The Oracle Story:  
The Integrated Stack

Oracle has long had a vision for moving customers to a complete, consolidated, and optimized computing environment that provides maximum flexibility, scalability, and agility. Today, Oracle refers to this vision as the integrated stack. Modern enterprises understand and embrace the concept like never before—and Oracle is the only vendor that can deliver it.

How IT Is Evolving

Traditionally, our customers built their IT environments as silos of information with separate systems dedicated to specific applications such as CRM, ERP, or supply chain management. They were typically satisfied with the functionality of the individual systems, but not well served by the system as a whole. They couldn’t fully share the core infrastructure, computing power, business processes, data, and other resources. And their information was often inconsistent and disconnected. To achieve greater efficiency and economy, customers moved to more standardized and consolidated environments with global single instances of each application.

Still, they struggled with the limitations of a dedicated, rigid, physical structure for each application. Computing power often sat idle for some applications, while others exceeded capacity. And they had to reconfigure many different systems and deploy the same services and patches over and over. So customers took the next step to grid or virtualized environments with shared services, dynamic provisioning, and standardized configurations.

Today, many customers are eliminating even more complexity by moving to an optimized stack with a complete and integrated set of technologies that includes Oracle applications, middleware, databases, servers, and storage systems. But when they purchase these technologies from different vendors, it takes a tremendous amount of work to build the optimized systems—and the systems need to be retuned or redesigned with every new business requirement. And still, new business challenges come at them faster than their IT departments can respond.

To achieve the responsiveness, flexibility, and agility they need, customers are now taking the next step to cloud computing environments. With the cloud, they get the single common and standardized infrastructure they want at the foundation layer. They now have platform as a service (PaaS) capability for designing or developing their own applications. And customers are able to deliver applications to their users from public or private clouds. IT departments become much more effective, allowing their businesses to drive their own agendas, seek out new opportunities, and meet competitive threats.
Oracle Architectural Vision: An Integrated Stack

Over the last 10 years, we have been intently focused on creating Oracle Fusion Architecture precisely to address the need for a consolidated, optimized environment. As a result, we are light-years ahead of other vendors in our ability both to provide an integrated stack and to support cloud computing from end to end.

Oracle is the only vendor in the world that has products addressing every single layer in the technology stack, from applications to middleware and databases, and all the way down to servers and storage. Each of these layers and all the products within the layers have been engineered to work together and tested together to ensure they interoperate effectively. We certify the stack to let our customers know that particular configurations are designed to work together.

We also package our technologies into complete engineered systems such as Oracle Exadata, Oracle Exalogic, Oracle Exalytics, Oracle Database Appliance, Oracle Big Data Appliance, or SPARC SuperCluster to make the systems easier for customers to deploy as a single unit. These solutions are designed to be effectively and efficiently managed, supported, and upgraded together. It’s a powerful vision that has become a powerful reality—and only Oracle can make it happen.

Why Oracle: A Competitive Comparison

To understand why Oracle is the best choice for an integrated system, first consider the alternative. A business or organization can buy all the pieces for the stack from different vendors—but no single vendor has all the parts. The result is a labor-intensive and expensive integration up front, and a system that will be costly to maintain and complicated and risky to upgrade. Service and support will be fragmented for the life of the system.

In comparison, Oracle’s uniquely comprehensive and integrated approach has provided tremendous benefit for our customers in a number of important ways. We’re able to provide more innovation more quickly than our competitors because we have coordinated development among all of our engineering teams at all the different levels of our stack. This up-front coordination allows us to move new features and capabilities from different development teams through to the customer at a rapid pace.

Because we’re able to design our technology specifically for the stack and to fine-tune the entire stack, we’re able to optimize performance overall and at every layer. This complete approach also allows us to design much greater reliability and security into the stack than customers could achieve if they had to build it themselves.

Because the stack is complete, it’s much easier to deploy—and deployment times can be shortened by weeks or even months. And because we have management tools that run through every layer, it’s also much easier to manage the stack and upgrade it over time.

The net result for our customers is a much lower cost of ownership and much lower risk in terms of the actual deployment and maintenance of the system throughout its lifetime. And, if our customers ever do need help, Oracle is the only vendor they have to work with to solve their problems.