

Business Practices and Pricing

Oracle Value Added Distributor

Independent Software

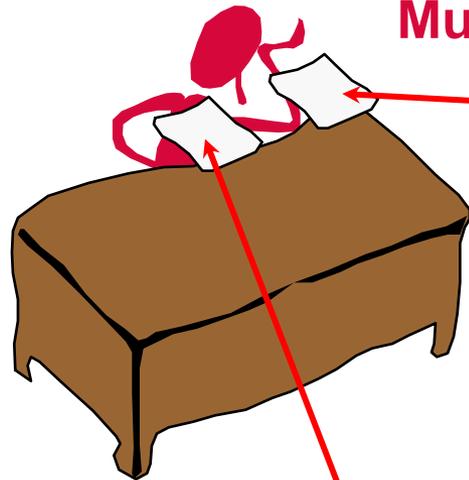
28th April 2009

The Resource - Bracknell



Using the Right Documents

Must use both Price List and Price List Supplement



Price List

Used to find: License & Support Pricing,
Footnotes, Metric Definitions

“Oracle Technology Price List”

Price List Supplements

Used to find: What are the
Included Components, what
are Pre-Requisite Products

Understanding the Price List

Support

Products

Prices in USA (Dollar)

Oracle Database

Section I

Database Products

| |
|---|
| Oracle Database |
| Standard Edition One ¹⁰ |
| Standard Edition ⁹ |
| Enterprise Edition ⁸ |
| Personal Edition ⁹ |
| Lite ⁴¹ |
| <i>Enterprise Edition Options: ²</i> |
| Real Application Clusters |
| Partitioning |
| OLAP |
| Data Mining |
| Spatial |
| Advanced Security |
| Label Security |
| Content Database |
| Records Database |
| Database Vault |
| Warehouse Builder Enterprise ETL |
| Warehouse Builder Data Quality |
| Enterprise Management |
| <i>Enterprise Managers: ²</i> |
| Diagnostics Pack |
| Tuning Pack |
| Change Management Pack |
| Configuration Management Pack |
| Provisioning Pack for Database |

Named User Plus

Software Update License & Support

Processor License

Software Update License & Support

License Metrics

Note: See back of each price list for Footnotes and Metric Definitions.

| | Named User Plus | Software Update License & Support | Processor License | Software Update License & Support |
|---|-----------------|-----------------------------------|-------------------|-----------------------------------|
| Standard Edition One ¹⁰ | 149 | 32.78 | 4,995 | 1,098.90 |
| Standard Edition ⁹ | 300 | 68.00 | 15,000 | 3,300.00 |
| Enterprise Edition ⁸ | 800 | 178.00 | 40,000 | 8,800.00 |
| Personal Edition ⁹ | 400 | 88.00 | - | - |
| Lite ⁴¹ | | | 20,000 | 4,400.00 |
| <i>Enterprise Edition Options: ²</i> | | | | |
| Real Application Clusters | 400 | 88.00 | 20,000 | 4,400.00 |
| Partitioning | 200 | 44.00 | 10,000 | 2,200.00 |
| OLAP | 400 | 88.00 | 20,000 | 4,400.00 |
| Data Mining | 400 | 88.00 | 20,000 | 4,400.00 |
| Spatial | 200 | 44.00 | 10,000 | 2,200.00 |
| Advanced Security | 200 | 44.00 | 10,000 | 2,200.00 |
| Label Security | 200 | 44.00 | 10,000 | 2,200.00 |
| Content Database | 1,000 | 220.00 | 50,000 | 11,000.00 |
| Records Database | 1,000 | 220.00 | 50,000 | 11,000.00 |
| Database Vault | 400 | 88.00 | 20,000 | 4,400.00 |
| Warehouse Builder Enterprise ETL | 200 | 44.00 | 10,000 | 2,200.00 |
| Warehouse Builder Data Quality | 300 | 68.00 | 15,000 | 3,300.00 |
| Enterprise Management | | | | |
| <i>Enterprise Managers: ²</i> | | | | |
| Diagnostics Pack | 60 | 13.20 | 3,000 | 660.00 |
| Tuning Pack | 60 | 13.20 | 3,000 | 660.00 |
| Change Management Pack | 60 | 13.20 | 3,000 | 660.00 |
| Configuration Management Pack | 60 | 13.20 | 3,000 | 660.00 |
| Provisioning Pack for Database | 60 | 13.20 | 3,000 | 660.00 |

