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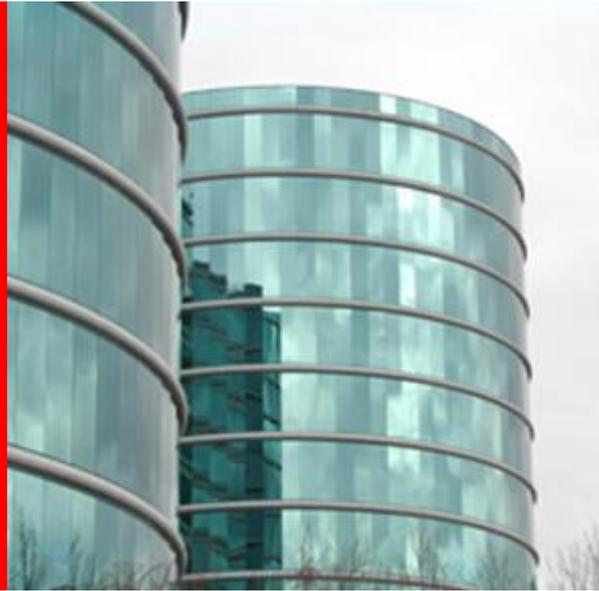
Oracle Premier Support
Il Supporto di Oracle sulla Tecnologia e sulle Applicazioni

Gianfranco Dragone
Premier Support Senior Sales Manager

Oracle Corporation

- Scale
  - $24.2B in TTM revenue for Oracle
  - #1 in 50 product or industry categories
  - 370,000 customers in 145 countries
  - 30,000 partners
  - $40B on 60+ acquisitions, since 2005
  - 106,000 employees
  - 10 million developers in Oracle online communities

- Innovation and Investment
  - 29,000 developers and engineers
  - 15,500 customer support specialists, speaking 27 languages
  - 20,000 implementation consultants
  - 1 million students supported
  - 870 independent Oracle user groups with 355,000 members

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Revenue represents March 1, 2009 – February 28, 2010

Oracle Support
Get Ahead. Stay Ahead.

Industry leadership in customer services — more awards than any other technology company since 2002

Global coverage that features 27 languages in 145 countries, with more than 15,500 combined Oracle and Sun service delivery experts

Overall customer satisfaction has increased 10-15% for each Oracle acquisition*

More than 140 online Oracle Support communities, including 13 new Oracle Sun product communities

More than 3,000 products covered in a support knowledgebase of more than 900,000 solutions, including more than 100,000 Oracle Sun support articles and documents

More than 80,000 My Oracle Support users with whom to exchange information and solutions

* Source: Oracle Global Relationship Survey and Oracle Support Transaction Survey

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Our Services Mission

Customer Success

Lower Cost of Ownership **+** Lower Business Risk **+** Higher Business Value

Get Ahead, Stay Ahead.

Expect the Best with Oracle Support

- **Lower cost of ownership**
  - ✓ Reduce labor costs and drive full utilization of your Oracle products with powerful tools that aid in diagnostics and proactive systems management
  - ✓ Leverage a single point of accountability - one call is all you need to make
- **Lower business risk**
  - ✓ Enhance security, improve change management, and minimize business disruption with help from the product experts and Oracle best practices
  - ✓ Take advantage of powerful support tools that focus on risk mitigation, prevention and rapid issue resolution across your Oracle product stack
- **Higher business value**
  - ✓ Tap in to high-value innovation with continuous access to critical patches, feature enhancements, and essential product updates
  - ✓ Maximize the return on your software investment, and upgrade on your own schedule with Oracle's industry-leading Lifetime Support Policy

