

TIME TO MIGRATE ORACLE TO GOOGLE CLOUD SERVICES



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Table of Contents

OUT WITH THE OLD - IN WITH THE NEW	2
GOOGLE CLOUD MANAGED DATA SOLUTIONS	2
CLOUD SQL	3
CLOUD SPANNER	3
DATASTORE	4
BIGTABLE	4
BIGQUERY	5
CHOOSING A STORAGE OPTION	5
MIGRATION TOOLS ARE AVAILABLE	6
MIGRATING TO THE SAME TYPE OF DATABASE	6
MIGRATING TO A NEW TYPE OF DATABASE	6
MIGRATION ASSESSMENT GUIDES	6

OUT WITH THE OLD - IN WITH THE NEW

It is time to consider your options. Oracle has been around a long time and provides some reasonable database services but not really at a reasonable price. Ok, let's face it, Oracle is super expensive. Maybe it is time to consider some alternatives. Aren't you curious to at least see what your options are and what the alternative pricing might be like? Reducing your database costs could have a significant positive impact on your business. You owe it to yourself to at least inquire.



GOOGLE CLOUD MANAGED DATA SOLUTIONS

Google Cloud is the foremost cloud platform in the world. Google actually owns every part of its global network infrastructure including the datacenters and the fiber under the ocean. So they know it is secure. It's also very fast. They provide some of the most innovative data service solutions including Cloud SQL, Cloud Spanner, Bigtable and BigQuery.

"There are many options for migrating an Oracle database to a Managed Service within the Google Cloud Platform that can save your organization a lot of money!"

What you don't want to do is simply run Oracle software on the Google Cloud Platform because you will still be paying for Oracle licenses. What you want to do is migrate your databases from Oracle onto a more cost-effective Managed Service on the Google Cloud Platform. You have several options available to you that are much more cost affordable to manage your data securely on the Google Cloud Platform.

Let's explore them now.



CLOUD SQL



Cloud SQL is a fully managed database service that makes it easy to set up, maintain, manage, and administer your relational PostgreSQL, MySQL, and SQL Server databases in the cloud. Cloud SQL offers high performance, scalability, and convenience. Hosted on Google Cloud Platform, Cloud SQL provides a database infrastructure for applications running anywhere. Let Google manage your database so you can focus on your applications. Cloud SQL is perfect for WordPress sites, e-commerce applications, CRM tools, geospatial applications, and any other application that is compatible with MySQL, PostgreSQL, or SQL Server. At NEXT19 Google announced that Microsoft SQL databases will soon be supported . . . which is a huge deal. Cloud SQL is easy to use. It doesn't require any software installation. It automates all your backups, replication, patches, and updates — while ensuring greater than 99.95% availability, anywhere in the world.

CLOUD SPANNER



Cloud Spanner is the only enterprise-grade, globally-distributed, and strongly consistent database service built for the cloud specifically to combine the benefits of relational database structure with non-relational horizontal scale. This combination delivers high-performance transactions and strong consistency across rows, regions, and continents with an industry-leading 99.999% availability SLA, no planned downtime, and enterprise-grade security. Cloud Spanner revolutionizes database administration and management and makes application development more efficient. Customers across industries can use Cloud Spanner to deliver value to their customers:

USE CASE	BEFORE CLOUD SPANNER	WITH CLOUD SPANNER
Financial trading	Inconsistencies lead to potential monetary loss during reconciliation. Global synchronous replication of trades is not feasible.	Cost savings and a consistent, unified, global view.
Insurance	Inconsistencies lead to incomplete views of customers.	Up-to-date customer views provide more accurate, real-time data.
Global call centers	Eventual and out-of-touch.	Real-time and up-to-date.
Supply-chain management and manufacturing	Global supply chain presents an inconsistent global view and/or data must be shipped in batches.	Global, real-time, consistent view enables real-time decision making.
Telecom and billing	Processing capacity limited to finite scale-up compute resources.	Scale-out allows improved processing speed.
Logistics and Transportation	Regional reach with many systems glued together.	Global reach with lower latency and a consistent view.
Gaming	Each server or cluster is its own universe.	Consistent, global view delivers a unified experience.
E-Commerce (High Availability)	Limited availability SLA or no SLA guarantees. In practice, potential missed sales.	Guaranteed max of 5 minutes of downtime (including planned downtime) on paper and in practice.

