

# Oracle's Data as a Service (DaaS) Offering

<https://marketpublishers.com/r/O4D3D2F1B09EN.html>

Date: January 2015

Pages: 57

Price: US\$ 2,995.00 (Single User License)

ID: O4D3D2F1B09EN

## Abstracts

### Overview:

Through many acquisitions in the ICT and digital media space, Oracle is positioning itself to be a preferred provider of the core technologies for cloud computing, communications, content, commerce and applications. The company is also leveraging its data management experience and expanding its Cloud Computing service with its Data as a Service (DaaS) offering.

DaaS is defined as any service offered wherein users can access vendor provided databases to utilize data in a Cloud-based service environment. DaaS is expected to grow significantly in the near future due to a few dominant themes including cloud-based infrastructure/services, enterprise data syndication, and the consumer services trend towards Everything as a Service (XaaS).

This research evaluates the DaaS market opportunity with a focus on anticipated industry leader, Oracle. The report analyzes Oracle's strategy, opportunities, and outlook. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

### Target Audience:

Telecom service providers

Data integration companies

Big Data and Analytics companies

Wireless infrastructure companies

Telecom managed service companies

Cloud infrastructure and XaaS providers

Intermediaries and mediation companies

Enterprise, medium, and small businesses

### **Report Benefits:**

BDaaS Forecast to 2019

Understand Data as a Service

Identify DaaS issues and challenges

Recognize the market potential for DaaS

Understand how DaaS is leverages Oracle DB

Identify Oracle's potential strategies and solutions

## Contents

### **1 INTRODUCTION**

- 1.1 Executive Summary
- 1.2 Key Findings
- 1.3 Target Audience

### **2 COMPANY OVERVIEW**

- 2.1 Strategy
  - 2.1.1 General Company Strategies
  - 2.1.2 DaaS Specific Strategies

### **3 DATA AS A SERVICE**

- 3.1 Overview
- 3.2 Marketplace
  - 3.2.1 Overview
  - 3.2.2 DaaS Adoption Factors
- 3.3 Forecasts

### **4 ORACLE'S DAAS PRODUCTS AND SERVICES**

- 4.1 Overview
- 4.2 Current Services
  - 4.2.1 Oracle DaaS for Marketing
  - 4.2.2 Oracle DaaS for Sales
  - 4.2.3 Oracle DaaS for Social

### **5 SWOT ANALYSIS**

### **6 CONCLUSIONS AND RECOMMENDATIONS**

- 6.1 Externalizing Data to Third Parties vs. Internal Data for Oracle Solutions
- 6.2 Future Oracle DaaS Solution Areas
  - 6.2.1 Business Intelligence as a Service
  - 6.2.2 Verification and Authorization as a Service
  - 6.2.3 Reporting and Analytics

## 6.1 Oracle Specific Strategies and Offerings

6.1.1 Create further Barriers for Database Competitors

6.1.2 Create Standardized Ecosystem for DaaS

6.1.3 Create Industry Accepted Business Models

## **7 APPENDIX: EXISTING AND FUTURE OPPORTUNITIES**

7.1 Big Data Services

7.2 Analytics Services

7.1 Blending Data Types: Structured and Big Data

## Figures

### FIGURES

Figure 1: Oracle in Cloud, Coms, Apps, Content and Commerce

Figure 2: DaaS Model Architecture

Figure 3: BDaaS Forecast through 2019

Figure 4: DaaS Verification and Authorization

Figure 5: Oracle Big Data Offerings

Figure 6: Data Integration and Blending Architecture

Figure 7: Federated vs. Non-Federated Models

## I would like to order

Product name: Oracle's Data as a Service (DaaS) Offering

Product link: <https://marketpublishers.com/r/O4D3D2F1B09EN.html>

Price: US\$ 2,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O4D3D2F1B09EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970