Welcome and Introduction to the PASIG, April 4, 2011

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Thank You to the British Library!
Agenda

• Introduction
  – Meeting Agenda

• PASIG Overview
  – PASIG Background
  – New Directions as a User Group

• Oracle Positioning
  – Oracle's Value Proposition
  – Directions
Meeting Agenda

Day 1 – April 4

• Introduction
• Trends
• Oracle Overview
• Reception

Day 2 – April 5

• Vertical Market and Cross Industry Customer and Partner Presentations

Day 3 – April 6  Optional Deep-Dive at Oracle City Offices
Oracle PASIG Background

– Evolution from Early 2007 Discussions with Michael Keller at Stanford – Library and University Collaboration

– Continued Focus

• Collegial Collaboration
• Community of Practice - “Just Do It!”
• Preservation Architectures, eScience Data Set Management and Curation, Third Party Solutions
• Tiered Storage Architecture Best Practices and Trends
• Feedback from the Community to Oracle
• Complimentary Positioning with DuraSpace, Digital Curation Centre, iPRes, etc.
Oracle PASIG New Directions

- Topics and Themes
  
  • 'Horizontalization' to a Broader Community: Government Compliance, Life Sciences, Media and Entertainment, Manufacturing, Healthcare, etc.
  
  • **Broader Technology Focus**: Private and Community Clouds, Content Management for Permanent Access, Semantic Data Management, Optimized Analytics
  
  • **Solutions Focus**: Oracle and Partners
  
  • **Intra-Institution/Enterprise Trends**: Federation, Security, New Ways to Manage Scholarly Materials
  
  • **New Models and Realities**: Maturing Tools, Services for Communities, Search and Discovery, Personal Archives
Oracle PASIG New Directions

- Connected to Oracle Technology, But an Independent Organization
  - Oracle Independent User Group – May 10-12, 2011 Event
  - Broadened Advisory Committee
  - Oracle Events Can Help PASIG Grow, But the PASIG's Health is Dependent Upon Community Volunteerism and Vision
Oracle Positioning for the Permanent Access Market: Our Value Proposition

We Help Organizations Develop Open, Scalable, Secure Environments for Knowledge Development, Discovery, Management, Sharing, and Preservation
Keeping up with Explosive Data Growth
Data Creation & Retention Requirements

- IT budgets and headcounts can’t keep up with this growth
- Disk prices are not declining at this rate
- Customers need a tiered storage strategy to accommodate growth
Addressing Information Life Cycle Management

- Capture Data from Any Entry Point
  - Web-based Submission
  - Ingest Directly from Applications
  - Scan, Fax Directly to Repository

- Automated Functions
  - Storage Management
  - Access Rights
  - Workflow, Pub-sub Notifications
  - Versioning and Indexing
  - Cleansing of Information
  - Publishing and Distribution
  - Retention Rules and Actions

Source: Marc Kelberman, Oracle
Horizontal Challenges

- Data Deluge: Data Generated Now Exceeds Storage Capacity
- Legal and Corporate Compliance Regulations
- Ability to Better Retrieve Retained information
- Sharing and Reuse of Valuable Information Within and Between Organizations
- Increase in Storage Capacity Requirements
- Cost/Benefit of Long-term Data Storage
- Growing Recognition of the Value of Data as Intellectual Property
- Enterprise Optimization: IT and Data Asset Management
Common Issues in Permanent Access

Ingest

Sustainability

Migrations

Data Integrity

Software

Cost

Access

Scalability

People

Hardware

Bit Rot

Source: Keith Rajecki, Oracle
Oracle's Positioning: Addressing the Trends and Challenges

- Broadening the Permanent Access Perspective: Manufacturing, Media and Entertainment, Healthcare, Life Sciences, Research, Government Compliance, Academia, etc.

- Freedom of Choice: Support for a Broad Partner Ecosystem

- Sharing Best Practices: Oracle Preservation and Archiving Special Interest Group (www.sun-pasig.ning.com)

- Oracle-based Market Solutions

- New Permanent Access Services: Private and Community Clouds in Cooperation with 'Hub' Customers
Complete. Open. Integrated.
Integrating Technologies For Better Business Results

- Performance
- Reliability
- Security
- Management
- Quality
Oracle’s Content Management Solutions

1. Create Information

2. Manage
   Oracle Enterprise Content Management
   Content Management Applications

3. Preserve
   SAM
   QFS
   Storage Preservation

4. Store
   Flash
   Disk
   Tape
   Storage Devices
SOFTWARE. HARDWARE. COMPLETE.