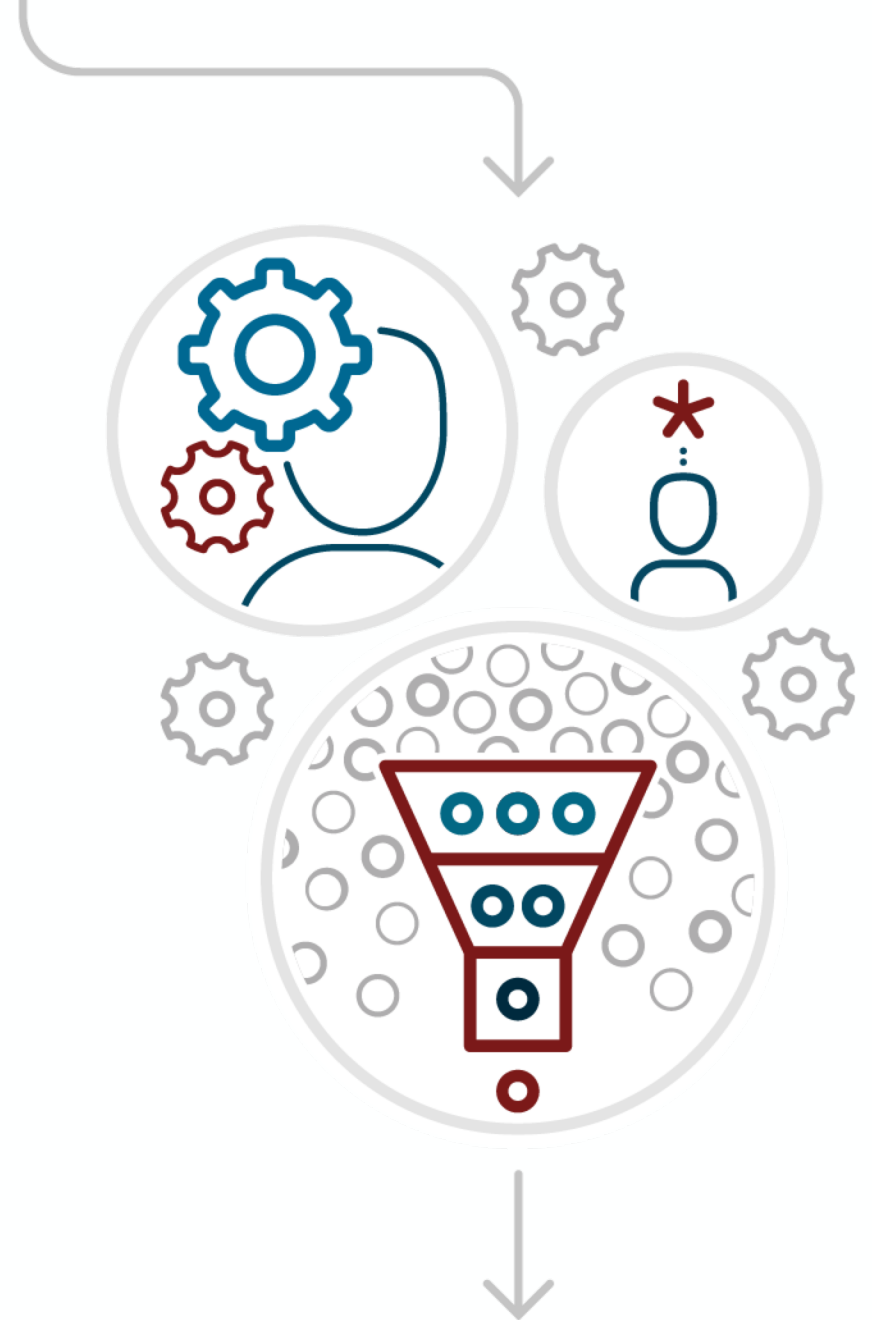


FSOL-301A-1:
**Flash Solutions
for Oracle**

Dave Raffo | Executive News Director, Storage

August 8, 2019



Dave Raffo

Executive News Director, Storage

- Dave joined **SearchStorage** in 2007 after spending three-and-a-half years covering storage for Byte and Switch.
- As editorial director of the Storage Group, he leads TechTarget's coverage of storage, data protection and hyper-convergence.
- Dave also worked as managing editor of EdTech Magazine, as features and new products editor at Windows Magazine, and technology editor at eLearning company WatchIT.
- Before turning to technology, he was an editor and sports reporter for United Press International in New York for 12 years. A New Jersey native, Dave currently lives in northern Virginia.



