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Ecosystm VendorSphere

Oracle CloudWorld Tour Singapore

DATE

April 2023

Making Cloud Relevant for Today's Businesses

In **November 2021 Ecosystm** had said:

> With their global expansion plans and targeted offerings to help enterprises achieve their transformation goals, Oracle is positioned well to claim a larger share of the cloud market. Their strength lies in the enterprise market, and their cloud offerings should see them firmly entrenched in that segment.

At the recently held **Oracle CloudWorld Tour in Singapore**, Ecosystm advisors witnessed Oracle's momentum in the enterprise segment first-hand. There are a number of reasons for this, and the customer and partner testimonials made it clear that Oracle's vision is firmly aligned to what their customers require in the Asia Pacific region.

Cloud is at the Core of Transformation –
But Organisations are More Cloud-Agnostic

Organisations in Asia Pacific are no longer only focused on employing a cloud-first strategy – they want to host infrastructure and workloads where it makes most sense; and expect a seamless integration across multiple cloud environments.
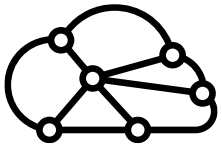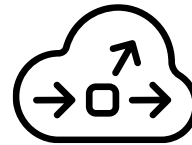
21%
Employ a cloud-first strategy

46%
Operate individual cloud workloads

16%
Do 'lift and shift' migration

18%
Build cloud native applications

Ecosystm Advisors comment on the announcements and messaging during the Oracle CloudWorld Tour Singapore 2023.

Darian Bird
Principal Advisor

Tim Sheedy
VP Research

Sash Mukherjee
VP Industry Insights

Ullrich Loeffler
CEO

Notable Announcements

Oracle Strengthens Commitment to South East Asia with Second Cloud Region in Singapore

Banks Accelerate Move to the Cloud with New Oracle Banking Services

Oracle Database 23c Free Version Now Available to Developers

Organisations across industries transform with Oracle

AG&P — Refueled. To You.

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PLUS

MVGX — The Digital Green Exchange & Climate Solution Provider

What were the key takeaways from the sessions?

Sash Mukherjee
VP Industry Insights

Oracle's momentum in the cloud market has become clearly apparent over the couple of years. They plan to launch 9 new cloud regions, on top of the 41 they already have. In the 3rd quarter of the current fiscal year Oracle reported a 40% revenue growth which makes them the fastest growing global cloud provider.

But what became apparent during the sessions were:

- Their cloud messaging resonates because they approach it from an enterprise SaaS angle.

- They are committed to addressing industry challenges – and showcasing transformation stories from different industries through the voice of the customer is a powerful way to demonstrate that.

- They are making it easier for services partners to engage with them, co-create with them, and take their offerings as integrated solutions to the market.

- They are aware of and addressing the perception that OCI is good for Oracle workloads only and showcasing instances where OCI has proved to be beneficial for other workloads.

How does the 2ⁿᵈ Cloud Region in Singapore impact businesses in SE Asia?

Tim Sheedy
VP Research

Multiple cloud regions in one geography open OCI to the more heavily regulated industries, with the ability to operate primary and secondary cloud services in a single economic region. It provides greater resilience to services based in Singapore and allows local businesses to host their back-up and disaster recovery capabilities within the same jurisdiction.

The commitment to power the local cloud regions with 100% renewable energy from 2025 also meets the growing needs of businesses in SE Asia and across the globe to source technology services that are environmentally sustainable.

Businesses in Singapore and the region now have a strong third or fourth option to add to their list of preferred partners for multi-cloud hosting. Azure and AWS are the leading hyperscalers in the region, but Oracle's competitive offering and attractive pricing makes it a clear alternative. For organisations that already operate Oracle workloads, making the step to OCI is the obvious, easy, and cost-effective alternative.

Let's talk about Oracle's "Complexity calls for Completeness" multi-cloud messaging.

Ullrich Loeffler
CEO

One of the key messages that Oracle executives drove home is the focus on offering a complete portfolio of products. Multi-cloud environments are becoming increasingly complex. Managing a diverse landscape of legacy, native, and custom workloads across common or dedicated cloud regions and customer deployments on the edge, while leveraging AI, ML and other technologies to innovate and create value is not easy and present barriers to fully embrace the cloud potential. Oracle OCI offers a complete stack of tools wrapped with an optional Managed Service including Proactive Monitoring, Cost Optimisation, and Expert Management to free up customers resources to focus on their core business.

