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ORACLE®

The New Battlefield: Simplify I.T.

Growth In Data

1.8 Zettabytes of
information in 2011

35 Zettabytes of
information in 2020

**8X growth
since 2005**

**20X growth
per year**

Data Growth Macro Trends and Challenges

Mobile Computing

Mobile devices overtake PCs as main access device for internet by 2013.



More Intelligent Devices

Appliances become data sources



Security

Identity management, insider threats major challenges to locked down systems



Social Networking

Organizations using to recruit, communicate. Potential security threats.



Big Data/Analytics

1200 Exabytes of information created in 2010. 8X growth since 2005.



Cloud Services

> 80% of *new* apps will target the cloud; 2.5% of *legacy* packaged apps will move to the cloud

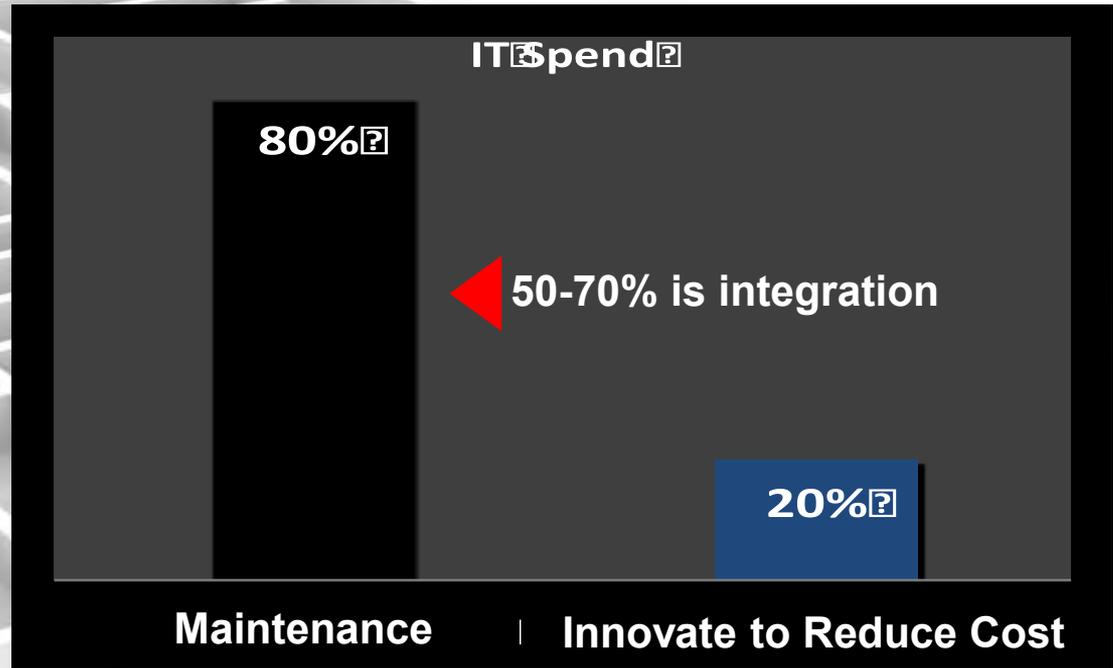


A View Into Enterprise Data

- Lots of Data.....and more coming
- Lots of Legacy Applications, 20 years old
- Lots of Challenges:
 - Security
 - Manageability
 - Shareability
 - Storage
 - Lack of real time analytics
 - Interoperability