DATASTORE



Cloud Datastore is a highly-scalable NoSQL database for your applications. Cloud Datastore automatically handles sharing and replication, providing you with a highly available and durable database that scales automatically to handle your applications' load. Cloud Datastore provides a myriad of capabilities such as ACID transactions, SQL-like queries, indexes and much more. Focus on building your applications without worrying about provisioning and load anticipation. Cloud Datastore scales seamlessly and automatically with your data allowing applications to maintain high performance as they receive more traffic. Datastore is a schemaless database, which allows you to worry less about making changes to your underlying data structure as your application evolves. Datastore provides a powerful query engine that allows you to search for data across multiple properties and sort as needed.

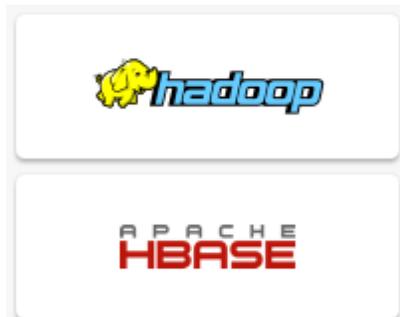
BIGTABLE



Low latency, massively scalable NoSQL

- Consistent sub-10ms latency
- Replication provides higher availability, higher durability, and resilience in the face of zonal failures
- Ideal for Ad Tech, Fintech, and IoT
- Storage engine for machine learning applications
- Easy integration with open source big data tools

Use Cloud Bigtable as the storage engine for large-scale, low-latency applications as well as throughput-intensive data processing and analytics. Provision and scale to hundreds of petabytes, and smoothly handle millions of operations per second. Changes to the deployment configuration are immediate, so there's no downtime during reconfiguration. Replication adds high availability for live serving apps, and workload isolation for serving vs. analytics.



Cloud Bigtable integrates easily with popular big data tools like Hadoop, Cloud Dataflow, and Cloud Dataproc. Plus, Cloud Bigtable supports the open source industry standard HBase API, which makes it easy for your development teams to get started.

