



## When should you consider an Oracle® Engineered System?

If you're thinking of consolidating footprints, replatforming for performance, and future growth, the time may be right.

If you're an existing Oracle application customer struggling with data growth and concerned over potential performance problems, you may be considering a major IT optimization project. As you think about changing the underlying infrastructure your applications run on, it may be time to consider Oracle Engineered Systems, including Exadata, Exalogic and Exalytics.

This offering combines high-end hardware and software components into a single, ready-to-deploy system designed to push past performance barriers. It represents a growing IT trend towards purchasing an integrated bundled system that is architected to deliver enhanced application performance.

In this Q&A article, Renee Wells, AT&T Director of Product Management for Oracle Applications, and Mike Fradkin, AT&T Product Manager for Oracle Commerce, provide some guidance on determining if and when you might want to consider Oracle Engineered Systems for your organization.

### Q: What are Oracle engineered systems?

Mike: An Oracle Engineered System converges the layers of the Oracle technology stack – from applications, database software and middleware to hardware, compute and storage resources – into a single appliance. Oracle's goal was to create a holistic "everything in the box" solution that helps their customers optimize their IT resources.

Each layer has been architected, integrated, tested and optimized to have the technology components operate efficiently together. For applications that run on these systems, this efficiency translates into improved performance and faster processing of transactions, as volumes of data are generated at extreme velocity.

Renee: Our customers continue to challenge us to deliver "solutions in a box", and Oracle's appliances are a good step forward in that direction. There are a variety of engineered systems to choose from to meet a range of needs, including database appliances, SUN super cluster technologies, Exadata data management, Exalogic's application processing, and Exalytics data discovery/analytics. These are the complex systems our managed applications customers are bringing to AT&T to run, and we host many of them in our data centers.

### Q: Why are customers moving to engineered systems?

Mike: Typically, these customers are at the point where they are considering a major infrastructure upgrade. They have enterprise applications, and their performance and data requirements are both growing. Many customers are experiencing performance degradation, and they are looking for technology solutions that can service the increasing transaction volumes without increasing their IT footprint. Additional hardware requires a lot of space and power at a time when many businesses are looking to optimize and consolidate their technology operations.

As an alternative, they can consolidate technology workloads from numerous servers into an engineered system from Oracle that gives them the increased capacity, growth potential and performance they need, but in a consolidated footprint. Oracle has tested and published these performance gains in their labs. For example, they ran Oracle commerce applications on a standard set of hardware, and on an Oracle Exalogic Elastic Cloud, which ran substantially faster, by at least four times.

### Q: Consolidating systems would make management easier, right?

Renee: Yes, consolidation can be a great step towards simplifying the environment, but management is still complex. While the dynamic nature of technology can be challenging, it can become overwhelming and, in some cases, even confusing for many organizations. These are very technically engineered systems that still need to be managed, maintained and supported, and they demand technology resources.

Even if they're running on a consolidated appliance, the applications themselves still need care and feeding. So, the question is: Do you want to be in the applications and infrastructure management business? If not, you can work with a provider to manage it all for you, which many of our managed applications customers have done.

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**Q: What are some examples of where engineered systems are having the most impact?**

Mike: Online retailers are always trying to close the gap between the online experience and the in-store experience, and the only way to do that is to have very feature-rich applications that engage customers in interactive, real-time exchanges. For that, they need a highly responsive engineered system.

For example, if a large online retailer needs to maximize the performance of its web applications, rather than having to buy and deploy numerous servers in a datacenter, it can use Exalogic to manage just as many page views in a smaller, more-efficient footprint.

The same customer may have many other Oracle applications running across several machines. So, they may also want to consolidate those workloads onto a single, engineered system that's able to scale multiple applications in a consolidated footprint.

Renee: This can be especially true when you look at businesses running Oracle applications that are core to their operations, such as heavy manufacturing organizations or high-transaction industries, like logistics. There is a direct association between how the systems perform and how their business transactions perform.

And we're not just seeing engineered systems in large corporations. We've had mid-sized organizations consolidating multiple systems onto a single Oracle SuperCluster, which is designed to deliver extreme efficiency and extreme savings by providing high levels of performance, availability, scalability and security across Oracle and third-party applications.

Smaller customers can benefit from Oracle Database Appliances, an excellent in-a-box solution designed to operate the Oracle database swiftly. This can be ideal for mid-range database workloads, mid-sized

businesses or individual departments in an enterprise. So, it's not about the size of the organization, it's about the amount of information they have and the footprint of the application that makes them a good fit for an Oracle Engineered System.

**Q: How can AT&T help customers get the most from an engineered system?**

Mike: At AT&T, we know that getting the most value from any system isn't just about having someone manage the underlying infrastructure. It's about management of the entire application stack and providing congruent services around that.

We can apply all our design, security, code optimization and professional services expertise with Oracle Engineered Systems underneath, since we are fully capable to host and manage them in AT&T datacenters.

And, if you look at what Oracle is doing on the application side, they're engineering their numerous applications and technologies to optimize performance on these engineered systems. As Oracle continues to build their product portfolio, you can work with AT&T now to adopt Oracle Engineered Systems, so that you're in a good position to meet your future technology demands.

Renee: Our goal is to provide our customers with actionable advice, while ensuring their chosen solution works effectively for their organization. Many of our managed application customers have made significant investments in their Oracle applications and have a long-term roadmap for them. So, it makes a lot of sense to optimize those applications to run efficiently on an Oracle Engineered System to help them protect those investments, while gearing up for what lies ahead.

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