

redPartner®

**redPartner**<sup>®</sup>

**¡Bienvenidos!**

y

**Muchas Gracias**

**Luis Adriano Calero, M.Sc.**

**CEO grupo redPartner**

2011



# **Estrategia Oracle y Principales Anuncios en OOW-11**

**redPartner®**

# Agenda

- **Infografía**
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- redPartner – porque elegirnos.
- Resumen y Conclusiones

# Infografía

**45.000** personas  
registradas

**117** países.



**Oracle OpenWorld  
JavaOne &  
Oracle Develop**

<b>76%</b>	<b>4%</b>	<b>15%</b>	<b>5%</b>
<b>75%</b>	<b>2%</b>	<b>19%</b>	<b>4%</b>
USA Canada	Latin America	EMEA (Europe, Middle East, and Africa)	Japan Asia Pacific

El Salon Principal: +50K personas!





**5.000** ponentes de  
**450 compañías**



CEOs de Oracle, Dell,  
EMC, etc

Este es Thomas Kurian  
(el hombre 19 mejor pagado  
de USA)

Cabeza de Desarrollo –  
Debajo de Larry

## Instalaciones Físicas

---

- **1.050 pantallas LCD**
- **250 puntos de acceso WiFi**
- **7 kilómetros de cable de electricidad desplegado**
- **483 km** de cable internet y teléfono.
- **3.285 km** para iluminación y sonido.

Para la Ciudad

---

- ***100 millones de dólares se han quedado en la ciudad de San Francisco***
  - **74.000 noches de hotel vendidas**



## Que puso la ciudad

---

- **13 líneas de bus cambiaron itinerario**
  - **Una avenida de 4 carriles cerrada por una semana**
  - **+Dos calles mas de 2 carriles --en el centro.**

# Agenda

- Infografía
- **Estrategia de Oracle como Compañía**
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- redPartner – porque elegirnos.
- Resumen y Conclusiones

## Estrategia de Oracle

---

- 1) El mejor producto  
del mercado en cada  
nivel del stack**
- 2) Y Luego... Integración  
vertical.**



# Otros Principios

---

- **Abierto**
- **Desempeño Extremo**
- **Sistema arquitecturado completo.**
  - No complejidad de integración
  - No preocupación por integraciones futuras
  - Menos propension a errores
- **Menos costo para cliente**
  - **Se prueba integrado**
- **Mas valor agregado para el cliente.**

# Arquitectura básica: Cliente Escoje

---

- (1) On-Premises – es sitio de cliente**
- (2) Cloud Privado**
- (3) Cloud Público**
- (4) Híbrido**

Porque es proveedor unico de SaaS  
(Entre los grandes):

---

- **Porque tiene el mismo código**
- Ya sea en
  - **SaaS o**
  - **OnPremises.**
- **Se diseñó así y se construyó con herramientas estándares**

# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- **Con que ejecutan la estrategia**
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- redPartner – porque elegirnos.
- Resumen y Conclusiones

# Cómo?

# Como lleva a cabo esta Innovacion

---

- **US\$ 4B** en Investigación & Desarrollo por año
- **US\$ 32B** en Efectivo para comprar innovación.

## En Perspectiva los 4B anuales

---

- **714 millones menos que las inversiones del gobierno del Ecuador en el 2012 (4.714).**
- **622m menos que las importaciones de consumo proyectadas para el 2012 (4.622).**

En Perspectiva 32B

---

**Es 8B mas que  
todo el  
presupuesto de  
Ecuador para  
2012.**



# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- **Tipos de Anuncios hechos**
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- redPartner – porque elegirnos.
- Resumen y Conclusiones

# Tipos de Anuncios

## Dos tipos de anuncios

---

- **Productos Integrados**
- **Mejores productos en cada nivel del Stack**

# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- **Resumen de los anuncios del 2010**
- Resumen de los anuncios del 2011
- redPartner – porque elegirnos.
- Resumen y Conclusiones

Qué se hizo?

---

2010

Qué se hizo?

---

# Video

# Crecimiento de Oracle

---

**Gracias a Ustedes!!**

**FY10: 27B**

**FY11: 36B**

**33% de Crecimiento!!**

# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- **Resumen de los anuncios del 2011**
- redPartner – porque elegirnos.
- Resumen y Conclusiones



2011

Resumen de 2011

---

# Video

## Sistemas Integrados

---

- **DBAppliance**
- **Exadata v3.**

# Oracle Database Appliance

Simple. Reliable. Affordable.

**ORACLE®**

**DATABASE APPLIANCE**

**Available Now**



ORACLE®

**ORACLE®** Platinum  
Partner

# Easy to Install

## Rapidly Deploy a Database Cluster

- Plug in the power
- Plug in the network
- Wizard-driven install



# Engineered Systems for Oracle Database

**Oracle Database Appliance**



*Quarter Rack*



*Half Rack*



*Full Rack*

**Oracle Exadata Database Machine**

# Exadata: Oracle's Most Successful New Product

Over 1,000 Installed — 3,000 More This Year



ORACLE

Resumen de 2011

---

# ExaLytics



# Sistemas Integrados

---

- **Exalytic**

## Maquina Especializada en BI

# Oracle Exalytics Business Intelligence Machine



- First Engineered System for In-Memory Analytics
- Speed of Thought Visual Analysis without Limits
- Existing Analytic Applications Certified on Day One

ORACLE®

ORACLE® Platinum  
Partner

## Ventajas de la Ingeniería Completa

### Oracle Exalytics



#### Hardware and Software

ORACLE®

#### Engineered to Work Together

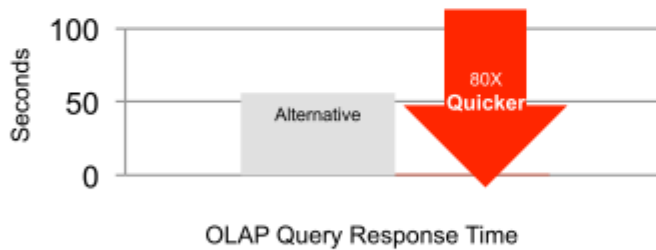
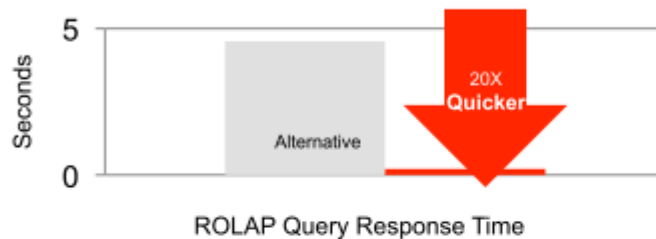
- Tested together
- Certified together
- Packaged together
- Deployed together
- Upgraded together
- Managed together
- Supported together

ORACLE®

ORACLE® Platinum  
Partner

# Resultados Superan 10x

## Oracle Exalytics Extreme Performance

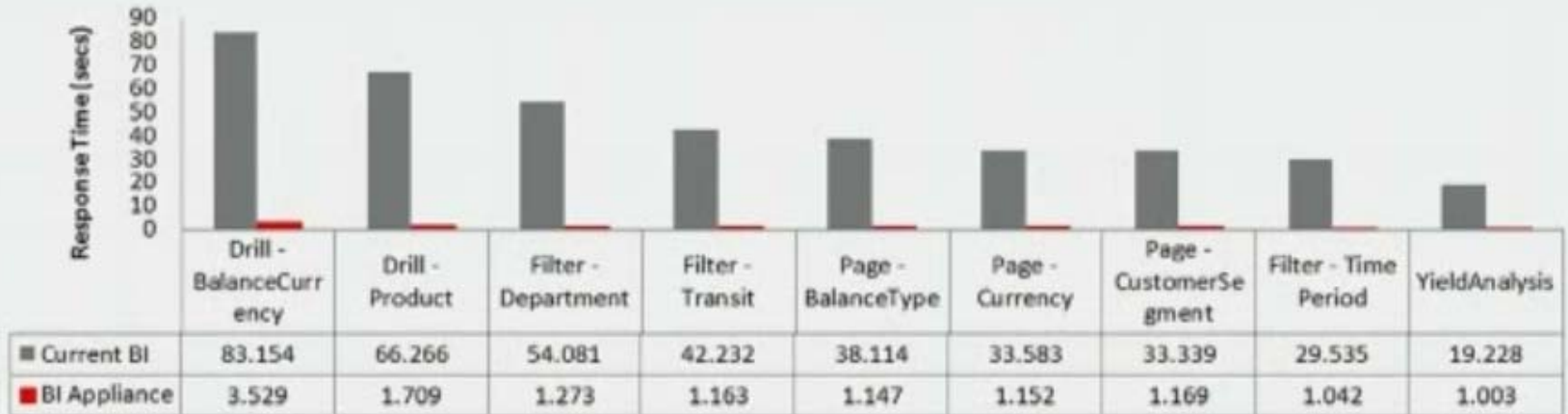


- **In-Memory ROLAP**
  - **20X** better response times
  - **15X** better scalability
- **In-Memory MOLAP**
  - **80X** Faster Reads
  - **20X** Faster Writes
- **In-Memory Planning**
  - **4.5X** better scalability
  - **15X** better response time

# Performance: Exalytics vs. Current BI

Data Source: Non-Exadata Oracle Database

Response Time Comparisons for long running analytic queries



Average response time improvement = **18X**

## Sistemas Integrados

---

# Exalogic

# Menos partes, Mas integrado

## Exalogic vs. the Competition

Building a system that can compare with an Exalogic X2-2 is hard

**ORACLE®**  
EXALOGIC

**hp** **IBM**

Integrated  
Tuned  
Optimized  
Identical



Applications and Middleware  
OS Layer  
Compute and Virtualization Layer  
I/O Layer  
Storage Layer

**ORACLE®**

OS, Kernel, Patch Level?

CPU, RAM, Flash, Blade, Rack?

Ethernet, InfiniBand, FC?

NAS, SAN, SSD, HDD?

