

Business Practices and Pricing

Oracle Value Added Distributor

Independent Software
28th April 2009
The Resource - Bracknell



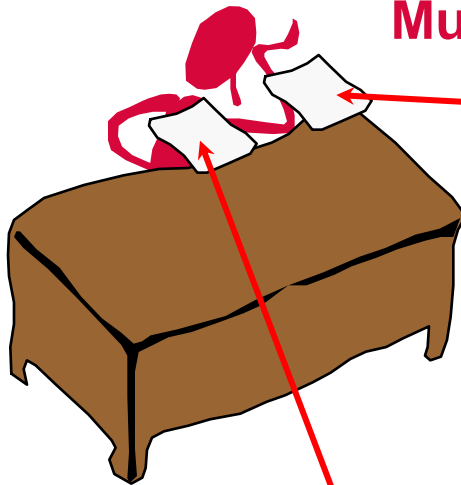
Using the Right Documents

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

Section I

Products

Support

Prices in USA (Dollar)

Oracle Database

	Named User Plus	Software Update License & Support	Processor License	Software Update License & Support
Database Products				
Oracle Database				
Standard Edition One ¹⁰	149	32.78	4,995	1,098.90
Standard Edition ⁹	300	88.00	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
Enterprise Edition Options: ²				
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	88.00	15,000	3,300.00
Enterprise Management				
Enterprise Managers: ²				
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

License Metrics

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

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	-	-
Maintenance Management		
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

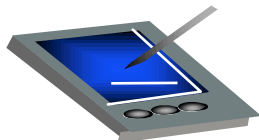
- Named User Plus Metric
 - Human operating devices
 - Non-human operation devices
- Processor Metric
 - Multi-core
- Partitioning Rules
- Licence Type
- Term Licences
- Disaster Recovery

Positioning the License Metrics

Named User Plus

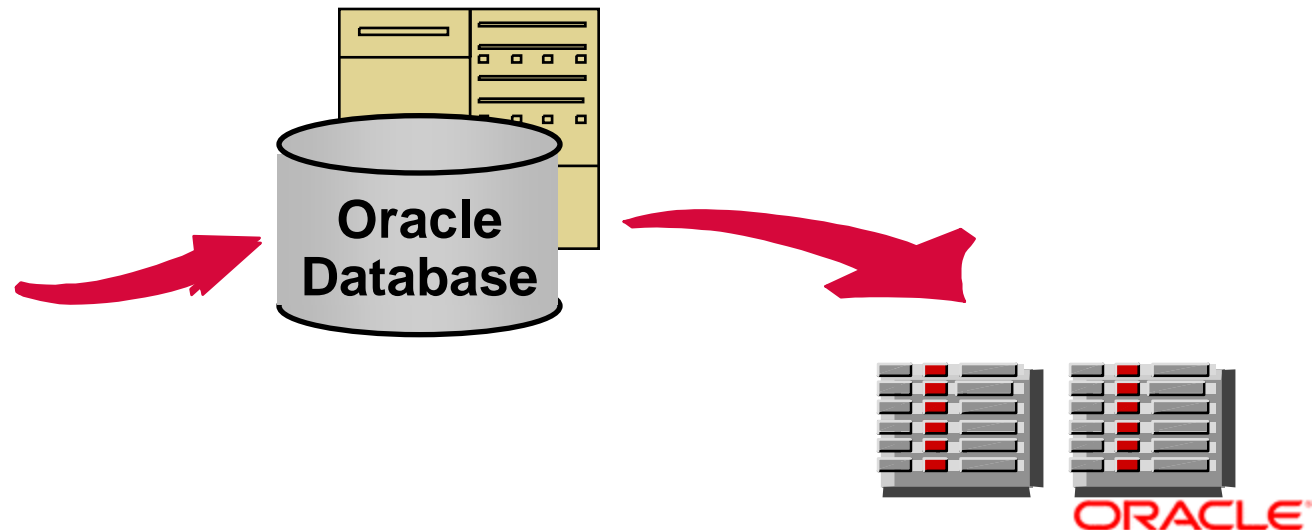
What is the main difference?