SearchStorage

Session Panelists



Dave Montgomery

Platforms Marketing
Director

Western Digital



Erik Kaulberg

Vice President

INFINIDAT



Eric Herzog

CMO & VP WW
Storage Channels

IBM



Michael Bradburn

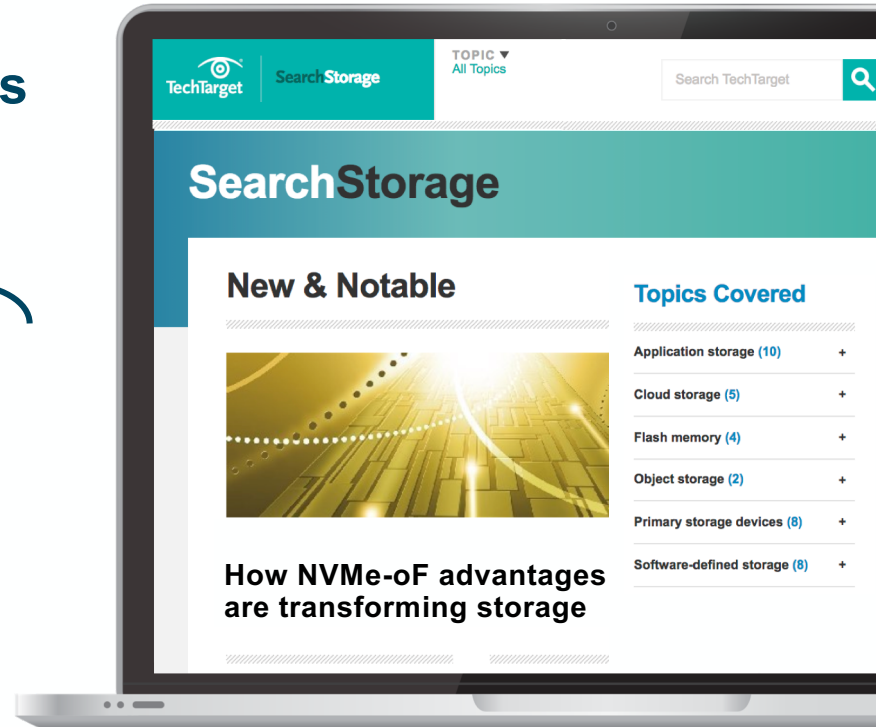
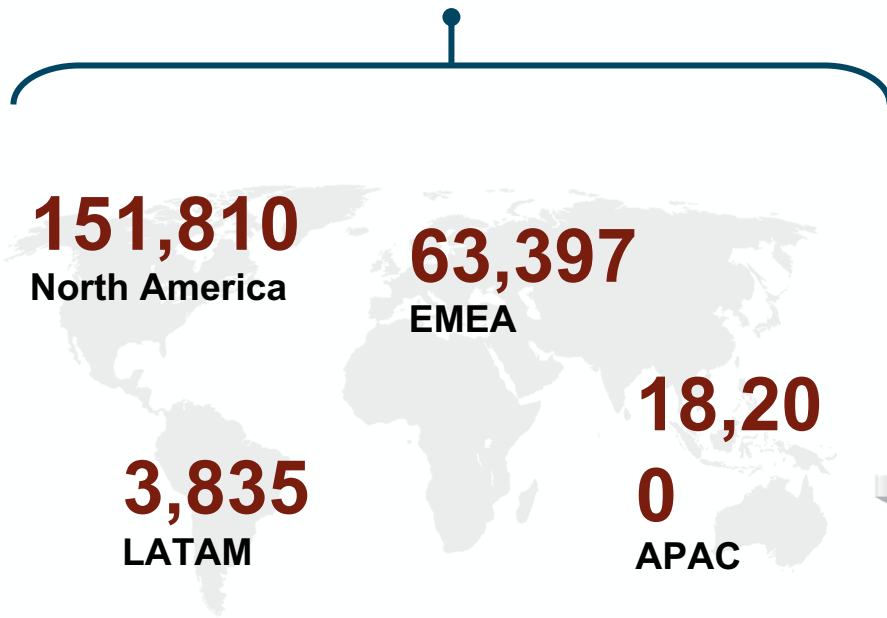
Lead Sr. Technical
Solutions Architect