Darian Bird
Principal Advisor

Oracle wasn't the first mover in the cloud and that they won't often be the single provider selected in small accounts. But they know that enterprises want to take a multi-cloud approach, selecting the right cloud for the right workload. It's making good ground, with OCI often selected for databases and Azure for applications with their private, low-latency Interconnect creating a seamless multi-cloud. This is becoming an attractive sourcing model for enterprises that want to de-risk their cloud sourcing strategy by using multiple providers – avoiding vendor lock-ins and building up skills in multiple clouds.

What is Oracle's industry narrative?

Tim Sheedy
VP Research

[Ecosystm predicted](#) that the adoption of industry cloud services will explode over the next few years as industry-ready, localised, cloud services emerge to meet the needs of businesses that demand agile, scalable, easy to deploy and cost-effective services to meet the changing needs of their customers. Industry cloud will finally allow businesses to safely and swiftly migrate off their legacy applications with the comfort in knowing the cloud-based services are backed by one of the world's leading cloud platforms.

Sash Mukherjee
VP Industry Insights

Oracle has built capabilities across industries – including Financial Services, Telecom, Manufacturing, Healthcare and Retail – focusing on helping organisations within these industries embrace AI, ML, and IoT to address their most complex challenges and achieve more with less.

As their newly announced cloud-native Oracle Banking Services showcases, the aim is to tailor solutions for the industry, to help businesses evolve and optimise applications, without requiring costly re-architecture. This will be an attractive value proposition, especially during times of uncertainty.

How does OCI enable AI and Machine Learning?

Ullrich Loeffler
CEO

Enterprises have shifted from a **'Cloud First' to a 'Transformation First'** approach where cloud is seen as the enabler instead of the end goal. The way to measure progress and success is not on how many workloads are in the cloud but how this generates value for the business. AI and ML are front runners in value creation. But besides data and compute power, they require high-performance networks to eliminate latency across vast amounts of data.

Oracle demonstrated this capability through FastConnect through the **Oracle Red Bull Racing** and **SailGP** partnerships. Oracle Red Bull Racing generates and processes 11TB of data each race weekend. It also runs 4 Billion race simulations prior to the race weekend and then again in real-time during the race itself, giving pro-active strategy recommendations to the pit-crew in real-time.

These leading-edge capabilities incorporated into the commercial OCI platform, opens opportunities for use cases across data intensive and time critical industries.

How does Oracle's Distributed Cloud approach bridge the core to edge gap?

Ullrich Loeffler
CEO

Organisations are becoming increasingly distributed and computing capability needs to be aligned to the location of the business activities. This requires the deployment of smaller instances across the business through to the edge. Oracle announced that they will be able to scale down a **Cloud@Customer** instance to a single rack with the ambition to reduce instances further. This will open use cases for smaller deployment of OCI nodes across business operations such as shipping vessels, ambulances or similar.

Darian Bird
Principal Advisor

Oracle is focused on providing their clients with choice at different scales. This is an important next step from creating a private cloud in the data centre with a hybrid cloud overlay. Oracle is offering fully-fledged 12-rack dedicated regions in the customer data centre all the way down to a ruggedised single-server Roving Edge deployment that can even operate without Internet. This shift in focus on the edge makes form factors available for branches, for remote locations, for production facilities, and eventually for some mobile use cases too. This is all about reducing latency while still providing central control to IT and leaving management of the mundane stuff to Oracle and automation.

How is Oracle simplifying the cloud migration journey?

Tim Sheedy
VP Research

Darian Bird
Principal Advisor

Oracle Fusion Applications is being continuously improved – through the addition of intelligent, AI-driven services, automation capabilities, the deepening of industry-specific requirements or the localisation of regulatory, compliance, and reporting requirements. Oracle is providing an easy migration path to the cloud for their current customers, and a competitive offering for customers on legacy competitor environments. Through the componentisation of the application platforms, the migration no longer needs to be complex - it can be taken in manageable, bite-sized chunks.

MySQL HeatWave is becoming a good first foot in the door to new clients for OCI. The price/performance ratio gets people's attention, and it means that Oracle can start approaching Open Source database owners. The single platform for OLTP and OLAP is a new approach that will require some change in peoples' thinking but that shift to cloud is part of a journey. Oracle has made HeatWave a multi-cloud service, providing options on OCI, AWS, and Azure Interconnect so customers have a choice no matter where they prefer to host their applications. This will make migration an easier business case.

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