The Price List Supplement

| LICENSED PROGRAM | PRODUCT/COMPONENT INCLUDED WITH LICENSE & SHIPPED WITH ORDER | PRODUCTS TO BE LICENSED SEPARATELY (PREREQUISITES) |
|----------------------------------|--|---|
| <i>Manufacturing</i> | | |
| Discrete Manufacturing | Bills of Material, Capacity, Cost Management, Engineering, Inventory Management, Master Scheduling/MRP, Quality, Work in Progress, Project Manufacturing | Project Billing and Project Costing for users of Project Manufacturing only |
| Mobile Supply Chain Applications | - | If used as an option to Discrete Manufacturing: Discrete Manufacturing |
| Flow Manufacturing | - | Discrete Manufacturing |
| Manufacturing Scheduling | - | Discrete Manufacturing or Process Manufacturing |
| Process Manufacturing | - | - |
| <i>Maintenance Management</i> | | |
| Enterprise Asset Management | Restricted use: Inventory Management | - |
| Self-Service Work Requests | - | Enterprise Asset Management |

Included products are products that ship with the selected product at no additional charge.'

Prerequisites are products that must be licensed in addition to the product being purchased

What does it mean?

Make sure that you always include prerequisites in your quote

Technology Licensing

Oracle Technology Products

- Database + Options
- Fusion Middleware
- Integration products
- Application servers
- Business Intelligence
- Enterprise Content Management
- Identity Management
- Tools
- Collaboration

Oracle Technology Licensing

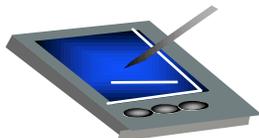
- Named User Plus Metric
 - Human operating devices
 - Non-human operation devices
- Processor Metric
 - Multi-core
- Partitioning Rules
- Licence Type
- Term Licences
- Disaster Recovery

Positioning the License Metrics

Named User Plus

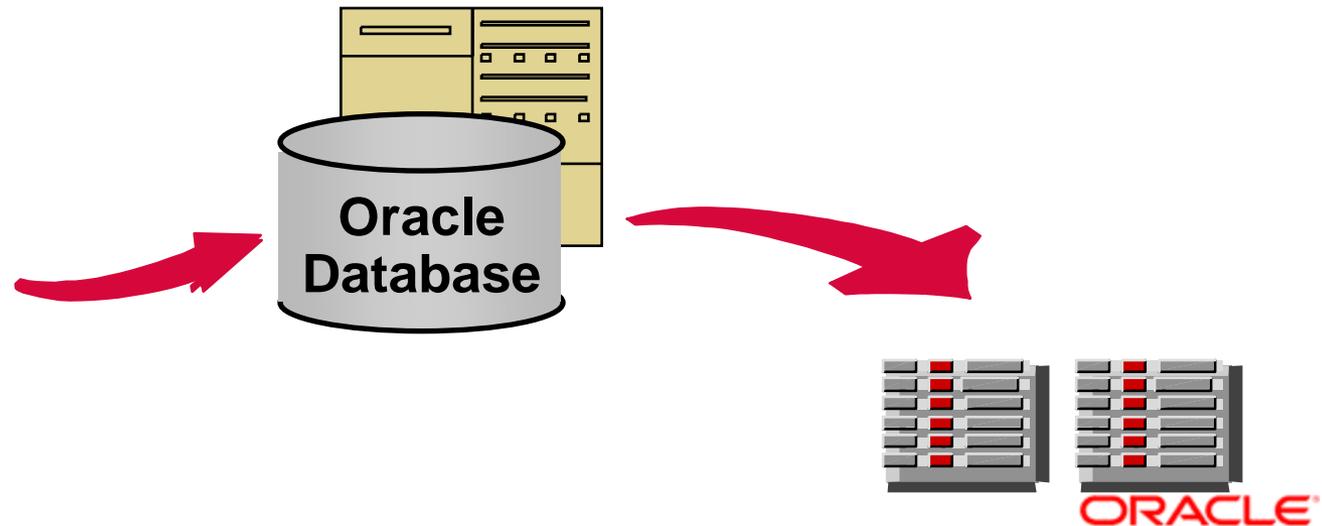
What is the main difference?

