ORACLE 12c
ENTERPRISE MANAGER

Oracle Enterprise Manager 12c:
From Zero to Cloud—*Accelerated*

IT professionals are excited by the technical advantages of cloud computing, and LOB managers look to the cloud as a driver of business growth, efficiency, and productivity. By transforming IT into a business-centric provider of services accessible from anywhere, Oracle Enterprise Manager 12c helps you build a more agile, efficient, and innovative enterprise.

With Oracle Enterprise Manager 12c, you rule the enterprise cloud. The latest version of Oracle's leading systems, applications, and infrastructure management software enables IT to deliver business value in an increasingly interconnected world by providing world-class performance, simplifying complexity, and reducing IT cost. Oracle Enterprise Manager 12c provides enterprises with a comprehensive and integrated management solution that transforms IT into an agile, enterprise-class cloud. With this latest release of Oracle Enterprise Manager, you can

» Allow business users to self-provision and consume cloud-based IT services while you retain oversight and ownership of the enterprise IT environment

» Provide resource-hungry business units with a realistic understanding of the true cost of IT

» Reduce complexity by standardizing, consolidating, and automating the IT environment across traditional and cloud-based applications

» Manage IT from a business perspective to improve customer experience and loyalty, transactions, and business services

CONTROL THE CLOUD

Maximize IT agility. Minimize IT operational costs and complexity. Deliver more performance with existing capital investments. With Oracle Enterprise Manager 12c, you can create self-service IT, simplify and automate IT operations, and manage applications in a way that delivers maximum business value.

CREATE A TRUE SELF-SERVICE IT ORGANIZATION

As with any major new technology initiative, deploying a cloud requires you to think of the entire lifecycle: planning, designing, testing, deploying, monitoring, and managing. And as with any lifecycle, the cycle repeats itself.

KEY CAPABILITIES

» **Accelerated automation for broader cloud services.** Quickly plan and deliver enterprise-scale services that meet stringent demands for high availability, disaster recovery, and governance.

» **Guided cloud setup.** Define a rich set of self-service cloud services, including infrastructure as a service and platform as a service, which includes database as a service and middleware as a service. You can also meter consumption and provide charge-back.

» **Integrated cloud stack management.** Manage the entire application-to-disk stack from a single pane. Use zero-overhead instrumentation to gain a comprehensive perspective of IT.

» **Superior enterprise-grade management.** Serve mission-critical applications while integrating IT and the business.

ORACLE

"Oracle gets kudos for raising the bar and actively including mission-critical database, middleware, and application self-service provisioning and dynamic scaling in the corporate cloud management discussion. Oracle is also commended for developing a comprehensive cloud lifecycle approach and being remarkably clear on the steps needed to plan, implement, and manage clouds to derive business value from increasingly complex applications."

"Oracle Enterprise Manager 12*c* Embraces the Cloud," Mary Turner and Tim Grieser, International Data Corporation

Oracle Enterprise Manager 12*c* helps you automate complex management tasks across the complete cloud lifecycle. By allowing you to quickly plan, set up, deploy, manage, and support complex application environments, Oracle Enterprise Manager 12*c* delivers a unique foundation for a truly self-service IT organization. This enables your business users to satisfy whatever IT needs they have immediately, on demand, improving the overall quality of their experience.

And by ensuring that you control the entire cloud lifecycle efficiently and cost-effectively, Oracle Enterprise Manager 12*c* helps you maximize the return on your investments.

SIMPLIFY AND AUTOMATE MIXED CLOUD AND TRADITIONAL ENVIRONMENTS

Businesses today spend more than two-thirds of their IT budgets simply maintaining existing systems. The emergence of the cloud as a major force in enterprise computing has resulted in even more complexity to manage. Oracle can reduce and in some cases entirely eliminate this complexity through a complete management solution specifically engineered for and built into its technology stack. With Oracle Enterprise Manager 12*c,* you gain deep visibility and control for all Oracle software, as well as comprehensive monitoring solutions for non-Oracle technologies. And along with visibility into the entire IT environment, you get comprehensive yet simple-to-use tools to drill down into and fix any issues that arise.

With all these advantages and more, Oracle Enterprise Manager 12*c* is your best solution for intelligently managing traditional and cloud-based services in the new, business-driven and cloud-enabled enterprise.
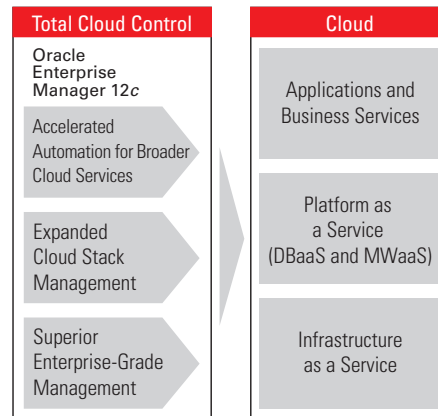
FOCUS ON BUSINESS

Cloud computing is all about business value. Oracle Enterprise Manager 12*c* has provided a cloud management foundation that can support the next-generation trends in cloud computing, big data, mobile, and social.

As a result, user productivity soars even as costs decline. And by focusing your IT management efforts on the business issues facing your users, your enterprise reaps a much richer payback from your investment in the cloud.

SOAR WITH THE CLOUD WHILE KEEPING YOUR BUSINESS GROUNDED

Oracle Enterprise Manager 12*c* is the industry's only complete, integrated, and business-driven enterprise cloud management solution for Oracle technology. It enables the transformation of enterprise IT into a dynamic, self-service enterprise cloud.

And Oracle Enterprise Manager 12*c* is the only product that allows you to manage IT from a true business perspective.

Total Cloud Control	Cloud
Oracle Enterprise Manager 12*c*	Applications and Business Services
Accelerated Automation for Broader Cloud Services	Platform as a Service (DBaaS and MWaaS)
Expanded Cloud Stack Management	Infrastructure as a Service
Superior Enterprise-Grade Management	

CONTACT US
Please call **+1.800.ORACLE1** to speak to an Oracle representative or visit **oracle.com/enterprisemanager**. Outside North America, visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.

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