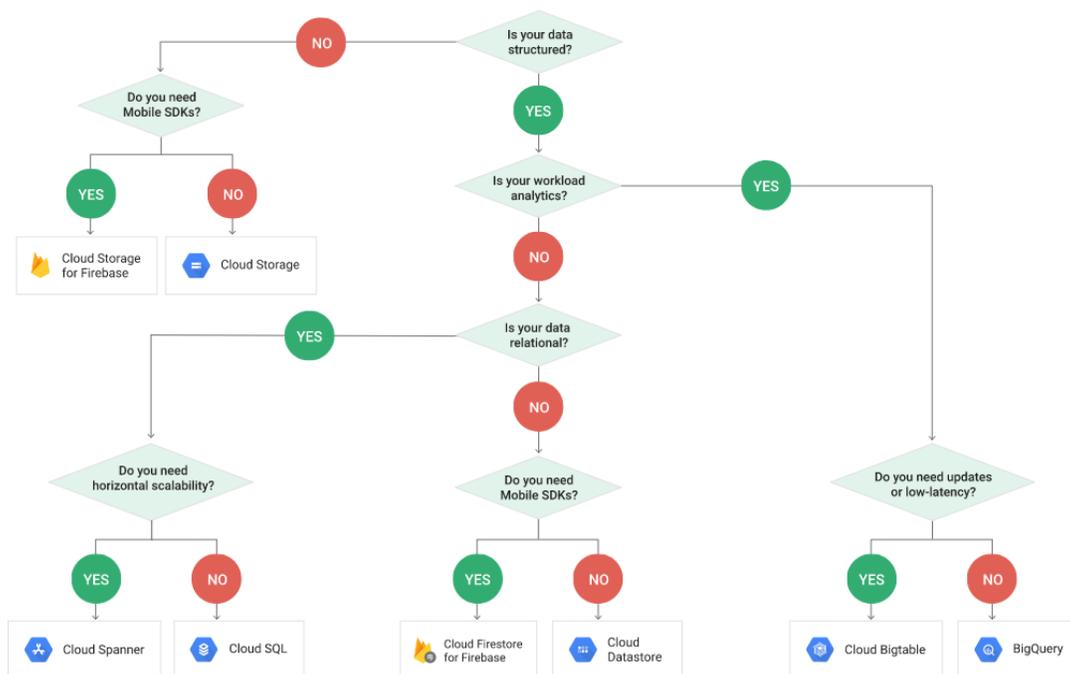
BIGQUERY



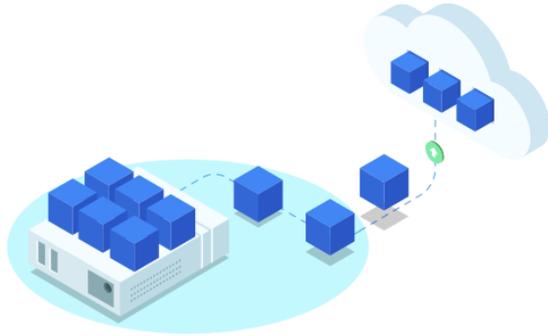
BigQuery, Google's serverless, highly-scalable enterprise data warehouse, is designed to make data analysts more productive with unmatched price-performance. Because there is no infrastructure to manage, you can focus on uncovering meaningful insights using familiar SQL without the need for a database administrator. Analyze all your batch and streaming data by creating a logical data warehouse over managed columnar storage, as well as data from object storage and spreadsheets. Create blazing-fast dashboards and reports with the in-memory BI Engine. Build and operationalize machine learning solutions or carry out geospatial analysis using simple SQL. Securely share insights within your organization and beyond as datasets, queries, spreadsheets, and reports. BigQuery's powerful streaming ingestion captures and analyzes data in real time, ensuring insights are always current. Plus, you can analyze up to 1 TB of data and store 10 GB of data for free each month.

CHOOSING A STORAGE OPTION

Different applications and workloads require different storage and database solutions. Google Cloud Platform offers a full suite of industry-leading storage services that are price performant and meet your needs for structured, unstructured, transactional, and relational data. The following diagram helps you identify the solutions that fit your scenarios, whether developing mobile applications, hosting commercial software, building data pipelines, or storing backups. Here is a Google Cloud Platform decision diagram.



MIGRATION TOOLS ARE AVAILABLE



When migrating apps to the cloud, the database can often be the most difficult part. It doesn't have to be. The move to a cloud-based database can unlock workloads and enable new use cases. Database migration often requires downtime and changes in application logic, which makes migration very challenging. To ease the migration process, Google

Cloud offers a migration assessment guide, migration tools, and collaboration with our partners to help manage the full life cycle of database migration.

MIGRATING TO THE SAME TYPE OF DATABASE

You can lift and shift your database to Google Cloud with 100% open-source-compatible databases like Cloud SQL for MySQL, Cloud SQL for PostgreSQL, Cloud Memorystore for Redis, and Cloud Bigtable (HBase client for Java). Many customers leverage built-in features like an external master for Cloud SQL to minimize downtime during migration.

MIGRATING TO A NEW TYPE OF DATABASE

Whether you're moving from proprietary to open-source databases or migrating from traditional databases to scalable cloud-native databases, you can leverage migration tools to make your migration simpler. Google Cloud database migration partners who are experienced in database migration provide tools, like migration assessment, that scan your database and provide a migration difficulty score based on feature and data type compatibility.

MIGRATION ASSESSMENT GUIDES

Please read these migration assessment guides to help your database migration. You have more cost affordable options.

[MySQL to Google Cloud Platform](#)

[DynamoDB to Cloud Spanner](#)

[MySQL to Cloud Spanner](#)

[PostgreSQL to Cloud Spanner](#)

[PostgreSQL to Google Cloud Platform](#)

[HBase to Cloud Bigtable](#)

[Oracle to Cloud Spanner](#)

Call us today and we can show them to you!

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