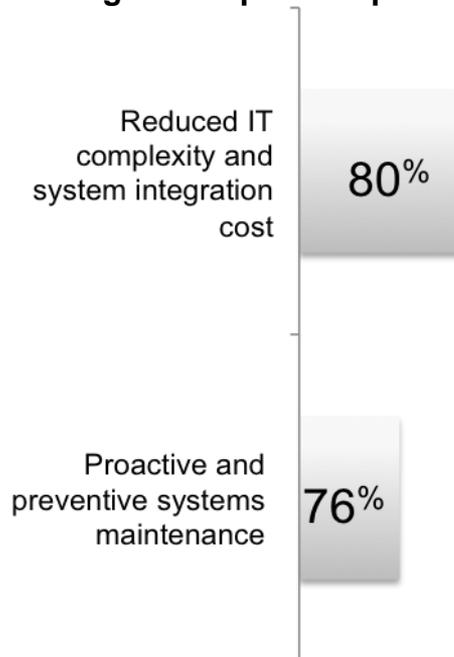ORACLE®

IT Priorities Drive Customer Success

Higher Business Value

Lower Cost of Ownership

Minimized Risk

92% of respondents rate "Improving the overall business value of IT" among their top five IT priorities
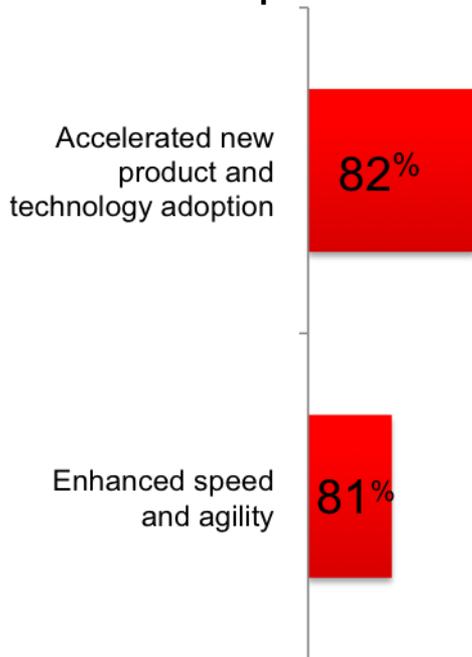
81% of respondents rate "Reducing Total Cost of Ownership of IT Solutions" among their top five IT priorities

