


# ORACLE®

## Upgrade with Confidence with Oracle's New Upgrade Management Services

Jeff Oparka

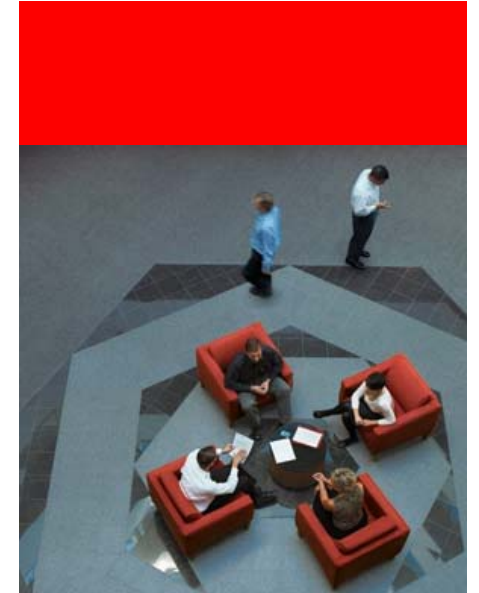
Director, Advanced Customer Services, Global Product Management



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

# Agenda

1. IT Landscape Today
2. Advanced Customer Services
3. Upgrade Management Solutions



# IT Business Challenges and Consequences

## Challenges

Maximize IT efficiency

Manage change

Reduce cost, risk,  
and complexity

## Risks & Consequences

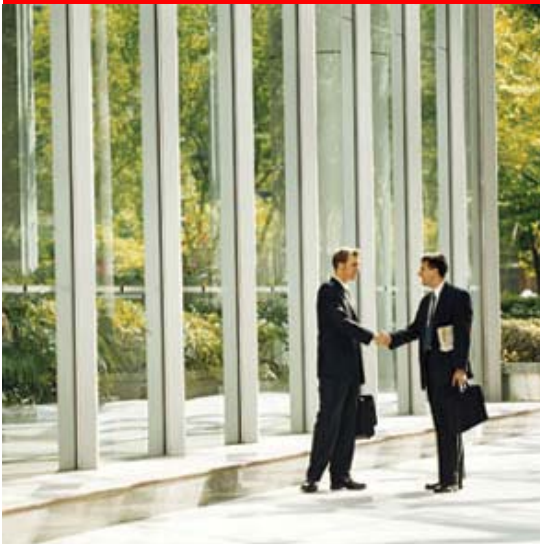
Skyrocketing costs for resolving complex customer issues

Business disruption due to unplanned outages

IT unable to keep up with the changing needs of business

# Oracle Advanced Customer Services

A global business within Oracle Support, Advanced Customer Services focuses exclusively on the continual operational improvement of your Oracle environment.

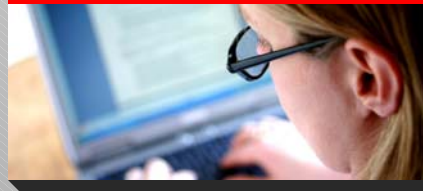


- Achieve continual operational improvement
- Accelerated return on IT investment
- Reduced cost, risk, and complexity

# Advanced Customer Services

## Addressing Your IT Challenges

System Availability



Support Account Management



Technology Adoption



System Performance



Change Management



Faster Problem Resolution



# Accelerate Technology Adoption

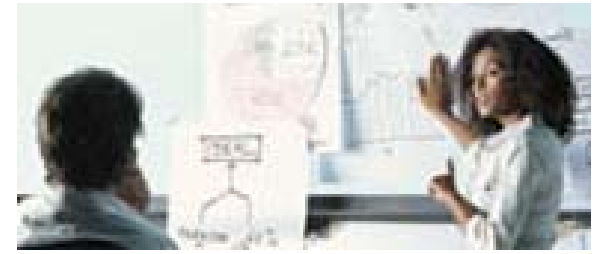
Advanced Customer Services can help you develop a personalized upgrade strategy and long-term maintenance plan for a successful transition to new Oracle capabilities.

## Benefits

- Accelerate Time to Value
- Upgrade with Confidence
- Reduce Risks and Costs

## Outcomes

- Upgrade Readiness Evaluation
- Business Case and Project ROI
- Strategic Guidance
- Maintenance Plan



- ANALYSIS & PRE-UPGRADE PLANNING
- UPGRADE MANAGEMENT
- POST UPGRADE EVALUATION

# Upgrade Management Services

- ▶ A set of 3 solutions covering each stage of an Oracle 9i Database Release 9.2 upgrade project and that can be engaged independently or in their entirety.



