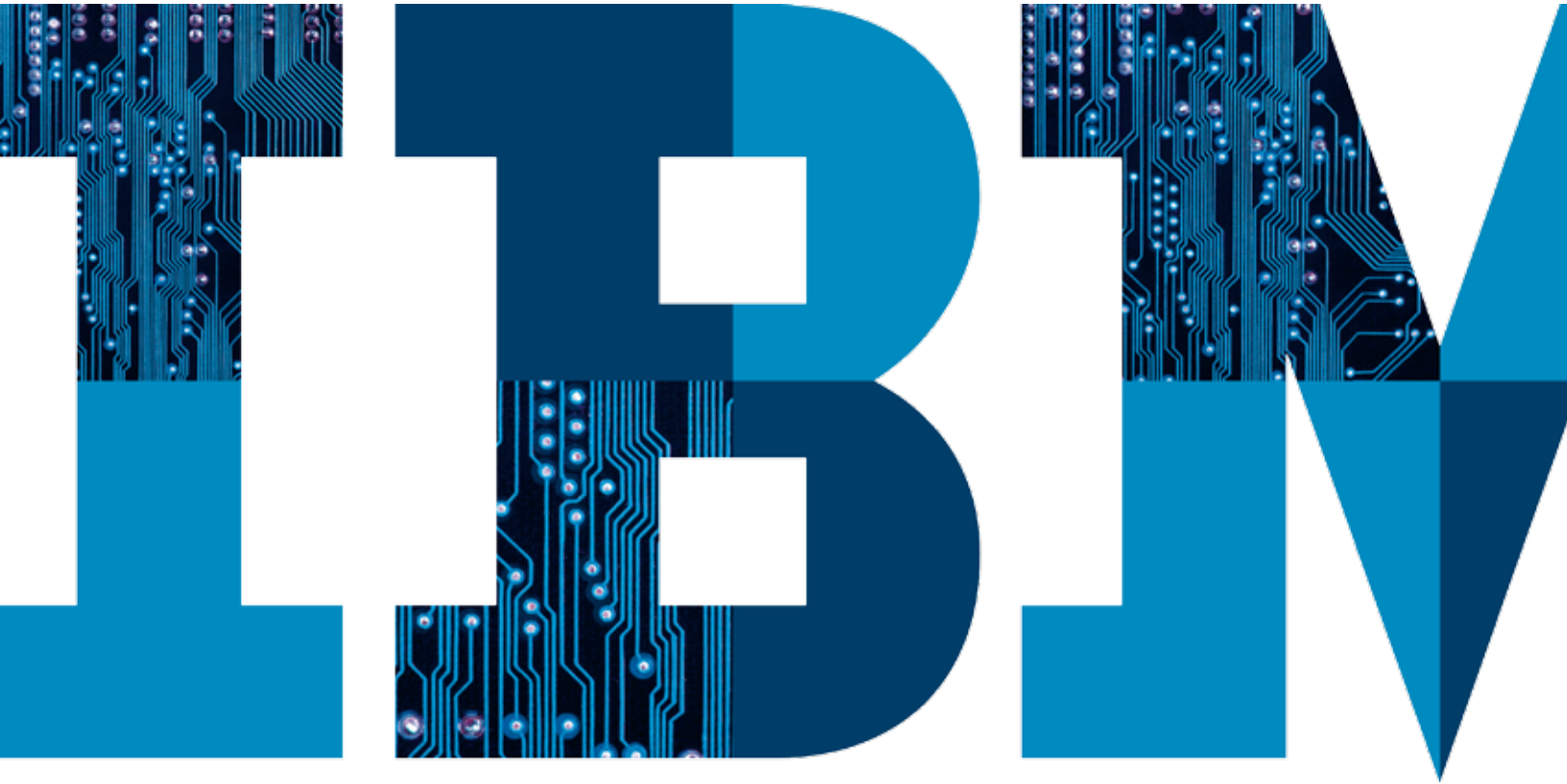


Reliable options for your Oracle databases

*Turn to IBM for reliability, reduced costs and protection
for long-term database investments*



Everyone plans for change.

But when Oracle abruptly discontinued development for the Intel Itanium platform, it left some customers feeling uncertain about their future data center strategy and forced to make unpleasant choices. Without new Oracle Database releases for the Itanium platform, many organizations are now wondering what they will do as their database environments age. Will their databases be able to meet future business needs and support growth?

Don't live with uncertainty.

If you've been placed in that difficult position, you'll be taking a hard look at your options: migrating your Oracle Database environment to a new platform or considering alternatives to Oracle Database solutions altogether. IBM can provide reliable options for your databases—in both SAP environments and custom applications—while often reducing your costs at the same time.

You are not alone. More than 1,000 Oracle Database clients chose IBM® DB2® software in 2010, and more than 1,500 clients have migrated from Oracle/Sun systems and HP systems to IBM Power Systems™ since 2009. Others have decided to stick with Itanium-based HP systems while replacing Oracle Database solutions with DB2. Given the high level of Oracle compatibility within DB2 software, organizations migrating to DB2 on any platform can maintain their Oracle Database investments and continue to utilize administrators' Oracle Database skills.