CISCO

TechTarget's Storage audience

1.3 million Storage members globally

Storage and infrastructure buyers active in the last 90 days¹



650K SearchStorage.com monthly page views

+

NVMe & NVMe-oF appetites increasing

2.6M+

Activities taken around Flash & NVMe in the past year² (up 24% YoY)

626K+

Activities taken around NVMe/NVMe-oF² alone

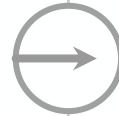
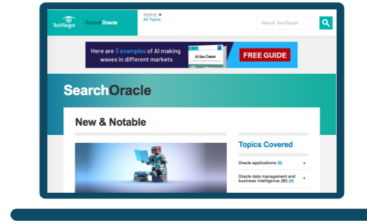
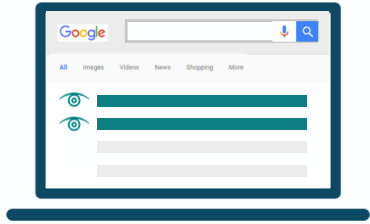
90%

Increase in NVMe/ NVMe-oF activities since last year²

245

Articles written around NVMe in the last year

TechTarget's Oracle Audience



Organic Ranking

#1	Oracle on-premise strategy
#1	Oracle in-memory audit
#1	Evaluating Oracle 12c ROI
#1	Oracle third-party tools
#1	Oracle IaaS vs. AWS

Editorial Content

1. [Oracle SCM Cloud links data sources for three manufacturers](#)
2. [Oracle claims it can cut ERP system migration costs by 30%](#)
3. [Oracle HCM Cloud gets 'big' upgrade](#)
4. [Oracle pushes automation beyond database to cloud services](#)

Vendor Content

1. Managing your Oracle Database Licenses
2. Big wheel keep on turning: Oracle Database rolls to the cloud (again)
3. What's Changing with Oracle Database Releases
4. Discover And Quantify The Benefits Of Transforming Your Oracle Technology Platform

