

CONNECTED FUTURE 2024

# The ins and outs of doing win-win business with Oracle Cloud

Goedele Lousbergh



# Agenda

Oracle & the Cloud: a new era

Contracting the Cloud: programs & principles

Why worry: the promise of managed services



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What do you think of  
when I say "Oracle"?

Mentimeter time! Go to:  
[www.menti.com](https://www.menti.com)

Use code: 3123 6645



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A little bit of history.  
The new era.  
Fourth competitor advantage.

Oracle & the Cloud.

**A new era.**



 colabo

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How long have you been working with Oracle?

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Our mission is to help people see data  
in new ways, discover insights,  
unlock endless possibilities.





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## Oracle Cloud **Applications**

A complete suite of cloud applications delivering consistent processes and data across your business

## Oracle Cloud **Infrastructure**

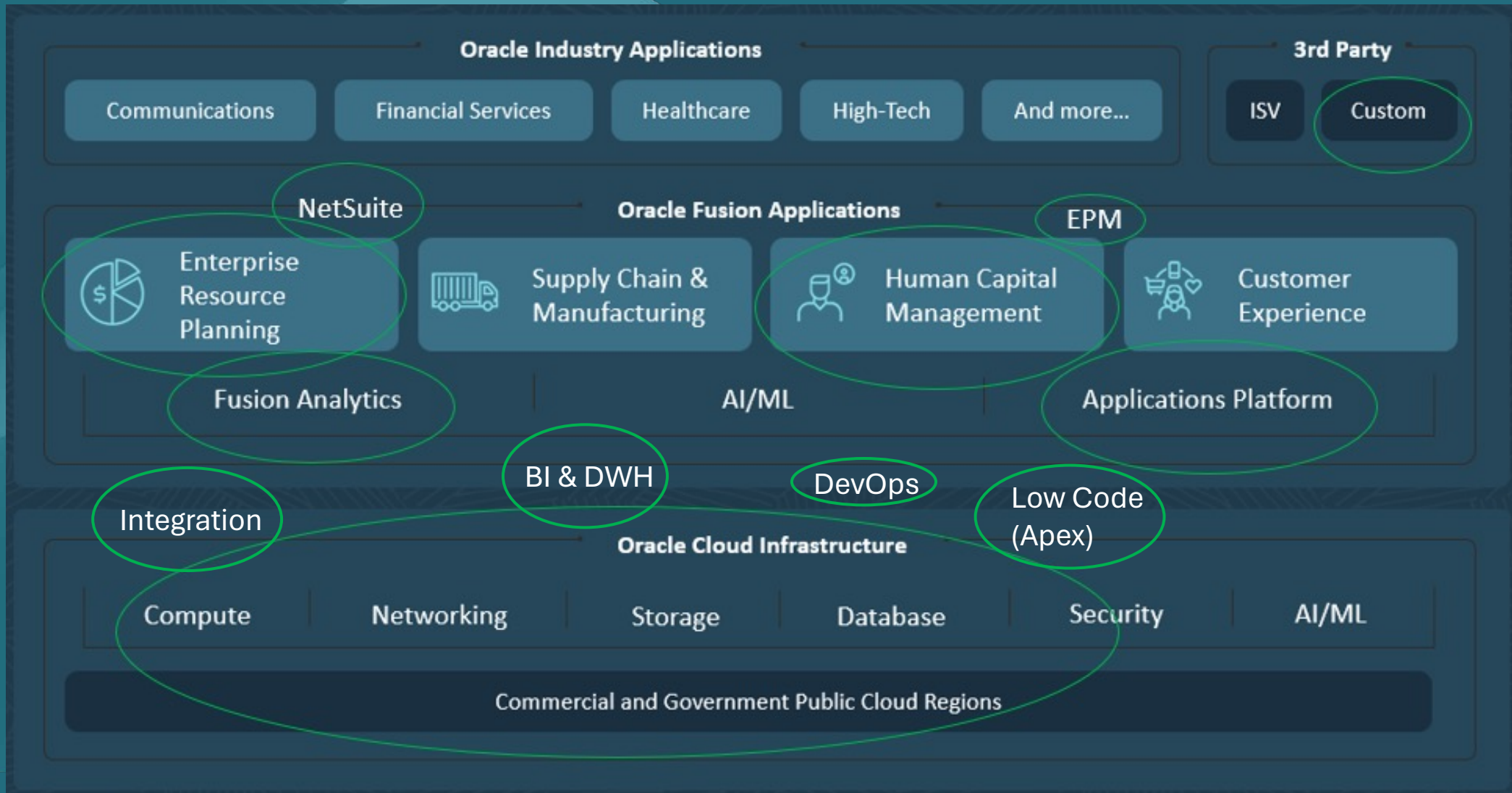
An automated, secure platform for migrating enterprise workloads and building new cloud native apps



