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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

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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
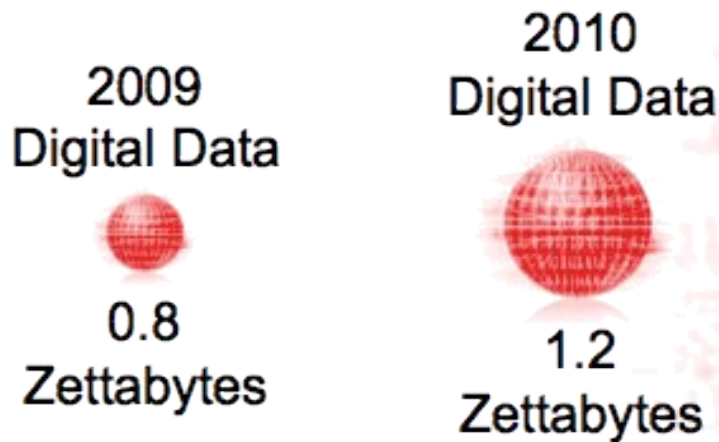
Oracle PASIG New Directions

– **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

2009
Digital Data

0.8
Zettabytes

2010
Digital Data

1.2
Zettabytes

2020
Digital Data

35
Zettabytes
(44x growth)

- 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

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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
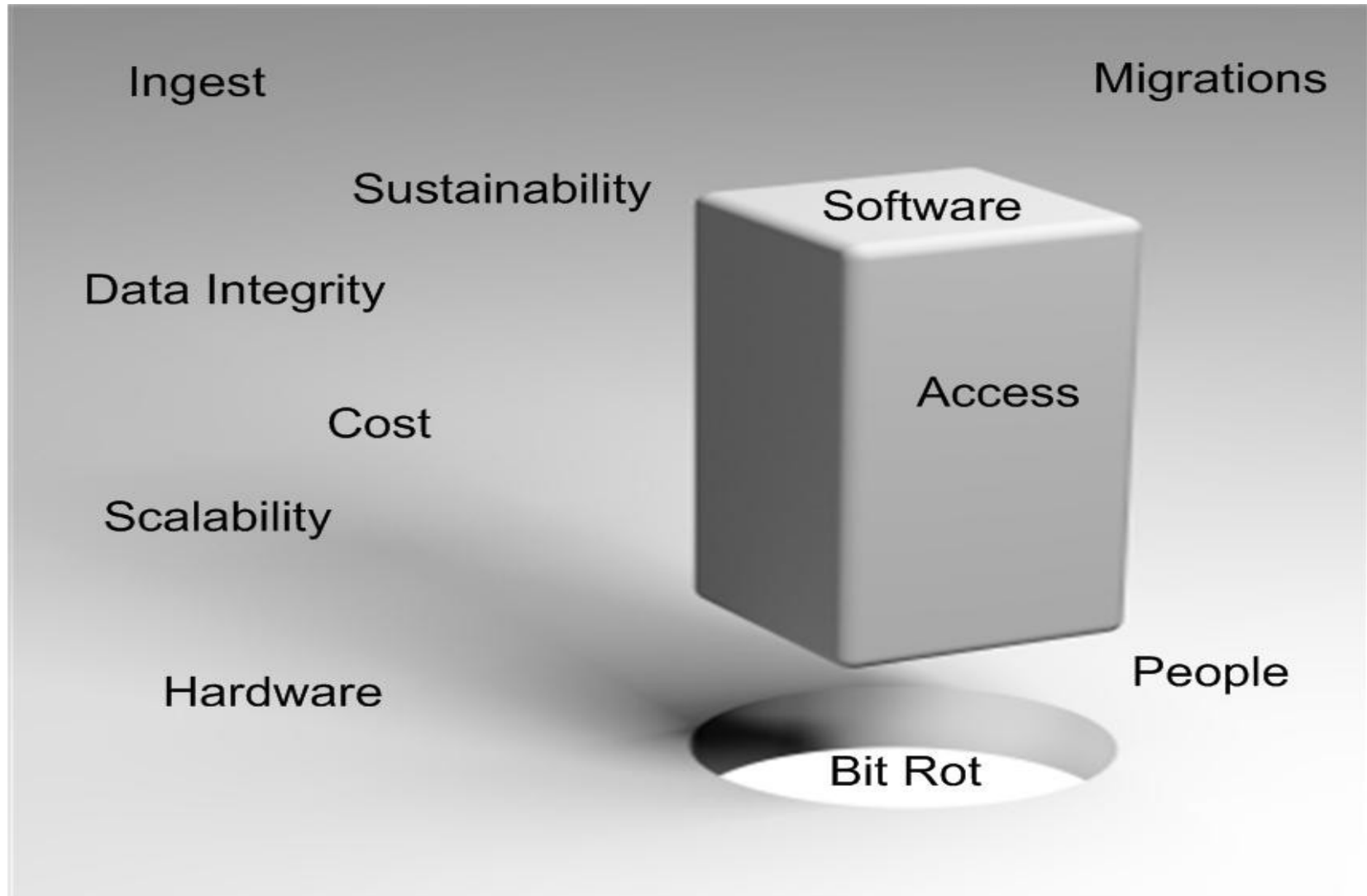 - Publishing and Distribution
  - Retention Rules and Actions

Source: Marc Kelberman, Oracle

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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

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

Oracle Enterprise Content Management

2. **Manage** Content Management Applications

ORACLE 11^g DATABASE — ORACLE SOLARIS — SAM QFS

3. **Preserve** Storage Preservation

Flash | Disk | Tape

4. **Store** Storage Devices

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SOFTWARE. HARDWARE. **COMPLETE.**