Global Reach

9,010+

NA Total Addressable Market

690+

*LATAM Total Addressable Market

14,040+

*EMEA Total Addressable Market

7,360+

*APAC Total Addressable Market

Top topics of research among the Oracle install base



Top Topics

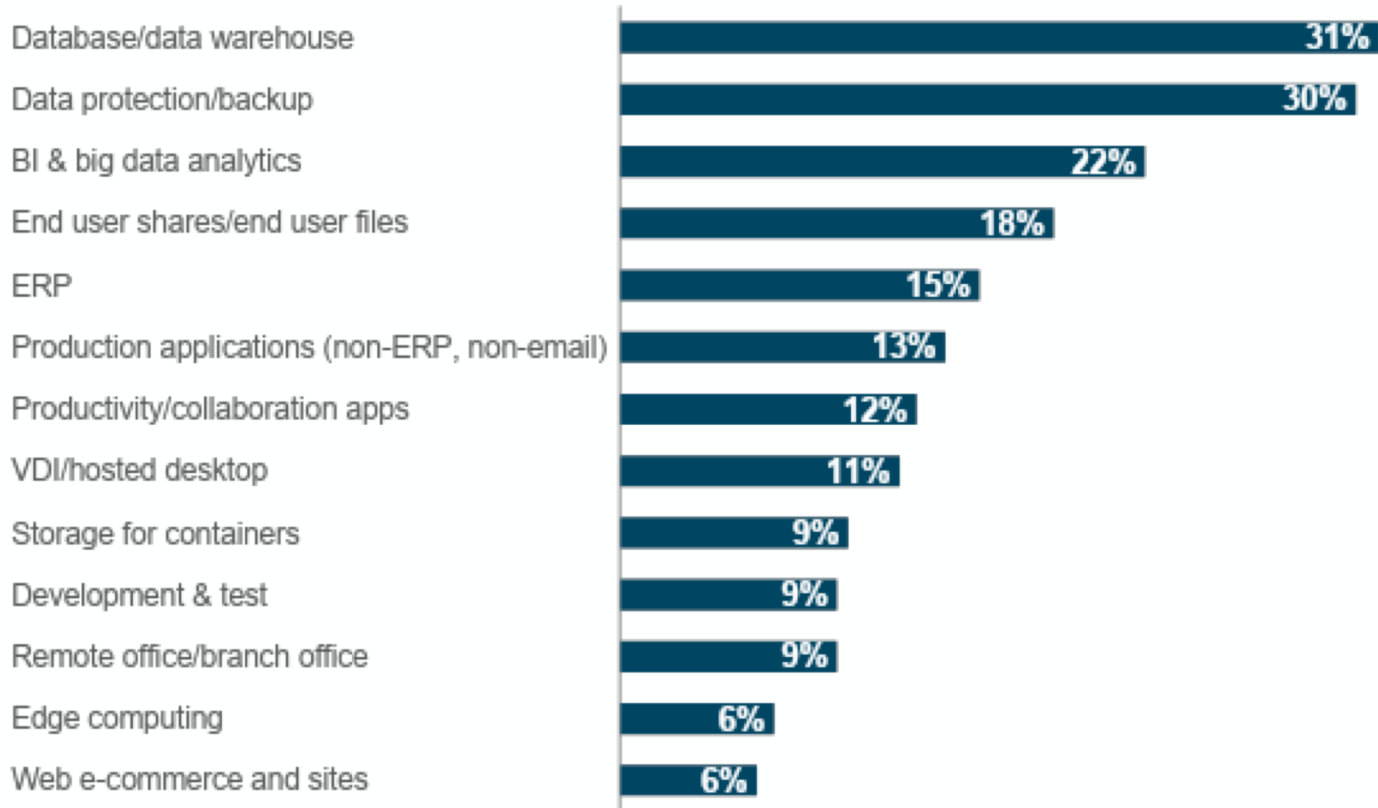
- #1** Cloud Migration
- #2** Cloud SaaS
- #3** Cyberattack
- #4** Artificial Intelligence
- #5** Cloud Security
- #6** Digital Transformation
- #7** Cloud Services
- #8** Customer Experience Management
- #9** Hybrid Clouds
- #10** Database management

Top Storage-related Topics

- #1** Cloud-based Storage
- #2** Hyper-converged Infrastructures
- #3** Cloud Backup & Recovery
- #4** Storage Performance Characteristics
- #5** All-flash Arrays
- #6** Object Storage
- #7** DRaaS
- #8** Flash Memory
- #9** Backup Software
- #10** Database Backup, Recovery & Restore

Workload change

Which of the following workloads are most likely to undergo a change in their underlying storage? (Choose up to 3)



