

Oracle Enterprise Performance Management & Oracle Business Analytics as a Service

PureAppsCloud
Oracle Software as a Service & Managed Services

Introducing a robust, high speed and fully optimised hosted solution that has been designed specifically for the Oracle Hyperion EPM and Oracle Business Analytics range of products.



Powered by



International Organization for Standardization



Security Standards Council



Why PureAppsCloud?

Key Benefits

- + Gives companies the flexibility to grow their business with the expert knowledge and support of PureAppsCloud
- + Lower costs & seamless integration
- + Accelerate time to value
- + Work from anywhere

Commercial Benefits

- + Pay as you grow
- + Cap-Ex free spend
- + Cost-effective
- + Zero infrastructure outlay
- + Reduce your IT costs

Technical Benefits

- + Environmentally friendly
- + No maintenance stress
- + Precise change control
- + Managed software updates
- + 24 x 7 x 365 availability
- + Dedicated UK-based support centres
- + Multiple geographical location options

- ▶ ISO 9001 (Quality Management)
- ▶ SO 27001 (Information Security)
- ▶ ISAE 3402 Service Organization Control
- ▶ ISO 14001 (Environment Management)
- ▶ PCI Data Security Standard (DSS)
- ▶ SSA16 SOC 2
- ▶ Safe Harbour Treaty

The Way Forward

Cloud-based hosting is the way forward for managing your computing needs. It is the alternative to doing it yourself or completely outsourcing, both of which can be expensive and risky options.

This is an attractive alternative to many EPM & BA customers because it has lower costs overall and doesn't involve the high initial capital investment incurred by doing it yourself, whilst also giving greater control and flexibility than completely outsourcing operations.

The following are some definitions of hosting solutions including the more traditional alternatives to cloud-based hosting from which many customers are moving away:

- ▶ **Private Cloud Hosting** – the customer pays for a single service and contracts to a single organisation to provide the services that are required to make their applications available to them. In this case, the agreement would be between the client and PureAppsCloud only. We then use our partnership with the hosting provider (Rackspace) to deliver the EPM and BA solution. The client does not have to worry about looking after servers, backing up data or applying patches. This is all taken care of but carefully co-ordinated with the client to avoid conflicts with critical periods.
- ▶ **Outsourcing** – businesses may also choose to outsource their IT systems and computing operations. Outsourcers typically provide an end-to-end, custom solution for their customers. The outsourcer also assumes responsibility for management of a customer's server environment, often up to the server operating system only and typically will not take any responsibility for the EPM or BA services running on them. This often leaves a gap where a technical issue may be the result of something between the EPM/BA services or the underlying operating systems.
- ▶ **Do-it-Yourself** – this is where a business retains complete ownership and responsibility for maintenance and support. Companies may choose to house their IT systems in their own facilities or may use a co-location vendor for data centre space and network access. The company and their own IT staff is responsible for managing their solution 24/7.