## ANALYSIS & PRE-UPGRADE PLANNING

- Production Assessment
- Patch Assessment
- Applied Research
- Feature Briefing
- Business Case Assessment Support
- Technology Workshops



## UPGRADE MANAGEMENT

- Support Account Management
- Service Delivery Reviews
- Critical Service Request Assistance
- Standby Assistance



## POST UPGRADE EVALUATION

- Production/Patch Assessments validated
- Features/benefits reviewed for effectiveness
- Planning session to outline additional optimization of Oracle environment

## VALUE

- Accelerate Time to Value
- Upgrade with Confidence
- Reduce Risks and Costs



# Phase One - Upgrade Planning and Analysis

## Plan

- ▶ Make well-informed decisions about priorities, timing, and costs to ensure that your technical strategy stays aligned with your business goals.



### SYSTEM REVIEW

- Production Assessment
- Patch Assessment



### UPGRADE PLAN

- Migration Planning Assessments
- Knowledge Session
- Workshops



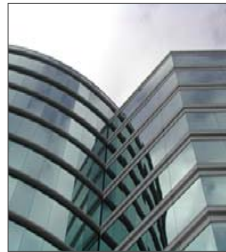
### BUSINESS CASE AND PROJECT ROI

- Applied Research
- Business Case Assessment Support

# Phase Two - Upgrade Management

## Transform

- ▶ Follow a cost-effective plan for a seamless upgrade outcome.



### STRATEGIC GUIDANCE

- Single Point of Contact
- Service Delivery Reviews
- Workshop – Real Application Testing



### STAND-BY ASSISTANCE

- Critical Service Request Assistance
- Oracle experts remote or on-site



### SYSTEM REVIEWS

- Patch Assessments
- Configuration Assessments

# Phase Three – Post Upgrade Evaluation

## Measure & Optimize

- ▶ Interactive sessions to evaluate, test, and measure the upgrade results and provide recommendations to help ensure continual operational improvement.



### PRODUCTION SYSTEM TESTING

- RAC Environment Assessment
- Performance Assessments



### SYSTEM REVIEWS

- Patch Assessments
- Configuration Assessments



### MAINTENANCE PLAN

- Optimization Services
- Recommended Support plan

# Advanced Customer Services Upgrade Management Services Packaging Map

## Phase One

### Plan

- Production Assessment
- Patch Assessment
- Migration Planning Assessments
- Knowledge Session:
  - DB 9.2 vs. 10<sup>g</sup> R2 or 11<sup>g</sup> New Features
  - Real Application Testing
- Working Session
  - Applied Research
  - Feature Briefing
  - Business Case Assessment Support
  - Findings from Assessments

## Phase Two

### Transform-Measure

- Service Delivery Management
- Critical Service Request Assistance
- Service Delivery Reviews
- Standby Assistance
- Patch Assessment
- Configuration Assessment
- Instance Regression Testing
- Working Session
  - Real Application Testing

## Phase Three

### Optimize

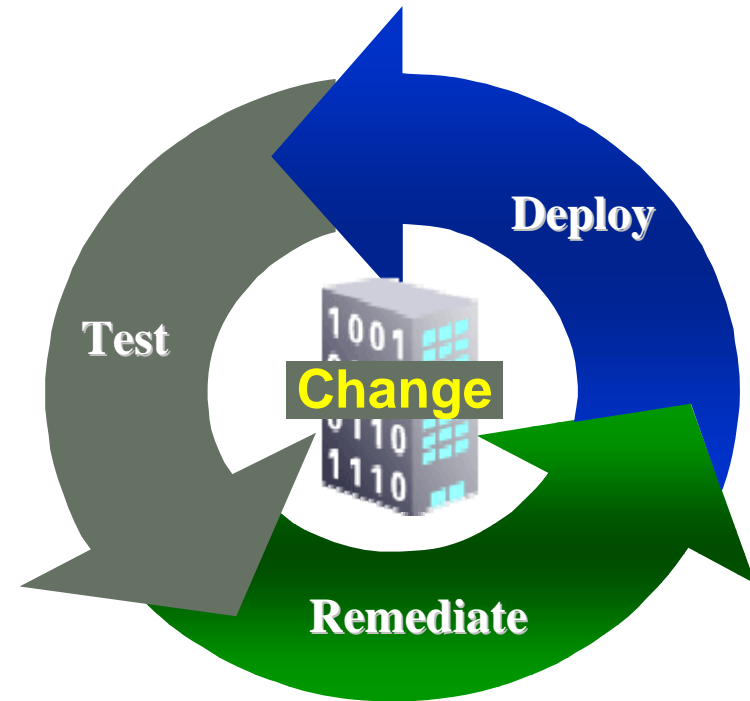
- Backup and Recovery Review
- Patch Assessment
- Performance Assessment
- Configuration Assessment
- RAC Environment Assessment\*