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

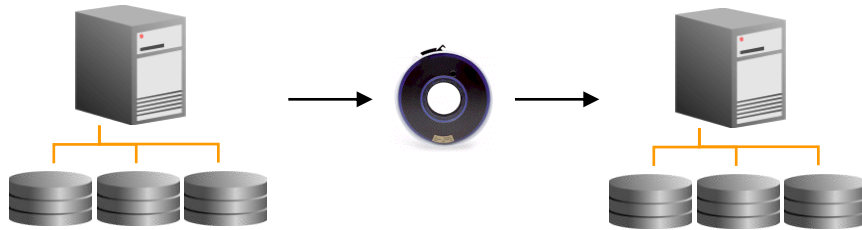
Duration	Price
Perpetual	100% of list price
5 years	70% of list price*
4 years	60% of list price*
3 years	50% of list price*
2 years	35% of list price*
1 year	20% of list price*

***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



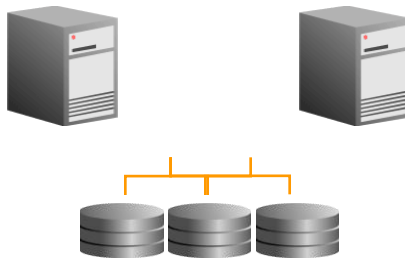
Back-Up

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

Tape Backup is Free

Server 1
Production Node

Server 2
Failover Node (Inactive)

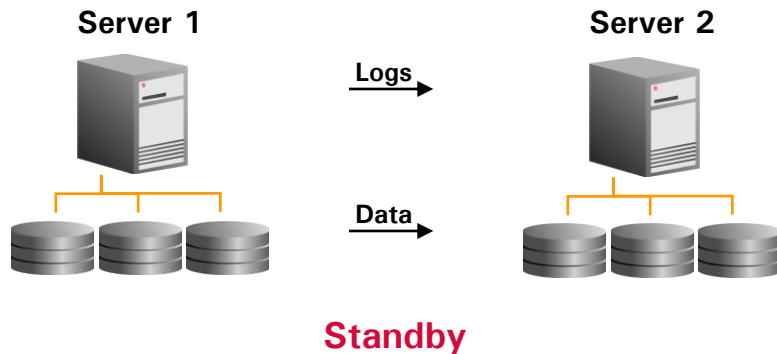


Failover Cluster

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

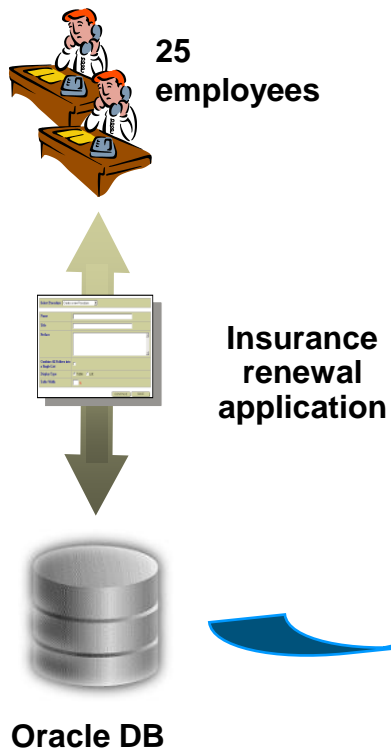


Test yourself!

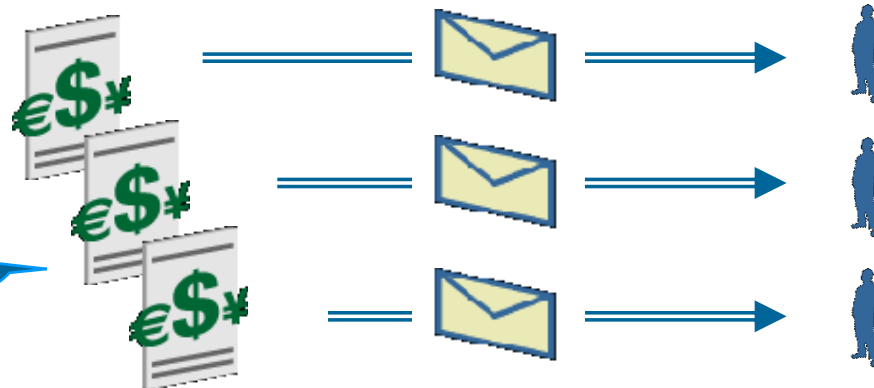


Test yourself!

