



# OpenWorld 2008 Review

*Troy Ligon*



Oracle is HUGE



# OpenWorld is HUGE

## Company's Backstage Stats Oracle OpenWorld 2008

- 45,000 set up hours
- 3,639 onsite staff
- 310 shuttle buses
- 295,000 sq ft exhibition hall
- 190,000 coffees served
- 375,000 recycled cans/bottles
- 110 virtual collateral racks
- 20 x 300 feet HD projection screens
- 76,150 hotel room nights
- Attendees from 133 countries
- 364 walkie talkies
- 66,144 chairs
- Saved 965 trees with new directory
- Generates \$100M+ for SF Bay Area



# **STATS**

**84,000 employees**  
**43,000 attendees**  
**1,800 sessions**  
**450 partner exhibits**  
**300 product demos**  
**4 keynotes**

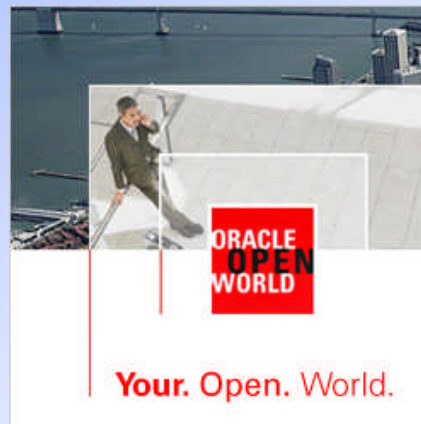
# GOALS:

