

Accelerate Application Delivery Within Current Budgets, Existing Hardware

From financials and order management to eCommerce and human resources, nearly every business process is powered by database driven applications. As a result, maximizing the agility and availability of application environments while minimizing associated costs has emerged as a top priority for CIOs. Unfortunately, several key obstacles drive up the cost and time of enterprise application delivery.

Data Overload

According to an ESG Group survey, on average, organizations create up to 10 full copies of each production database for development, testing, training, reporting and other purposes. Continued double-digit growth in structured application data and added redundancy of data backups only magnify storage costs. While these copies are essential for a robust and agile production lifecycle, they also become a storage capital expenditure multiplier.

Process Overhead

Beyond hard capital costs lies the bigger problem of application project delays due to operational overhead. Ongoing projects tied to application upgrades, customizations, expansions etc. require frequent movement of data across production and pre-production environments. For IT teams, this translates into regular database refresh and provisioning tasks that take days to weeks of coordinated effort each time.

Growing Risk

Organizations also continue to face growing downtime risks despite considerable investment in data protection measures. Simply put, the scale of modern businesses makes even edge case failures like database corruption a tangible risk that must be mitigated. Downtime costs for major applications range from \$10,000 to over \$70,000 per minute. At these levels, even a day or two of recovery time adds up to tens of millions of dollars.

Key Benefits

Greater Agility

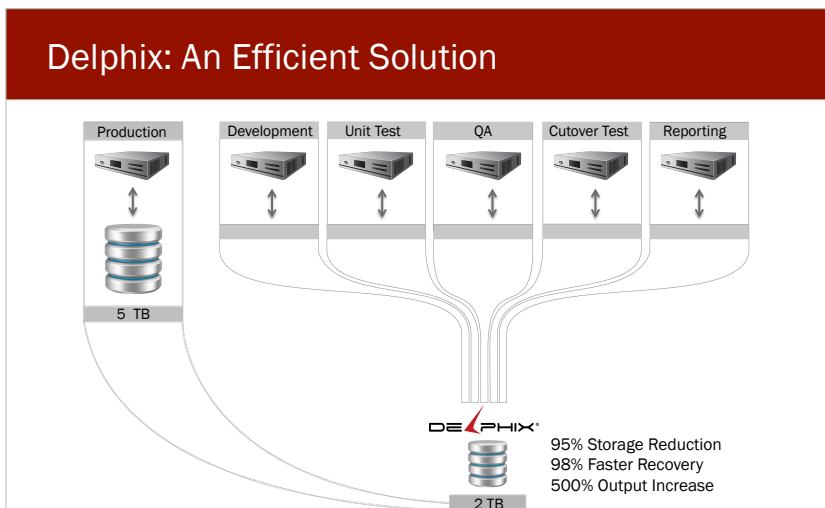
Application development teams can increase project output by over **500%** by eliminating approval delays and cross-department dependencies. With Delphix, teams can deliver critical applications in less time.

Reduced Costs

Eliminating both storage CAPEX and application OPEX can cut the cost of application development by an order of magnitude. Delphix customers are achieving **95%** reductions in storage and process costs for database-driven application projects.

Lower Data Risk

Application errors create inaccurate or inconsistent database records, bringing operations to a halt. Recovering databases can be more difficult than fixing the app itself. Delphix customers are able to recover databases **98%** faster—in minutes, not hours or days.





How It Works

Delphix uses an agent-less connection over standard APIs to create a single virtual copy of production database files and logs. Through intelligent filtering and compression, Delphix can deliver up to 75% data reduction during the initial database load alone. Thereafter, Delphix follows user-defined policies to maintain consistency with production databases. Delphix eliminates this storage overhead of full redundant copies by only requesting and recording changed data and log blocks, which yields on average 10x cost savings in storage infrastructure.

By applying its record of changes to the initial full copy of a production database, Delphix can instantly provision or refresh full read-write virtual databases (VDBs) from any point in time. These copies have the same functional and performance characteristics as a physical copy. For enterprises, the instant provisioning and refresh capability delivers 20x operational or manpower efficiency gains.

The ability of the Delphix platform to provision VDBs in minutes and from any point in time eliminates redundant backup storage costs as well as 3rd party backup product license costs. It also acts as an additional layer of continuous protection by enabling faster, more complete, and extended recovery. For example, in the event of a logical corruption, Delphix can be used to rapidly launch multiple VDBs at different points in time and quickly figure out where the corruption occurred. At that point, the virtual copy can be provisioned to a physical server and business operations can continue. The negligible storage footprint of Delphix VDBs allows for a much longer continuous recovery window than alternative options.

Enterprise Architecture

Databases often contain confidential information, so security and integrity are key considerations for most organizations.

With fully integrated roles, privileges, and authentication, Delphix properly safeguards and enforces security inheritance from physical databases. Secure information (e.g. credit card information) can be automatically masked through support for custom scripting, and Delphix software ensures end-to-end integrity checking—from database inputs all the way to disk storage. Furthermore, the architecture maintains coherency and consistency for each and every VDB, so changes or deletions cannot accidentally propagate across VDBs.

Delphix can be easily replicated for high availability, offsite development, or disaster recovery. In addition, Delphix can be backed up with all major 3rd party backup solutions via NDMP.

Improves Your Current Budget

Delphix can make an immediate impact on existing projects within current budgets. By transforming the economics of database-driven application development, Delphix removes cost and time from projects already in progress.

Key Features

- Provision virtual databases (VDBs) in a few clicks
- Automatically refresh one or more VDBs to the same point in time
- Roll back databases to any point in time for rapid recovery
- Replicate VDBs for high availability and offsite development

Support

- Delphix Server software installs as a virtual appliance on standard x86 servers
- Supported databases: Oracle 10 & 11 on Linux, Solaris, HP-UX, and AIX

To learn more, contact us at info@delphix.com