

**Group Vice President  
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*Gary is a proven champion in organizational transformation with over 20 years of experience in developing and managing systems, strategies and storage portfolios.*

# Oracle Flexes Its Infrastructure Muscle in Public Sector

*A seasoned IT executive, Gary Newgaard, guides the company's venture into becoming a trusted converged infrastructure partner.*

**W**hen you think of Oracle, what comes to mind? If you said one of the world's biggest database and business software companies, you'd be correct.

However, that no longer tells the whole story. As the IT ecosystem evolves and changes, so too must the user, the manager, and even the purveyor of IT.

Oracle sees countless opportunities within this new paradigm. With hardware and software markets splintered by takeovers and consolidation, Oracle is emerging as a trusted provider of converged infrastructure for federal, state and local governments.

For many, that's still a buzzword, but in fact it has a long history—at least conceptually. Think back to the days of the minicomputer in the 1980s. Those systems also came with matched storage and basic networking. In the decades that followed, companies would try to build end-to-end IT by integrating mainframes, personal computers, servers, storage and different operating systems to meet increasing computing demands. This followed right through to current web-based environments.

Gary Newgaard has witnessed this evolution over more than 20 years in the IT business. Now as Oracle's Group Vice President of Public Sector Infrastructure Sales across North America, he's spearheading the company's push into a government space that still mostly sees his company as a software vendor.

"The cloud is the biggest driver of change in IT today", says Newgaard. Public sector organizations, just

as those in private industry, are trying to provide their customer-constituents the most powerful, flexible and cost-effective IT available.



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## CLOUD FIRST?

Most organizations now acknowledge a complete cloud strategy includes both private clouds and public clouds in a hybrid environment. The combination of both cloud models helps agencies find the greatest operational efficiencies and lowest costs. Many agencies have looked to develop applications in a private cloud on-premise behind the agency firewall, then move those applications to the public cloud. Yet others have looked at the exact opposite.

Security concerns with public cloud have held many back. Most public cloud providers use a mix of different products, architectures and standards in their solutions and the integrations between these technologies may result in vulnerabilities that might be exploited. There also can be a significant lack of visibility for government leaders into the overall security and performance

of these offerings. That leaves government officials to craft complex SLA's to measure cloud providers' delivery of acceptable levels of service.

## CONVERGENCE IS THE ANSWER

Oracle is already one of the world's largest providers of Software-as-a-Service and Platform-as-a-Service. The company attacks the cloud dilemma with both private and public cloud offerings that use the same technology, and in many instances can be configured identically between cloud and on-premises. It's built from the ground up

with hardware tuned to run Oracle software for optimum performance, scale and end-to-end security.

There is an even greater challenge for application developers. If the public cloud environment is so much different from the on-premises systems they used to develop their applications—itsself likely a mix of different technologies—they can't be certain those applications will work for their

### A TRUSTED PARTNER

In his decades of working with and selling solutions to government, Newgaard said he has never deviated from a lesson he learned very early in his career. It's one he expects will work well with the portfolio of public sector converged infrastructure solutions for which he's now responsible at Oracle.

"I learned that the coveted position in government for any manufacture or sales person is to be a trusted partner, to become a part of the decision-making process. It's a coveted position that's hard to get, but really easy to lose," he says. "If you lose focus through trying to do some kind hard sell because of a need to make some quarterly goal, it becomes very apparent you're not as much interested in your customer's success as you are in your own."

To that end, the vast technology resources a company such as Oracle can only be an asset. "At the end of the day," Newgaard said, "my success is predicated on my customer's success."

agency users as expected. Conversely, without visibility into the public cloud environment, applications developed there will have different results when production is moved to on-premises government computers.

Oracle addresses that problem by uniquely providing continuity between the public cloud and private clouds for agency developers. If an application is developed on the private cloud, it will run the same way in Oracle's public cloud. Applications and data can move seamlessly from one to the other.

