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Oracle Customers: Consider DB2!

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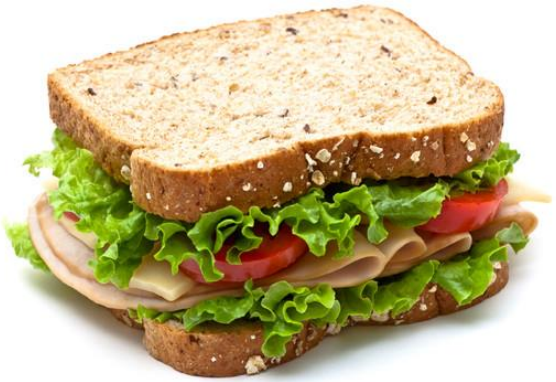
Get Ready!



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Agenda:

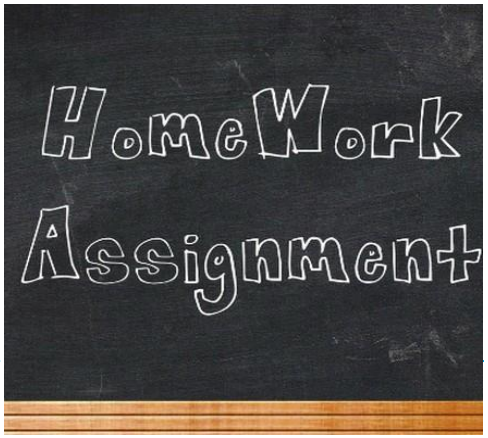
- The latest Oracle Attack news from IBM's Tony Mancini
- DB2 vs. Oracle – the history
- Three critical qualifiers – get to no faster
- Versions and licensing methods comparison
- Migration planning, participation, and follow-up
-

3 Takeaways:

1. Understanding the 3 critical factors needed to seriously consider DB2

2. Understand the potential cost savings

3. Assess the migration effort



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Tony Mancini, Global Business Unit Executive – Enterprise Accounts, IBM Analytics

Oracle Attack Leader!

The Fillmore Group, Inc.

- IBM Analytics Software Reseller (LUW and z)
- Data Management Technical Consulting and Staff Augmentation
- IBM Training Partner with Global Training Partner Arrow ECS
- Founded in 1987; headquartered in Baltimore, Maryland

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Frank Fillmore

- Founder and President of The Fillmore Group
- DB2 Gold Consultant
- IBM Champion for Analytics
- ***Over 35,000 billable hours supporting DB2!***

IBM CHAMPION

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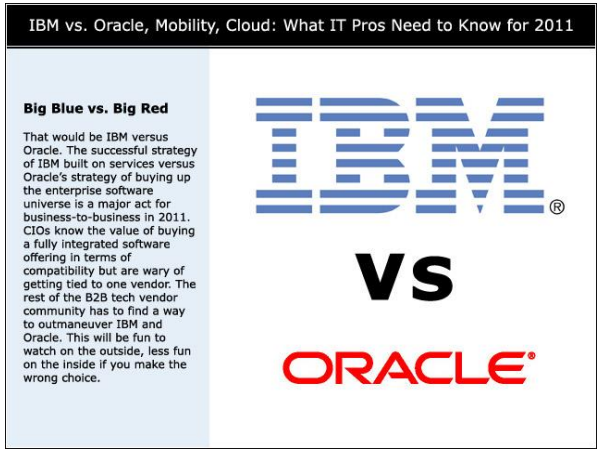
DB2 vs. Oracle - the history