Different  
Every  
Time

**1 Engineered System**  
Unpack to production in hours

**160+ separate parts**  
Months from start to production

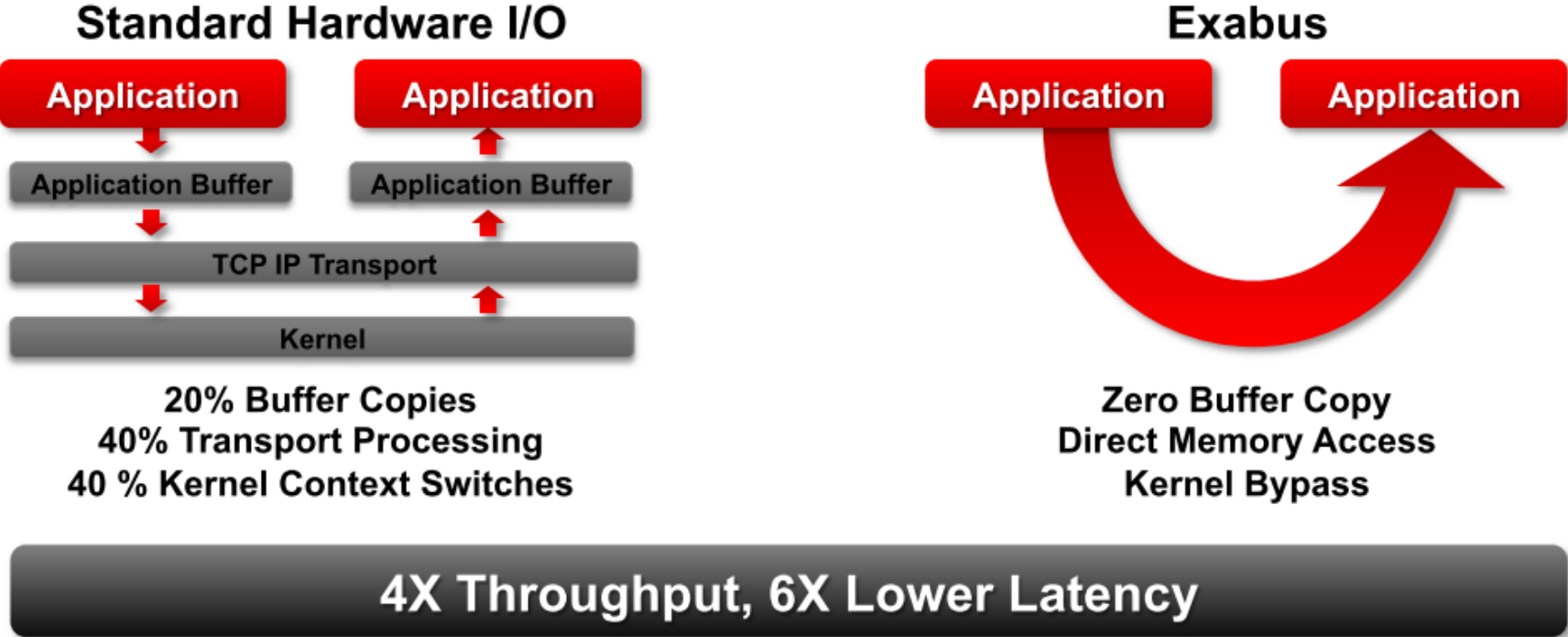
ORACLE®

**ORACLE®** Platinum Partner

# El Secreto de Exalogic

## Exabus - High Speed Network Virtualization

Direct Memory I/O for Java and C++

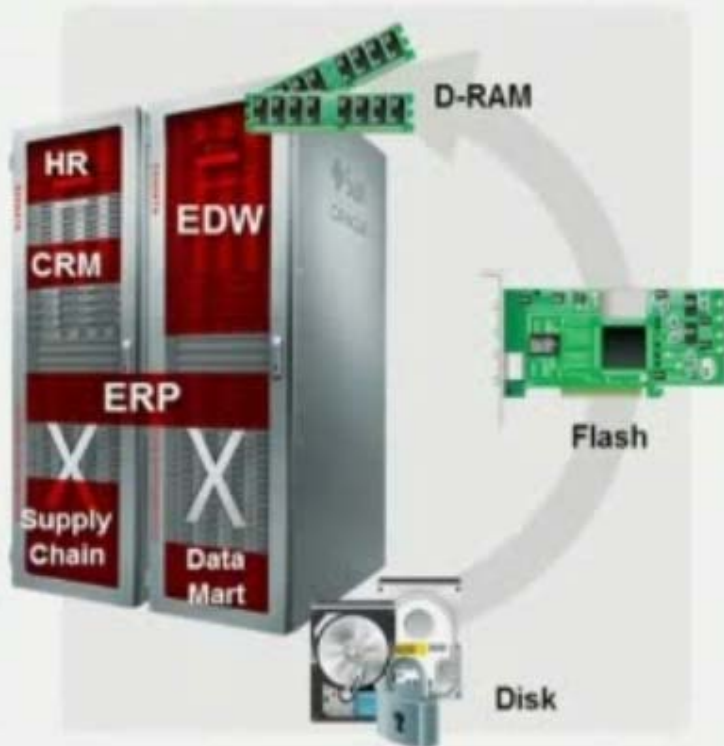




# El Secreto de Exadata

## Oracle Exadata In-Memory Database

**Best** | Disk, Flash, Memory



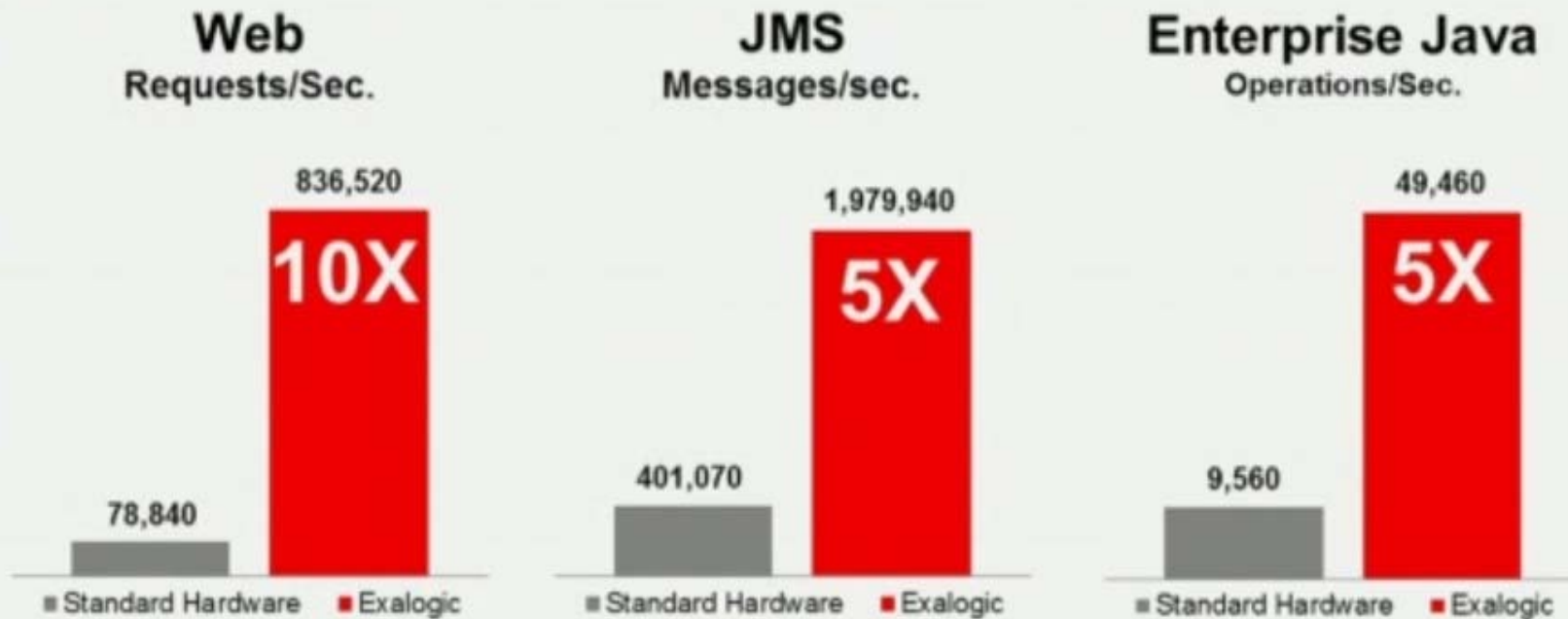
Technology	Size	Cost/TB	Throughput
Disks	336 TB	1	25 GB/sec
Flash	5 TB	10x	50 GB/sec
DRAM	2 TB	100x	200 GB/sec

- **Cost** of Disk, **IOs** of Flash, **Speed** of DRAM
- All data stored on **DISK**
- Warm data cached in **FLASH**
- Hot data cached in **DRAM**
  - 4x Throughput of Flash and Infinite IOs/sec
  - Compressed column vector representation
  - Massively parallel processing

ORACLE®

# Oracle Exalogic

Extreme Performance

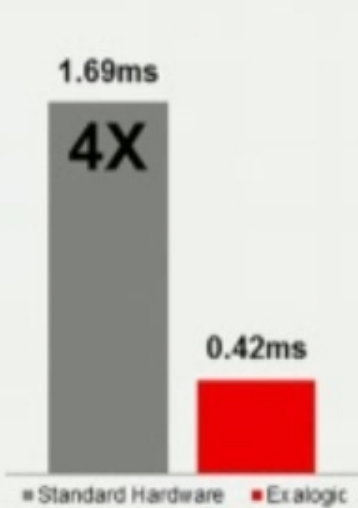


ORACLE®

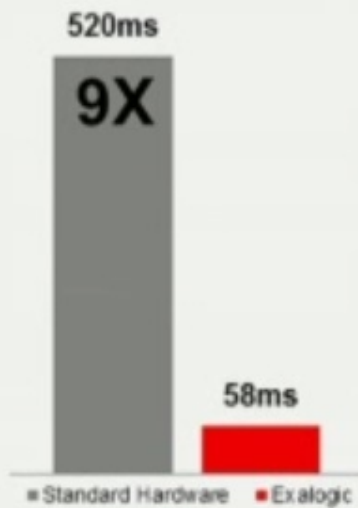
# Oracle Exalogic

## Extreme Performance

**Tuxedo 11g**  
Response time



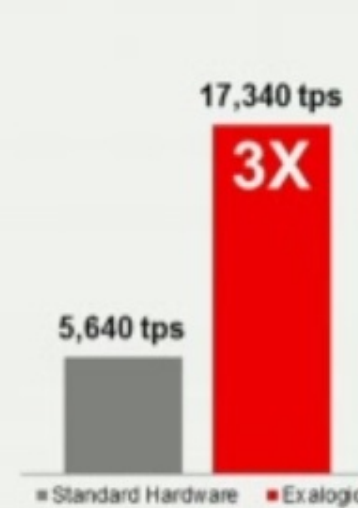
**SOA 11g**  
Response Time



**ADF 11g**  
Concurrent Users



**UCM 11g**  
Throughput



# Oracle Exalogic: Rapidly Gaining Adoption

Accelerating Adoption in All Geographies and Industries



ORACLE

ORACLE® Platinum Partner

Lo Nuevo!

---

# Big Data



1 Billion mas de Internautas!! 15 Billones de aparatos!!

## BY 2015...

*More Users*



**>1 Billion More**  
Netizen's

*More Devices*



**15 Billion**  
Connected Devices

*More Data*



**>1,000 Exabytes**  
Internet Traffic

1. IDC "Server Workloads Forecast" 2009. 2.IDC "The Internet Reaches Late Adolescence" Dec 2009, extrapolation by Intel for 2015 2.ECG "Worldwide Device Estimates Year 2020 - Intel One Smart Network Work" forecast 3. Source: [http://www.cisco.com/assets/cdc\\_content\\_elements/networking\\_solutions/service\\_provider/visual\\_networking\\_ip\\_traffic\\_chart.html](http://www.cisco.com/assets/cdc_content_elements/networking_solutions/service_provider/visual_networking_ip_traffic_chart.html) extrapolated to 2015

An aerial photograph of a city, likely New York City, with a dense grid of buildings and streets. Overlaid on the image are numerous glowing blue and purple lines and circles, representing a complex network or data flow. The lines radiate from various points across the city, creating a sense of connectivity and data explosion.

# Driving an explosion of **DATA**



# Big Data is coming

---

Total Data Crossing the Internet

**150,000,000,000,000,000,000** Bytes\*  
Through 2009

**245,000,000,000,000,000,000** Bytes\*  
In 2010 Alone

\*Exabytes

Source: [http://www.cisco.com/assets/cdc\\_content\\_elements/networking\\_solutions/service\\_provider/visual\\_networking\\_ip\\_traffic\\_chart.html](http://www.cisco.com/assets/cdc_content_elements/networking_solutions/service_provider/visual_networking_ip_traffic_chart.html)

Source: [http://www.cisco.com/assets/cdc\\_content\\_elements/networking\\_solutions/service\\_provider/visual\\_networking\\_ip\\_traffic\\_chart.html](http://www.cisco.com/assets/cdc_content_elements/networking_solutions/service_provider/visual_networking_ip_traffic_chart.html)



# Esto es Big Data

## The "Big Data" Opportunity



**30B** Pieces of Content per Month  
**40B** Photos Hosted



**48** Hours of Video Uploaded Every Minute



Corporate Data Growth US Industries  
**235TB/Corporation**  
U.S. Library of Congress



Air Travel  
**240 TBs**  
Generated per Cross-Country Flight



RFID Tag Sales  
2011 **12M** → 2021 **209B**



Smart Meters  
2011 **130M** → 2015 **~340M**

Source: McKinsey Global Institute Analysis, Pikes Research

Manejar la data de Big Data tiene un alto retorno a la Inversión

## Why Is Big Data Important?

US HEALTH CARE

Increase industry value per year by

**\$300 B**

MANUFACTURING

Decrease dev., assembly costs by

**-50%**

GLOBAL PERSONAL LOCATION DATA

Increase service provider revenue by

**\$100 B**

EUROPE PUBLIC SECTOR ADMIN

Increase industry value per year by

**€250 B**

US RETAIL

Increase net margin by

**60+%**

ORACLE®

Source: \* McKinsey Global Institute: Big Data – The next frontier for innovation, competition and productivity (May 2011)