Based on users and non-human operated devices accessing the Database



Processor

Based on the server where the Oracle Program is installed and/or running



When to use NUP vs. Processor

Named User Plus

When should I use it?

- In environments where users can be counted

What are the benefits?

- Cost effective when number of users is low

What are the downsides?

- High maintenance: number of users often changes
- Counting users, devices and non-human operated devices can be tedious

Processor

- In environments where users are uncountable, I.e. Internet
- Easy to track: customers know their hardware and number of processors
- Low maintenance: hardware does not change frequently → rare need for additional software licenses
- Generally makes sense to license by Processor when your NUP count is very high (typically > 50 NUP)

Minimums and Restrictions

| Database Version | Minimum User Purchase | Hardware Restriction |
|----------------------|-----------------------|----------------------|
| Standard Edition One | 5 Named User Plus | 2 CPU Maximum |
| Standard Edition | 5 Named User Plus | 4 CPU Maximum |
| Enterprise Edition | 25 NUP per CPU | No restrictions |

Licenses sold

ASFU – Application Specific Full Use License

- **Sold only by software producers and integrated into a software package identified in their contract**
- The software package must be commercially available as an “Off the Shelf” application, and not a bespoke development.
- ISV must own the IPR
- Oracle is for sole use with ISV’s application

ASFU – Application Specific Full Use License

Licenses sold

FUL - Full Use License

- Sold by:
 - ✓ resellers
 - ✓ independant software vendors
 - ✓ Systems integrators
 - ✓ and certain hardware vendors
- Multi - Application Licence
- Bespoke Development
- Not as restricted as ASFU

FUL - Full Use License

Hosting Licences

3 Types of Hosting Licences

- **Generic Hosting – third party or multi application hosting. Multiple customers**
- **Proprietary Application Hosting – single application, IPR owned by the hoster. Multiple customers**
- **Specified End User – Hosting Environment dedicated to a single end user.**

Support & Maintenance

Support is not compulsory – the customer has the choice, however they must be made aware of the implications of not being supported.

- **Full Use** – 24 x 7 telephone support, 24 x 7 Metalink support, free bug fixes, patch releases, updates and upgrades.
- **ASFU** – the partner manages first line of support on the application and Oracle – ability to contact Oracle on behalf of the end user, 24 x 7 telephone & Metalink, free bug fixes, patch releases, updates and upgrades.

Oracle's Multi Core Definitions

Standard One & Standard Edition products – ONLY licence the physical sockets regardless of cores.

Enterprise and other products – you must consider all the cores for licensing purposes

| Hardware Vendors | Core Processor Licensing Factor |
|-------------------------|--|
| Intel/AMD/Itanium | 0.5 |
| IBM / HP | 0.75 |
| SUN Microsystems | 0.75/0.25/0.5 |
| IBM P6 | 1 |

Hardware Vs. Software Partitioning

Hardware Partitioning

What is the main difference?

Server is physically segmented; each separated system acts as a physically independent self-contained server

Examples:

- LPAR
- Solaris Containers
- vPar
- Dynamic System Domains

Software Partitioning

Operating System is segmented, using OS resource managers.

- HP Process Resource Manager
- Affinity Management
- VMWare

See the partitioning document on Oracle.com for more details.

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Basic pricing

Period of License

| Duration | Price |
|-----------|--------------------|
| Perpetual | 100% of list price |
| 5 years | 70% of list price* |
| 4 years | 60% of list price* |
| 3 years | 50% of list price* |
| 2 years | 35% of list price* |
| 1 year | 20% of list price* |

***The (annual) support is always calculated on the amount of an perpetual license**

Rights to use finish at the end of the period

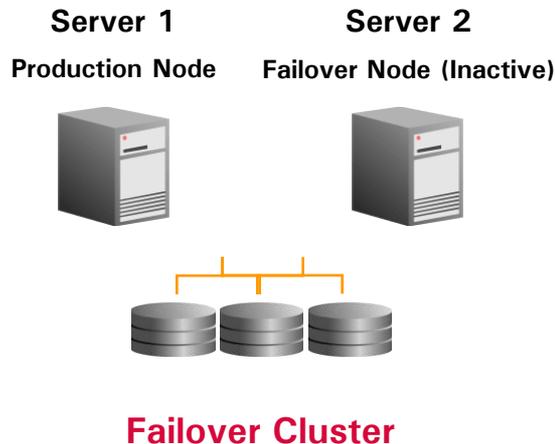
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Data Recovery Scenarios



Back-Up: Data is backed up on a tape/disk and used by the secondary server for recovery purposes.