Price – TCO – Functionality – Migration Simplicity

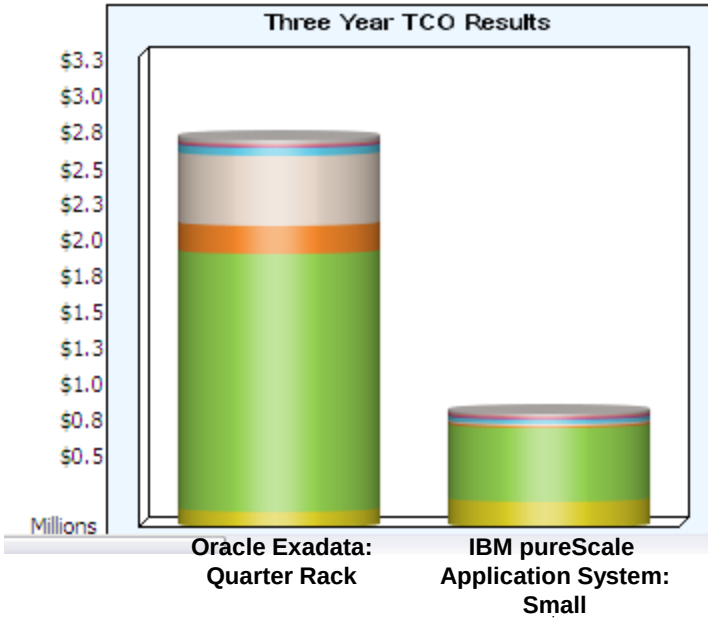


3-Year TCO and initial investment comparison

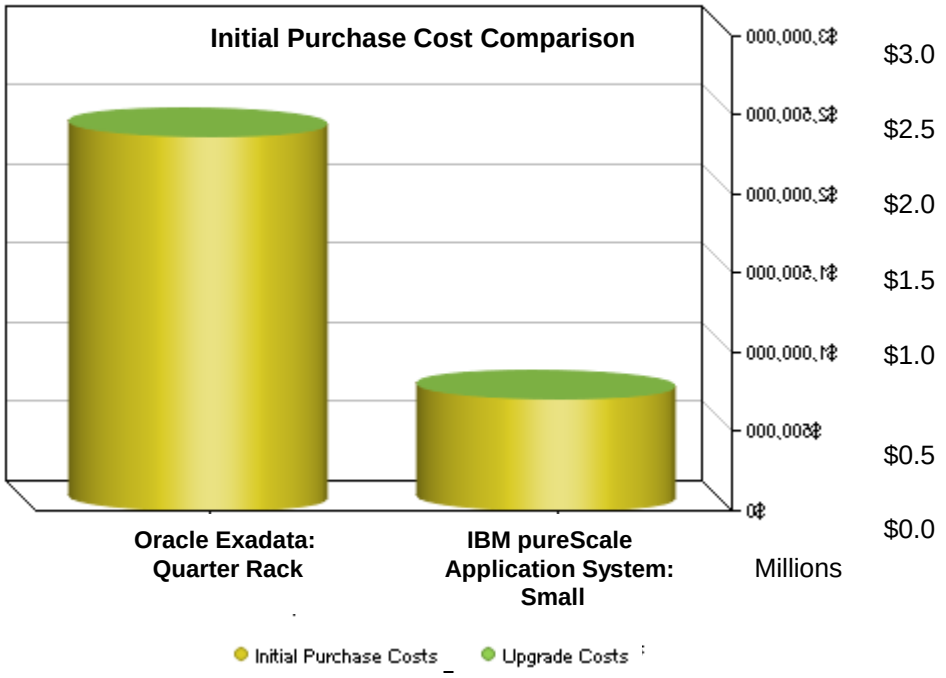
Oracle Quarter Rack Exadata vs. Small pureScale Application System

3 Yr TCO Savings with IBM over Oracle = 71%
Investment Cost Savings with IBM over Oracle = 70%

Savings with IBM pureScale $2,330,378 or 70.7%



Savings with IBM pureScale $1,666,447 or 70%



DB2 is the highest value database in the market.

1. **DB2 has one of the lowest people cost requirements.**
   - ✓ *DB2 requires 43% less DBA time vs. Oracle, Solitaire Interglobal analysis; average cost per DBA saved: $100 /hr x 40 hrs/week x 52 weeks/yr = $208,000/yr burdened. If you save 5 DBA's, That's $1M / yr*
2. **DB2 is the smartest database in the market.**
   - ✓ *DB2 Autonomics; self-optimizing, self-healing, self-configuring and self-protecting, DB2 has the ability to monitor its own health status - independent of the database administrator (DBA).*
3. **DB2 reduces storage costs better than any other vendor.**
   - ✓ *"With DB2 9, we're seeing compression rates up to 83 percent on the data warehouse tables. The projected cost savings are more than US$2 million initially with ongoing savings of US$500,000 a year." - Michael Henson, DB2 Unix Team Lead, Database Delivery Services, SunTrust Bank, Inc.*
4. **DB2 is the fastest database.**
   - ✓ *DB2 at largest SAP/Oracle customer in Germany*
     - *DB2 up to 9 times faster*
     - *DB2 on average over 40% faster*
5. **DB2 has the highest availability.**
   - ✓ *"DB2 was heavily favored in this regard... with fewer and shorter outages for normal operational activities, the overall availability and reliability of the DBMS shows some clear differentiation." — Solitaire Interglobal*
6. **DB2 is the most scalable database.**
   - ✓ *DB2 pureScale reduces the risk and cost of business growth by providing unlimited capacity, continuous availability, and application transparency. Scaling your system is simply a matter of connecting a new node and issuing two simple commands. Oracle RAC scalability tails off dramatically after 4 nodes, DB2 purescale performance stays at 95% scalability at 32 nodes, dropping only slightly as you add more nodes (81% at 112 nodes)*

