



EMC and Oracle Alliance Differentiators

More than a decade of mutual investment

EMC and Oracle have been investing in a global relationship since 1995 to help customers extract the maximum benefit from their information at the lowest cost—at every stage of the information lifecycle. Today, over 55,000 of the world's most successful companies rely on EMC® and Oracle products and services to run their businesses—including 90 of the Fortune 100.

In this day and age, the term “partnership” is frequently trivialized, often consisting of nothing more than news releases, logos on websites, and glossy data sheets. Customers are challenged to sift through the hype and clearly measure the value IT alliances deliver to them.

The EMC Oracle Alliance is the longest standing relationship between Oracle and a storage provider, dating back to 1995 when EMC became Oracle's first storage Global Alliance partner. Through over 12 years of investment, Oracle and EMC have developed a model which can be used by customers as a checklist to determine what tangible deliverables the alliance produces for customer benefit:

Oracle Partnership Status

For years EMC has been a Certified Advantage Partner within the Oracle Partner Program, which is the highest level that can be achieved. As a Certified Advantage Partner, EMC brings to bear twice as many joint solutions and trained resources to customer engagements as other partners and is backed by 24x7 Oracle support and Oracle Sales VP-level sponsorship.

Onsite Dedicated Resources

EMC was the first storage partner to be granted onsite access to Oracle corporate headquarters in Redwood Shores, CA. Today EMC onsite engineers and alliance representatives work hand-in-hand with all cross-functional Oracle organizations including development, support, and executive levels.

Mutual IT Adoption

Perhaps the ultimate litmus test of an alliance is whether or not the partners practice what they preach and run their joint solutions internally. In the case of Oracle and EMC, the two companies have standardized on each other's products to run their own IT operations. Today, Oracle runs over two petabytes of EMC tiered storage to support their three most mission-critical, revenue-impacting applications, including Global Single Instance, Global Mail, and Worldwide Database Development.

EMC has standardized manufacturing and financial application processes on Oracle databases and the Oracle E-Business Suite of Applications.

Oracle Base Product Development

Trial and error of testing new IT projects can be costly and time consuming. To meet the needs of our 55,000 mutual customers, EMC and Oracle jointly test and validate all products prior to release—so customers can avoid the high cost of testing their solutions. EMC technology is used in the development of Oracle11g and future releases. Specifically, EMC SAN and NAS technology is used to support Linux and Windows base development and porting, as well as in Oracle's stress test labs where Oracle software is tested to failure to harden code prior to release.

“Close collaboration between EMC and Oracle is critical to ensure that all underlying data relationships and links are properly maintained during Oracle data archiving. By working together, Oracle and EMC are helping customers improve production system performance while exploiting cost-effective options to store and manage data based on the access requirements of the business.”

David O'Neill, VP, Technology/Business Development Consulting at Oracle

In addition Oracle Global Mail is used by Oracle as the very first production installation in the world of any new database release. This environment runs on EMC CLARiiON® storage.

Unique Levels of Product Integration

Perhaps the largest cost component of any IT environment is associated with management headcount and efficiency. For Oracle customers, this most often involves bridging the management gap between DBAs and storage administrators. To address this, Oracle worked with EMC to develop EMC platform “plug-ins” as part of the Oracle Enterprise Manager software suite.

These plug-ins empower Oracle DBAs with monitoring and analysis capabilities of EMC platforms, improving their efficiency in managing and tuning the Oracle database for optimal performance and capacity planning.

Joint Service Offerings and Solutions

Recognizing many customers do not have the in-house expertise to deploy end-to-end solutions themselves, or perhaps are seeking the fastest, lowest-risk deployment possible—Oracle and EMC have developed a suite of joint service offerings designed to provide customers joint assessment, design, installation, and training on Oracle and EMC products for both the Oracle database and applications.

EMC has the broadest services portfolio of any storage partner today. These solutions break down the deployment lifecycle into manageable steps for customers and help lay a progressive strategy to rapidly deploy and continually reduce and control costs over time.

Joint Customer Demonstration Centers

As part of the overall IT purchase evaluation cycle, many customers wish to see live demonstrations prior to making a decision. With this in mind, EMC has invested millions of dollars in technology in Oracle's customer-facing live technology centers in Atlanta, GA and

Reston, VA. Likewise, EMC hosts a live technology center at EMC Corporate Headquarters in Hopkinton, MA. At any of these facilities, customers can hear from EMC and Oracle engineering experts and see live demonstrations of all Oracle and EMC best practices and services.

“EMC Consulting helped us understand what ILM could do for us, and we definitely wanted to adopt it. That expertise along with the visit to Oracle’s Technology Center helped get everyone—from the Oracle and SQL DBAs to the storage and server administrators—on the same page to see how it all could be used. We were excited to learn that EMC had co-developed a joint proven solution with Oracle to optimize database layout and performance.”

Fran LoPresti, Director of Database Services, Magellan Health Services, Inc.

Joint Support Center

No matter how much testing, integration, and joint service partners provide, customer issues can arise. Nearly all IT partners maintain joint support agreements offering escalation paths within their respective support organizations. EMC and Oracle took this to the next level with Joint Service Centers. Through JSCs, Oracle has placed full-time support staff onsite at EMC Support Centers in North America, EMEA, and APJ. The JSCs are strategically placed to enable follow-the-sun support to a worldwide customer base.

“Customers are looking for the fastest, most efficient way to deploy or upgrade their databases. EMC and Oracle are working together to minimize cost, complexity, and risk, while allowing customers to quickly and efficiently implement a database and storage grid.”

William Hurley, Senior Analyst, Enterprise Strategy Group

Should a support issue arise which level 1 support cannot address, the JSC will automatically be engaged, transparently to the customer, to provide resolution to more complex issues. This allows customers to concentrate on the daily demands of their business rather than driving the resolution of support issues or managing vendor support relationships.



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Solution Overview
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Take the Next Step

As recognized leaders in tiered networked storage infrastructure and enterprise software, EMC and Oracle offer customers exceptional value through joint solutions, services, and engineering. Together EMC and Oracle can help you speed deployment, improve performance and service levels, reduce risk, and lower total cost of ownership.

To learn more about the EMC and Oracle partnership and how it can help you optimize your Oracle databases and application lifecycles, contact your local EMC or Oracle sales representative or visit our website at www.EMC.com/solutions/oracle.