- ⇒ Learn
- ⇒ Network
- ⇒ Enjoy

# GOALS:

⇒ **Learn**

**Industry Analysis  
Oracle's Direction  
Technical Sessions**



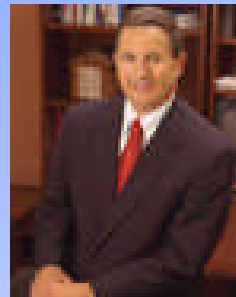




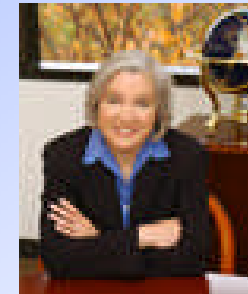
Tom Georgens  
President NetApp



Paul Otellini  
CEO Intel



Mark Hurd  
CEO HP



Ann Livermore  
VP HP

# Industry Analysis



Chuck Rozwat  
VP Oracle

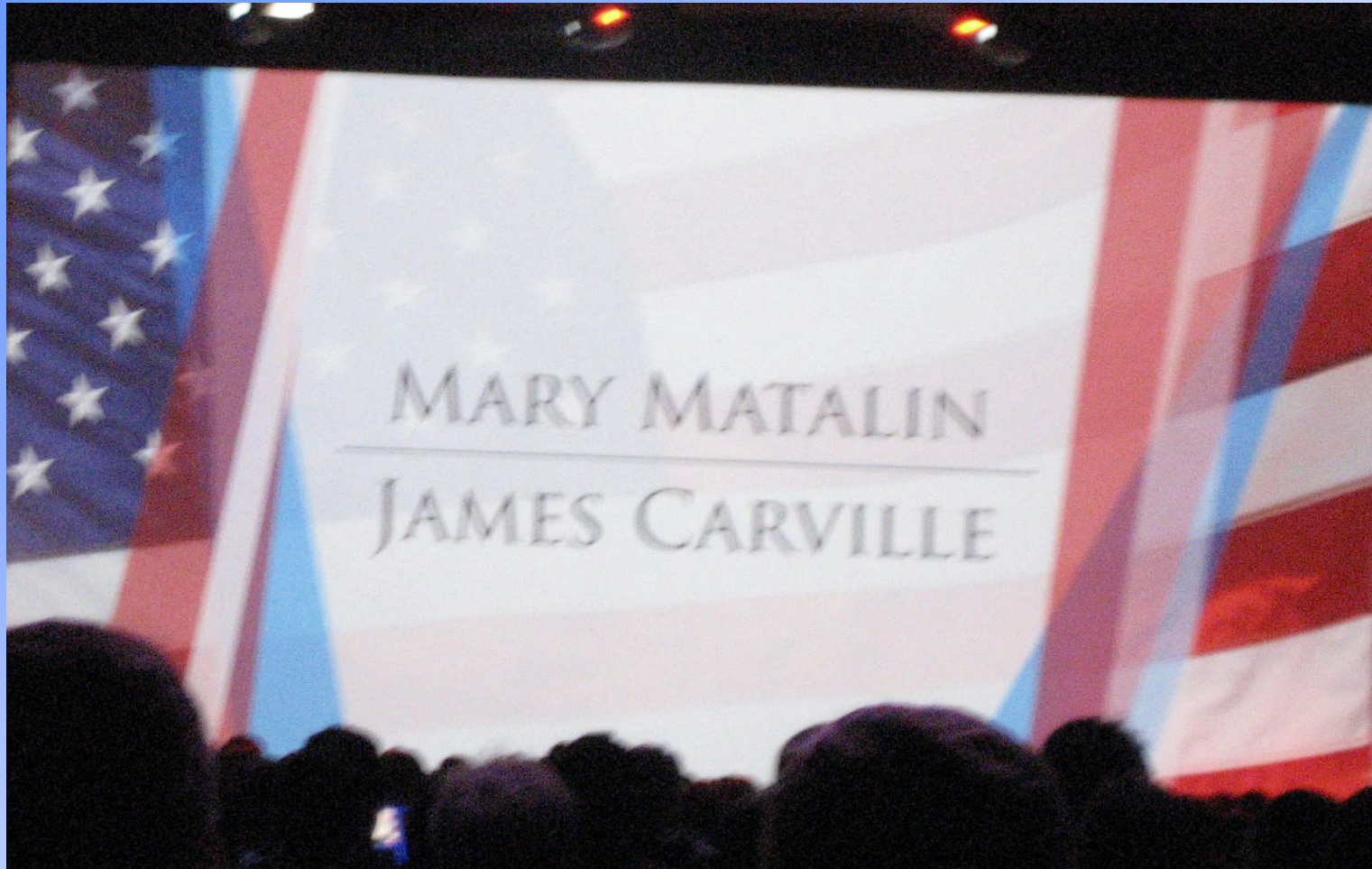