**ORACLE®** Platinum Partner

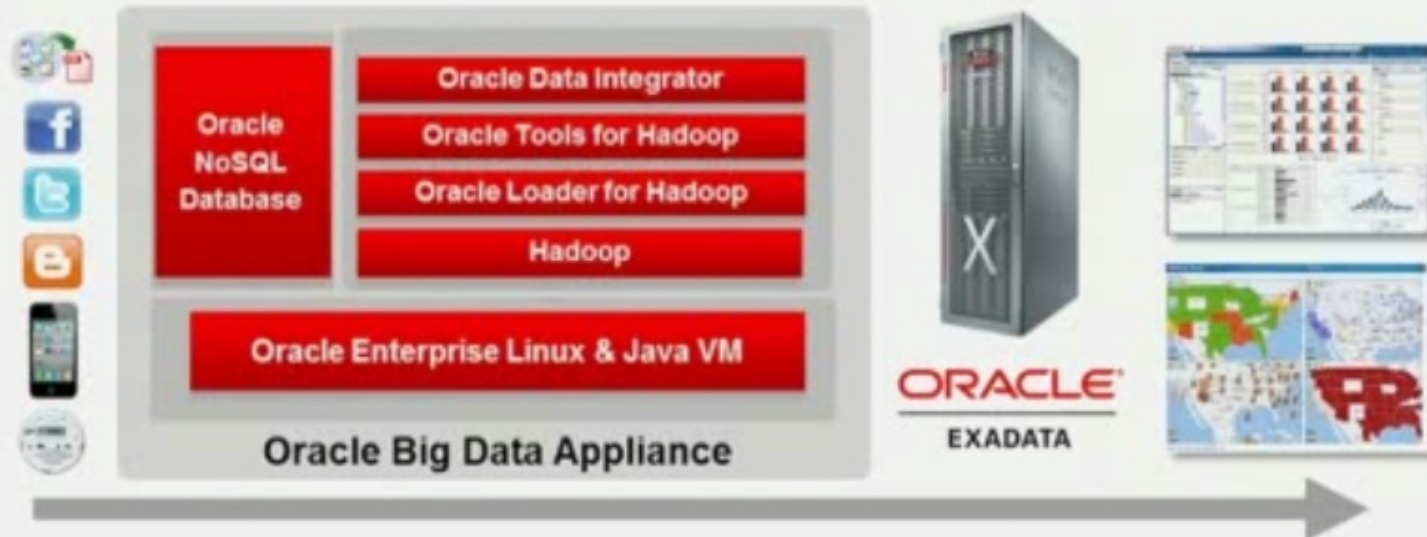
## BIG PROJECT DATA

COMPANIES COLLECT  
**TWO TIMES** MORE DATA  
EACH YEAR THAN THEY  
CAN STORE



# Oracle Big Data Appliance

**New** | Integrated “Big Data” Platform



- Engineered System to Acquire, Organize, Analyze “Big Data”
- Super-Fast – Massively Parallel Processing & Loading into Oracle
- Complete – Software engineered with Hardware

ORACLE®

## Sistemas Integrados

---

# SuperCluster

**ANNOUNCING**

# SPARC SuperCluster

Engineered Systems  
Powered by SPARC and Solaris



**ORACLE®**



# Engineered Systems & Appliances

Meet the New Family Member

## Purpose Built



Exadata

ORACLE DATABASE 11g



Exalogic

ORACLE FUSION MIDDLEWARE

## General Purpose



SPARC SuperCluster

ORACLE FUSION MIDDLEWARE

ORACLE DATABASE 11g

ORACLE SOLARIS

ORACLE®

## Oracle Parallel Everything vs. IBM's Fast CPU Core

SPARC T4 Faster than P7 for Java – P7 Faster for Integer Arithmetic

	SPARC SuperCluster	IBM P795	SPARC SuperCluster Advantage
Processors	128	32	4X
Compute Cores	1024	256	4X
Raw Storage Capacity	1,584 TB	768 TB	2X
Flash	69 TB	9.3TB	7.4X
Storage Bandwidth	336 GB/s	44 GB/s	7.6X
Storage IOPS	9,600,000	1,200,000	8X

ORACLE

**ORACLE** Platinum Partner



# SPARC SuperCluster Beats IBM

Much Better Performance – Much Lower Cost

2x faster than  
IBM's Fastest Computer

1/4<sup>th</sup> the price

8x better price performance



VS



ORACLE

## Sistemas Integrados

---

- **DBAppliance**
- **Exadata v3.**
- **Exalytic**
- **Exalogic**
- **Oracle Big Data Appliance**
- **SuperCluster -- 5X faster**

# Objetivos Iniciales

# Objetivos (mantra) de los Sistemas Integrados.

---

**10x the Performance.  
10x the Value.**



# 10x Value

---

- **Administración integrada**
- **Eliminar el testing que tiene que hacer el cliente**
- **Aumentar Confiabilidad (Reliability)**
- **Aumentar habilidad para integrar lo existente.**

# Lo único de Oracle

---

- **La única compañía que tiene todo el stack.**
- **Un solo equipo de ingeniería (liderado por Larry Ellison).**

# Porque la única

---

**El resto:** Son diferentes compañías las que hacen cada componente:

- Storage
- Memorias
- Procesadores
- Servidores
- S.O.
- Virtualizaciones
- DB
- Application Server
- Apps.

**Oracle lo hace todo (casi). Es la única que lo puede y quiere hacerlo.**

# The Unique Oracle Advantage

Hardware and Software Engineered to Work Together





## Ejemplos de Logros de esta ingeniería

---

- **24x7 testing**
- **Mejoras en Virtualizacion**
- **Mejoras en SO.**
- **Mejoras en Storage**

# Resumen: Sistemas Integrados

---

## 5 Especializados

- **DBAppliance**
- **Exadata v3.**
- **Oracle Big Data Appliance**
- **Exalytic**
- **Exalogic**

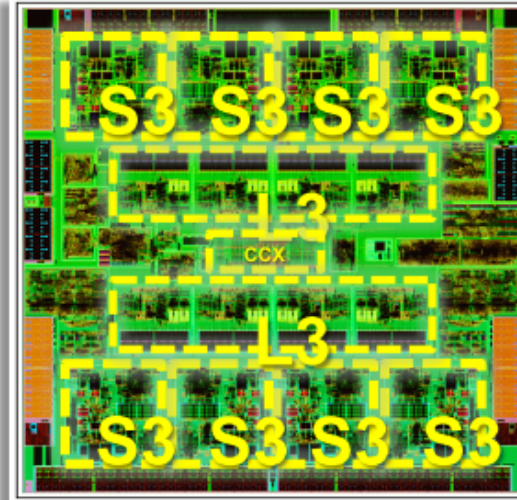
## 1 Propósito General

- **SuperCluster -- 5X faster –General Purpose.**

# Productos de Stack

# SPARC T4 : The Fastest-ever SPARC Processor

3 GHz



- 8 SPARC S3 cores  
 - 8 threads each
- Shared 4 MB Level 3 Cache
- Two dual-channel DDR3-1066 memory controllers
- Two PCI-Express x8 2.0 ports
- Two 10G Ethernet ports

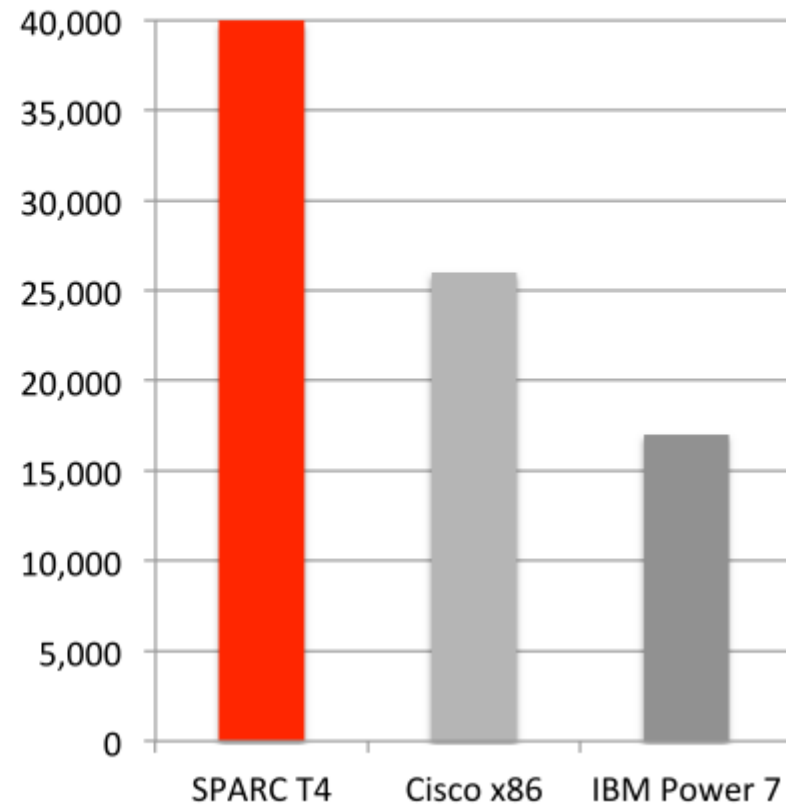
T4 es 2.4 veces mas rapido que IBM Power 7.

# World Record SPECjEnterprise

*Fast Java and Oracle 11g on SPARC T4-4 beat IBM Power7*

- 4x SPARC T4-4 application, 2x SPARC T4-4 database tier
- Achieved 40,104.86 SPECjEnterprise2010 EjOPS@Standard
- **2.4x faster** than IBM Power7
- Oracle's system focus gives more than IBM's "per-core focus"
- **1.5x faster** than Cisco x86

Application Tier	DB Tier	JOPS@standard	Database	Ver
4x T4-4	2x T4-4	40,104.86	Oracle11g	9.0
2x Cisco B440 M2	Cisco C460 M2	26,118.67	Oracle11g	9.0
IBM Power7 780	IBM 750E	16,646.34	DB2 9.7	9.0

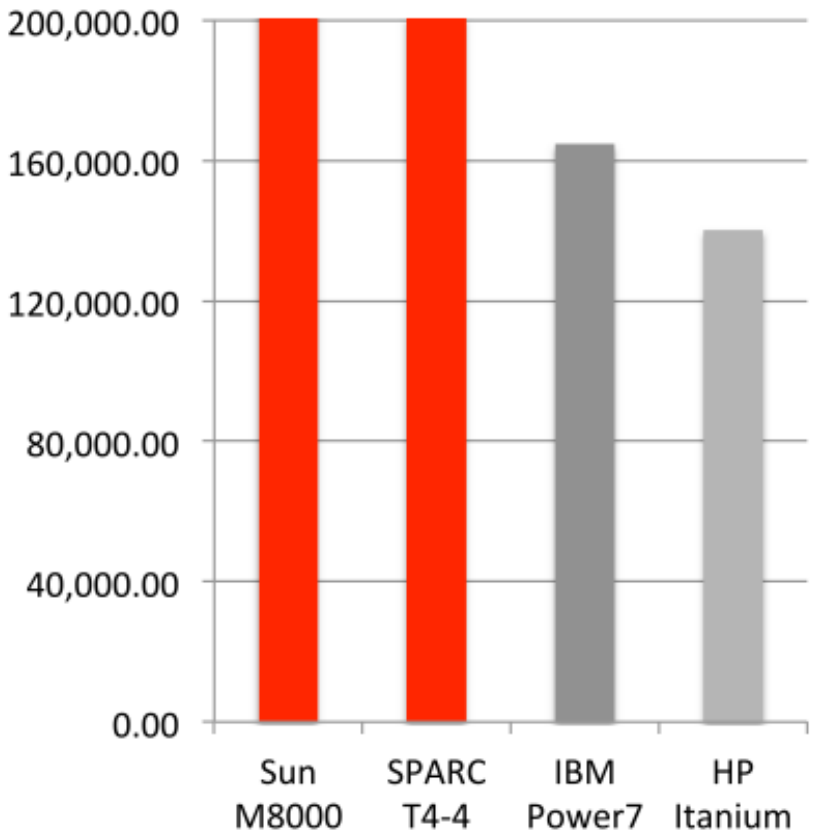


# 1TB TPC-H T4-4: Beats Power7 & Itanium

*Disproves IBM's Claims of 4:1 Core Perf Advantages*

- T4-4 **22% faster** than IBM Power7 780 4.14GHz that uses twice as many processors
- T4-4 has better \$/perf than IBM
- T4-4 **3.6x faster** on database refresh