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DB2's Oracle Compatibility Feature made this migration feasible - Banking Customer

- Detailed business case showed more than **$10M in savings over 4 years.**
  - DB2 SW and HW **investment payback in 24 months.**
  - Business case considered depreciation costs and tax impacts to all investment alternatives.

- **8 databases supporting the full suite of applications** for the customer website were all migrated to DB2 using the Oracle Compatibility Feature.
  - Profiles -- Account balances
  - Credit cards -- Investments
  - Bill payment
- **Over 90,000 lines of Oracle PL/SQL Stored Procedure code is now running on DB2.**

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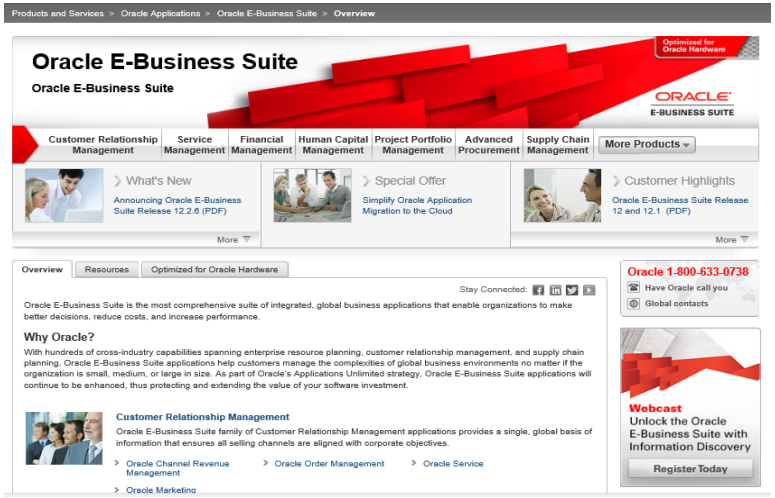
Three Critical Qualifiers

1. **Does your organization run Oracle applications? For example, any products in the E-Business Suite?**



http://tinyurl.com/TFG-Oracle-apps

Three Critical Qualifiers

2. **Is your organization willing to share your Oracle license costs with an IBM Business Partner for comparison purposes?**

Three Critical Qualifiers

3. How willing is your organization to pursue a migration to DB2?

Poll Question #1

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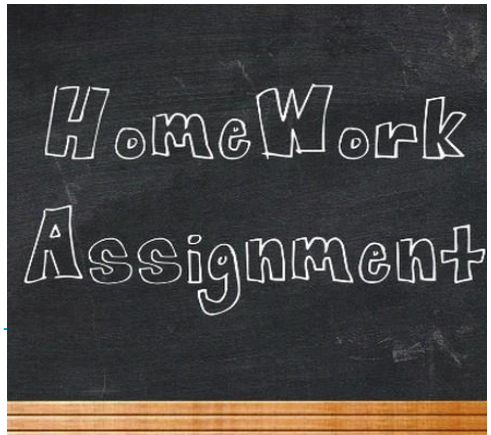
Assignment #1:

1. Understanding the 3 critical factors needed to seriously consider DB2
2. Assess your organization's readiness to consider DB2
3. Make a list of key stakeholders on your team who can help



Versions and Licensing Comparison

ORACLE	IBM® DB2®
Version 12c	Version 11.1
Oracle Enterprise Edition (ES)	DB2 Advanced Enterprise Edition (AESE)
Oracle Standard Edition (SE)	DB2 Enterprise Edition (EE)
Oracle Express Edition	DB2 Advanced Workgroup (AWE)
Oracle Personal Edition	DB2 Express
	DB2 Personal Edition

Oracle Enterprise vs. DB2 AESE

Oracle Standard vs. DB2 Advanced Workgroup

DB2 Advanced Versions Include:

- Adaptive, backup, index compression
- Data Server Manager
- DB2 Column-Organized Tables
- pureScale
- Encryption
- Federation with non-IBM Data Sources
- High Availability Disaster Recovery (HADR)
- Materialized Query Tables (MQT's)
- BLU Acceleration
- InfoSphere Data Architect
- NoSQL, pureXML, JSON
- Time Travel Queries
- Data Partitioning Feature
- Label-Based Access Control (LBAC)

http://tinyurl.com/TFG-DB2-matrix

Oracle Database Options

- All options can be purchased with Oracle Enterprise Edition.
- Oracle RAC is included with Oracle Database Standard Edition.
- You cannot purchase any options with Standard Edition One.

Active Data Guard	Label Security
Advanced Compression	On-Line Analytic Processing (OLTP)
Advanced Security	Partitioning
Data Mining	Real Application Clusters (RAC)
Database Vault	Real Application Testing
In-memory Database Cache	Spatial and Graph

http://tinyurl.com/TFG-Oracle-options

ORACLE

Oracle Management Packs

Oracle Management Packs

- Oracle Change Management Pack
- Oracle Configuration Management Pack
- Oracle Data Masking and Subsetting Pack for Oracle and non-Oracle Databases
- Oracle Diagnostic Pack
- Oracle Provisioning and Patch Automation Pack
- Oracle Tuning Pack

Purchasing Models – Comparison

ORACLE

- Single User
- Socket Pricing
- Core Factor Pricing

- Core Factor Table:

http://tinyurl.com/TFG-Oracle-core-factor

IBM® DB2®

- Single User
- Socket Pricing
- Processor Value Unit (PVU)

- PVU Table:

http://tinyurl.com/TFG-DB2-PVU

Notes: 1) sub-capacity/virtualization 2) cloud deployments

Purchasing Models – Comparison

ORACLE

Oracle ULA

- Unlimited License Agreement
- Features:
  - Minimum term of 3 years
  - Support costs may fluctuate during term

IBM® DB2®

IULA

- IBM Unlimited License Agreement
- Features:
  - Term of 1-5 years
  - Support costs fixed for term
  - Support NTE after term ends
  - Entitlement based on deployment at end of term
  - No true up/additional costs

…and don't forget!

These DB2 licenses are platform agnostic and will run:

- On-prem
- Cloud
- Hybrid

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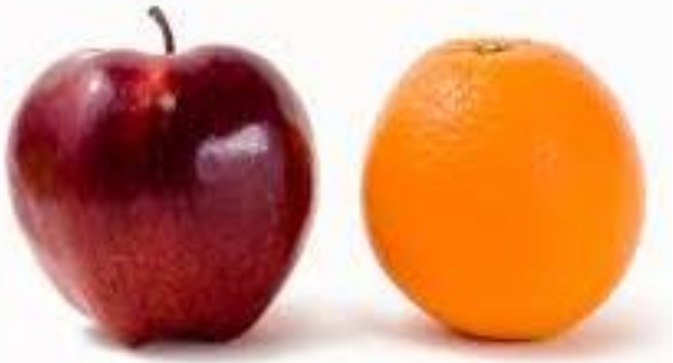
OR



???

- Are your license totals accurate?
- Are they unused options or other ways to save on your current Oracle costs?
- Can you save with DB2 by:
  - Taking advantage of the Oracle Attack special pricing?
  - Extending your database functionality and use with (no charge) DB2 tools?
  - Would sub-capacity licensing significantly reduce your costs?

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Poll Question #2

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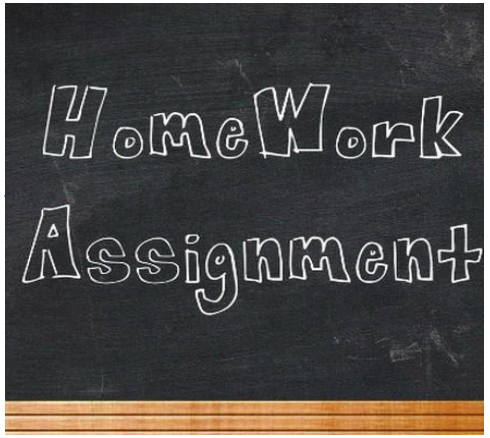
WOW!!!!!