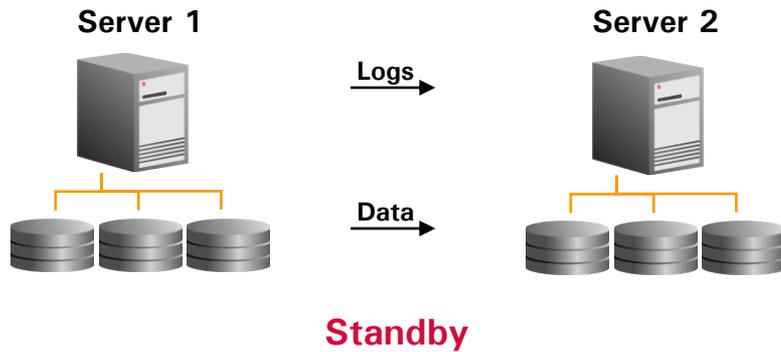
Tape Backup is Free



Failover : Redundant failover server that only ever becomes live when the main server fails.

10 Days of use per Year Free

Data Recovery Scenarios Continued...



Hot Stand By: One or more copies of a primary database is maintained on standby server(s) at all times

100% licensing required for Standby – using the same metric as the production server.

License migration

Migration & Upgrades

- **Migrations** - Means by which end users can change their Oracle licenses to **current pricing units**, for example
 - Named User to CPU
 - Concurrent to Named User
- **Upgrades** – Means by which end users can increase their functionality, for example – Standard Edition to Enterprise Upgrade
 - ASFU to Full Use

Customer Must Valid a Valid Support Contract in Place

- ✓ Can result in an additional license fee
- ✓ Requires a new license contract

License distribution Responsibilities

The partner is responsible for

- Ensuring that the customer has understood the pricing rules (units, minima, etc.)
- Ensuring that the order complies with the customer's configuration at the moment it is placed
- Give the customer the cost of the 2nd year of support
- Ensure the partner has valid OPN & Distribution Agreement
- Ensure customer completes latest Oracle Licence & Service Agreement
- Ensure you have an Avnet trading account.

Oracle reserves the right to carry out an audit once a year

- Customer
- Partner
- VAD

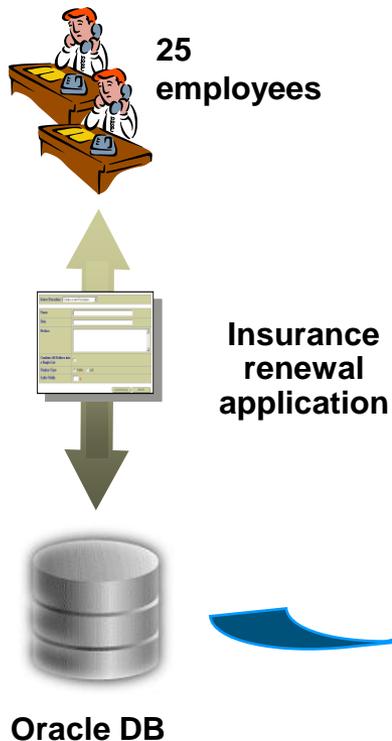


Test yourself!

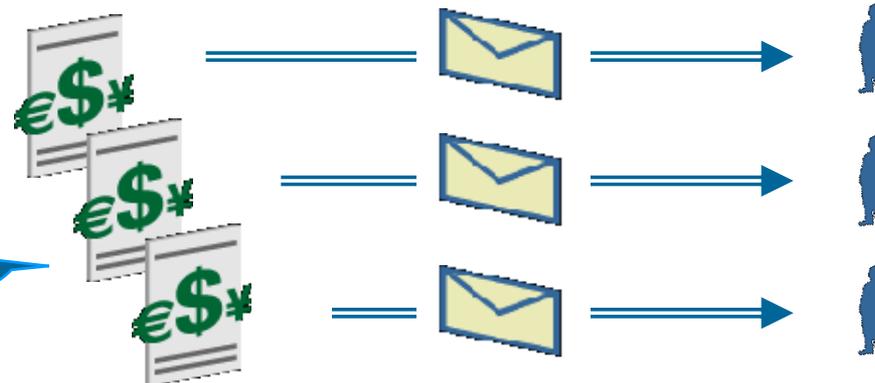


Test yourself!