77% of respondents rate "Minimizing risk" among their top five IT priorities

Accelerated new product and technology adoption — 82%

Reduced IT complexity and system integration cost — 80%

Enhanced Security — 83%

Enhanced speed and agility — 81%

Proactive and preventive systems maintenance — 76%

Improved mission-critical system uptime and availability — 80%
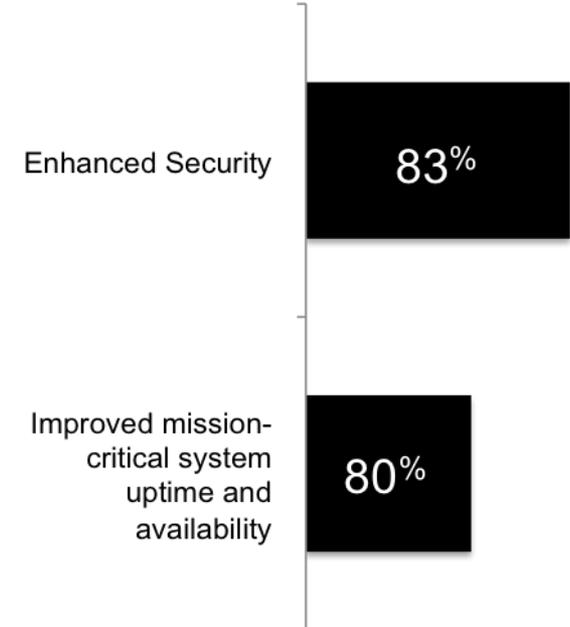
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Integrated Support, Integrated Updates, Integrated Management
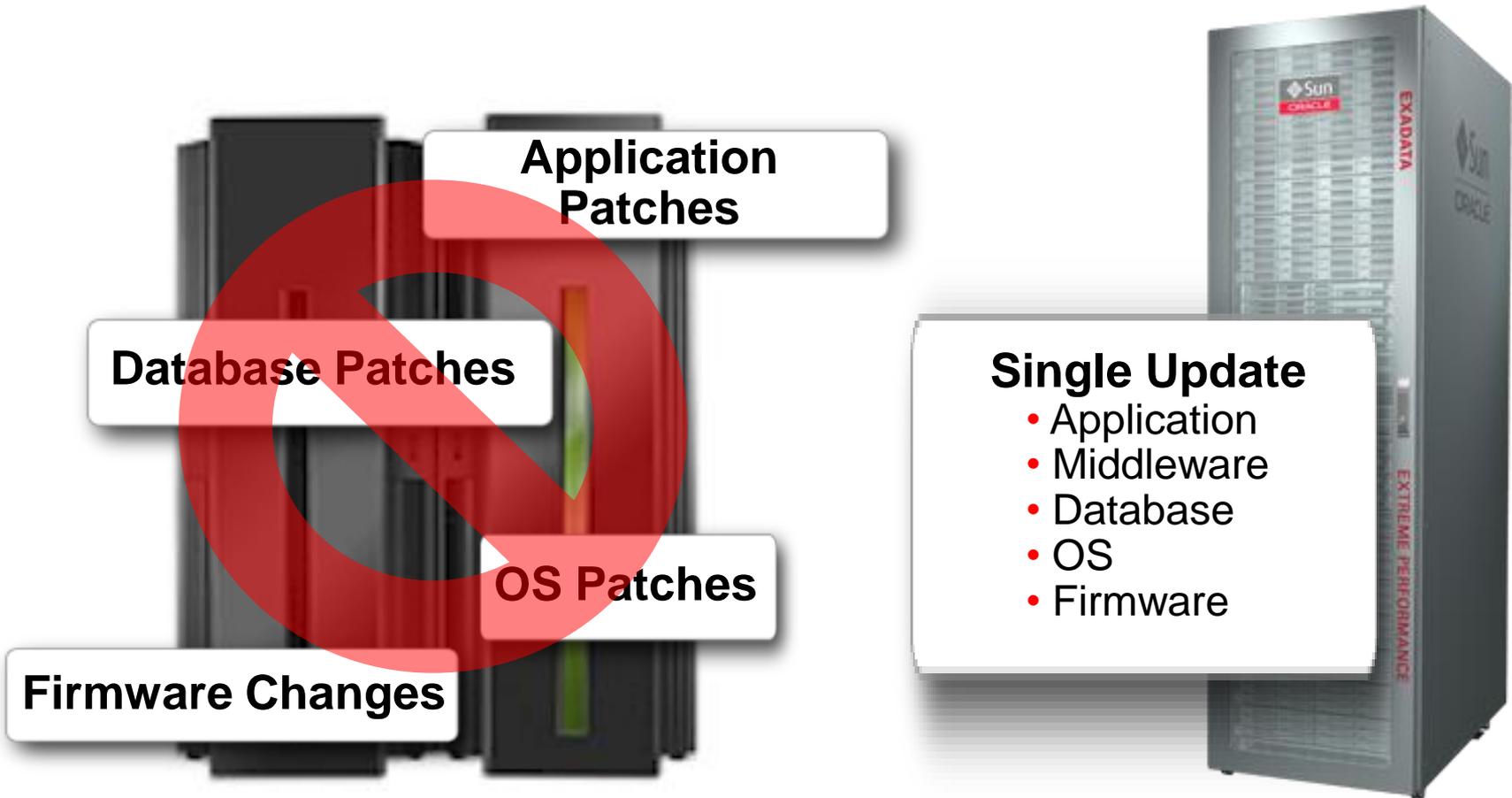
Application Patches

Database Patches

OS Patches

Firmware Changes

Single Update
- Application
- Middleware
- Database
- OS
- Firmware

Oracle + Sun

Complete, Open, Integrated Systems

- Engineered to work together
- Tested together
- Certified together
- Packaged together
- Deployed together
- Upgraded together
- Managed together
- Supported together

ORACLE®

Businesses Demand Complete Support

- Increase IT efficiency and reduce business risk
  - Improve change management with pretested patch clusters and multi-product patch bundles
  - Enhance core operational characteristics including system performance, availability, and usability
- Leverage a single point of accountability
  - Accelerate business value with better systems management and maintenance across your Oracle product stack, from applications to disk
  - Speed time to resolution through collaborative support relationships with other leading vendors to help isolate and troubleshoot multivendor interoperability issues
- Lower cost of ownership with single management tool set
  - Integrated configuration management tools enable you to minimize administration cost, achieve continuous availability, and quickly take advantage of system enhancements as they become available

82% **of businesses worldwide prefer an integrated support offering that can address a whole application solution stack versus support offerings that only address one technology layer.**

IDG Research Services "The Future of IT Services and Support." Jan. 2010.

