



**ORACLE®**

## **Intellectual Property Right – Oracle approach**

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# What is a Software License?

- It is a fee for the right to use the software
- Using software without a license is illegal
- A license gives you a right to access vendor support
  - It is an investment, intangible asset of organization with its own ROI, amortization etc

# Unlicensed software -Threat!

- Unlicensed software is the threat to national security
- Why?
  - No vendor support in case of emergency situations
  - No systematic availability of the latest security and functional updates
- Every technology can fail – it is the matter how fast you recover, until others exploit this!

# Why License software?

## No licenses means

- Financial risks
  - Risk of unplanned expenses
- Technical Risks
  - Work in an unreliable environment
- Legal risks
  - Using unlicensed software is illegal
- Risk to Reputation / Image
  - With Suppliers, Customers, Investors...

# Why License Oracle software?

## Buying Licenses means

- You are in Control of your IT costs
  - License costs are an investment
  - Support and Update costs can be budgeted
- You get Support Directly from Oracle
  - You get the latest product updates
- You benefit from a close relationship with Oracle
  - The best technology gives you a competitive advantage

# Why License Oracle software

## Key reasons

- Avoid financial risks
  - Risks of having to pay for licenses at a bad time
  - Risks of paying Back-dated Support
  - Risks of unfavorable pricing conditions (discount)
- Avoid Technical Risks
  - Access to Oracle Support 24/7 (global team)
  - Work in a safe and reliable environment
- Avoid Risk to the Reputation / Image
  - You show that you follow local and International laws

# Oracle offerings

- Easy product logistics – available in the internet
- Local presence - we can help to choose the most effective legalization path
- We possess talented team of people in the region capable to react to the problems in a fast and effective way – **and there are cases for Georgia already**

# Oracle complete solutions – the value added approach to licensing

- Oriented to resolving customer business problems
- Exadata, Exalogic, Exalytics, Database Appliance, Supercluster – Complete hardware and software platforms
- We deliver solution to the customer problems, with this approach licensing is an investment with clear value and ROI



**Any Questions?**