System	#proc.core	QphH	\$/QphH	Avail	Database
Sun M8000	16, 64	209,533.6	\$10.13	9/22/11	Oracle 11g
Sun T4-4	4, 32	201,487.0	\$4.60	NOW	Oracle 11g
IBM Power7 780	8, 32	164,747.0	\$6.85	3/31/11	Sybase
HP Superdome	16, 64	140,181.0	\$12.15	10/20/10	Oracle 11g



# Linux



# Oracle Linux

Fast, Modern, Reliable and Optimized

ORACLE®





## Oracle Linux Overview

- Unbreakable Enterprise Kernel is the default kernel with Oracle Linux
  - Open source and free to download
- Red Hat Compatible Kernel is also available
- Latest release is Oracle Linux 6.1
- Support pricing is same regardless of which kernel you use
- **Oracle recommends using the Unbreakable Enterprise Kernel**

ORACLE®

## The Unbreakable Enterprise Kernel

- Fast, modern, reliable
- Used by Exadata and Exalogic for extreme performance
- Brings the latest Linux innovations to customers
- Release 1 is based on kernel 2.6.32
  - Plus brand new optimizations from Oracle that are all open source
- Available in both Oracle Linux 5 and Oracle Linux 6
- Existing applications run unchanged

ORACLE



# Zero Downtime Updates

ORACLE® | Ksplice®

ORACLE®

ORACLE® Platinum  
Partner

# We Solve This Problem in Oracle Linux!

## Zero Downtime Updates with Ksplice

- Ksplice lets you install important kernel updates with:
  - No downtime
  - No disruption
  - No rebooting
  - While applications are running
- Only Oracle Linux offers this capability



**Ksplice Zero Downtime Updates Now Available to Oracle Linux Premier Support Customers; No additional Cost**

ORACLE®

# Oracle Management Pack for Linux

## Integrated Apps to Disk Management

- Included free with Oracle Linux Basic and Premier support levels
- Linux server management features :
  - Remote Administration
  - Configuration Management
  - Linux Patching
  - Bare Metal OS Provisioning
  - Cloud Control Integration
  - OS Performance Monitoring
  - Policy Management

# Oracle Clusterware

## High Availability

- Cluster software groups individual servers to cooperate as a single system:
  - Enables high availability and business continuity;
  - Helps ensure the protection of an application, Oracle or third-party;
- Included with Oracle Linux Basic and Premier support levels at no additional charge

# Oracle Database Smart Flash Cache

## Integration with Oracle Linux

- Feature of Oracle Database 11g Release 2
- Increases the size of the database buffer cache without having to add RAM to the system
- Available flash memory acts as second level database buffer cache
- Improves performance by eliminating physical disk reads, especially for read intensive application
- Only available on Oracle Linux and Oracle Solaris



# Oracle Linux Support

Enterprise-Class, Global, 24x7 Linux Support



# Support & Pricing Comparison

	<b>ORACLE<sup>®</sup></b> Oracle Linux Premier	Red Hat Enterprise Linux Server Premium*
Access to Updates and Patches	✓	✓
24x7 Phone and Web support	✓	✓
No Forced Upgrades to Obtain Bug Fixes	✓	
Lifetime Support	✓	
Integrated Management and Monitoring	✓	
Clustering Software and File System	✓	
Zero Downtime Updates with Ksplice	✓	
Comprehensive Legal Indemnification	✓	
<b>Pricing</b>	<b>\$2,299</b>	<b>\$6,498</b> (2 X \$3,249 per socket pair) <b>ORACLE<sup>®</sup></b>

VMM

# Oracle VM Server Virtualization

- Available for both x86 and SPARC
- Virtualization solution for both Oracle and non-Oracle applications
- The only x86 server virtualization software supported and certified for all Oracle software



- Free to download
- Enterprise-quality support
- Real-world deployment testing
- Risk-free virtualization



## Oracle VM 3.0

### Application-Driven Virtualization

- Transform the way you deploy and manage applications
- Suitable for all datacenter workloads
  - Linux, Solaris, and Windows
- Engineered for Oracle
- Lower Cost

**Oracle VM**  
**4X More Scalable**

**VMware**  
**4X More Expensive**

ORACLE®

# Lower Cost: Oracle VM 3.0 vs. VMware vSphere5

250 2-Socket Servers for 3yrs, 96GB vRAM per server

	Oracle VM 3	VMware vSphere5
Virtualization:	Oracle VM (2-socket system, Premier Support, unlimited VMs, unlimited vRAM) License - \$0 Support - \$599 / server / yr	VMware vSphere5 Enterprise Plus Edition (per socket, 96GB vRAM) License - \$3495 x 2 sockets = \$6990 Support (Production) - \$874 x 2 = \$1748/yr
Management	Oracle VM Manager License - \$0 Support - \$0	VMware vCenter Server Standard License - \$4995 Support - \$1249 (1yr Production SnS / instance)
Total Cost (Annual)	License: \$0 Oracle VM (annual): \$149,750	VMware Lic (perpetual): \$1,752,495 VMware Support (annual): \$438,249
Total Cost (3 Years)	<b>\$499,250</b>	<b>\$3,067,242 (6.1X Oracle)</b>

What could you do with the \$2,567,992 you save with Oracle VM 3.0?

ORACLE

# Java

## Java 7

---

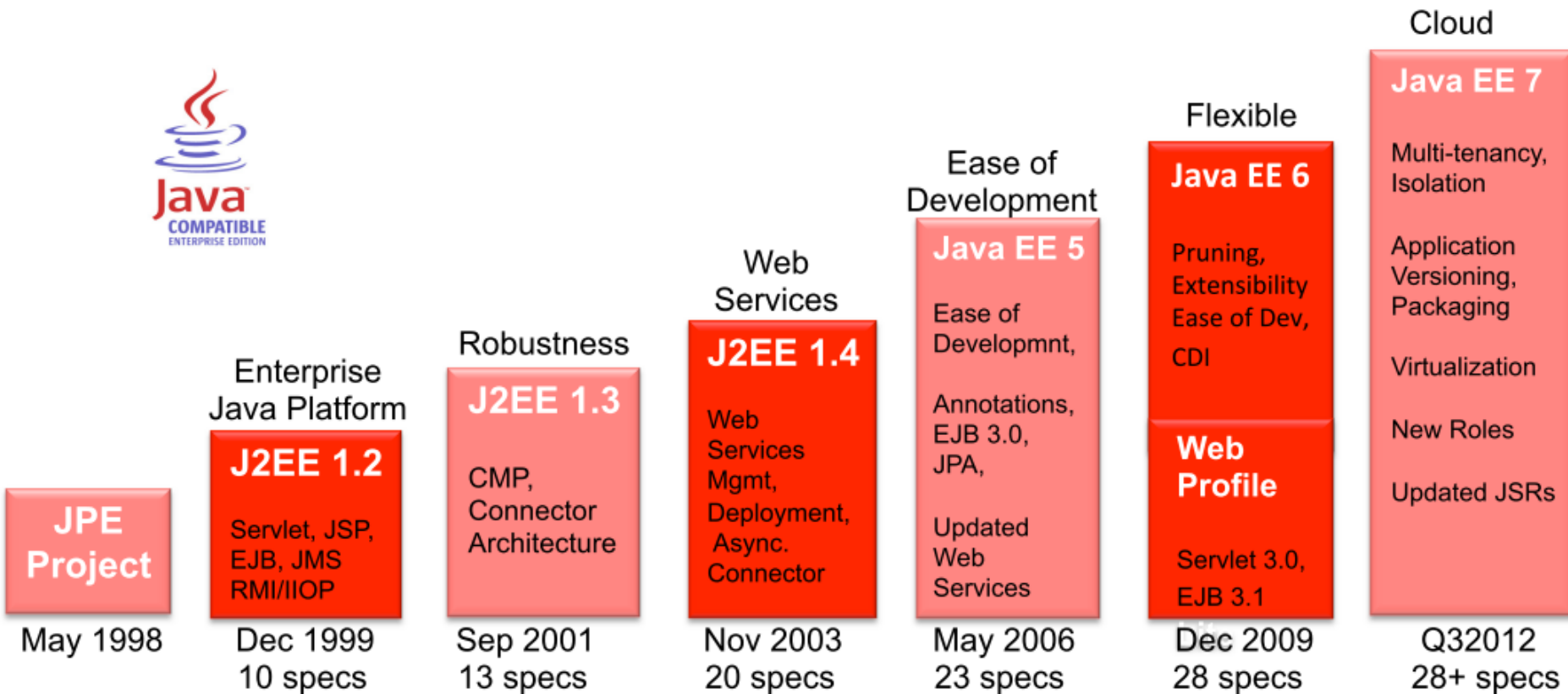
**JavaFX tanto en un iPad como en un Samsung Galaxy sobre Android.**

**HTML5 para llevar Java a los dispositivos sobre plataforma iOS.**

**JavaFX, que será open source,**

**consolidar su plataforma Java ME (Micro Edition), utilizada para la integración de lenguaje Java en móviles, con Java SE (Standard Edition)**

# Java EE Past, Present, & Future



ORACLE®



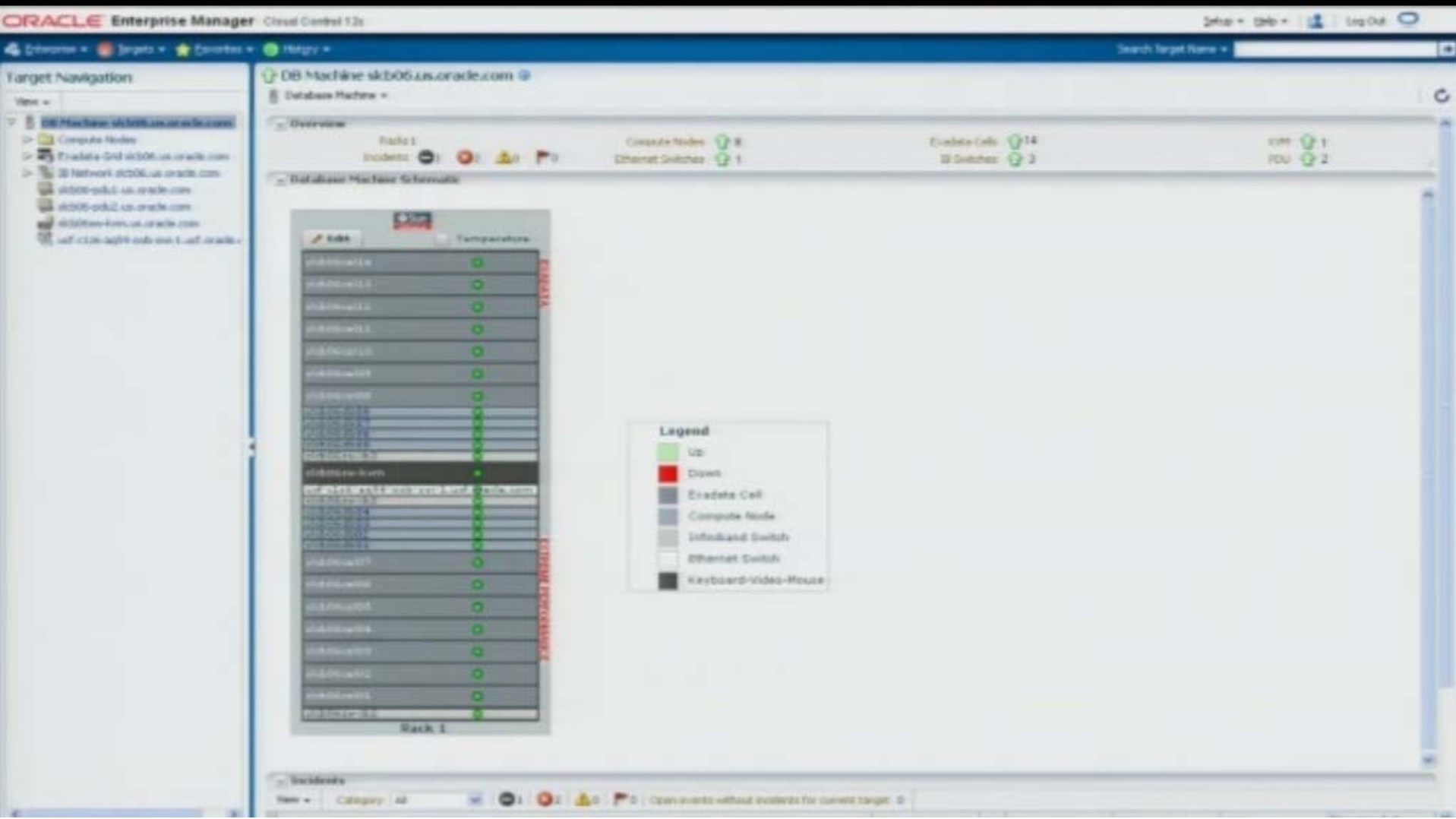
12c

# Enterprise Manager 12c

---

- **3 años de desarrollo.**
- **+200 funciones adicionales**
- **500+ enhancements**

