pay upfront for future capacity you might not use. So unlike build-your-own systems, Oracle Database Appliance licensing is more affordable, helping you save throughout the life of your system.**

And the Oracle Database Appliance portfolio has expanded to run the latest Intel Xeon processor. The new Database Appliance X8 family includes small, medium, and high-availability models starting at only US\$18,500.



"Oracle Database Appliance not only fit our needs for this project but also addressed our storage issues. With Oracle, we effectively removed cost and complexity from our datacenter, without compromising performance and availability for our user community, while shoring up our infrastructure for future growth."

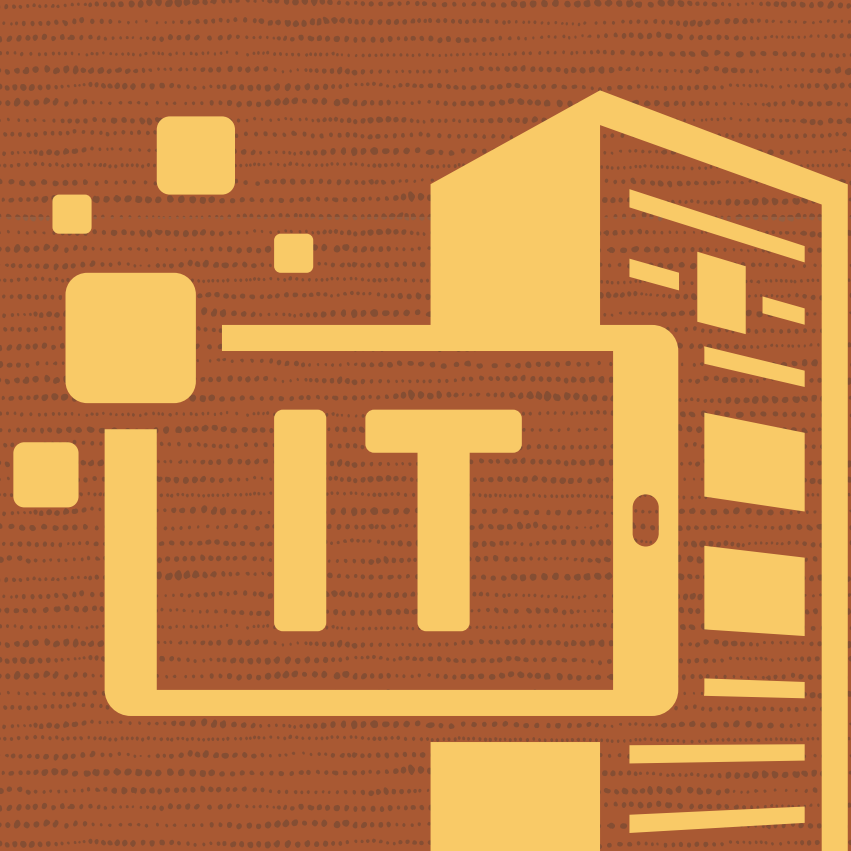
Piotr Motykiewicz  
Vice President of Technology and Product,  
Interactive One (NAS, US)



## 4 Greater business value

**Every business wants to get as much value out of its database setup as possible. Oracle Database Appliance X8 makes that easier. It helps you improve the performance and agility of your key database and application workloads, so you can drive productivity and increase revenues.**

Database Appliance has been proven to provide a return on investment as high as 498% over five years. And with 67% faster deployment of new databases, it helps you bring products to market much quicker. It also helps you achieve less than one minute of unplanned downtime per user per year. And your DBAs will spend less time managing it, too—leaving them free to focus on other projects.



"We chose Oracle Database Appliance for its ease of deployment and management. We used to engage multiple teams to build a similar configuration to our Oracle Database Appliances, whereas they come out of the box completely preconfigured. We deployed in two days—so the time-to-market value is high."

—IDC report: The Business Value of Oracle Database Appliance

## 5 Ready for the cloud

**And what about the cloud? Some are already utilizing private and public clouds, while others are trying to work out their best options. You may be looking for backup and archive capabilities, or a quick and affordable way to store your data securely. Or you may want to spin up test environments more easily.**

Whatever your plans, Oracle Database Appliance is optimized for the cloud. You can back up and archive your data in Oracle Public Cloud, and easily move your workloads whenever needed, making your investment future-proof. Database Appliance is architected for both on-premise and the cloud to fit right into your cloud strategy.



For all the reasons to choose Oracle Database Appliance,

visit the [Oracle Database Appliance website](#).

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