



# ESSENTIALS OF Management Information Systems

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## Chapter 2 Global E-Business: How Businesses Use Information Systems

**Case 2:** Oracle's Austin Data Center


**Tags:** capacity, Oracle, performance, security, scalability, data center, green energy

**Summary:** Tour Oracle's Austin Data Center with Oracle On Demand SVP, Mike Beck. L: 4:00.

**URL:** <http://www.youtube.com/watch?v=eDmCkHK0L7A>



**Case**



Oracle is a developer and marketer of enterprise software products founded in 1977 by Larry Ellison. As one of the largest software companies in the world, Oracle is known as a paragon of efficiency and a leader in technology. It's no surprise, then, that Oracle's Austin data center reflects Oracle's values of operational efficiency and cutting-edge technology. The Austin data center is a key hub for Oracle's 'Oracle On Demand' service. Oracle On Demand is a service that provides customer relationship management tools and applications to businesses of many different sizes. Oracle provides hosted applications using the advanced infrastructure in locations such as its Austin data center. Some of the benefits of Oracle On Demand including eliminating monitoring, maintenance, updating, and managing proprietary software, instead allowing Oracle to perform these tasks, and in the process lowering total cost of ownership by "30-80%". You can learn more about Oracle On Demand at Oracle's site using the following link: <http://www.oracle.com/ondemand/index.html>

Oracle's Austin Data Center is 130,000 square feet with a raised floor of 72,000 square feet for its server capacity. The data center represents the convergence of Oracle's software, engineering experience, and operation and process experience.

Powering such a large facility is no small task. The data center houses 9,000 batteries, 80,000 gallons of fuel storage, six 600-ton chillers, and 90 computer room air conditioning units. Also, the center features seven 2-megawatt generators that power the data center in case commercial power goes out to ensure uninterrupted availability of service.

Although the power demands for the data center are significant, Oracle is one of many companies making a strong effort to use more green energy. Seven percent of the energy used at the Austin data center comes from windmills in west Texas, the center uses about half of the support energy of comparable facilities, and Oracle is rated among the top green IT outsourcing companies.

Many businesses cannot manage their data in a way that meets their regulatory or security needs. Oracle looks to partner with these businesses and offer them an opportunity to make financial improvements using Oracle's security and significant technological resources. An Oracle service delivery manager works closely with these businesses to more closely tailor specific solutions to their needs.

### **Case Study Questions**

1. What do the benefits of Oracle On Demand have in common with the benefits of cloud computing?
  2. How seriously does Oracle take their security? Explain two different ways in which Oracle ensures the security of its data center.
  3. Customer relationship management systems are a type of enterprise application. How do enterprise applications improve organizational performance?
  4. Explain why some companies aren't able to manage their data in a way that meets their regulatory or security needs. Why is Oracle a good choice for these companies?
  5. Are there any other sources of green energy you think Oracle should consider?
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