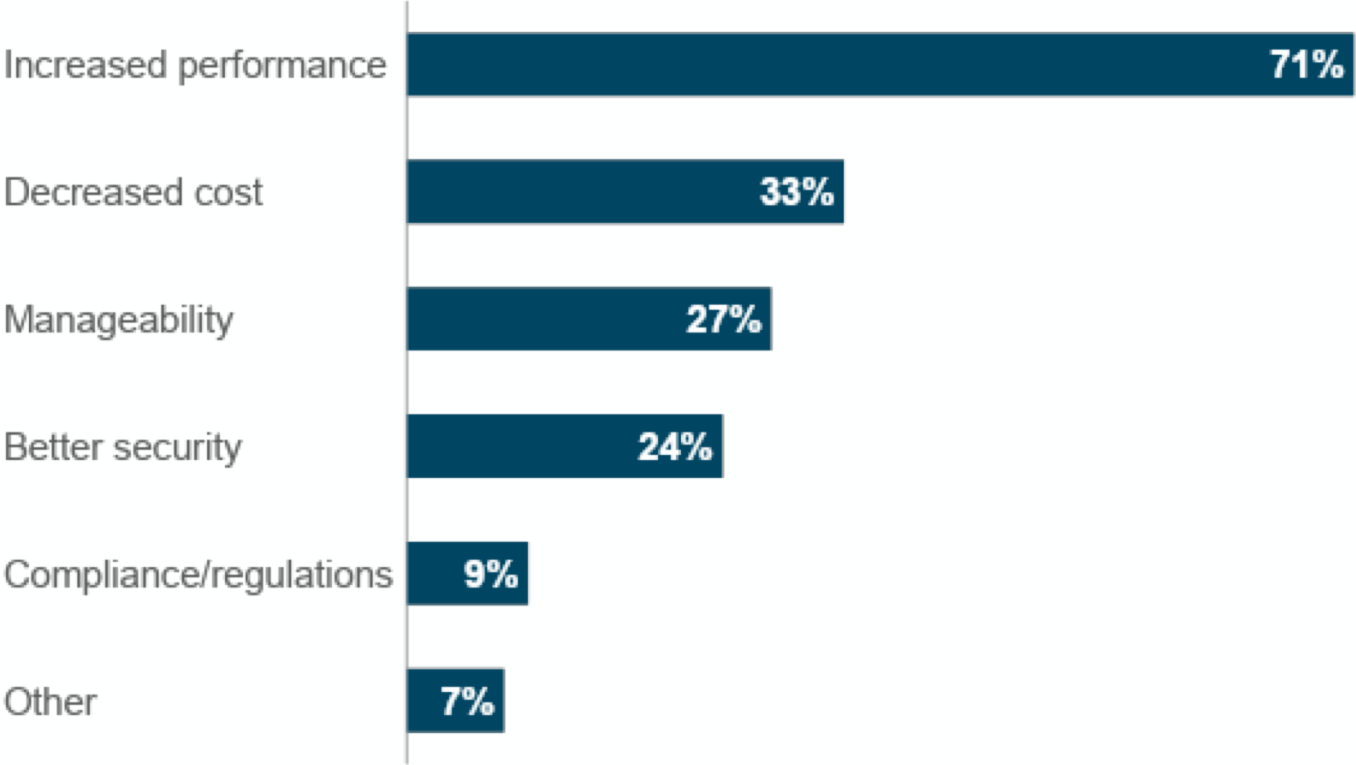
Key Takeaways

- Database/data warehouse and backup are mostly likely to undergo changes in storage.
- One is traditionally high performance and the other is traditionally seen as bulk storage