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Applications to Disk — Oracle Integrated Support

	Oracle	IBM	Microsoft	HP	SAP
Vertical Apps	●				
Horizontal Apps	●		●		●
Middleware	●	●	●		◣
Database	●	●	●		◣
Operating System	●	●	●	●	
Virtualization	●	◣	●	◣	
Servers	●	●		●	
Storage	●	●		●	
Management	●	●	◖	●	

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Oracle Premier Support

The Value of Support

SOFTWARE.

Most importantly, our support provides new software features, patches, and enhancements that enable your business to **keep pace with change, run more efficiently, and pursue new opportunities**

HARDWARE.

Our support provides proactive service tools, expert assistance, and rapid problem resolution that enable you to **maintain an infrastructure foundation that's always available and runs your applications at peak performance**
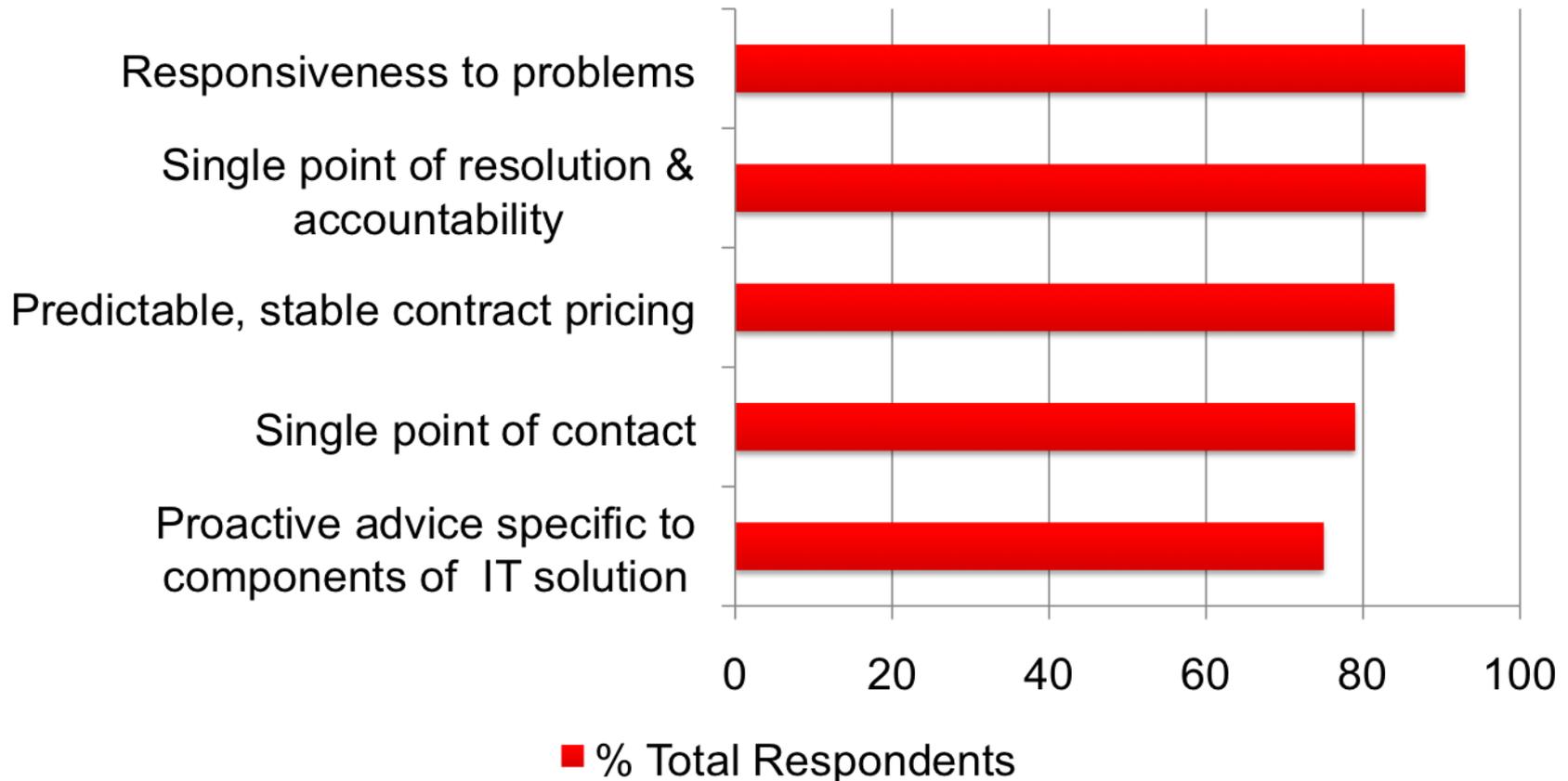
COMPLETE.