Charles Phillips  
President Oracle



Thomas Kurian  
VP Oracle



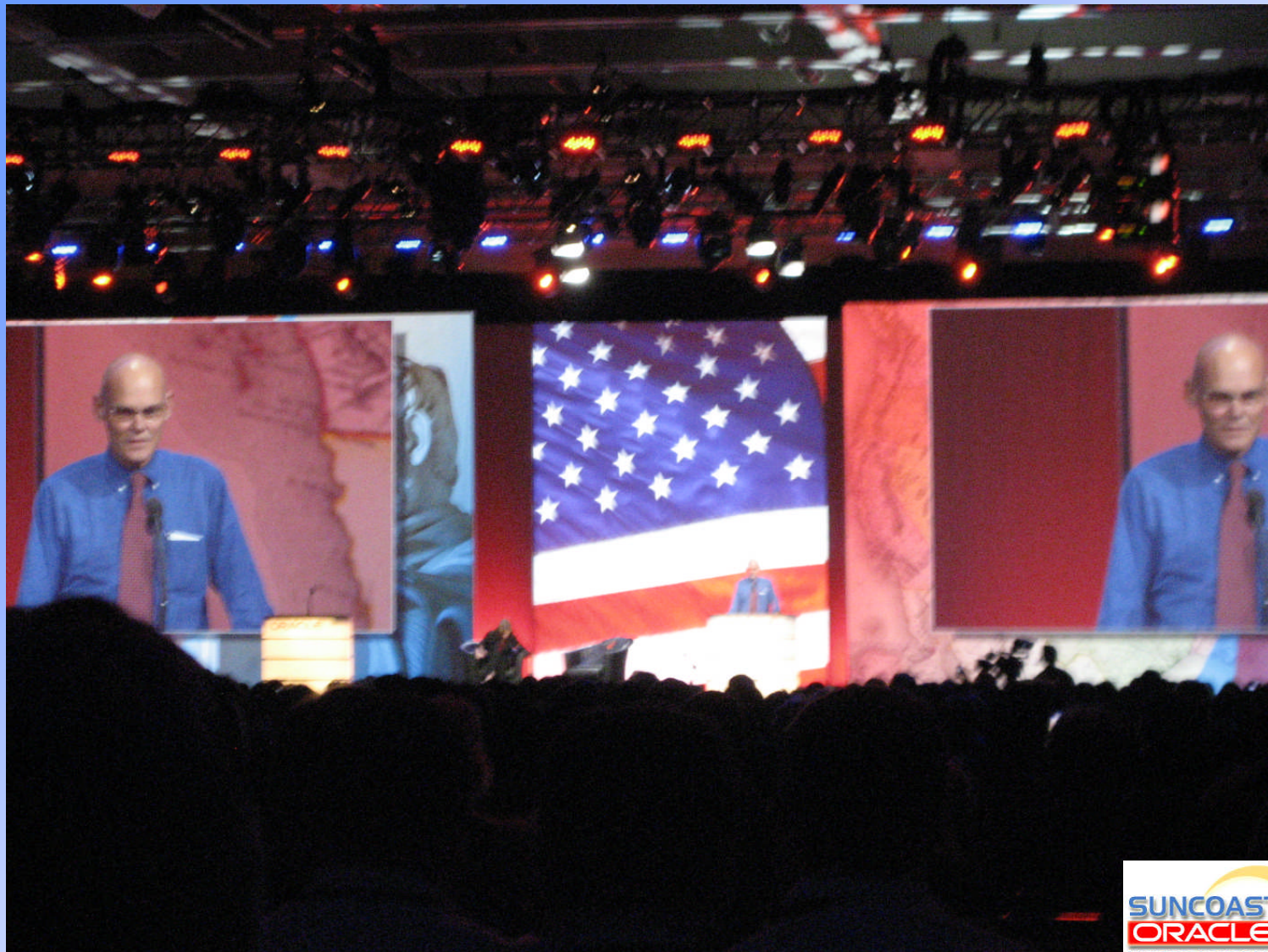


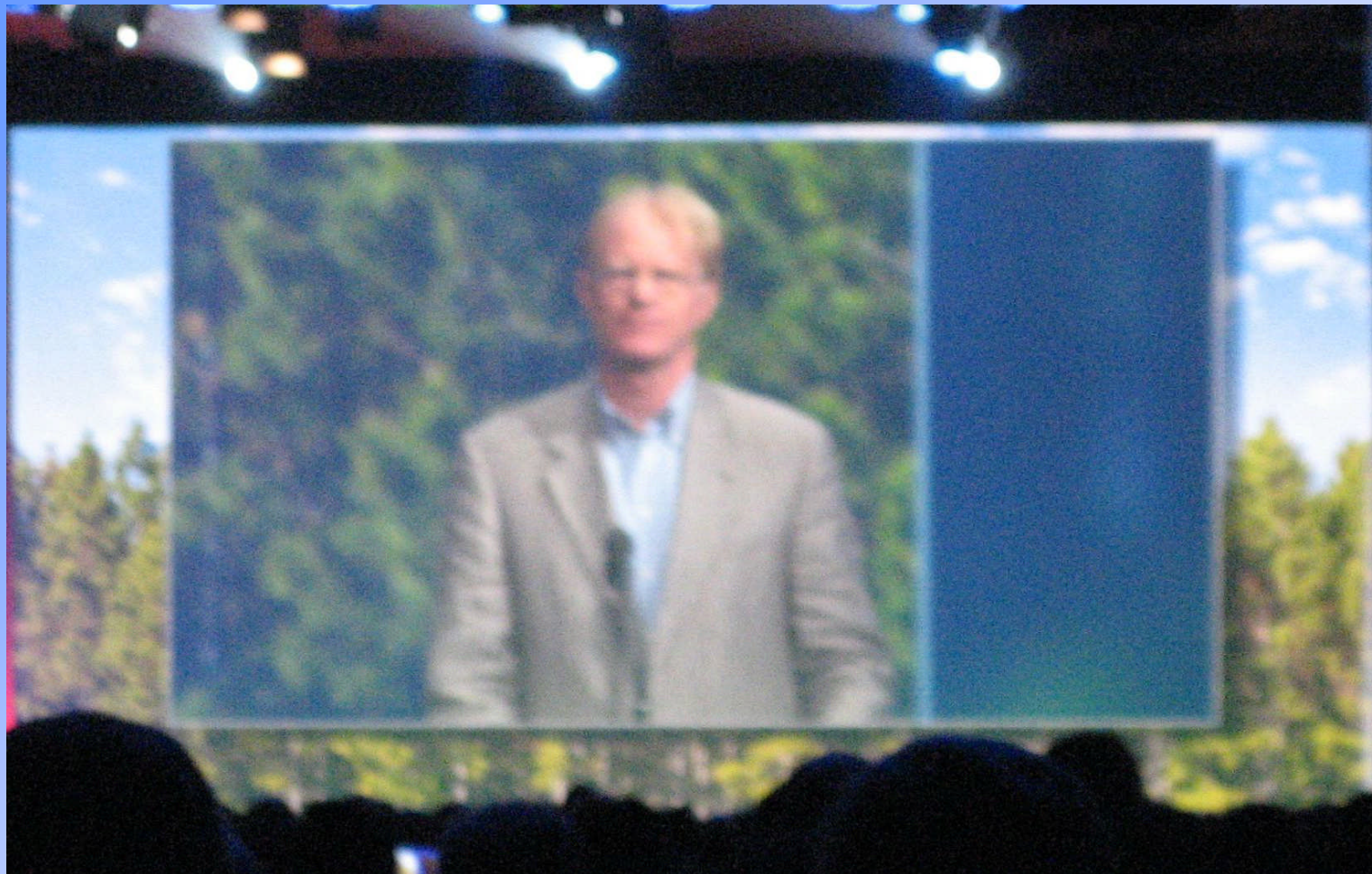
**Election Update from husband/wife team**