Primary factor driving change in underlying storage workloads

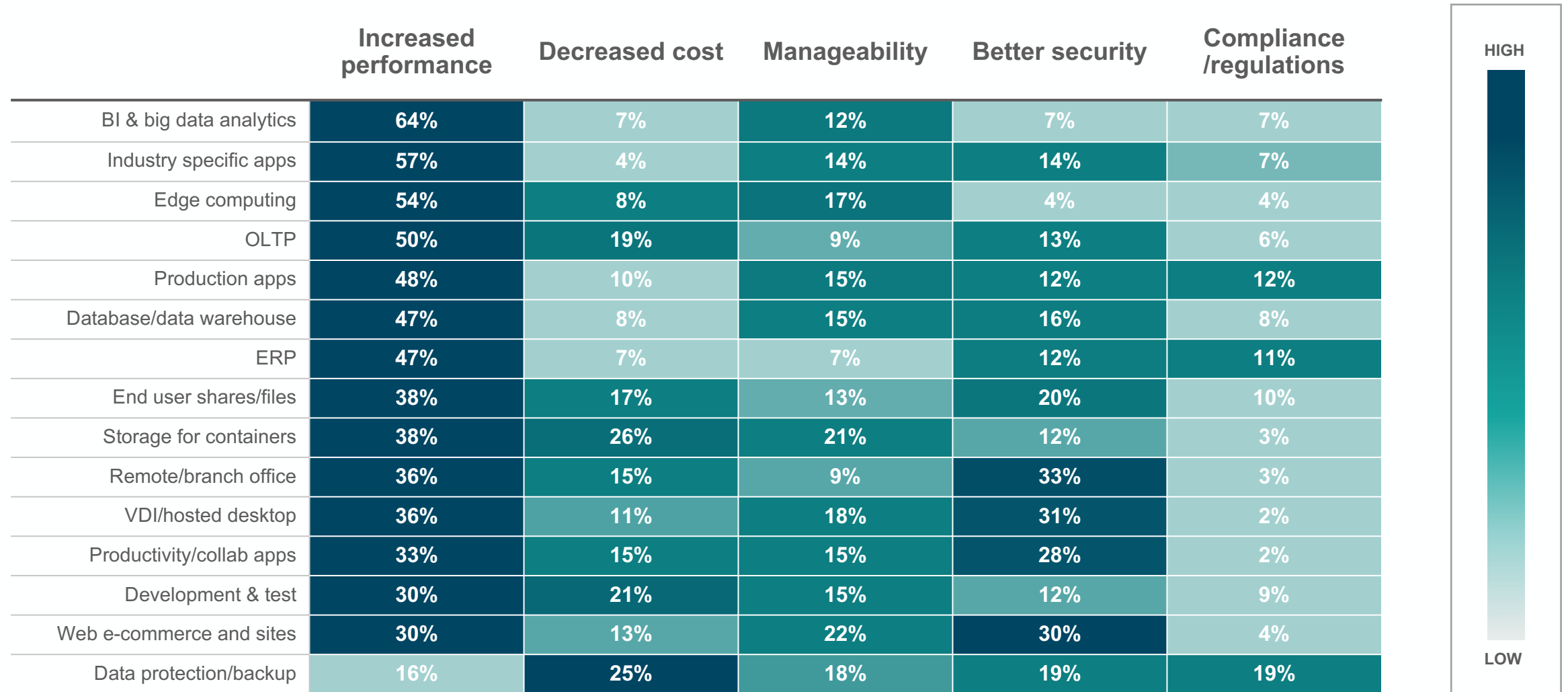
Which of the following workloads are most likely to undergo a change in their underlying storage?*