Organizations migrating SAP solutions to DB2 can do so seamlessly and experience the value of DB2 optimizations for SAP. IBM systems, software and services can help organizations reduce the costs of their database environments while helping to protect database investments over the long term.

Read on to learn how analysts and users are approaching the future of database environments—and the important role IBM plays in their strategies.

Consolidate and save

What's the bottom line on migrating to IBM?

“We estimate that choosing IBM has saved us approximately 35 percent in hardware, software and support costs, compared to offers we received from other vendors.”

—Dev Govender
CIO
AfriSam

“We expect that replacing the Oracle database with IBM DB2 will enable us to cut the budget we previously set aside for data management by 50 percent. Using the IBM DB2 Storage Optimization features will make it possible for us to lower data storage costs by a projected 45 percent.”

—Jorge Torres
IT Infrastructure Manager
Banco de Crédito del Peru (BCP)

“Moving from Oracle to IBM DB2 has made a very significant contribution to our ongoing [SAP ERP] performance improvement strategy—without requiring expensive hardware upgrades or complex database optimization work.”

—Franz Moser
Chief Information Officer
Maschinenfabrik Reinhausen



How do software licensing costs compare?

“Knorr-Bremse gained immediate savings of €155,000 and annual savings of €50,000. With DB2, we estimate that the maintenance costs are approximately 30 percent lower and the license costs around 15 percent lower.”

—Thomas Brauchle
Director Corporate Shared Service
Knorr-Bremse

“We selected IBM DB2 as it offered the best combination of low license fees for SAP applications and low operational costs. With IBM DB2, we see savings in disk array capacity of an average of 20 percent, and system response speeds are about 15 percent faster.”

—Luboš Pajer
IT Manager
Agrofert

Find a new home with IBM

Who can we trust for ongoing support today and beyond?

“IBM has been extending its lead in UNIX servers steadily in the past several years, taking out hundreds of its competitors’ systems per year. Even if Oracle caves and restarts [Itanium] support, customers will remain uncomfortable about the depth of that support.”

—Roger Kay
Endpoint Technologies Associates, Inc.
“While HP And Oracle Sully Cloaks, IBM Takes Their Customers”
June 22, 2011

Who can handle our largest applications best?

“IBM clearly dominates the high-end server market over both HP and Oracle/Sun....The only platforms capable of running enterprise-class UNIX or Linux applications are IBM System z (z10, z196, zEnterprise/zBX) and IBM Power Systems with POWER7.”

—Alan Radding
“IBM vs. Oracle HP Itanium”
June 24, 2011



What's the competition doing?

“39% of...respondents are in the Danger Zone of actively searching for alternatives (32%) or migrating away from Oracle (7%)....[Organizations are] not looking to move to Solaris or Oracle hardware. The number of customers who said they'd do that rounded to zero. That's right—zero. Not only are HP-UX customers not going to move to Oracle systems, but Oracle looks to have significant satisfaction problems inside their existing customer base.”

—Gabriel Consulting Group
“Survey: Implications of the ‘New Oracle’”
May 5, 2011

Where do we go from here?

“The HP, Oracle infrastructure simply couldn't support our growing business....By teaming with IBM, we are actively pursuing new clients and opportunities, confident that our technology can keep pace and hold operating costs to a minimum.”

—Danny Gurizzan
Executive Vice President of Operations
Payment Solution Providers (PSP)

Make the switch smoothly

How do we get there?

“[T]his beef has been a windfall for IBM, which, amid the uncertainty surrounding Itanium’s future, is picking off HP and Oracle (former Sun) customers right and left. IBM has institutionalized this process, creating what it calls the STG Power Migration Factory to bring its competitors’ customers over to Power-based systems.”

—Roger Kay
Endpoint Technologies Associates, Inc.
“While HP And Oracle Sully Cloaks, IBM Takes Their Customers”
June 22, 2011

What should we expect during a migration?

“Running the SAP Unicode conversion and the database migration [from Oracle Database to IBM DB2] together produced a perfect result: the combination needed no additional downtime, and the project completed on time.”

—Tom DeJuneas
SAP Systems Manager
Coca-Cola Bottling Co. Consolidated



Who is experienced enough to help us migrate?

“IBM certainly can be seen as a strong supplier of products and services that can address this issue. The company offers a broad portfolio of systems, software and professional services to help in a migration. They also have an extensive, worldwide partner ecosystem [that] can offer help wherever the customer is located.”

—Dan Kusnetzky
Kusnetzky Group LLC
“HP vs. Oracle over Itanium: A look at your options”
July 12, 2011

Where can we get tools and a roadmap?

“[IBM] has a discount program called Breakfree and a set of professional services to help you make the switch called Migration Factory and more.”

—Alan Radding
“HP and Oracle Clash Leaves Businesses at Risk”
July 14, 2011

Will we have to rewrite our applications?

“Despite it being technically somewhat different, we were able to migrate from Oracle direct to DB2 without significant preparatory work and without significant rework.”

—Thomas Brauchle
Director Corporate Shared Service
Knorr-Bremse

For more information

For more information about reliable options for your database environments, contact your IBM representative or visit:

- ibm.com/breakfreetoibm
- ibm.com/facts



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