



# Strategic Thinking

New Business Models for Tech Success

## Oracle Offers ISVs Comprehensive Platform to Deliver SaaS Applications

### Company's Solutions Help SaaS Vendors Build and Deliver High-Performance and Cost-Effective On-Demand Solutions

#### Opening Thoughts

THINKstrategies' survey research, in conjunction with Cutter Consortium, has found a growing proportion of businesses are recognizing the business benefits of Software-as-a-Service (SaaS) solutions and view these 'cloud' based services as a viable alternative to traditional, on-premise software applications.

Rapidly rising acceptance and adoption of SaaS is attracting a widening array of players seeking to capitalize on this new market opportunity. As a result, THINKstrategies believes we are entering a 'gold-rush' era in the evolution of the SaaS and cloud computing movement.

The winners in the widening SaaS market will be those vendors who build the most cost-effective and scalable software development and delivery infrastructures to meet the escalating demands of their customers. These vendors must be able to architect their on-demand solutions and employ agile development tools and techniques to respond to changing customer needs.

Since most organizations will continue to rely on a mix of traditional, on-premise software applications and new generation on-demand services, the long-term winners in the market will be those vendors who deliver solutions which also span on-demand and on-premise environments.

For most aspiring SaaS players, this means building their applications on top of a development and deployment platform to accelerate their time-to-market and ensure they have a robust service delivery capability while minimizing their total cost of ownership (TCO).

This profile will examine how Oracle's [SaaS Platform](#) and [Support Program](#) are helping independent software vendors (ISVs) meet these challenges and gain a competitive advantage.

#### Oracle's SaaS Platform

Oracle is leveraging its broad portfolio of technology, including Oracle Database, Oracle Fusion Middleware, Oracle Enterprise Manager and Oracle VM, to provide ISVs with a flexible development and delivery platform so they can build scalable and secure SaaS solutions that also satisfy customers' on-premise requirements.

Oracle's platform offers a comprehensive set of functionality to meet the ISV's performance, availability, multi-tenancy, security, integration and customization needs. The Oracle SaaS platform also takes advantage of the company's grid computing, virtualization and integrated management capabilities to enable ISVs to incrementally add low cost hardware as their customer base grows, while maintaining quality of service.

Oracle's platform also features pre-integrated, open, standards-based components, which reduces the ISVs' time-to-market, cost and risk while ensuring flexibility. The ISVs can also capitalize on Oracles 'hot-pluggable' architecture which permits them to choose individual components to meet their specific needs.

Oracle's market leading database products include a rich feature set which can satisfy the performance, scalability, reliability and security requirements of ISVs and hosting companies in the SaaS market. Oracle Database and Oracle Real Application Clusters (RAC) provide a grid infrastructure for deploying a single database across a cluster of servers to achieve high service

**Oracle's SaaS Platform is helping independent software vendors (ISVs) gain a competitive advantage in the market.**

**A clear measure of the value and versatility of Oracle's SaaS Platform is the number and a variety of ISVs and hosting companies which are leveraging its technology.**

availability and massive scalability. Oracle's partitioning capabilities permit tables and indexes to be split into a multi-tenant database of smaller and more manageable components. Oracle's Virtual Private Database (VPD) and Database Vault technologies allow ISVs and hosting companies to offer policy-based Fine Grained Access (FGA) so each tenant can automatically gain access to their data. And, Oracle's TimesTen In-Memory Database enables data access with very low latency and very high throughput for performance-critical applications and can be used as a cache in front of Oracle Database.

Oracle also offers numerous solutions to ensure high availability, including Oracle RAC, Automatic Storage Management, Flashback, RMAN & Oracle Secure Backup, DataGuard and Streams to reduce unplanned downtime. Oracle's online reconfiguration, rolling upgrades and online redefinition capabilities also enable ISVs and hosting companies to better manage their planned downtime.

Oracle's SaaS platform also includes middleware components that provide business intelligence, data integration and data warehousing; access controls, systems and application management for server virtualization, automation, end-to-end monitoring, problem resolution, SLA reporting, and SOA governance. Oracle offers SOA components that can perform different actions or call different services depending on the site, security parameters (user/group/role) or other factors in hosted environment. Oracle's transaction processing engine and WebLogic Application Grid are used to scale out and scale up solutions to allow optimized data caching in the middle tier in a high-availability, low-latency fashion. Oracle WebCenter Framework allows users to build context rich, customizable UI's and Web 2.0 composite applications that are also tenant aware.

Oracle also recently unveiled new Cloud offerings that allow ISVs to leverage public clouds, such as those offered by Amazon, to build and deploy applications. ISVs can now license Oracle software in the Cloud environment; quickly deploy Oracle software on the Cloud using Oracle provided Cloud machine images, and backup databases in the Cloud. As a result, ISVs can now tap into virtually unlimited amount of Cloud-based computing resources in order to reduce their operational costs and accelerate application development. As a result of these new Cloud offerings, ISVs should find it even easier to create solutions that span both on-premise and on-demand environments.

In addition to offering a technology platform, Oracle also offers a technical and business support program to SaaS ISVs, hosting providers and system integrators. The program includes free technical resources for enablement, best practices, training, proof of concept, and inclusion in marketing events and campaigns.

### **Strategic Thoughts**

Oracle is responding to the growing demand for SaaS solutions by making a major investment in enabling technologies for ISVs and hosting companies. The company's platform includes a broad portfolio of highly modularized functional components to enable SaaS ISVs and hosting companies to develop and deliver high-performance, scalable and secure on-demand services that can also satisfy end-users' on-premise requirements.

A clear measure of the value and versatility of Oracle's SaaS Platform is the number and variety of ISVs and hosting companies which are leveraging its technology. Over 250 companies rely on Oracle solutions, including Adaptive Planning, Ariba, asknet AG, Callidus Software, CashEdge, Docupace Technologies, dthree, EnterConnect Inc, eXpresso Corp, frevvo, InfoNow, Intacct Corporation, OpSource, Sabrix, SuccessFactors, Teranode Corporation, Where 2 Get It, Wireless Matrix, Workstream Inc., Xactly Corp, Zogix.

#### **About THINKstrategies, Inc.**

*THINKstrategies is a strategic consulting services firm that helps enterprise IT and business decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and venture capital firms with their investment strategies. It also hosts the SaaS Showplace ([www.saas-showplace](http://www.saas-showplace.com)), an online directory and resource center. For more information, visit [www.thinkstrategies.com](http://www.thinkstrategies.com), or contact Jeffrey Kaplan, Managing Director, at 781-431-2690 or [jkaplan@thinkstrategies.com](mailto:jkaplan@thinkstrategies.com).*