

Five Best Practices for Platform as a Service Success

Research firm IDC estimates that the market for platform as a service (PaaS) solutions will have a compound annual growth rate (CAGR) of **30 percent** and reach **\$14 billion by 2017**.¹ PaaS provides application runtime, database, integration, messaging, and other services in the cloud, accelerating application development and reducing infrastructure acquisition and maintenance costs.

Here are **five best practices** for maximizing the business value of your PaaS solutions.

1. STANDARDIZE AND CONSOLIDATE AT THE PAAS LAYER

To achieve the **highest efficiencies** from cloud technologies, go beyond infrastructure as a service (IaaS) to consolidate on PaaS



2. CHOOSE A COMPREHENSIVE AND INTEGRATED PAAS

PaaS should **reduce the time** and cost of managing your application platforms—not **add** to them



75% of organizations want a platform with a comprehensive set of capabilities that are well-integrated²

Oracle's PaaS offering includes:



A **comprehensive** set of flexible cloud services—all **pre-integrated** to work together



Built-in development tools, mobile and multitenant support, in-memory analytics, and security



A **single management console** for public, private, and hybrid cloud platforms

3. DEMAND TRADITIONAL DATA CENTER CAPABILITIES

Just because public and private PaaS deployments are a new way to approach IT, there's no need to change the **core capabilities** you look for



Oracle WebLogic: **Leads in performance** in industry-standard benchmarks with up to five-nines availability



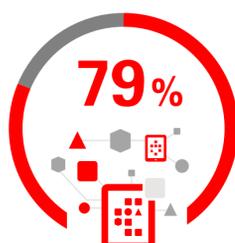
Oracle Database: **Sets the standard** for enterprise reliability, availability, scalability, security, and performance



Oracle Identity Management: **Secures sensitive applications** and data across your private and public cloud

4. CONSIDER UNIFIED, STANDARDS-BASED PAAS PLATFORMS FOR PUBLIC/PRIVATE PORTABILITY

If you want to adopt a flexible hybrid cloud model, **portability** between all platforms is essential



Oracle's private and public PaaS solutions deliver unparalleled portability and interoperability:



Built to the same architecture, on the same industry standards, using the same underlying platform



Oracle offers a unified platform for all types of cloud integration, including services, events, data, and processes

5. MOVE APPLICATION DEVELOPMENT AND TESTING TO PAAS

Application development and testing are some of the lowest-risk workloads, making them ideal for early migration to the cloud



Leverage a turnkey development platform securely hosted on Oracle Java Cloud Service and Oracle Database Cloud Service or on your on-premises private PaaS

CONCLUSION

Choose the most comprehensive, enterprise-grade, integrated, and standards-based PaaS built from the ground up on the industry's #1 application platform, Oracle WebLogic Server, and the industry's #1 database, Oracle Database.



Learn more about Oracle's private PaaS:
<http://www.oracle.com/us/solutions/cloud/platform/overview/index.html>

Learn more about Oracle's public PaaS:
<https://www.oracle.com/cloud/paas.html>

Try a free trial of Oracle's public PaaS:
<https://cloud.oracle.com/tryit>

¹Source: IDC Press Release, New IDC Worldwide Public Platform as a Service Forecast Shows Market Will Grow to Over \$14 Billion in 2017, November 2013
²ComputerWorld Cloud Computing Survey, sponsored by Oracle, September 2014 – Survey Title: Customers Speak: Cloud Needs Guarantees
www.oracle.com/goto/computerworld

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