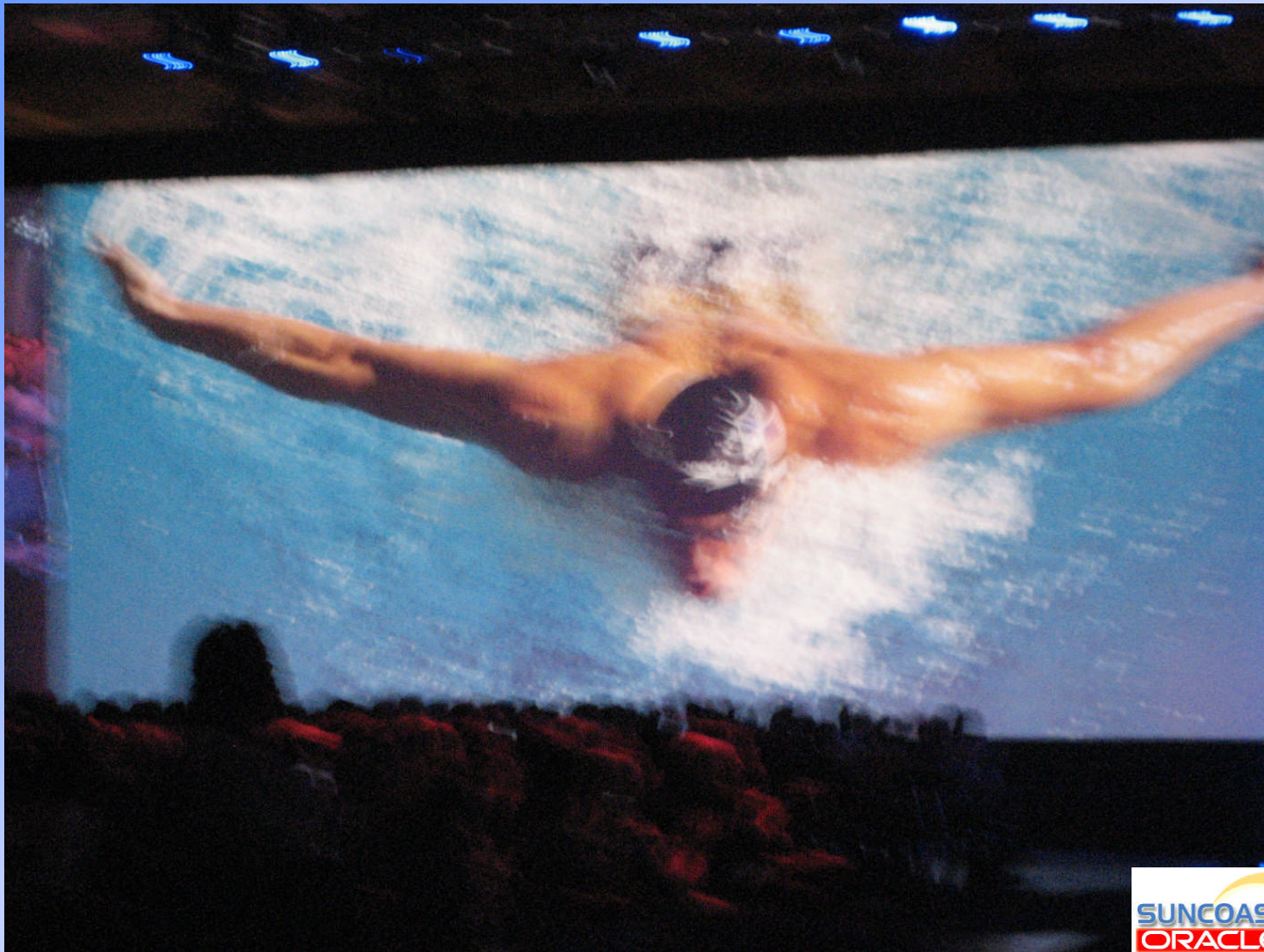
**GREEN** is the word with Ed Begley, Jr.





**President Charles Phillips with surprise guest**







***"We are not going to sit on our laurels. We have a major database innovation that we will announce in September of this year. It is going to be a very big and important announcement for us, so we are not standing still in database."***

**- Larry Ellison, Q4 Earnings call**



**So as everyone holds their breath for  
Larry's big announcement...**





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**Some are expecting 11g Release 2...**





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**Some are expecting new OEM  
licensing terms...**





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**Some are expecting 11g Release 2...**

**Some are expecting new OEM  
licensing terms...**

**Some are expecting something totally  
unexpected...**





# Oracle is Entering Hardware Business



## **Exadata Storage Server**

**HP ProLiant DL180 G5  
(dual Intel 2.66GHz quad-core)  
8GB memory  
SAS or SATA (max 12 TB)**

**InfiniBand Dual-port HBA**

**pre-loaded w/  
Oracle Enterprise Linux  
Oracle 11.1.0.7**





## **HP Oracle Database Machine**

**14 Exadata Storage servers  
168TB**

**8 HP ProLiant DL360 servers  
(32GB memory each)**

**Oracle Enterprise Linux**

**Oracle 11.1.0.7**

**RAC**

**Mellanox ConnectX HBAs**

**Voltaire 20gb InfiniBand Switch**

**48port GigE Switch**



**\$150K\***



<http://www.oracle.com/exadata>



## **About that Asterisk....**

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**Larry casually mentioned,  
“Plus Licenses....”**



## **About that Asterisk....**

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**14 storage servers w/dual-socket  
8 database servers w/dual-socket**