# Real Application Testing

- Value
  - Reduces testing cost
  - Improves testing quality
- Business Benefit
  - Faster technology adoption
  - Lower risk



**Solution for the Agile Business**

# Database Replay

- Recreate actual production database workload in test environment
- Identify, analyze and fix potential instabilities before making changes to production
- Capture Workload in Production
  - Capture full production workload with real load & concurrency in test system
  - Move the captured workload to test system
- Replay Workload in Test
  - Make the desired changes in test system
  - Replay workload with production load & concurrency
  - Honor commit ordering
- Analyze & Report
  - Errors
  - Data divergence
  - Performance divergence



## Analysis & Reporting



# SQL Performance Analyzer

- Enables identification of SQL performance regressions before end-users can be impacted
- SPA can help with any change that impacts SQL execution plan
  - DB upgrades
  - Optimizer statistics refresh
  - New indexes, Materialized Views, Partitions, etc.
- Automate SQL performance tracking of hundred of thousands SQL statements – impossible to do manually.
- Fix regressed SQL with SQL Tuning Advisor and SQL Plan Baselines
- Integrated with query optimizer
- Captures SQL workload with low overhead

## Research Brief

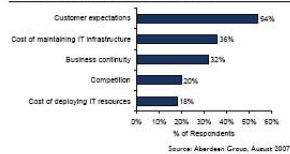
**Aberdeen Group**  
Aberdeen Group  
December 2007

### Uniting IT with Business through ITSM: Oracle Leads the Charge

All too often an IT manager will focus only on system uptime or bandwidth utilization while a business manager may seek to achieve top-notch customer service to increase the bottom line and grow the organization. Without alignment of performance metrics, a business will trip over IT as an impediment rather than a competitive advantage. Aberdeen's August 2007 benchmark report, *ITSM, IT Transformation and the Service*, presents Information Technology Service Management (ITSM) as a powerful remedy for contrasting objectives between the business and IT sides of an organization.

Investigating the tangible business results to be achieved via ITSM, this Aberdeen Research Brief highlights Oracle's Upgrade Management Service as a solution suite enabling end-user organizations to unify business and IT with the shared goal of delivering value to the customer.

Figure 1: Top Factors Driving ITSM Deployment



#### ITIL Matters

According to the August 2007 study, meeting customer expectations is the top pressure driving adoption of ITSM (Figure 1). Furthermore, this data speaks convincingly to the notion that organizations yearn for a pathway to address key business issues like reducing IT costs and leveling off competition. Information Technology Integrated Library (ITIL) offers a conduit for alleviating these business pressures. Where ITSM is a process-based philosophy for delivering IT services to the customer, ITIL is a framework of best practices that guides the implementation of such

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#### Research Brief

Aberdeen's Research Briefs provide a synopsis of the principal findings derived from primary research, including key performance indicators, Best-in-Class metrics, and vendor insight.

#### Recommended Actions

Strategic recommendations for organizations to align IT with business processes and drive customer value.

- ✓ Increase visibility into service delivery standards to align IT with business processes.
- ✓ Develop a framework to guide IT service delivery and improvement.
- ✓ Improve the ability to measure end-user satisfaction.

## What Aberdeen Group Is Saying

“Oracle’s November 12, 2007 announcement of enhancements to its Upgrade Management Service further bolsters their foothold in the realm of ITSM. Aligned squarely with the ideals of ITIL v3, Oracle Upgrade Management Service is a three phased approach comprised of pre-planning upgrade management, and post-upgrade evaluation delivered by Oracle Advanced Customer Services”

‘Uniting IT with Business through ITSM: Oracle Leads the Charge’, Aberdeen Group, December 2007

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# About ITIL

ITILv3 is becoming widely accepted as the Industry Standard for successful IT Management and is a methodology requirement for many companies.

Current ACS offerings map to the 5 updated ITILv3 categories and we work with Oracle customers to support their ITIL strategies:

1. Service Strategy
2. Service Design
3. Service Transition
4. Service Operation
5. Continual Service Improvement

## About Oracle Advanced Customer Services

Advanced Customer Services is a global business dedicated to the continual operational improvement of your Oracle environment.

Working with you throughout your Oracle software lifecycle, Advanced Customer Services experts help you maximize the performance and value of your Oracle investment.

**Advanced Customer Services is operational excellence delivered.**



**For More Information**



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