What is the primary factor driving this change?



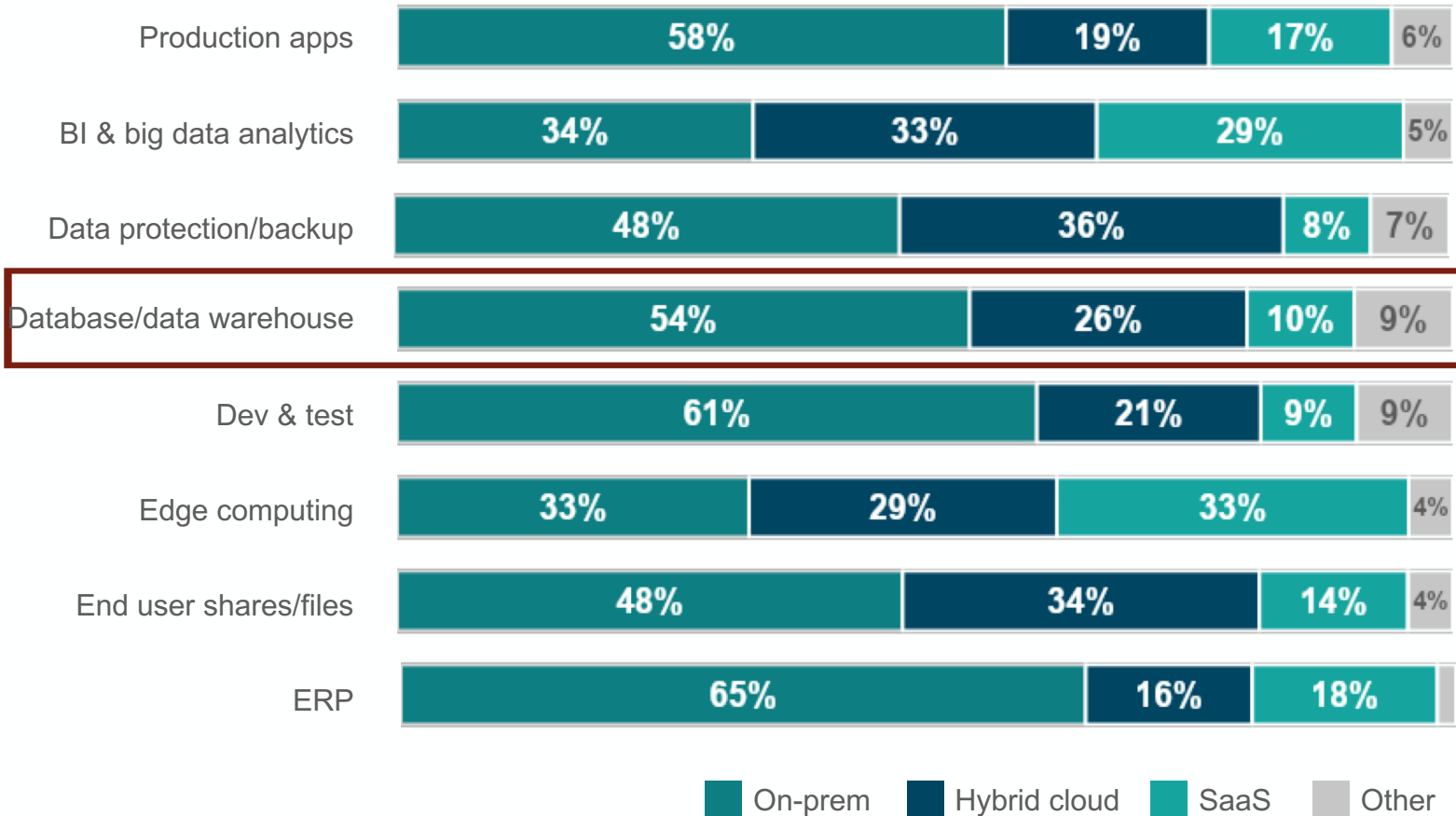
No surprise to the flash world, **increased performance** is the Holy Grail