Our complete hardware/software support provides a single point of accountability, unified product updates and integrated configuration management tools that enable you to **minimize administration cost, achieve continuous availability, and quickly take advantage of system enhancements as they become available**

ORACLE®

The Value of Support

74% of total respondents see an opportunity to more fully utilize the value-added services in existing vendor service agreements.

79% of total respondents believe vendor support and service providers need to more actively communicate service coverage features and support resources.

IDG Research Services "The Future of IT Services and Support." Jan. 2010.

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Oracle Premier Support

Customer Success is Our Services Mission

✓ Support for individual products
✓ Support for field- or factory-integrated solutions

Premier Support for Systems **+** **Premier Support for Software** **=** **Complete Solution Support**

Oracle Premier Support
Key Features

Support

- **You get**: Expert assistance. Rapid resolution. 24/7.
- **So you can**: Minimize disruption. Maximize efficiency.

Product Updates

- **You get**: Software enhancements, fixes and upgrades
- **So you can**: Maintain performance. Tap innovation.

Proactive Support Tools

- **You get**: Alerts. Patch and configuration guidance
- **So you can**: Mitigate risk. Reduce cost. Increase value.

Premier Support for Systems

Premier Support for Systems

Covered Components

- For Servers
  - Hardware
  - Firmware
  - OS (Oracle Solaris and/or Oracle Linux)
  - Oracle VM
- For Storage Systems
  - Hardware
  - Firmware

Note: Support for additional, separately licensed software is priced separately

Premier Support for
Operating Systems

Premier Support for Operating Systems

Covered Components

- Any/All of the following:
  - Oracle Solaris
  - Oracle Linux
  - Oracle VM
  - Firmware

- Single price covers all

Note: Support for additional, separately licensed software is priced separately

Premier Support for Software

Premier Support for Software

Enabling Customer Success

- Available for all Oracle software
  - Database
  - Middleware
  - Applications

ORACLE®

Support

Expert Assistance. Rapid Resolution.	
Feature	**How You Benefit**
24/7 Technical Support	With around-the-clock access to product experts, you benefit from fast answers and prompt resolution. Our experienced support engineers leverage an extensive knowledgebase, continuous training, and powerful collaboration tools to provide world-class enterprise support.
24/7 Online Resources	Empower your IT staff with unlimited access to self-help technical resources including the Oracle knowledgebase, technical documentation, white papers, best practices, and tips and tricks.
My Oracle Support Community	Access a network of Oracle product specialists and industry peers for a proactive exchange of best practices and industry knowledge.
Lifetime Support	Protect your investment and upgrade on your own schedule with Oracle's industry-leading Lifetime Support Policy, which applies across Oracle software products including operating systems and virtualization software.

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Product Updates

Security. Performance. Innovation.

Feature	How You Benefit
Performance Enhancements	Improve core operational characteristics including software performance, availability, and usability.
Feature Enhancements	Gain additional business value through new software features and functionality.
New Releases	Tap into product innovation via access to major upgrades and accompanying documentation as a part of your coverage - without additional licensing fees.
Security Patches	Keep your systems and your business secure and in compliance.
Bug Fixes	Confidently run your business knowing you have access to fixes for known issues and if a new issue arises, Oracle software engineers will develop a patch to address the problem.
Integrated Patch Sets	Increase IT efficiency and reduce business risk through pretested patch clusters and multi-product patch bundles.

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Premier Support for Software

Proactive Support Tools

Mitigate Risk. Reduce Cost. Maximize Business Value.

Feature	How You Benefit
Oracle Configuration Manager	As part of the My Oracle Support portal, this tool enables faster problem resolution and simplified configuration management, along with improved system stability.
My Oracle Support Health Checks	Proactive health checks based on personalized system configuration information to avoid unplanned downtime.
My Oracle Support Patch Recommendations	Proactive notification of potential system issues and recommendations help you improve system performance and avert outages.
Oracle Diagnostic Support Tools	Complete and accurate technical information, lead to proactive systems management, and reduced systems maintenance time and effort.
Oracle Performance Management Support Tools	Powerful resources enable informed decisions through collection, measurement, and analysis of data across the entire lifecycle. When combined with other proactive tools you get operational insights and performance gains.
Oracle Upgrade Management Support Tools	With identification of critical patches and end-to-end instructions, you realize faster, easier upgrades. And when your upgrade is complete, you receive confirmation information to quantify the results.