**Today's quad-core CPUs:  
 $(14 + 8) * 2 * 4 = 176$  Intel cores**

**Dec2008 six-core CPUs:  
 $(14 + 8) * 2 * 6 = 264$  Intel cores**



## **If You Build It Yourself....**

**Oracle Enterprise Linux \$00.0k**

**Oracle Enterprise RDBMS \$47.5k**

**RAC Option \$23.0k**

**Advanced Compression Option \$11.5k**

**Partitioning Option \$11.5k**

**In-memory DB Cache \$41.5k**

**Advanced Security Option \$11.5k**

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**Total = \$93.5k to \$146.5k per core license**



## **If You Build It Yourself....**

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**176 Intel cores**

**\* 0.5 license factor**

**\* \$93.5k to \$146.5k**

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**\$8,228k to \$12,892k**



## **Larry's Deal....**

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**Database machine \$650k**

**Storage server \$24k (\$336k)**

**Storage server software \$10k/drive  
(\$1,680k)**

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**Total = \$2,666k**

**<http://www.oracle.com/corporate/pricing/pricelists.html>**



# What Makes This So Great?

**Queries are handled at the storage layer and only the selected columns of filtered rows are returned via RDMA**

## **More Technical Info:**

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**Kevin Closson**

**Exadata Architect for Oracle**

**Oracle ACE**

**Oak Table Network member**

**<http://kevinclosson.wordpress.com/exadata-posts/>**

**<http://www.oracle.com/exadata>**



# **GOALS:**

## **⇒ Learn - Technical Sessions**

**Joe Meeks – Active DataGuard**

**Mike Ault – Let's Get Physical**

**Ravi Rajamani – Total Recall**

**Tom Kyte – Efficient Schema Design**

**TJ Mitra – Replication Methods**

**Mogens Norgarrd – Computing Complexity**

**Rich Niemiec – Manager's Guide to 11g**

**Arup Nanda – 11g New Features**

**Barb Lundhild – RAC Internals**

Arup Nanda – AT&T

[http://www.oracle.com/technology/  
pub/articles/oracle-database-11g-top-  
features](http://www.oracle.com/technology/pub/articles/oracle-database-11g-top-features)

Complete syntax, working examples,  
videos



Barb Lundhild - Oracle's RAC Prod Mgr

Details of all the background processes,  
startup, shutdown, interdependencies

Cluster Registry details



## Barb Lundhild's Useful Metalink Notes

Note 342082.1 "How to Change Subnet Masks for VIPs"

Note 294430.1 "CSS Timeout Computation in RAC 10g "

Note 284752.1 "10g RAC: Steps To Increase CSS Misscount, Reboottime and Disktimeout"

Note 291962.1 'Setting Up Bonding in SLES 9'

Note 291958.1 'Setting Up Bonding in Suse SLES8'

Note 298891.1 'Configuring Linux for the Oracle 10g VIP using bonding'

Note 283107.1 'Configuring Solaris IP Multipathing (IPMP) for the Oracle 10g VIP'

[OTN.ORACLE.COM/RAC](http://OTN.ORACLE.COM/RAC)