# Enterprise Manager 12c

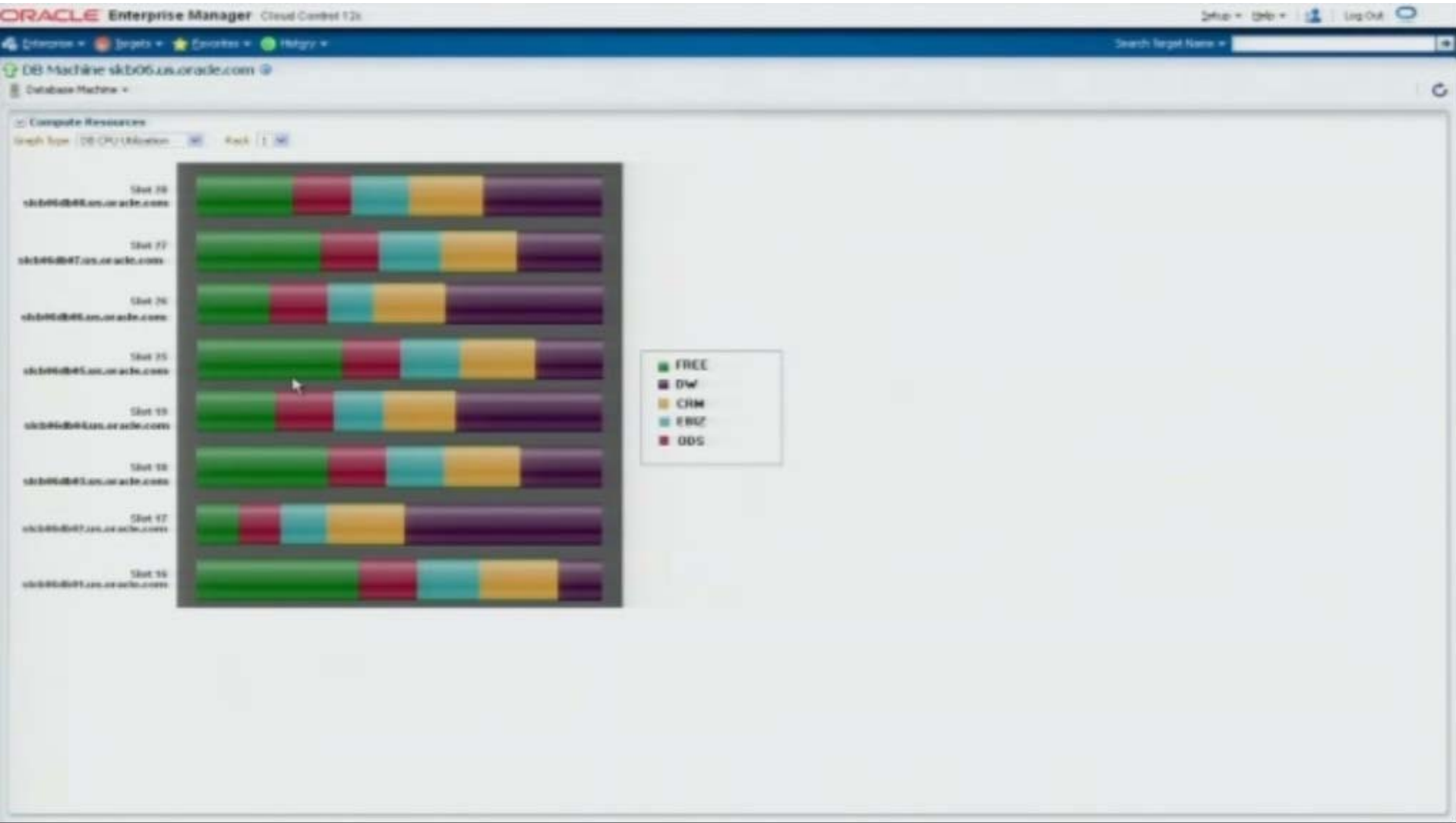


# Enterprise Manager 12c

The screenshot displays the Oracle Enterprise Manager 12c interface for a target named 'IB Network skb06.us.oracle.com'. The interface is divided into several sections:

- Overview:** Shows the status of the network. It indicates 3 switches, 8 compute nodes, and 14 cables, all with a green status icon.
- Throughput:** Displays network performance metrics. The total network throughput is 117.09 Mbps. A table shows link types and their average, lowest, and highest throughput values.
- Switches:** A table lists the switches and their port details. The switches are 'skb06w-82.us.oracle.com' (Spine) and 'skb06w-83.us.oracle.com' (Normal). Each switch has a grid of 24 ports, with a legend indicating Normal Ports (grey), Degraded Ports (red), Ports with Errors (yellow), and Available Ports (white).
- Nodes:** A table lists the nodes connected to the network. The nodes are 'skb06w82.us.oracle.com', 'skb06w83.us.oracle.com', 'skb06b01.us.oracle.com', and 'skb06w81.us.oracle.com'. Each node has a green status icon and is associated with an HCA (Host Channel Adapter) and an IP address.
- Incidents:** A section for viewing incidents. It shows a summary of incidents and a table with columns for Target, Severity/Status, Escalation level, Type, and Time since last update. The summary indicates 'No matching incidents or problems found'.

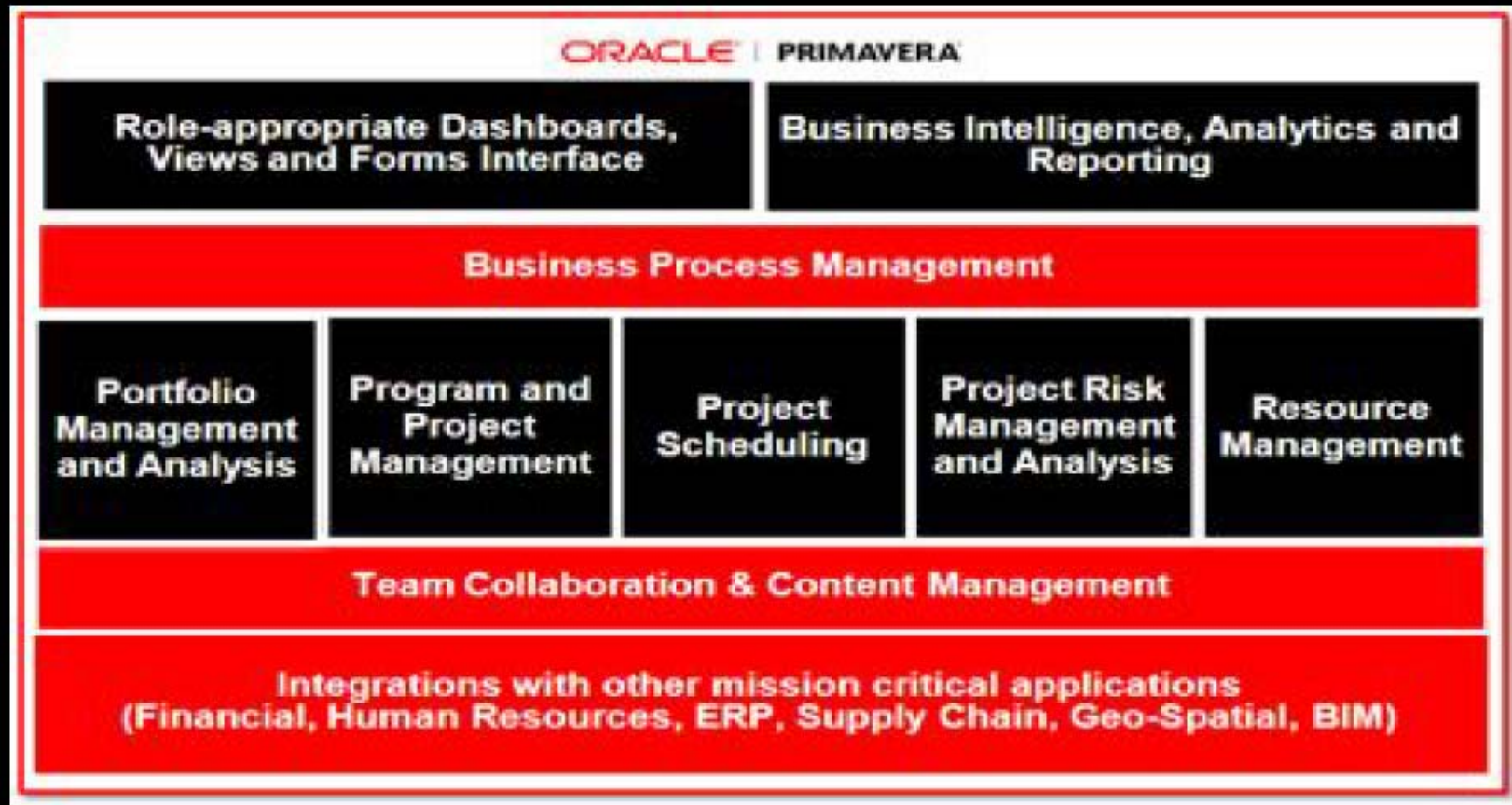
# Enterprise Manager 12c



# Primavera

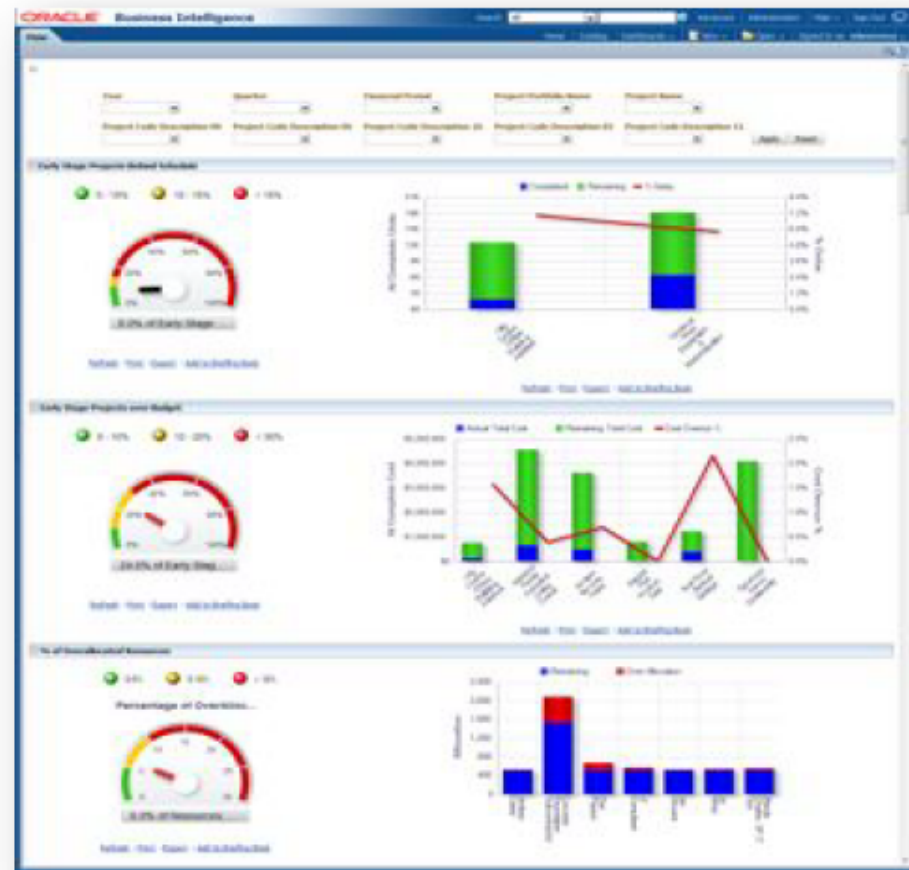
Primavera

# 1. Complete, Integrated, Modular, Verticalized



# PRIMAVERA ANALYTICS

- Combination of P6 ERD & Oracle Business Intelligence (BI) Suite
- Out of the box interactive dashboards
  - ad-hoc report
  - dashboard creation
  - business users