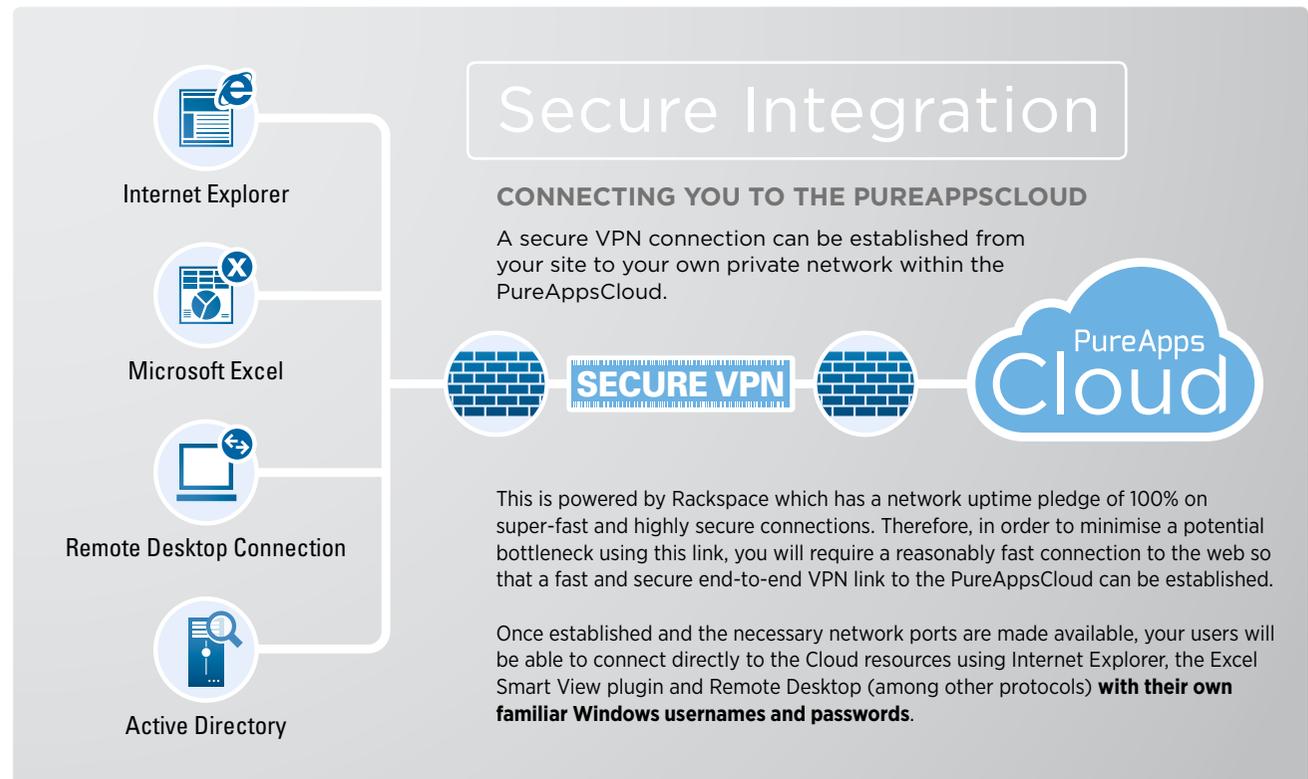
Why Private Cloud Hosting

Oracle EPM/BA software is considered a very 'resource intensive' application. As well as this, it can often be mission critical depending on how it's utilised by businesses. Therefore, the equipment required to deliver the required services (servers, routers, switches, firewalls, load balancers, cabinets, software, wiring, etc.) can result in a significant, upfront capital expenditure. Our hosting partner is fully geared up for the delivery of cloud-based solutions with experienced support staff in the relevant areas, available to resolve issues as quickly as possible. Customers also benefit from increased technical capabilities as well as the economies of scale, with the costs spread across their

client base e.g. backup and storage, making it a more affordable option.

Support and Knowledge

There are other cloud-based offerings for Oracle EPM or Hyperion. However, these have been faced with a common issue relating to the lack of knowledge and expertise around Hyperion infrastructure. This is a very niche area but one where we believe PureAppsCloud has an edge in terms of having a dedicated team with the necessary skill set to design and build robust systems as well as resolving a wide variety of infrastructure issues.



Our Hosting Partner

PureAppsCloud is now officially in partnership with Rackspace in order to provide Oracle Hyperion customers with the best of the best by uniting data centre hosting facilities with Hyperion and Business Analytics infrastructure expertise. This combination is set to provide an unparalleled and competitive solution as an alternative to the conventional approach. The agreement will only be between PureAppsCloud and the customer. So you would only ever need to deal with PureAppsCloud directly who would then coordinate with Rackspace in the background where necessary.

Why Rackspace?

PureAppsCloud was determined to make sure that the Cloud was powered by the best of breed in terms of data centre standards, reliability and flexibility. To reach this conclusion, a number of well established hosting specialists were evaluated based on the following criteria from which we would want our customers to benefit:

- ▶ DC Accreditation
- ▶ Client List/References
- ▶ Flexibility
- ▶ SLAs
- ▶ Cost
- ▶ Lock-in period

Following exhaustive research, Rackspace emerged as the clear leader and is our hosting partner of choice.



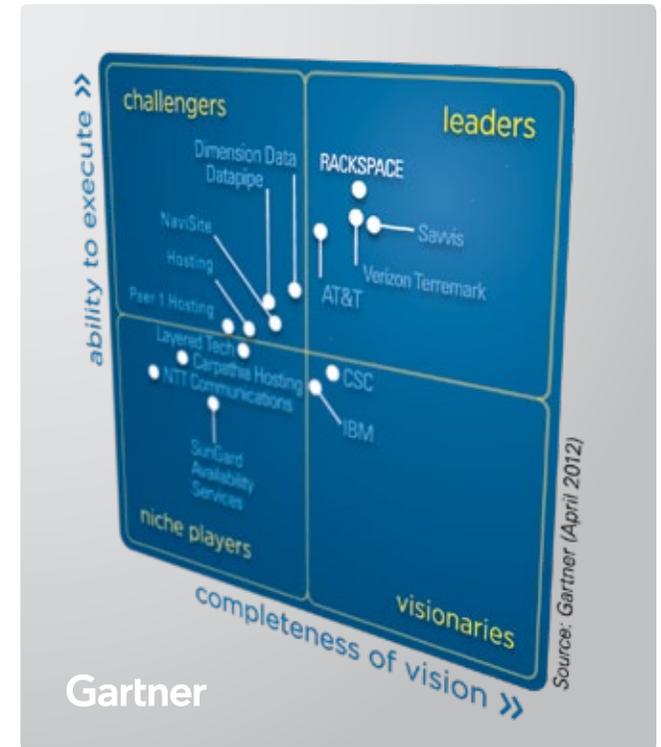
A leader in the Gartner Magic Quadrant for Managed Hosting