Complexity = Cost

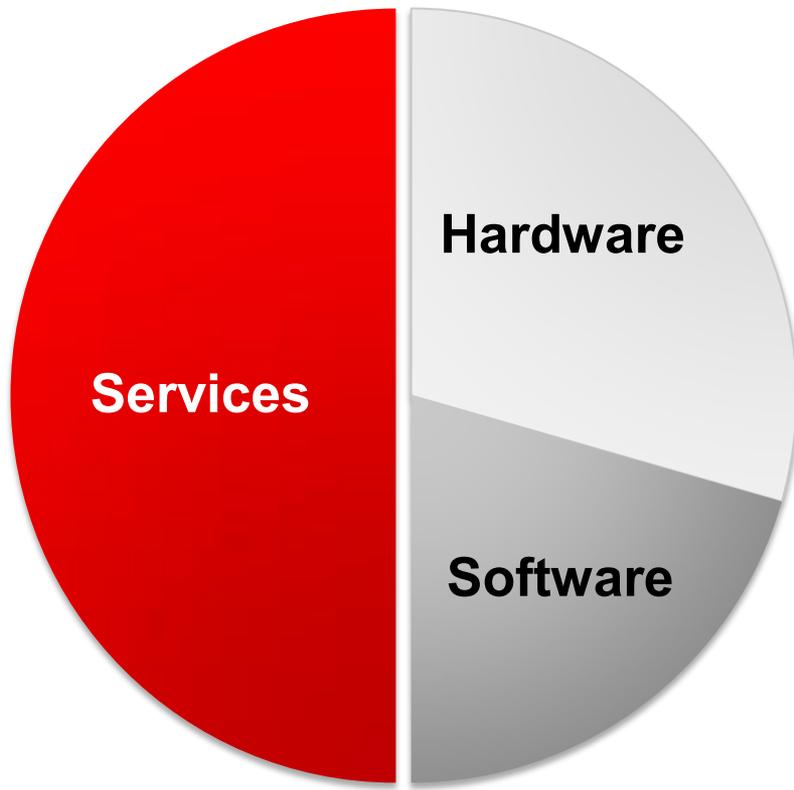
Innovate to Survive



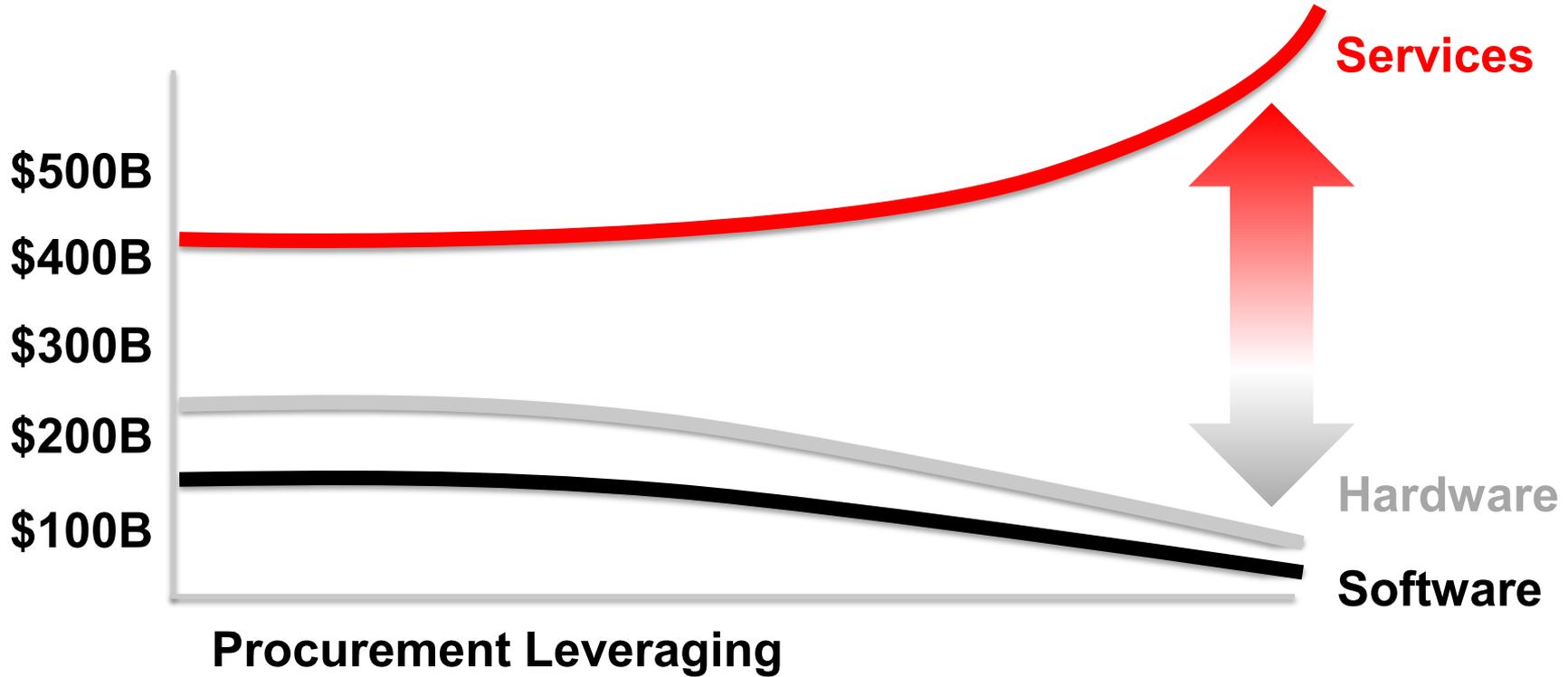
Global IT Spend

**\$850
Billion**

**50% of IT
Costs are in
Services**



Hardware and Software Efficiencies Unrealized in Services



With All of This Data...

Who Should Do Your R & D?

\$13B IT Budget of a Big Bank

15 Years Average Age of Applications

10 Years Average Age of Infrastructure

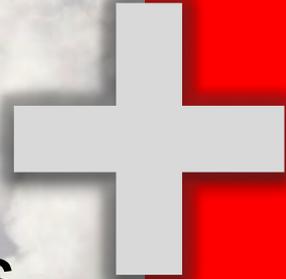
R&D Spend For Top 3 Tech Firms

Oracle	\$5.0B
IBM	\$5.75B
Your Choice of Vendor	\$3.0B