ORACLE

**ORACLE** Platinum  
Partner



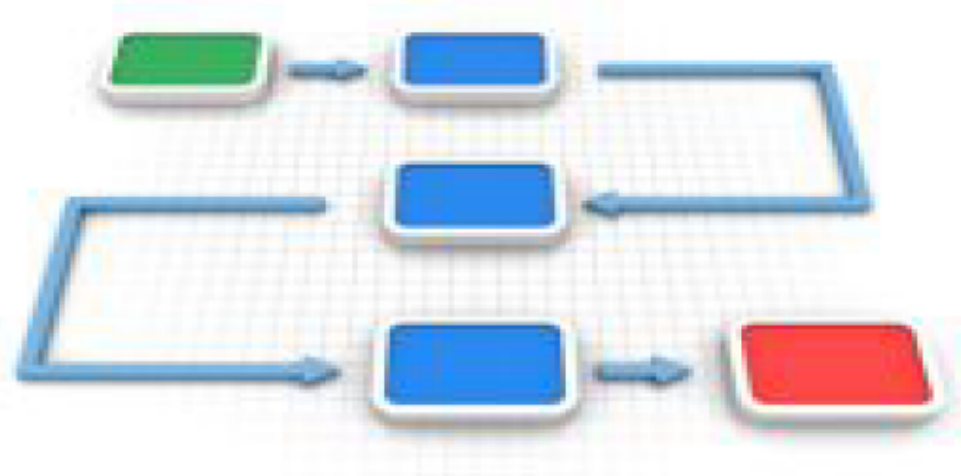
## TEAM MEMBER IPHONE APP

- Get assignments
- Report progress
- Send a picture
- E-mail
- Approval steps
- Native iOS app



# BUSINESS PROCESS AUTOMATION

- P6 8.x
  - Oracle BPM
  - Graphical workflow
- CM 14
  - Web Services
- OPPM 9.x
  - Graphical workflow
  - Approval processes
  - Web services



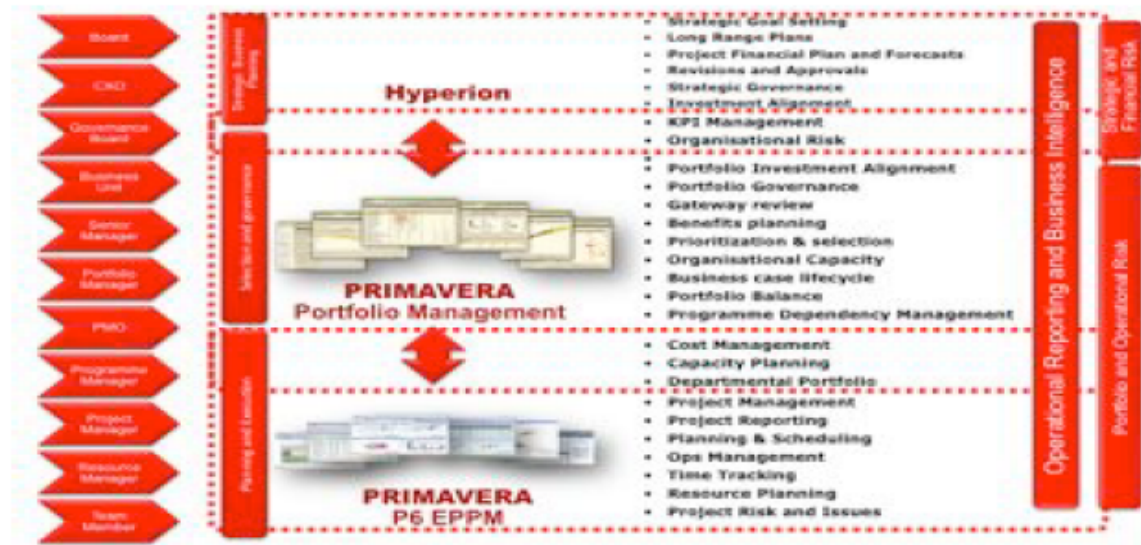
# INTELLIGENT EMAIL INTEGRATION

- Get assignments
- Report progress
- Cross-platform
  - Mobile
  - Tablet
  - Computer
- Offline

Project: Center City Office Building Addition	
<a href="#">Update this task</a>	
<b>Excavation</b> WBS: Foundation Status: Not Started Finished (Y/N):	Start: 2011-May-02 Finish: 2011-Jun-02 Time Spent: 0d Time Left: 24d
Project: Haitang Corporate Park	
<a href="#">Update this task</a>	
<b>Concrete Foundation Walls</b> WBS: Foundation Status: In Progress Finished (Y/N):	Start: 2011-May-02 Finish: 2011-Jun-02 Time Spent: 0d Time Left: 24d
<a href="#">Update this task</a>	
<b>Excavation</b> WBS: Foundation Status: Completed Finished (Y/N):	Start: 2011-May-02 Finish: 2011-Jun-02 Time Spent: 0d Time Left: 24d

# INTEGRATED INTO THE ENTERPRISE

- Integrated business flows with:
  - EBS Projects
  - Oracle EAM
  - JDE
  - PeopleSoft
  - Fusion
  - SAP



# Fusion Apps

# Oracle Fusion Applications 11g

## *NOW GENERALLY AVAILABLE*

ORACLE

**ORACLE** Platinum  
Partner

# Fusion Apps

---

- **5 años de desarrollo**
- **SaaS o OnPremises o hibrido**
- **Hecha en Java** (todas las otras ofertas SaaS no están en lenguajes estandares sino propietarios)
- **iPad ready.**
- **BI embebido**
- **Web 2.0 embebido**



