

Oracle8i: What is it?

Oracle8i is the database for Internet Computing, the latest generation of the world's pre-eminent database. It's the hands-down worldwide leader in on-line transaction processing (OLTP) and decision-support/data-warehousing (DS/DW), and the first database designed as an Internet development and deployment platform. Oracle8i's innovative features make it easier for businesses, application developers, and system integrators to build, deploy, and manage Internet and corporate intranet applications.

Oracle8i is the lowest cost, most highly scalable, available, and secure deployment platform for any application, the perfect combination of a robust, proven database product with the functionality for businesses to harness the potential of the Internet.

Oracle8i is the fastest time-to-market vehicle for products and enhancements, due to built-in support for higher productivity and simplified management infrastructure.

Oracle8i is the technology and market leader for managing shared information, from the smallest workgroups to the largest enterprises running on any hardware platform.

Why buy it?

Reduced Risk: Dealing with Oracle is a low business risk. Oracle is stable financially and technically, a continuing leader in the information technology industry with a stable technical base and diversified technical interests. It's a low technology risk as well, since Oracle continues to lead in innovative technology for information management while remaining the foundation for the majority of database applications and of nearly all electronic commerce applications on the Internet today.

Low Cost of Ownership: reduced hardware costs due to economies of scale and Oracle's revolutionary Internet file system (iFS) – fewer servers cost less to buy and manage. Reduced labor costs – simplified system management, advanced Java application development yield higher productivity and fewer errors.

Market leader: More software runs on Oracle than any other database, and Oracle is the leading database for third-party applications. For example, Oracle dominates the UNIX database market (59 percent in 1997, Dataquest, March 1998) and is still ahead of Microsoft on NT (41 percent share in 1997 compared to Microsoft's 39 percent, Dataquest, March 1998).

Widely supported: Thousands of horizontal and industry-specific applications are available.

Scalable: Scales to support ten times more data and ten times more users than competitive products, for any kind of database application or Internet solution.

Reliable: Fault tolerant – no single point of failure. Data is available regardless of hardware failure and data integrity is guaranteed against corruption, misuse or application failure.

Fastest: Oracle currently holds every single industry standard benchmark win for high performance database applications, including TPC-C, TPC-D, OLAP, and for all ERP application-vendor standard benchmarks.

Better exploits hardware investment and provides fastest response time.

Target Markets

Oracle8i **is** the database for Internet Computing. Every business with an existing or hoped-for Internet presence can maximize its leverage using Oracle8i's revolutionary Internet file system (iFS), total Java support in the database, easy Web development using WebDB, and simplified management tools.

Oracle8i enables customers and Partners to fully leverage their use of technology to

- expand into the exploding markets of Internet commerce
- master the challenges of application integration
- work with collaborative data in integrated document management
- manage computer systems and data centers cost-effectively
- manage all aspects of customer interaction more efficiently and effectively with improved front-office systems, sales force automation, customer call center support, and customer relationship management systems

Oracle8i for Windows NT is similarly ideal for any customer seeking an easy-to-implement data management solution ensuring a low total cost of ownership (TCO) and high return on investment (ROI). Oracle8i's powerful scalability, reliability, and high performance are intended for customers running personal, departmental, and business-critical applications.

ORACLE8i CUSTOMER PROFILE

- Workgroup or LOB Customer Segment
- 1 to 500 employees affected by the purchase decision
- Sales cycle could take be anywhere from 1 to 15 weeks
- Internet activities, Applications, or Solutions are the decision driver

ORACLE8i ENTERPRISE EDITION CUSTOMER PROFILE

- LOB or Enterprise Customer Segment
- 50 to 500+ employees affected by the purchase decision
- Sales cycle could take anywhere from 5 to over 15 weeks.
- Technology, foundation, or Internet activities are the decision drivers for most decision makers.

ORACLE'S CLUSTERING TECHNOLOGY - POSITIONING:

Clustering enables IT organizations to integrate multiple computers into a single system, supporting growth in application and user loads. Three Oracle products take advantage of clustering: Oracle Fail Safe, Oracle Parallel Server, and Oracle Parallel Query for database clusters on Windows NT: powerful availability and performance scalable to the needs of customers, while retaining easy manageability via Oracle Enterprise Manager.

- **Oracle Fail Safe** targets workgroup and departmental customers who need a low-cost, easy to use solution for their business-critical applications.
- **Oracle Parallel Server** focuses on enterprise-level customers who require superior availability and scalability.
- **Oracle Parallel Query**, when used in conjunction with Oracle Parallel Server, helps customers using complex decision support applications obtain better performance.