Exercise 1



- 1 Customer insurance renewal **database**
- **25 employees** inserting data to the Standard Edition database via the Intranet
- 1 **automatic batch** run generates **3000 hard-copy invoices** sent to customers by post

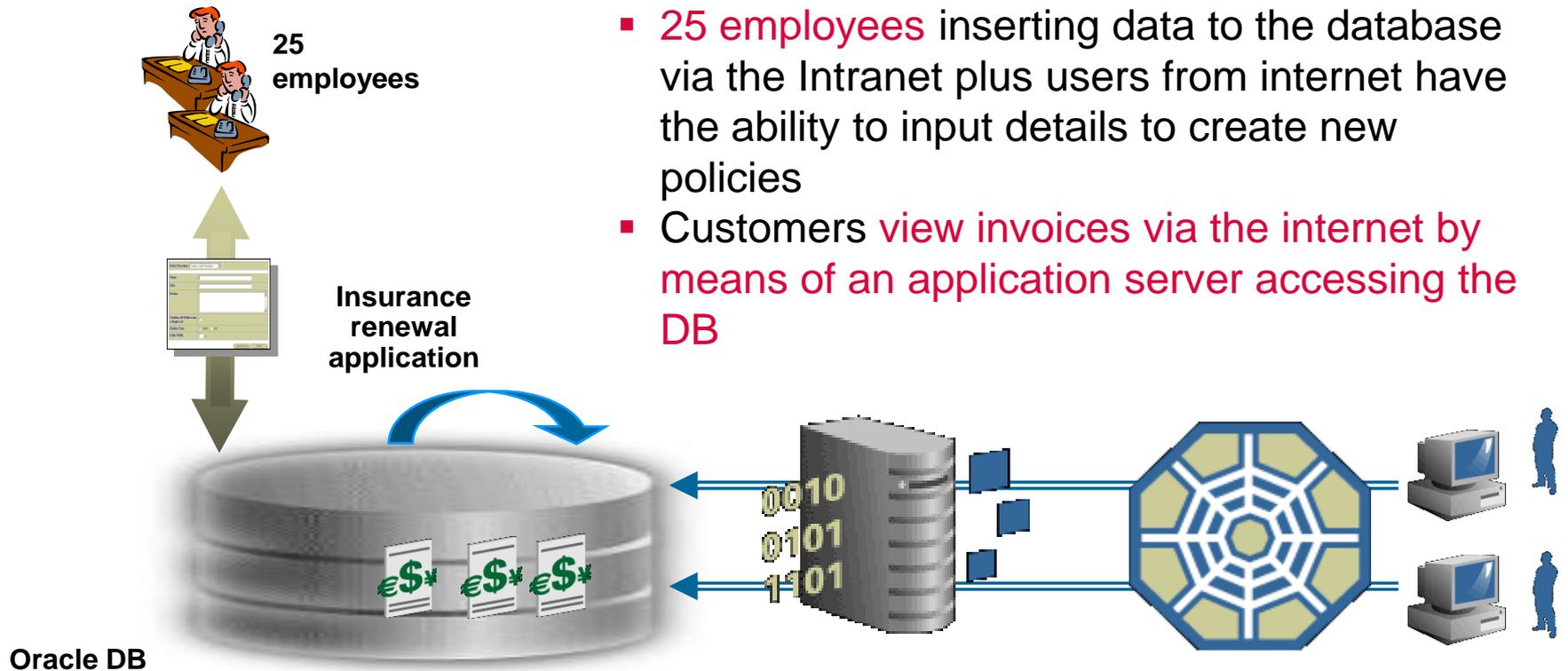


Test yourself!

Exercise 1 (continued)



- 1 Customer billing **database**
- 25 **employees** inserting data to the database via the Intranet plus users from internet have the ability to input details to create new policies
- Customers **view invoices via the internet** by means of an application server accessing the **DB**



Test yourself!

