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PASIG, May 2011

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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 - Tuesday, May 10 Optional Oracle Deep-Dive

- Oracle Technology Overview
- Open Discussion

Day 2 – Wednesday, May 11 PASIG

- Introduction
- Trends
- New Models and Evolving Architectures
- Reception

Day 3 – Thursday, May 12 PASIG

- Customer and Partner Presentations (Continued)
- Discussion on Topics and PASIG Directions

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, IS&T Archiving, 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, Database and Analytics
- **Solutions Focus:** Oracle and Partners
- **Intra-Institution/Enterprise Trends:** Federation, Security, Data Curation, Management of 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

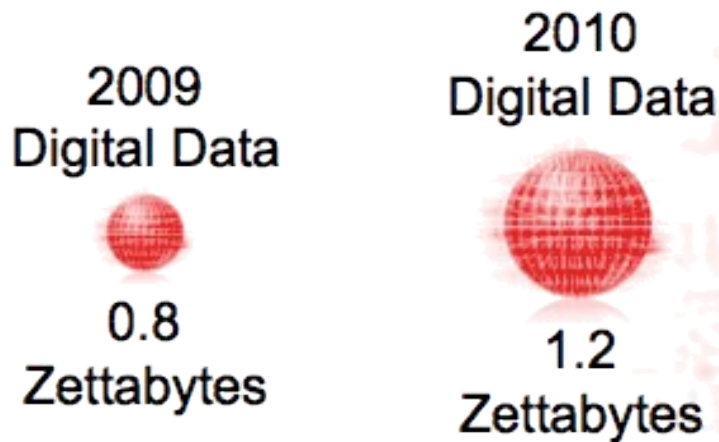
- Independent Oracle User Group Launch is Now!
- Broaden and Formalize PASIG Advisory Committee
- Oracle Events Can Help PASIG Grow, But the PASIG's Health is Dependent Upon Community Volunteerism and Vision

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



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

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

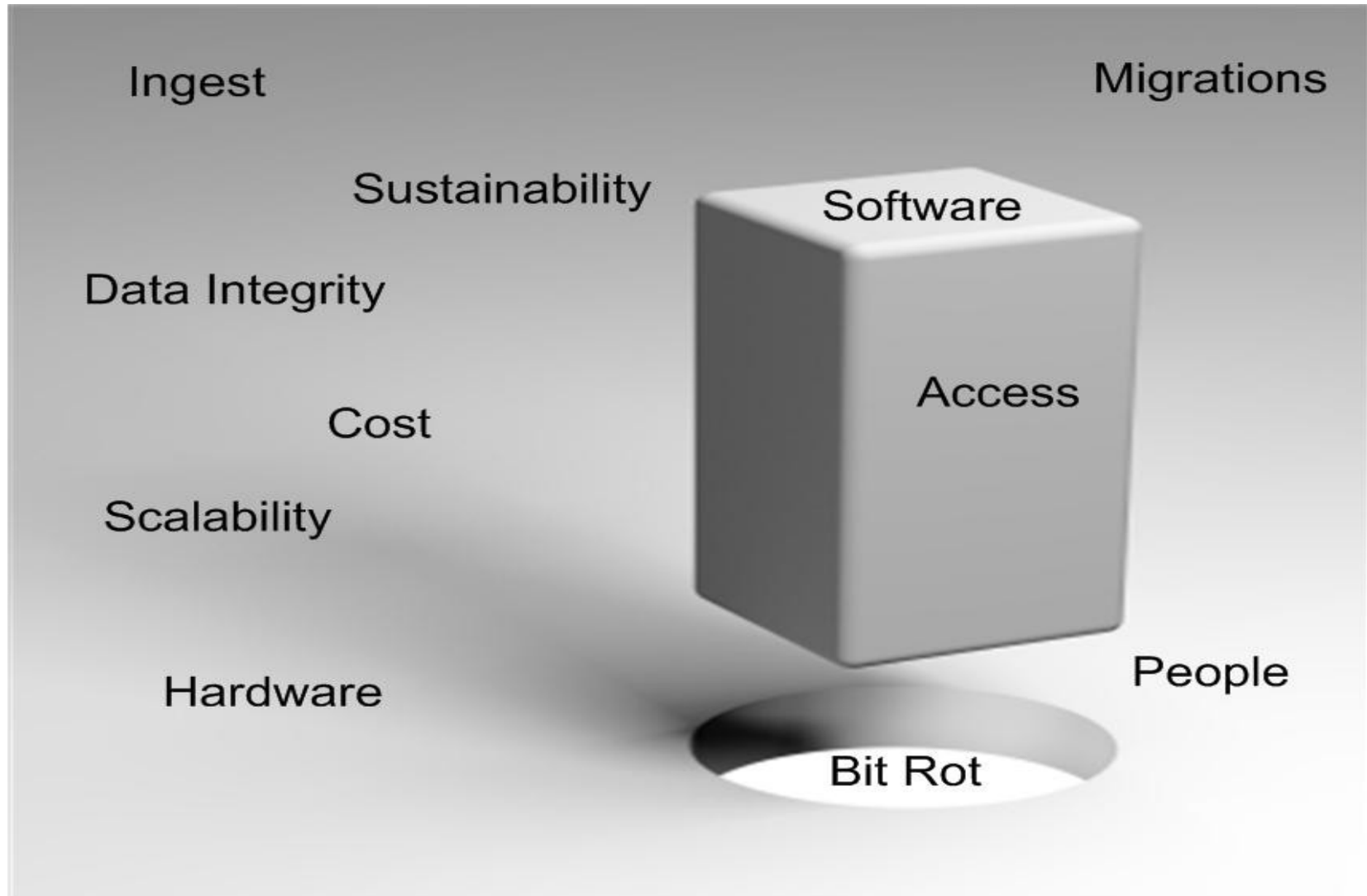
Source: Marc Kelberman, Oracle

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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

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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 11g
DATABASE

ORACLE
SOLARIS

SAM
QFS

3. **Preserve**
Storage
Preservation



Flash



Disk



Tape

4. **Store**
Storage Devices

SOFTWARE. HARDWARE. COMPLETE.

Oracle Users Group Community Roles

Special Interest User Groups

- Leadership
- Meeting logistics and agenda
- Membership mailings and membership lists
- Website content

Umbrella user group organizations (IOUG)

- Infrastructure support - meeting tools, websites, etc
- Leader training, coaching, communication
- Best practices, guidelines for users groups

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- Local speakers
- Meeting promotion through sales force and O.com/events
- Possible sponsorship