Competitive Positioning

Area	Feature	Oracle 8i	Microsoft SS7	IBM DB2
Java	Integrated Java VM	Yes	No	No
	CORBA support	Yes	No	Yes
	COM/DCOM support	Yes	Yes	No
	SQLJ & JDBC Support	Yes	No	Yes
DW	Improved Star Query	Yes	No	No
	Transparent Summary Management	Yes	Yes	Yes
	Resource Management	Yes	No	Yes
OLTP	Server Managed Backup/Recovery	Yes	No	No
	Online Backup/Recovery	Yes	Yes	Yes
	Node Failover	Yes	Yes	Yes
	Application Failover	Yes	No	No
	Stored Plan Outlines	Yes	No	No
RDBMs	Recovery Manager	Yes	No	No
	Reverse Key Indexes	Yes	No	No
	Migration Utility	Yes	No	No
	Deferred Recovery in Parallel Bounded Recovery	Yes	No	No
Replication	Snapshots	Yes	Yes	Yes
	Replicated LOBs	Yes	Yes	Yes
	Subquery Snapshots	Yes	No	No
Distributes	Distributed joins	Yes	No	No
	Distributed transactions	Yes	Yes	Yes
File System	Internet-based ?	Yes	No	No

ORACLE VS. IBM

IBM offers fragmented middleware, fragmented database offerings (7), and a complex development environment:

IBM DB2 UD: DB2 Universal Database (Version 5)
 IBM DB2 CS: DB2 on Common Server (Version 2)
 IBM DB2 AS: DB2 on the AS/400 platform
 and 4 more, for a total of 7 different offerings varying greatly in capacity, flexibility, and compatibility.

ORACLE VS. MICROSOFT SQL SERVER

Microsoft remains 100% client/server; their product offering is still not integrated; SQL Server is still not enterprise ready; and they still have no Java in the database.

Oracle8i competes against MS SQL Server 7 Enterprise Edition and Microsoft's even lower-end SQL Server 7 Standard Edition. Oracle8i has more functionality than both versions of Microsoft SQL Server.

DO NOT position Microsoft SQL Server 7.0 against Oracle8i Enterprise Edition; they are not comparable products. Oracle8i Enterprise Edition is in a class by itself.

MICROSOFT WEAKNESSES

- No portability (NT only)
- Unproven technology for enterprise environments
- Not extensible to multimedia datatypes
- No enterprise migration application strategy (cannot scale up)
- Limited Data warehousing and OLTP support
- Inability to provide enterprise level support
- No availability capability on NT Clusters
- Limited functionality (no parallel insert/update/delete; no read consistency or replication)
- No single repository like Oracle's Internet file system (iFS)
- No Java support

ORACLE VS. INFORMIX

Informix offers a boutique of server products, each separate and with distinct features which none of the other Informix Servers share:

- OnLine Dynamic Scalable Architecture - Positioned as the online transaction processing server.
- OnLine Extended Parallel Server - Positioned as the data warehousing server.
- INFORMIX-Universal Server – Positioned as an object-relational server.
- Red Brick Warehouse – Positioned as another Data Warehousing server.

INFORMIX WEAKNESSES

- Multiple separate database engines
- Poor Mission Critical OLTP Support
- Poor Read Consistency Model
- Incomplete Parallel capabilities
- Lack of integrated management tool
- Unproven replication capability
- Lack of clear vision on NT
- Lacks comparable market share to Oracle
- Uncertain financial situation
- No single repository like Oracle's Internet file system (iFS)
- No integration of Java with the database

ORACLE VS. SYBASE

Sybase, (much like Informix), has accumulated a collection of disparate servers which do not integrate well:

- Sybase System 11 or Sybase MPP – Positioned for online transaction processing.
- Sybase IQ – Positioned for data warehousing. Uses an acquired product with poor cross-product integration.
- Sybase Adaptive Server – Positioned for object-relational support.

SYBASE WEAKNESSES

- Fragmented, disparate product vision and integration
- Lacks basic RDBMS functionality - missing row-level locking, weak read consistency model, parallel DML, star query, and data partitioning.

- Requires 3rd party vendor middleware to integrate multimedia data
- Technology follower - last to incorporate object technology
- Unproven support for large user populations
- Limited Data warehouse functionality
- No existing or planned cluster support
- Uncertain future
- No single repository like Oracle's Internet file system (iFS)
- No integration of Java with the database

Licensing & Configuration:

Oracle8i has a minimum license level of 5 concurrent devices per processor. It includes the *interMedia* Option, the Time Series Cartridge, the Java Option, and the Lightweight OEM Pack.

Oracle8i Enterprise Edition has a minimum license level of 8 concurrent devices per processor. It includes the Parallel Server and Partitioning Option; the *interMedia*, Java, and Security Options; the Java Compiler Option; the Diagnostic, Tuning, and Change Management Packs; and the Time Series, Spatial, and VIR Cartridges. All Options can be purchased and used with Enterprise Edition.

Options - An option is additional value-add functionality. All options can be purchased at extra cost with the *Oracle8i Enterprise Edition* only.

<i>Partitioning Option</i> <i>Objects Option</i> <i>Advanced Security Option</i> <i>Parallel Server Option</i> <i>Management Packs</i>	Per concurrent device (must match license level of server)
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Oracle <i>interMedia</i> <i>interMedia</i> , providing Context, Image, Spatial Data, Video, and Visual Information Retrieval Capabilities.	Concurrent Device (must match license level of server)
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Oracle8i™ Database Server

POCKET SALES GUIDE

by Jeff Levinger