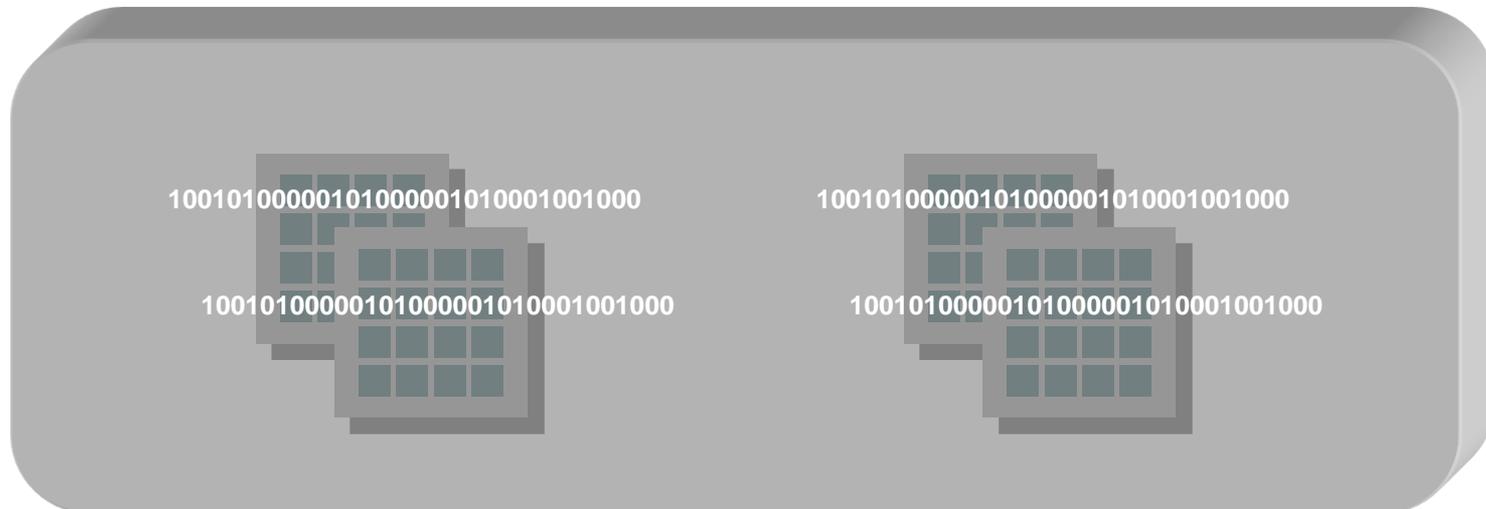
Exercise 2

The customer has a server with 2 CPU server with quad-core Xeon processors. They need a CPU licence.

Standard Edition One

Standard Edition

Enterprise Edition



Test yourself!

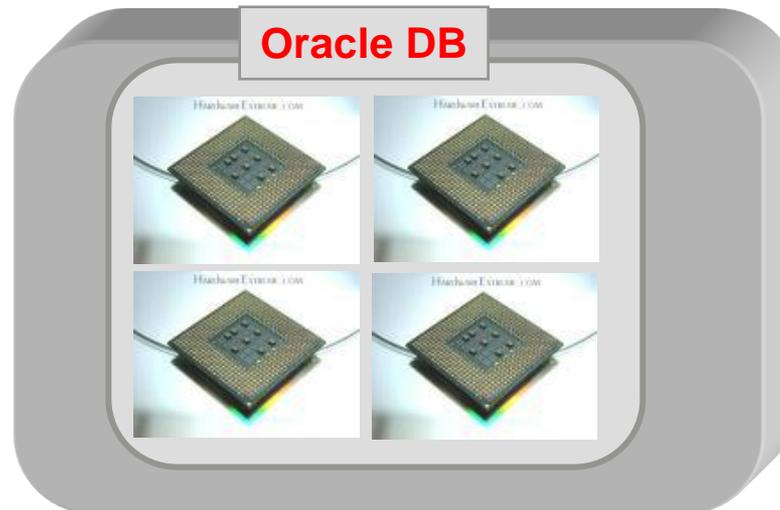
Exercise 3

The customer has a server with 4 processors. There will be 65 users accessing the Oracle. What licence must they buy as a minimum?

Standard Edition One

Standard Edition

Enterprise Edition



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