Workloads: Primary factors driving change



Storage by workload

For the below workload(s), please select which of the following will be used.

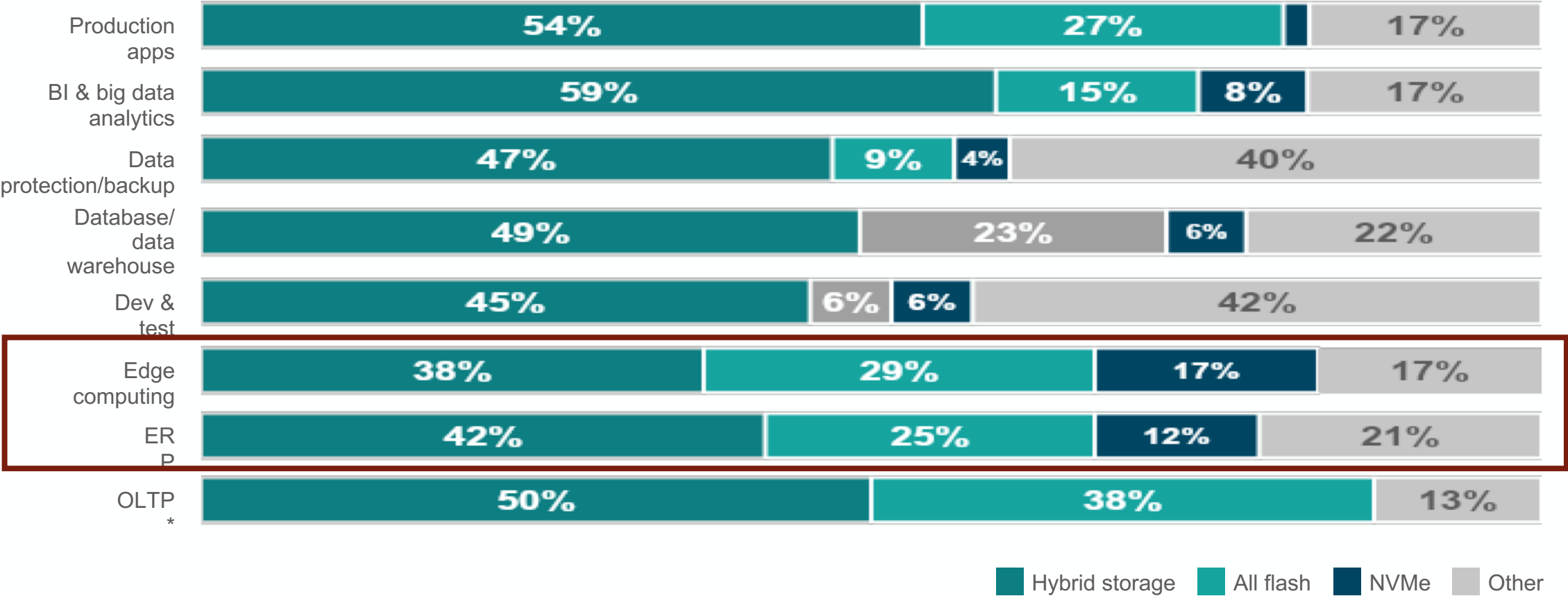


The Good News

80%
of database
workloads will use
on prem/hybrid
storage solution

Primary storage by workload

For these workload(s), which of the following is primary storage.



Project requirements among Oracle's install base vs. the market

Flash Arrays: Project Requirements

	Overall Market	Oracle Installed	Oracle DB Installed
Refresh legacy primary storage	26%	27%	25%
Reduce total cost of ownership	22%	20%	21%
Improve existing application or database performance	20%	17%	17%
Eliminate storage performance issues	19%	18%	19%
Accelerate virtual server hosts	11%	6%	6%
Improve performance for new applications	11%	11%	11%
Reduce power and storage footprint	11%	11%	12%
Simplify performance management of storage	10%	9%	10%
Achieve the right price/performance ratio	10%	8%	8%
Support virtual desktop infrastructure	8%	6%	6%
Provide private cloud or cloud-like services	9%	7%	7%
Deploy in converged infrastructure	7%	6%	6%

■ High
 ■ Medium
 ■ Low

Top growth trends among flash buyers

	2H 2018	1H 2019	
Refresh legacy primary storage (driver)	19%	33%	+74%
Provide private cloud or cloud-like services (driver)	6%	10%	+66%
Policy-based automated tiering (feature)	5%	8%	+60%
Built-in storage analytics (feature)	7%	11%	+57%
Eliminate storage performance issues (driver)	23%	31%	+35%
Workload performance QoS (feature)	13%	15%	+13%

	2H 2018	1H 2019	
Refresh legacy primary storage (driver)	20%	35%	+75%
Provide private cloud or cloud-like services (driver)	6%	8%	+33%
Improve existing application or database performance (driver)	16%	19%	+19%
Cloud integration (feature)	12%	14%	+17%
Ease of use (feature)	31%	35%	+13%
Capacity scalability (feature)	37%	41%	+11%

Growth trends represent purchase criteria that are seeing notable growth rates and have **the potential to be top of mind** in the near future

Applications: SaaS Deployments

Which of the following applications are you most likely to deploy in the cloud (SaaS) in 2019?



Source: TechTarget | IT Priorities Survey 2019 | Worldwide | n = 1909 | Geo-Balanced: 30% NA, 35% EMEA, 30% APAC, 5% LATAM

We're seeing **traditional performance apps** moving to the cloud

Upcoming sessions



Tuesday August 6th

BMKT-102A-1: Know What the Flash Customer Wants and Needs

Track: Business/Marketing

Presented by: Dave Raffo

Time: 3:40pm to 4:45pm

BMKT-102B-1: Data Growth and a future with Zettabytes

Track: Business/Marketing

Presented by: Mike Matchett

Time: 4:55pm-6:05pm

Thursday August 8th

FSOL-301A-1: Flash Solutions for Oracle

Track: Flash Solutions

Presented by: Dave Raffo

Time: 8:30am-9:35 am

FSOL-301B-1: Flash Solutions for SAP

Track: Flash Solutions

Presented by: Jillian Coffin

Time: 9:45am to 10:50am

FSOL-302A-1: Flash Solutions for Analytics

Track: Flash Solutions

Presented by: Mike Matchett

Time: 2:10pm to 3:25pm

FSOL-302B-1: Flash Solutions for AI/ML

Track: Flash Solutions

Presented by: Jillian Coffin

Time: 3:40pm to 5:00pm



Thank you.

Dave Raffo
Executive News Director, Storage
TechTarget