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

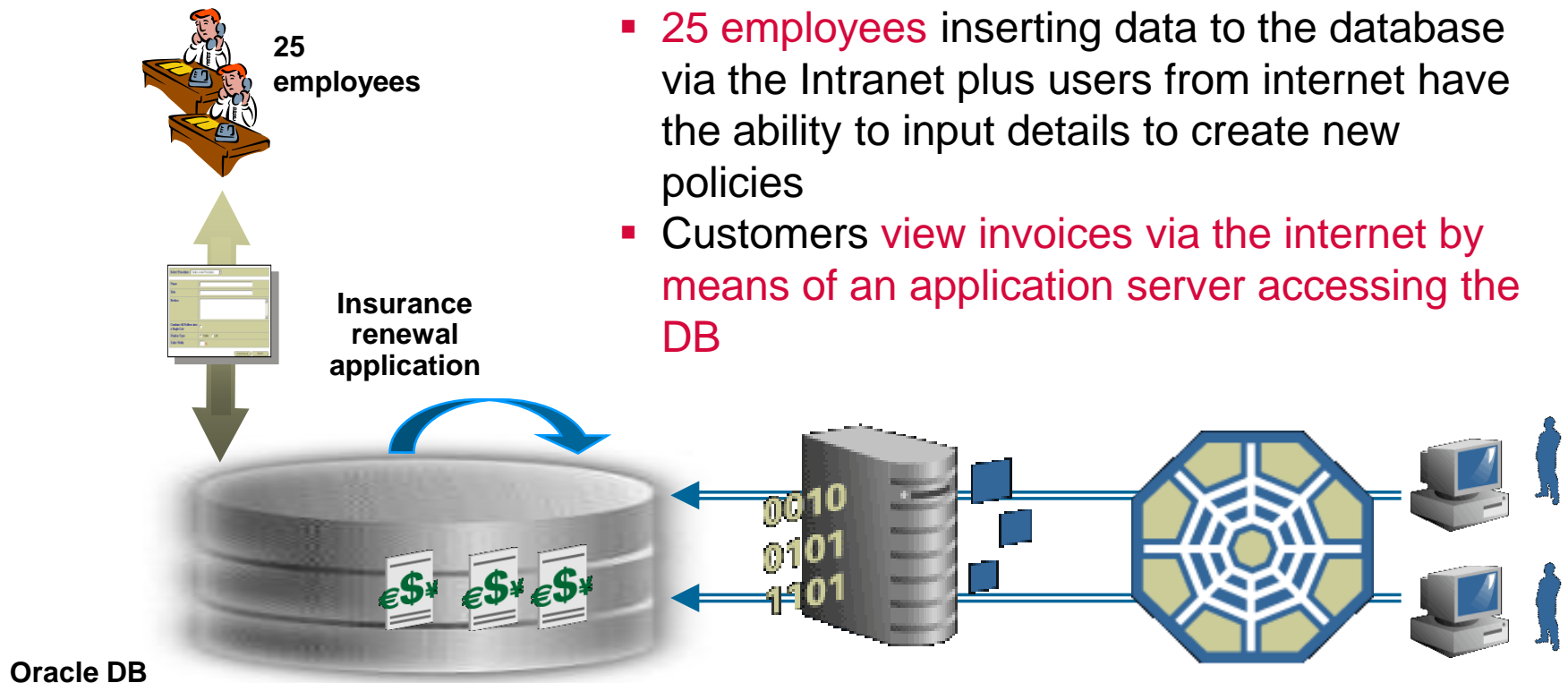


Test yourself!

