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
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
• 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

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 Content Management Applications

3. Preserve Storage Preservation

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

Oracle

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