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Premier Support for Solutions

Oracle Premier Support

Support for Solutions

✓ Field-integrated Solutions or Factory-integrated Solutions
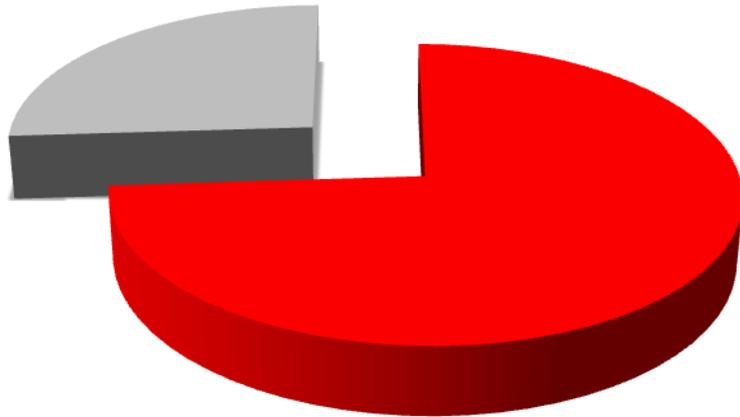
**Premier Support for Systems** ➕ **Premier Support for Software** ➖ **Complete Solution Support**

Businesses Seek to Take Fuller Advantage of Support Subscriptions

74% **of businesses see an opportunity to more fully utilize existing vendor service agreements.**

79% **of businesses believe vendors need to more actively communicate service coverage features and support resources.**

IDG Research Services "The Future of IT Services and Support." Jan. 2010.

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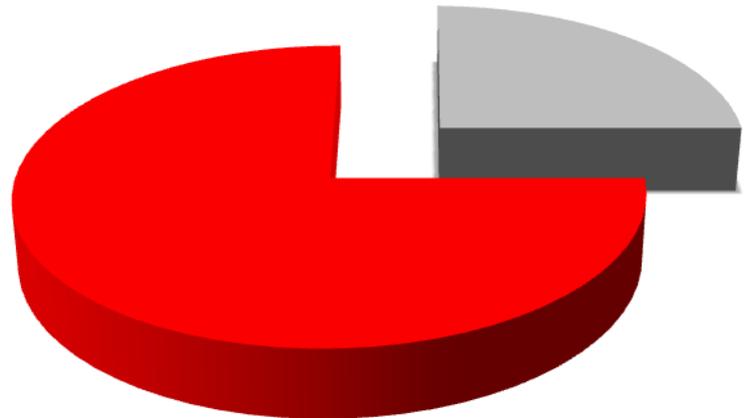
My Oracle Support
Personalized, Proactive

Maximize Business Value. Minimize Cost.

My Oracle Support Platform Provides Simplified Support

Personalized

Personalized dashboard

Service request management

Priority handling

Knowledgebase

Proactive

Configuration management

Healthchecks

Patch advice and recommendations

Business intelligence

Collaborative

80,000+ peer community members

Web 2.0 capabilities

Oracle expert knowledge community

Community knowledge – 140 support communities and growing

Integrated

Seamless Enterprise 11g integration

Services integration:
- Oracle On Demand
- Oracle Advanced Customer Services

ORACLE®
MY ORACLE SUPPORT

With My Oracle Support customers can experience:

✓Up to 40% faster service request resolution

✓ Up to 30% faster service request creation with My Oracle Support

✓ Up to 25% problems avoided with targeted knowledge and proactive advice

✓ 97% of problems resolved quicker with targeted knowledge

✓ 500+ advanced support tools
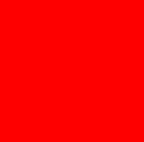
ORACLE®

Our Services Mission

Customer Success

Lower Cost of Ownership + Lower Business Risk + Higher Business Value

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.
The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

ORACLE®

SOFTWARE. HARDWARE. COMPLETE.

ORACLE®