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## Oracle Applications

Industry | ERP | EPM | SCM | HCM | ACX

## Custom Applications

Polyglot | Traditional | Cloud Native

## ISV Applications

Hundreds to choose from



Developer  
Services



Containers and  
Functions



Integration



Analytics and BI



Machine Learning  
and AI



Data Lake



Compute



Storage



Networking



Oracle  
Databases



Open Source  
Databases



Operating Systems,  
Native VMware

Security | Observability | Compliance | Messaging | Governance

## OCI's Distributed Cloud

Public Cloud

Hybrid Cloud: Cloud@Customer

Dedicated Cloud

Multicloud: Azure, AWS



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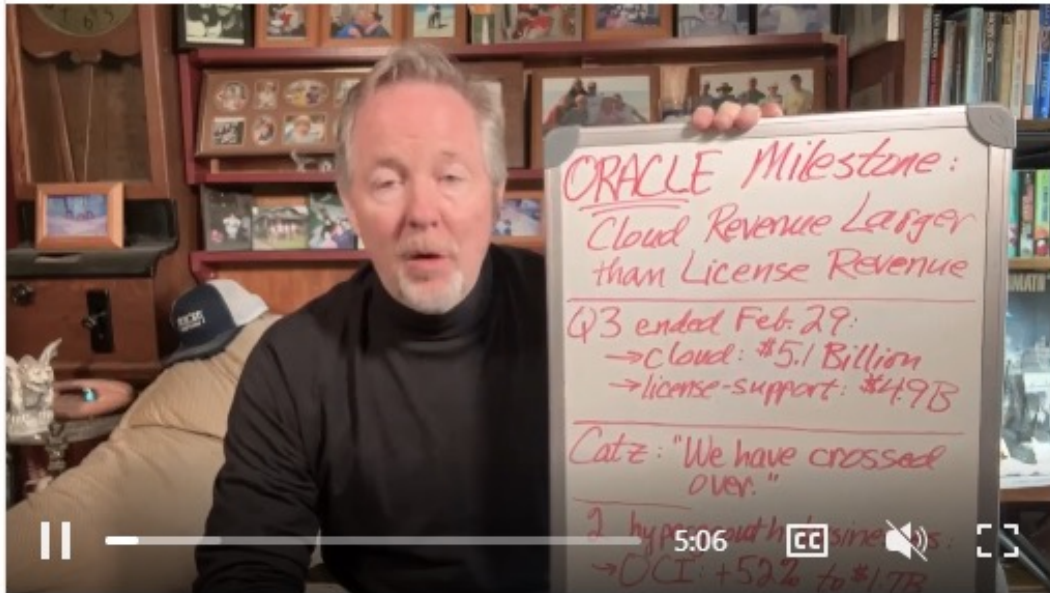


Bob Evans • Following

Acceleration Economy co-founder · #CloudWars founder · Keynote...  
2w · 🌐

Per CEO #Safracatz, Oracle in Q3 earned \$5.1B revenue from the #cloud; \$4.9B from license support. It's a clear indication that when Oracle talks about being cloud-first, it's not just trying to convince people: the numbers show it.

Tune in for more from #CloudWars Minute on Acceleration Economy: <https://lnkd.in/eUwbiUpZ>

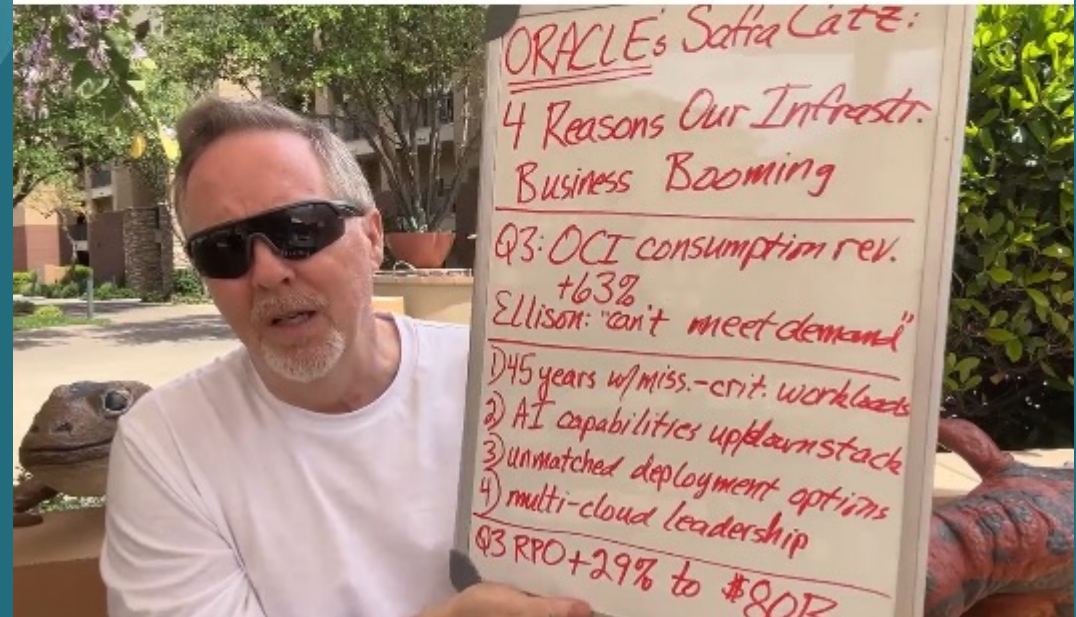


Bob Evans • Following

Acceleration Economy co-founder · #CloudWars founder · Keynote spea...  
2h · 🌐

CEO #Safracatz recently outlined four reasons why Oracle's infrastructure business is booming, despite fierce competition from other #cloud leaders: Oracle's decades of experience, #AI capabilities, diverse deployment options, and #multicloud leadership.

