

ORACLE® 12^c
DATABASE



Plug into the **Cloud.**

Three editions of database designed for specific sizes:

- Standard Edition One (up to 2 sockets)
- Standard Edition (up to 4 sockets)
- Enterprise Edition (unlimited)

www.oracle.com/database

Oracle Database At a Glance

Oracle Database 12c provides a modern, multitenant architecture that makes it easy to deploy databases in all environment.

Sales Pillars:

- Database consolidation
- Data Warehousing
- Big Data and Analytics
- Storage Optimization
- Business Continuity/ High Availability
- Data Security
- Manageability
- Private Cloud

Options Available with Database 12c:

- Multitenant Database
- Oracle RAC and RAC One
- Advanced Data Guard, Golden Gate
- Advanced Security, Database Vault
- Advanced Analytics, OLAP, Partitioning
- Times Ten In-Memory Database
- Database Firewall
- Spatial and Graph
- Enterprise Manager Packs

Upgrade Path:

- Oracle Database 10gR2 and 11g customers have a direct upgrade path to Oracle Database 12c.
- Other releases (e.g. Oracle Database 10g R1 or earlier) will require the use of data migration tools (e.g. GoldenGate) or do a double-hop upgrade.

Elevator Pitch

Oracle Database 12c is the latest innovations from Oracle Database Server Technologies . It offers new multitenant architecture for consolidating multiple databases quickly. It is also serves as a foundation for cloud deployment.

Business Benefits:

- Accelerate IT Projects
- Protect Enterprise Data
- Optimize Storage Space
- Lower IT Costs
- Reduce Database Complexity
- Improve Applications Continuity

Sales Tips

- The Enterprise Edition is best for customers' long term needs. It also opens up more up-sell opportunities. The DB12c Enterprise Edition is available for as low as 25 users.
- Include Enterprise Manager and Database options with your opportunity.
- Cross sell with Engineered Systems
 - Offer Exadata or ODA if customer is looking to replace database hardware
 - Offer Exalytics if customer needs to perform business intelligence on large databases
 - Combine Exadata and Exalogic to eliminate 60% of middle tier and 75% of database tier operating costs while realizing improvements in performance, reliability and availability
- Don't forget the backup solutions – expansion rack, SL150 tape, ZFS

Target Account Profile

Oracle offers the leading database in the world with customers or potential customers in virtually any industry, any operating system, and any database size; and the multitenant database in version 12c makes upgrades and database transfers between machines more efficient.

Oracle Database 12c is ideal for customers who are:

- Implementing Database consolidation or Cloud
- Managing data across multiple storage tiers
- Looking for highly secured database to protect sensitive data
- Looking for high availability with zero data loss in case of disaster
- Considering hardware refresh initiatives

Existing Oracle Customers – why upgrade?

- Consolidate with multitenant databases
- Scale your database for the growing data
- Improve performance, reliability, and security
- Save on CapEx and OpEx
- Is your database still supported? Click [here](#).

Non-Oracle customers – why Oracle?

- Leader in RDBMS with 48.2% market share
- Leader in Data Warehousing - by IDC
- Leader in ERP – by Gartner
- Cohesive Portfolio of Database Options
- Available for on-premise, engineered systems (ODA and Exadata), public and private cloud

Microsoft customers– why Oracle?

- 12c is available on Microsoft's Azure Cloud
- Runs on hardware optimized for the database
- Perform administrative tasks 49% faster
- SQL Server 2012 price increases

Qualifying Questions

- Managing multiple storage tiers?
- Looking to simplify & lower costs?
- Need to manage Big Data?
- Trouble keeping up with data growth?
- Need to ensure availability as you need it?
- Poor Database application performance?
- Storing sensitive Information?
- Looking to free up time to add value?

Objection Handling

Why upgrade to 12c?

Oracle Database 12c introduces multitenant architecture and over 500 new features, enables customers to make more efficient use of their IT resources. It offers enhanced security, high availability, and easy lifecycle management which makes [an ideal solution for deploying clouds](#).

It is too expensive.

The value of performance, scalability, reliability, and security of Oracle database provides business continuity that outweighs the cost. See [cost comparison study](#).

Oracle is for big enterprises. We don't need all these features.

Oracle technology can make a difference with as few as five users. As business grows, so is the usage on the applications. Database is a long term investment, you want to get it right at the very beginning.

Why pay for Oracle when Open Source is free?

Oracle offers predictability and real business benefits. It is built to support growing business needs with proven performance, scalability, security, and reliability – Things you don't want to ignore when making a database decision. Open Source is also more costly to support.

Partner Resources

- [Database Knowledge Zone](#) – Everything you need to know about develop, sell, implement, and get specialized in Database 12c
- [Marketing Kits](#) – Run an effective marketing campaign using the tools and resources available to you from Oracle
- [Oracle Database Customer Success Stories Booklet \(PDF\)](#) – Sampling of real business results that organizations around the world have achieved by standardizing on Oracle Database
- [Building Database Cloud for Dummies \(free ebook\)](#) – Understand the Cloud drivers for your business how you can enable them with Exadata
- Stay connected
 - ✓ [Oracle Database on Twitter](#)
 - ✓ [Oracle Database Support on Twitter](#)
 - ✓ [Oracle Database on Facebook](#)
- Datasheets, Whitepapers, Videos, and other Database 12c resources: www.oracle.com/database

Contact

- Speak to your Oracle Partner Manager or contact [Oracle Partner Business Center](#), or submit questions via twitter [@ORCLPartnerBiz](#).