## The Driving Force: A New Inflection Point

### Applications Platform

Standards

SOA

### User Experience

Web 2.0

Embedded  
Intelligence

### Technology Adoption

Cloud/SaaS

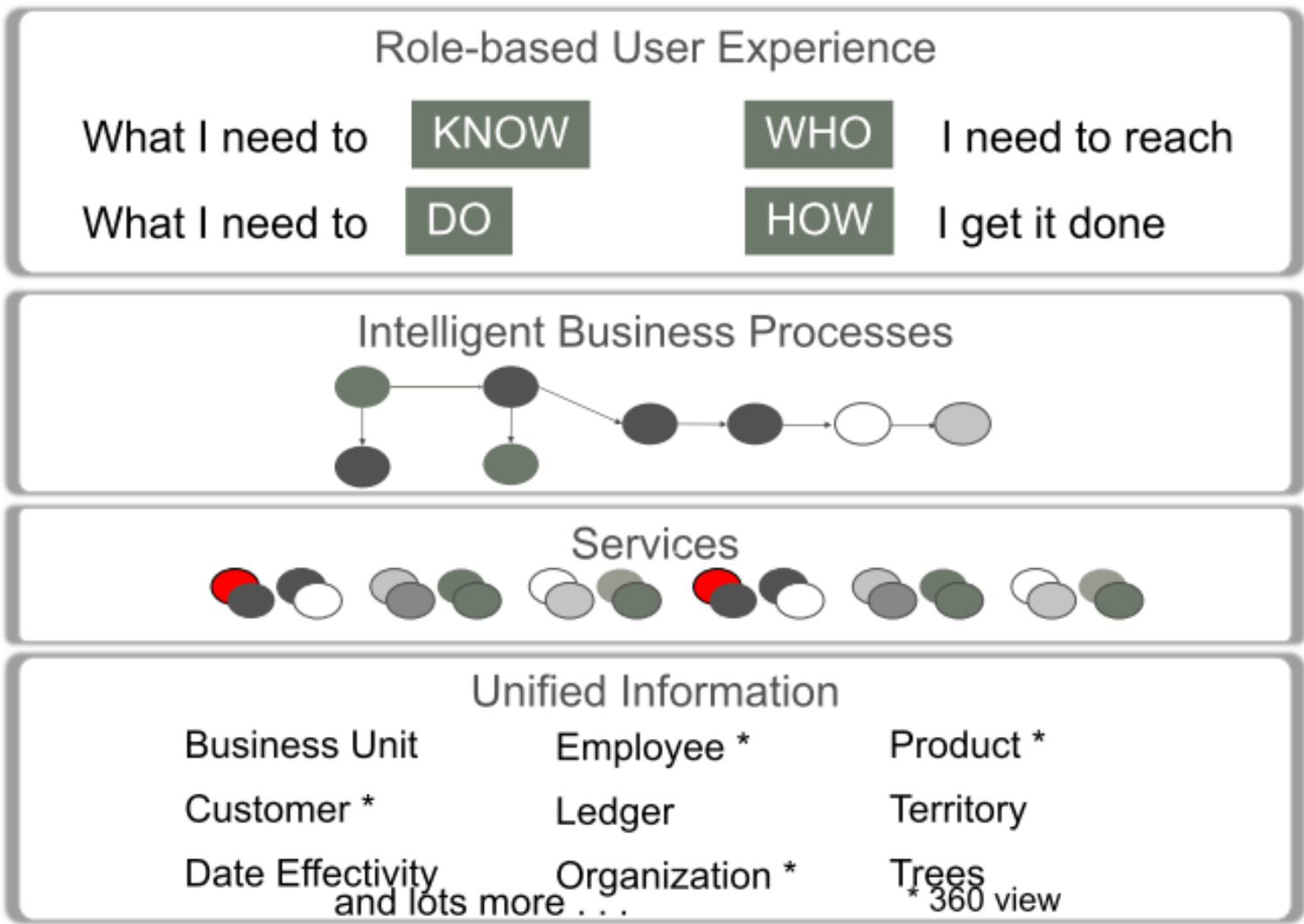
Modularity

ORACLE

**ORACLE** Platinum  
Partner

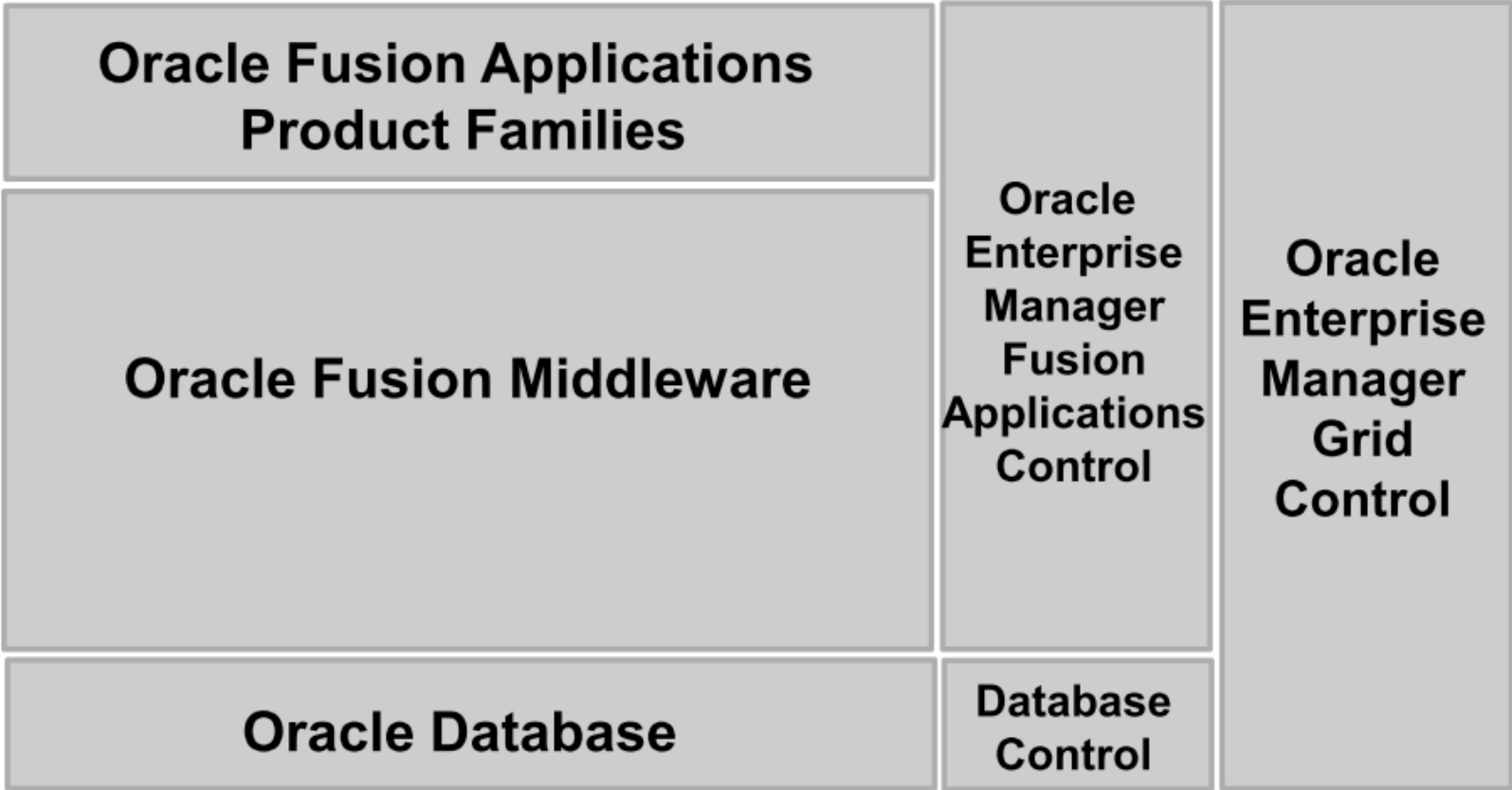


# Fusion Applications Structure



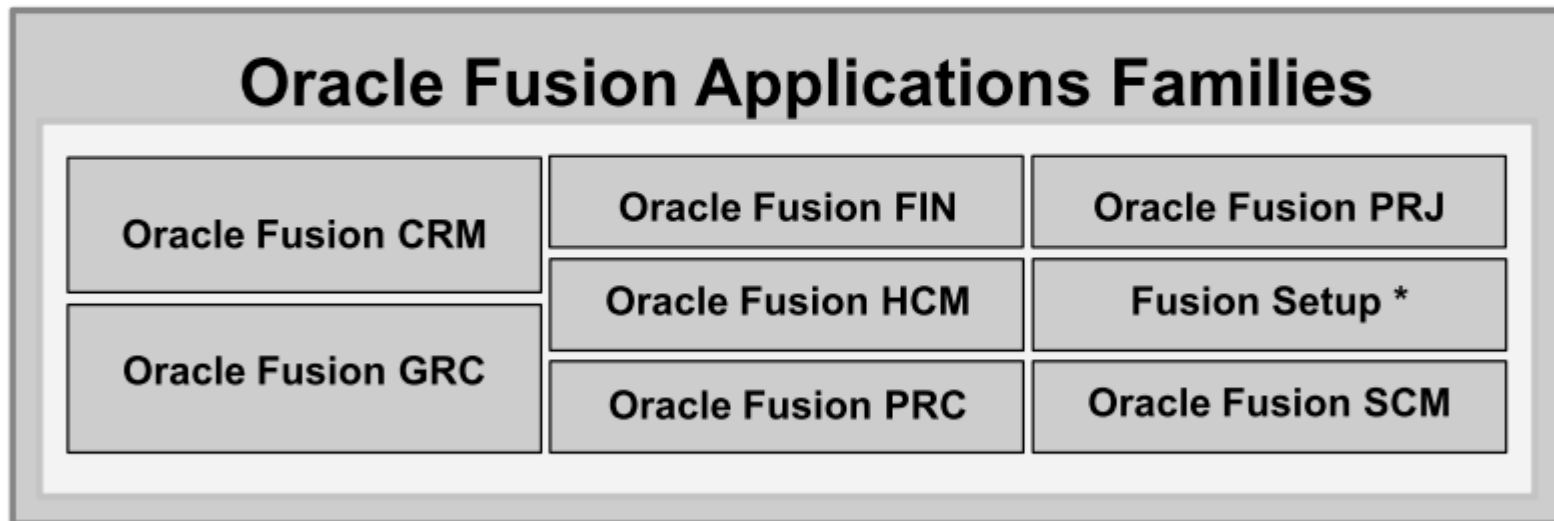
# Oracle Fusion Applications Architecture

## Overview



# Oracle Fusion Applications Architecture

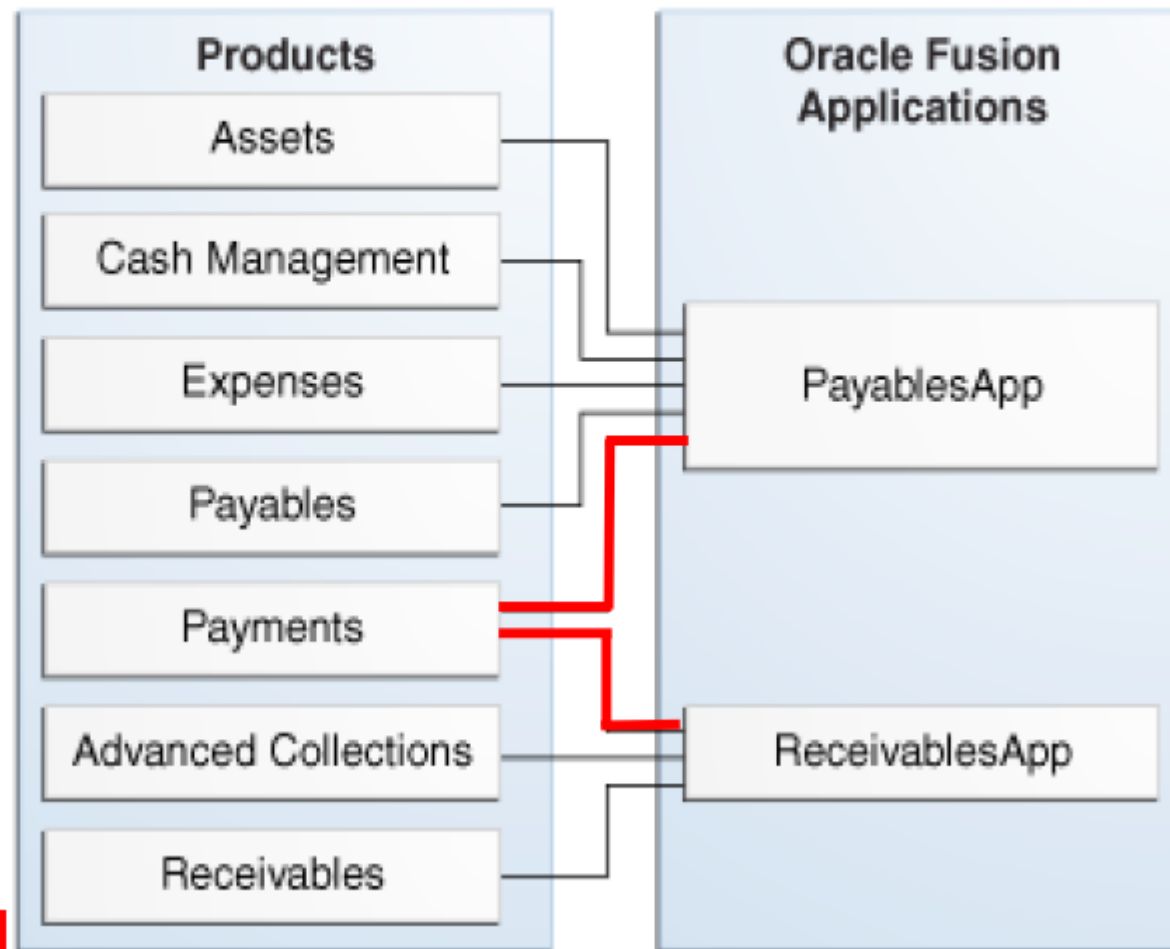
## Product Families – Overview



*\* Oracle Fusion Setup is a special product family for supporting the other product families*

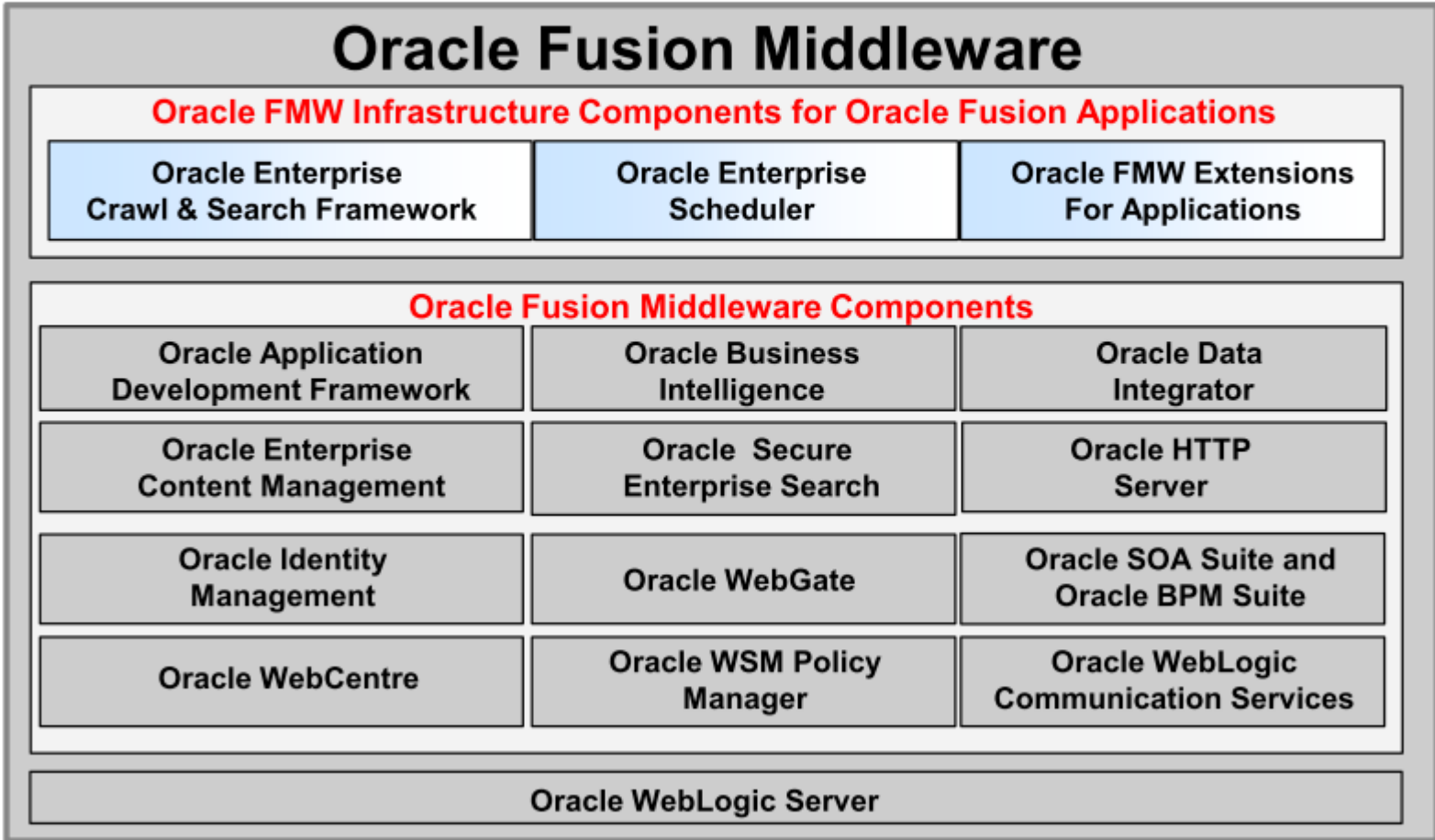
# Oracle Fusion Applications Architecture