Assignment #2:

1. Write down your expected 2017 Oracle costs.
2. Multiple the total by 0.2
3. Record this amount as "Potential DB2 License Costs"

But Wait…*migration*…

- DB2 for LU
  compatibilit
  application
- IBM develo
  resources
- IBM Busines
- IBM Lab Se
  sized SAP (
  migration o

Migration Considerations:

- DB2 Sk[illegible] assessment and enablement
- Oracle [illegible] dscape
- Applic[illegible] view
- DBA T[illegible]
- ETL ar[illegible] 's & targets
- High A[illegible] ry

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DB2 Transition Process - Education

- IBM classroom education options
- Informal mentoring during migration
- Ongoing education –
  - Regional Users Groups
  - Conferences
  - Ongoing classes

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DB2 Transition Process

- **Migration strategy and planning**
  - Consider support renewal dates
  - Database availability requirements? Need a zero downtime migration? It CAN be done!
  - Formal project plan and cost model
  - IBM Database Conversion Workbench - proven process

  - ***Factor migration costs into overall savings!***

IBM Database Conversion Workbench

Features:

FEATURES	PUREDATA FOR ANALYTICS to DASHDB	ORACLE to DASHDB, DB2 ON CLOUD	ORACLE to DB2 FOR LUW 10.1, 10.5, 10.5 with BLU
Starter Guide (Cheat Sheets)	X	X	X
DDL Extraction	X	X	X
Compatibility Evaluation Report	X	X	X
Code Conversion	X	X	X
Split DDL		X	X
Data Extraction (flat files)		X	X
Data Load (flat files)			X
Data Transfer (pipes)			X
Data Transfer (federation)			X*
Object Dependencies Visualizer		X	X

Leverages DB2 federation capabilities. The target DB2 database must support federation to the source database

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Client Value Engagement (CVE)

What is a CVE?

- **Programmatic approach**: CVE provides a defined, structured and easy to follow process designed to help all key stakeholders evaluate IBM Information Management solutions
- **Economic Benefits:** CVE determines the benefits in financial terms decision makers can understand such as 5-Yr Summary, ROI, TCO and many other metrics to evaluate the proposed solution
- **Technical Solution Blueprint:** CVE provides a tailored architectural blueprint comparing your current state process/architecture against the recommended/proposed future state
- **CVE Final Results:** CVE seeks to uncover all of the cost savings that can be realized as a result of an investment in the IBM recommended software and a solution blueprint

Why do a CVE Analysis?

- **Lightweight Process:** CVE is a flexible process that is not time or resource intensive
- **Clear Objectives:** CVE is run programmatically defining clear objectives, priorities, timelines
- **Speedy Time-to-Completion:** CVE elapsed time is a few short weeks (Introduction to Final Presentation)
- **Professional Deliverables:** CVE final results are built by trained and qualified experts
- **Personalized Process:** CVE is planned around giving each client a individual experience

Poll Question #3

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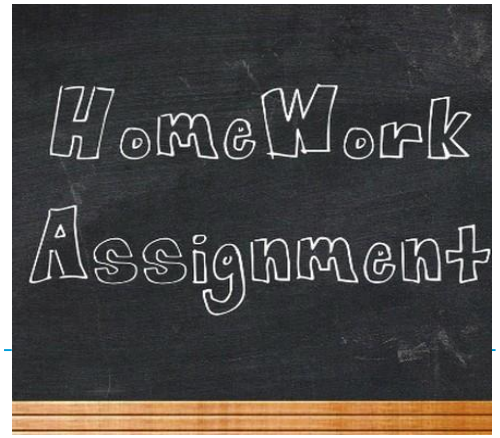
Next steps:

- Complete your assignments and evaluate your organization's readiness
- Be 100% candid with your management team, and find out what they need to know to approve a plan to move to DB2

Assignment: Schedule a call with Frank or your IBM rep to discuss getting a quote for DB2 licenses, and to begin preparing for a migration



Resources:

- IBM Knowledge Center Oracle features supported by DB2 for LUW v11.1
  - http://tinyurl.com/TFG-Oracle-in-DB2
- IBM developerworks/Database Conversion Workbench
  - http://tinyurl.com/TFG-DCW
- Oracle to DB2 Migration Guide
  - http://tinyurl.com/TFG-Migration-Guide

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Thank you

Frank Fillmore, President

Kim May, Vice President Business Development

www.thefillmoregroup.com/blog

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