Partnering with a market-leading hosting provider means that clients are offered an environment that meets the requirements of some of the most highly regarded global accreditations and control standards for data centres such as:

- ▶ ISO 9001 (Quality Management)
- ▶ ISO 27001 (Information Security)
- ▶ ISAE 3402 Service Organization Control
- ▶ ISO 14001 (Environment Management)
- ▶ PCI Data Security Standard (DSS)
- ▶ SSA16 SOC 2
- ▶ Safe Harbour Treaty

Benefits

- ▶ Greater flexibility to facilitate increases in user numbers
- ▶ Cap-Ex free (pay as you go)
- ▶ Cost-effective - less expensive and easier than self-hosting
- ▶ Certified environmentally friendly - ISO 14001 (Environment Management)
- ▶ Offsets the stress of maintaining and supporting another complex system
- ▶ Precise change control policy
- ▶ Software updates controlled, regulated and documented as necessary
- ▶ No on-going I.T. staff commitment



- ▶ Zero infrastructure outlay
- ▶ 24 x 7 x 365 availability
- ▶ Dedicated UK-based support centres
- ▶ Multiple geographical location options (UK, USA, Hong Kong and Australia)
- ▶ Single sign-on capabilities

Why PureAppsCloud?

PureAppsCloud has been delivering Performance Management and Business Analytics solutions since 1998, and today is the leading Full Service Provider for Oracle Hyperion EPM and BA solutions in the UK. As an Oracle Platinum partner, we support more than 100 Group companies from our Winchester-based Support and Excellence Centre.

Uniquely, we offer EPM & BA clients a complete end-to-end service designed to deliver Performance Management Solutions to meet today's demanding requirements. These solutions include the following across all Oracle EPM & BA products:

- ▶ Application Consulting
- ▶ Infrastructure Consulting
- ▶ Support and Maintenance for application and Infrastructure
- ▶ Training for application and Infrastructure

As well as this, the increasing demand for a **stable** and secure Cloud-based solution has resulted in an initiative to develop the Cloud. This brings together the best of breed in terms of our knowledge and experience in

Oracle EPM & BA applications and infrastructure consulting powered by Rackspace, a market leader in global data centres. This is supported by our very own 'Support and Excellence Centre' based out of our Winchester HQ to give you a truly complete end-to-end solution without the technical headaches.



Service Level Agreements

INFRASTRUCTURE SLA	
100% power and network availability	✓
1 hour hardware replacement	✓
Dedicated hardware	✓
High availability	✓
Disaster recovery	✓

SUPPORT & MAINTENANCE SLA	RESPONSE	
Proactive server monitoring (PureMonitor)	N/A	✓
Proactive network monitoring (PureMonitor)	N/A	✓
Maintenance of application logs	N/A	✓
Response - 5 days p/w 9 am to 5.30 pm	30 minutes	✓
24/7 Support Portal access (submit restart requests)	2 hours	✓
Extended issue response - 24/5*	1 hour	Optional
Extended issue response - 24/7*	1 hour	Optional

*Contact us regarding optional features.

Find out more

To find out more about the PureAppsCloud service and for an opportunity to have a **FREE, non-obligatory consultation**, contact our infrastructure team. After taking on board your specific requirements and understanding your needs and concerns, our helpful and knowledgeable consultants will guide you through the options available and furnish you with all of the information you need. You will then be able to make an informed decision about your next steps with regards to the hosting of your Oracle EPM & BA services.

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100%

network uptime guarantee

One hour hardware replacement or 100% data centre infrastructure uptime guarantee. Some limitations apply. Correct as of May 2013.

What makes PureAppsCloud special

- ▶ Oracle Platinum Partner.
- ▶ Oracle Application Specialist Partner of the Year.
- ▶ EMEA Accelerate Partner of the Year.
- ▶ 13 accredited Oracle Accelerate Solutions.
- ▶ More than 120 Oracle EPM and BA solutions in last 7 years across group companies.
- ▶ Complete end-to-end service offering covering license procurement, implementation, infrastructure installation, training and Go-Live Support and Excellent Centre.

Get in touch

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EPM Centre of Excellence

- Oracle Business Intelligence Foundation
- Oracle Hyperion Financial Management
- Oracle Accelerate for Midsize Companies

- Oracle Essbase
- Oracle Hyperion Planning
- Financial Services Industry

- Oracle Hyperion Financial Management Solutions
- Oracle Hyperion Planning Solutions
- Oracle Hyperion Quantitative Management and Reporting