Example of Oracle Financial Product Family



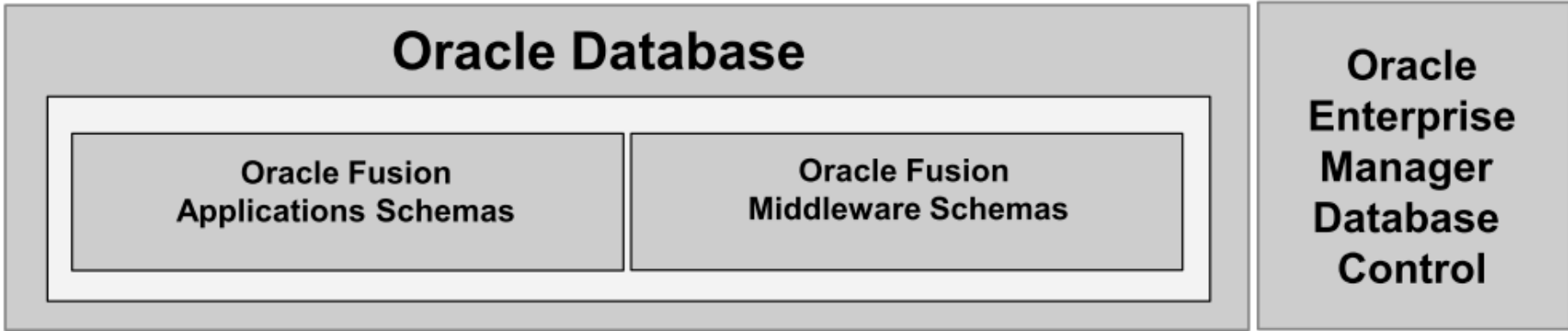
# Oracle Fusion Applications Architecture

## Oracle Fusion Middleware Infrastructure - Overview



# Oracle Fusion Applications Architecture

## Oracle Database - Overview



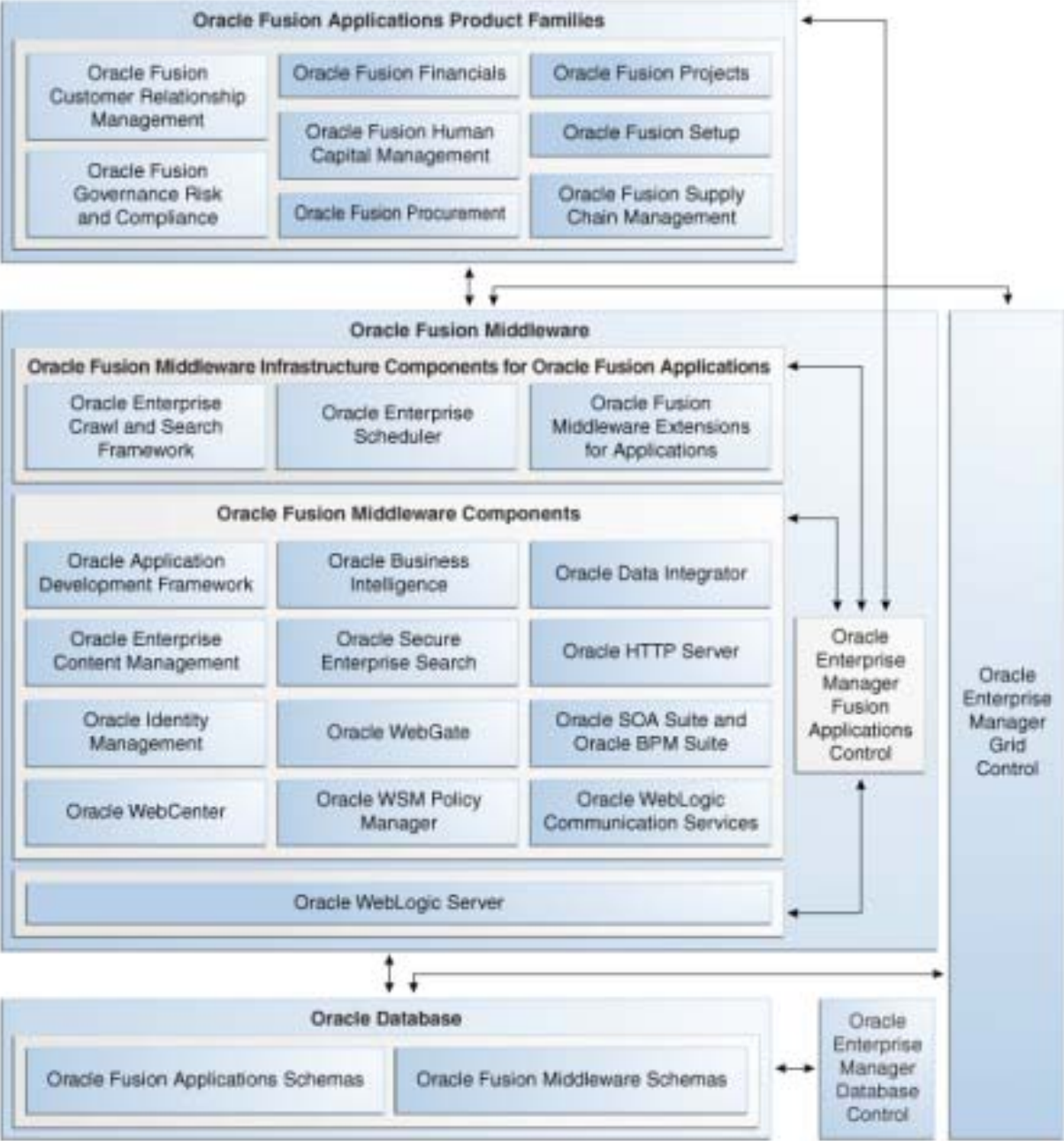
# Oracle Fusion Applications - Technology Stack

## Fusion Application Middleware & Database Components

- Oracle Database
- Oracle WebLogic Server
- Oracle WebLogic Communication Services
- Oracle Identity Management
- Oracle WebCenter
- Oracle Business Intelligence
- Oracle SOA Suite
- Oracle Data Integrator
- Oracle Application Development Framework - ADF
- Oracle Jdeveloper
- Oracle HTTP Server
- Oracle HTTP Server WebGate
- Oracle Web Services Manager Policy Manager
- Oracle Enterprise Content Management Suite
- Oracle Secure Enterprise Search

ORACLE®

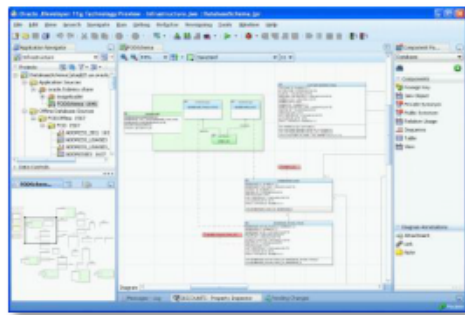
ORACLE® Platinum  
Partner



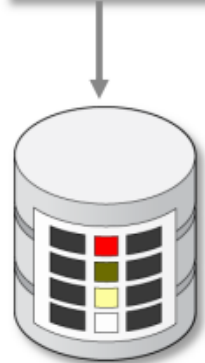


# Data Model Design

## Unified and Integrated Data Model



Visual Schema  
Designer



Industry & Locale Specialization

Application Seed Data

Application Metadata

Reporting & Analytic Views

Transactional Tables

- Unified superset data model
- Unifies the best from: PeopleSoft, Siebel, E-Business Suite, JD Edwards
- Flexible Hierarchy Modeling - Tree
- Logical Data Striping - SetID
- Flexible Data Model – FlexFields
- Strong date effectively model
- Seed data: customizable by industry, locale..
- Built using JDeveloper and we store the data model in Metadata

# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- **RedPartner – porque elegirnos.**
- Resumen y Conclusiones



¿ Porque trabajar con redPartner ?

redPartner®

# redPartner S.A.

Fabrica y Distribuye software empresarial, y ofrece a sus más de 700 clientes, servicios de consultoría, capacitación en IT y soporte técnico 24x7.

redPartner ha crecido 400% en los últimos 4 años y tiene oficinas en Quito, Guayaquil y Lima. redPartner tiene certificación ISO 9001:2008.

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# 1) Nuestra razón de existir

---

# Nuestros Clientes !!!



## 2) Nivel de Especialización

---

□ **Único** Partner en  
*Ecuador y Colombia*  
con Membresía  
Platinum.

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---



[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---

# CINCO - 5

Especializaciones:

1. Database 11g,
2. Real Application Cluster (RAC),
3. Seguridad,
4. Performance Tuning,
5. Business Intelligence.

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---





## 2) Nivel de Especialización

---

**ORACLE®**

**Platinum  
Partner**

---

**Specialized  
Oracle Database**

**ORACLE®**

**Platinum  
Partner**

---

**Specialized  
Oracle Real Application  
Clusters**

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---

**ORACLE®**

**Platinum  
Partner**

---

**Specialized  
Oracle Database 11g  
Performance Tuning**

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---

**ORACLE** Platinum  
Partner

---

**Specialized  
Database Security**

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---



**Specialized  
Oracle Business Intelligence  
Foundation**

BeAnalytic

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



ISO 9001  
Sistema de Gestión de  
Calidad Certificado

## 2) Nivel de Especialización

---

□ Altos niveles de madurez de nuestros ejecutivos.

- (7 Gerentes son ex-gerentes de Oracle).
  - No le vendemos lo que no es
  - No le cobramos mas
  - Buena Arquitectura

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

---

Altos niveles de **madurez profesional** y de **alta especialización** de nuestros consultores

- Masters of Science
- Único Oracle Certified Master de Hispanoamérica
- Varios OCPs
- Certificados en nuestras especializaciones y las que estamos en proceso.

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



## 2) Nivel de Especialización

### --Resumen

---

- Platinum Partners
- Cinco (5) especializaciones
- Experiencia de +20 años: Gerencia con altos niveles de madurez
- Expertos certificados por Oracle Corporation



### 3) Calidad en nuestros productos y servicios.

---

- Certificados en ISO 9001 – 9008 – 4to año.
- En proceso de certificación CMMI.
- Mejores prácticas y metodologías probadas aplicadas en todos nuestros productos y servicios.





## 4) Compromiso como Compañía

---

- Las relaciones con nuestros clientes son a largo plazo.
- El éxito de nuestros clientes es nuestro éxito.
- Nos interesa vender soluciones, no productos.

## 5) Trayectoria en el mercado

---

- 15 años en el mercado.
- Mas de 700 clientes.
- Grupo empresarial (Be Analytic, rP Ecuador, rP Perú, Eserv, *HeinsohnTech*).
- El mayor partner de Ecuador en ventas de Tech en FY09, FY10, FY11 -- por tercer año consecutivo.
- Y el mayor de la region Andina FY09, FY10 y el de mayor numero de clientes de Colombia y Ecuador en FY11

# Fabricamos Software

---

- ❑ Software de Alta Tecnologia
- ❑ **Dbtwice** -- Como Dataguard pero para SE y SE1
- ❑ **Audit Visor** -- Como Audit Vault pero para SE y SE1.
- ❑ **Security Health Check** -- Software para foto de estado de cumplimiento de seguridad segun estandares internacionales
- ❑ **Colaborative Forecasting** – Forecast de ventas de grupos

# Nuestros Servicios y productos

---

## Servicios de Soporte:

### Full Technical Service DBA (**Nosotros somos el DBA**),

- tiene componentes como Db remote, 911 Db, Db Admin, entre otros).

### DBA Specialist (Paquete de horas )

## Servicios Especializados:

### Database Health Check

### **Security Health Check**

### Migration Pack

### Impact Tuning (Tecnología y PL/SQL)

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# Nuestros Servicios y productos

---

- Servicios de Consultoría:
  - Automatización de Procesos.
  - Seguridad
  - IT Architecture Study
  - Gobierno de IT
  - Business Intelligence
  - Alta disponibilidad

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# Agenda

- Infografía
- Estrategia de Oracle como Compañía
- Con que ejecutan la estrategia
- Tipos de Anuncios hechos
- Resumen de los anuncios del 2010
- Resumen de los anuncios del 2011
- RedPartner – porque elegirnos.
- **Resumen y Conclusiones**

# Conclusiones

---

Crecimiento de Oracle  
**+33%** (fy10-fy11)

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# Conclusiones

---

## 5 Primeras maquinas especializadas

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---





# Conclusiones

---

Oracle es la única  
compañía que ofrece  
soluciones integradas  
completas

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# Conclusiones

---

# Tecnología desarrollada para productos del Stack

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# Conclusiones

---

RedPartner esta para  
servirlos y servirlos  
bien

[contacto@red-partner.com](mailto:contacto@red-partner.com)

---



# redPartner®



Imagen adaptada - Oracle Corp.

Para mayor información o compras por favor  
contáctenos:

[contacto@red-partner.com](mailto:contacto@red-partner.com)

**(2) 600-7777**

**(2) 254-1000**