Exercise 1 (continued)

1.1 1.2 1.3 →

- 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**



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Test yourself!

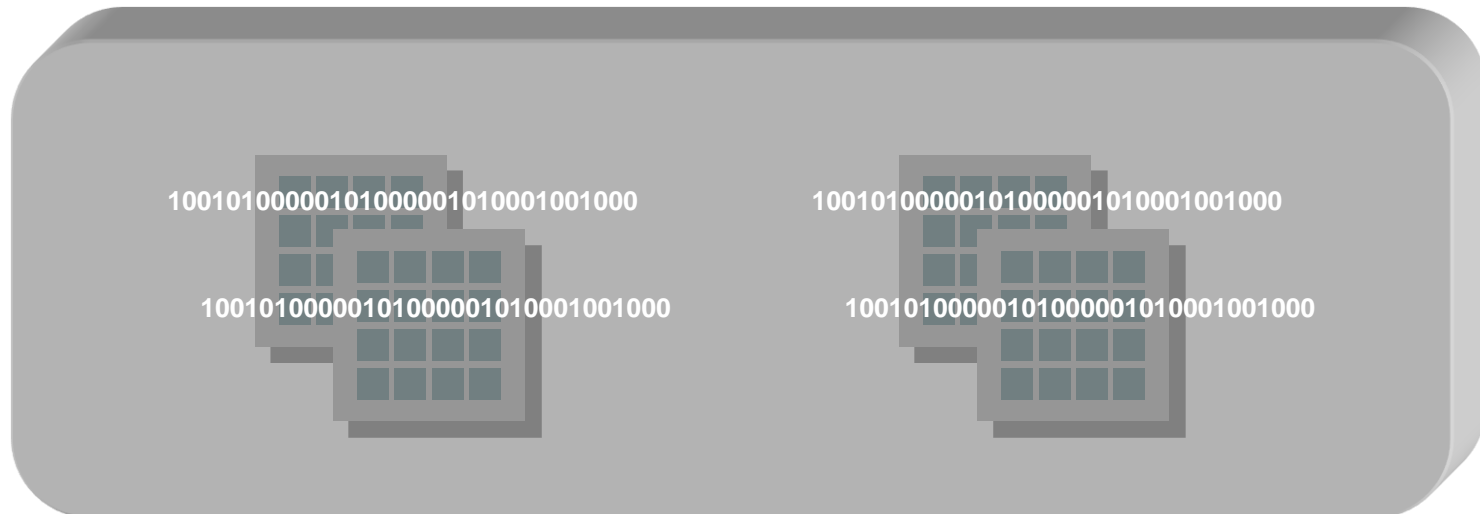
Exercise 2

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



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Test yourself!

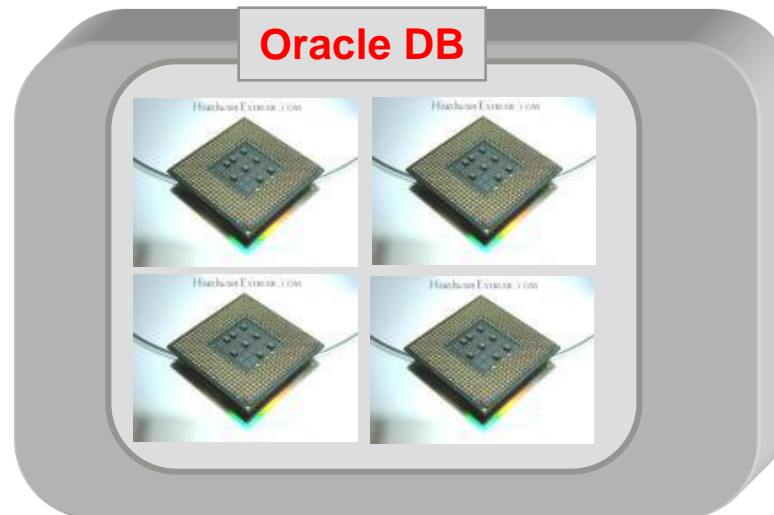
Exercise 3

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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