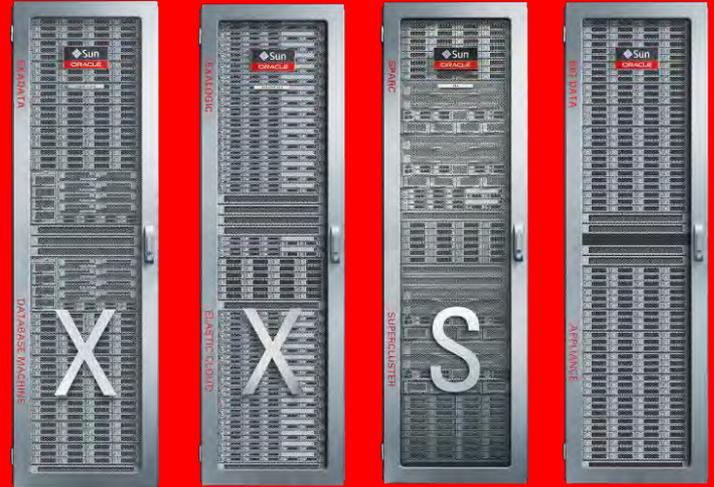
\$13.75 B

Cloud Computing

Federal Government adopts
“Cloud First”
policy



Engineered Systems



ORACLE STRATEGY

SIMPLIFY I.T.

Complete Stack

- Best-of-Breed
- Open
- Interoperability
- Vertical Integration
- Reduced TCO
- Extreme Performance
- Engineered Systems



Complete Choice

- On-Premise
- Private Cloud
- Public Cloud
- Hybrid

SIMPLIFY I.T.

Right Information to Right Person at Right Time

Global Data Center Operations
Simplify, Integrate Here



Logistics/Maintenance
Better, Faster Decisions Here



ORACLE®