For more, tune in to today's #CloudWars Minute via Acceleration Economy: <https://lnkd.in/e8bgYvZZ>



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What would be good reasons to choose Oracle Cloud over its competitors?

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Complete suite of cloud business applications

Easy to migrate critical enterprise workloads

Breath of ML /AI services is unparalleled

Everything to build modern cloud native applications

Superior price-performance and price predictability

Autonomous services automatically secure, tune and scale your apps

Built-in security, on by default, at no extra charge

Most support for hybrid cloud



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Licenses versus Credits.  
Buying the Cloud.  
Support rewards.

Contracting the Cloud.

# Programs & Principles.



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# Licenses

You own the right to use.

Perpetual = 99 years (or term license)

Mainly CAPEX.

Yearly support of 22%.

Specific to a product.

Discount depending on ... lots of things!

# Credits

Pay for what you use.

Mainly OPEX.

Support included.

Not specific to a product for IAAS & PAAS.

Discount depending on ... fixed volumes.



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# BYOL

For IAAS & PAAS.  
Leverage support rewards.

# License Included = Universal Credits

For everything cloud, anywhere, anytime (including the future).  
Pay as you use.  
More included features.



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# PAYG

No upfront commitment.

Pay for use.

Pay afterwards.

List price. Variable.

Typically land & expand.

Typically when usage is uncertain.

# Annual Flex

Upfront commitment of minimum \$2000.

1 year to spend.

Pay upfront.

List price, discount possible.

Predictable/ stable usage.

Don't overcommit!



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# Pricing the Cloud

<https://www.oracle.com/a/ocom/docs/cloud-licensing-070579.pdf>  
<https://www.oracle.com/cloud/pricing/>

- Same price everywhere (including Sovereign!)
- Support included
- 10 TB free every month and up to 10X lower egress fees than other providers



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# Support rewards

<https://www.oracle.com/cloud/rewards/>

Accrue rewards for every

**\$1**

spent on eligible OCI services

Accrue

**25¢**

per dollar spent on eligible OCI services



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Which worries?  
Why us?

Why worry:

**The promise of managed services.**



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What would be good reasons to go for managed services?

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# Why go for Managed Services?



## ChatGPT

Absolutely, here are some key points on why companies should consider managed services for their IT, especially in the context of Oracle technology:

- 1. Specialized Expertise:** Managed service providers often have specialized expertise in Oracle technologies, ensuring efficient management and optimization of Oracle systems.
- 2. Cost Efficiency:** Outsourcing IT management to a managed service provider can lead to significant cost savings compared to hiring and maintaining an in-house IT team.
- 3. 24/7 Support:** Managed service providers typically offer round-the-clock support, ensuring that any issues with Oracle systems can be addressed promptly to minimize downtime.
- 4. Proactive Monitoring and Maintenance:** Managed services include proactive monitoring and regular maintenance of Oracle systems, reducing the risk of unexpected failures and optimizing performance.
- 5. Scalability:** Managed services can easily scale up or down based on the company's needs, providing flexibility to adapt to changing business requirements without significant investment in infrastructure.

## Use your custom application as SAAS

- 6. Focus on Core Business:** By outsourcing IT management to a managed service provider, companies can focus their resources and attention on their core business activities, improving overall productivity and competitiveness.
- 7. Access to Latest Technology:** Managed service providers stay up-to-date with the latest developments in Oracle technology, ensuring that companies have access to the most advanced tools and solutions.
- 8. Enhanced Security:** Managed service providers employ robust security measures to protect Oracle systems from cyber threats and data breaches, providing peace of mind to the company and its stakeholders.
- 9. Compliance and Regulatory Adherence:** Managed service providers ensure that Oracle systems comply with industry regulations and standards, helping companies avoid costly penalties and legal issues.
- 10. Disaster Recovery and Business Continuity:** Managed services typically include disaster recovery and business continuity planning for Oracle systems, ensuring that critical data and operations can be quickly restored in the event of a disaster or disruption.



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# Why go for *our* Managed Services?

Oracle Cloud Managed Service Provider

- Only local CMSP in the BeNeLux
- Quality label for building, selling, managing
- Customer signs no Oracle T&Cs
- All tracks: complete solution
- Local partner does complete cloud management
- Flexible contracts (up & down)
- Easily extendable
- We know you and like you



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# Cronos Oracle SaaS customers



Supporting  
European  
Aviation



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# Cronos Oracle PAAS & iAAS (managed services) customers



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# Questions?

*I was gratified to be able to answer promptly, and I did.  
I said I didn't know.*  
Mark Twain



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