**GOALS:**

⇒ **Enjoy**

**Sun: Welcome Reception**

**Mon: OTN Night**

**Tue: Vendor Night**

**Wed: Customer Appreciation Night**

**Thur: It's a Wrap Party**





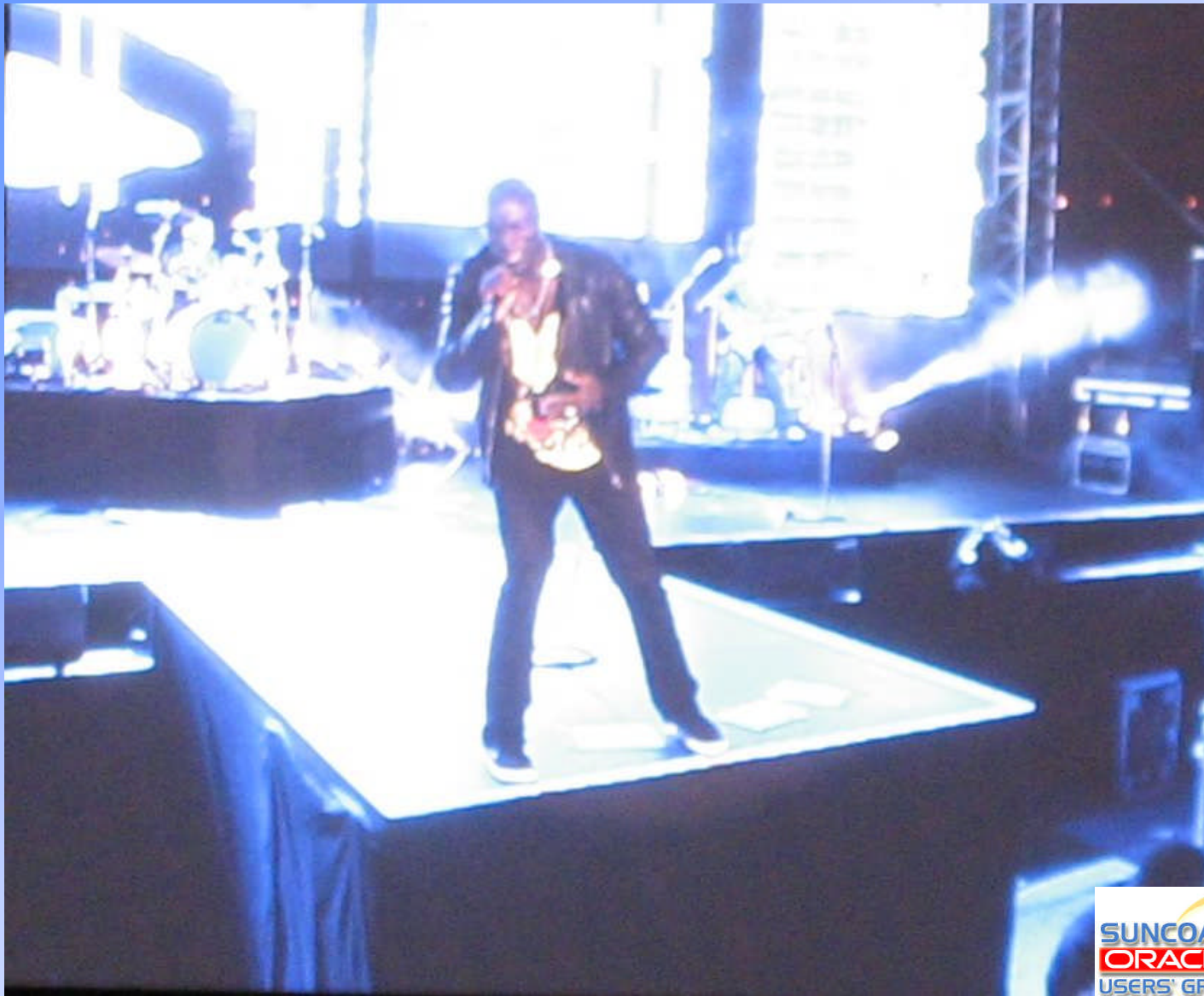
















# GOALS:

## ⇒ Networking

Alexis Bauer	- IOUG
John Wolf	- IOUG
Mogens Norgaard	- MiracleAS
Hans Forbrich	- Ace Director
Kevin Closson	- Exadata Arch.
Matt Zito	- GridApp
Bradley Brown	- TUSC/Rolta
Rich Niemiec	- TUSC/Rolta
Mike Ault	- Texas Memory Systems









# SOUG Spring TechDay

Thursday - Apr 23, 2009

*Confirmed Speakers:*

*Tom Kyte  
Cary Milsap  
Mike Ault*

*19 sessions  
4 tracks*

<http://soug.org>



# **A View of OpenWorld 2008**

**Q & A**

**Troy Ligon  
tligon@soug.org**