The surprise for many is likely to be Oracle's emergence as a hardware company, along with its status as a software and solutions provider. This evolution began after Oracle bought Sun Microsystems in 2010 and included the Sun family of servers and storage that were already a standard in many government agencies. The Java development language also came with that acquisition.

At the time, the merger was puzzling to many observers. How would Oracle make any money selling Sun systems? Instead, over the next five years, Oracle invested as much as \$10 billion in R&D to build a converged infrastructure leveraging the Sun intellectual property designed to squeeze the maximum value from an organization's use of Oracle software.

"Everything we are selling today is designed to interoperate, run faster and run better, in the least expensive manner without human intervention needed to tune and tweak it," says Newgaard. "That simply wasn't there five years ago."

It starts at the chip level. Oracle has continued to use the SPARC RISC-based architecture first made to run Sun servers. The latest version revealed last year, the 32-core M7 microprocessor, includes SQL database features in silicon, which dramatically accelerates some data functions. It also includes Silicon Secured Memory to help protect against both malware and flawed program code, and has integrated hardware-assisted encryption.

The end-to-end security provided throughout Oracle's converged infrastructure, known as the Red Stack, is what Newgaard calls the "table stakes" everyone should expect if they want to operate in a highly secure manner, without going to third-party products. The entire, integrated stack runs from the operating systems—Oracle's own version of Linux, Solaris and VMWare—up through the compute, network, storage, backup and archiving resources. Hardware includes SPARC-based servers, other Oracle-engineered systems, and storage systems.

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This can all be managed through “one single pane of glass” called the Oracle Enterprise Manager, says Newgaard. “We see a lot of our customers doing this in their datacenters through an on-premises cloud,” he says. “The true differentiator for us is that, if you don’t have room in your on-premises cloud to do test and development, you can do it in Oracle’s public cloud and have a consistent experience and move everything dynamically back and forth.”

## THE NEW PUBLIC SECTOR

The public sector in which Oracle and its competitors now operate is much different than it was just a few years ago. The biggest shift Newgaard has seen is governments’ need to get a lot more out of the data it collects. That includes such things as geospatial data to provide the kind of activity-based intelligence on which the Defense Department and intelligence agencies now rely.

That has changed what’s required of database technology, he says. It’s no longer so much about “doing the accounting,” but instead involves “doing a cross up between the data repositories and linking into the business intelligence systems to solve problems and affect mission outcomes.”

That means companies like Oracle need to offer a much broader portfolio of solutions, along with compute and data capabilities, to help solve a much more diverse set of problems agencies now face. By engineering these hardware and software solutions to work together, Oracle helps reduce their risk in bringing valuable new systems to production. When developers and administrators no longer have to focus on the basics of keeping systems operating, they can add value to the agency mission.

Whether an agency wants to connect better to citizen needs, react faster to protect the homeland, or achieve better outcomes for fewer healthcare dollars; having the infrastructure benefits that Oracle can provide is essential.

Newgaard admits not everyone is sold on Oracle’s approach to converged infrastructure. There may be some who are “dyed in the wool” and prefer to go with a traditional approach, building the infrastructure piecemeal themselves using commodity technology. However, he says, “at the end of the day that becomes a pretty herculean task to manage, and it’s certainly not the least expensive way.”

The size, scope, breadth and financial wellness of the business partner have become equally critical. Perhaps that’s even more important these days, “because agencies

## ALL ABOUT THE CHANNEL

Key to Oracle’s government business is its channel partner organization, through which it conducts almost all of its agency sales. “I think we have the finest channel organization internally, and the finest set of channel partners that are the essential enablers of Oracle technology,” says Newgaard.

Oracle has a broad portfolio of channel partners made up of traditional resellers and system integrators who range in size, focus, and service offerings, managed by Dennis Morgan, Group Vice President of Public Sector Channels. Oracle partners specialize in architecting, migrating and managing application workloads running on Oracle infrastructure, which helps customers simplify, improve performance and reduce the cost of their IT infrastructure. The channel’s capabilities span pre-and post-sales implementation across the entire Oracle product portfolio—and Oracle is always looking for new partners to expand its available solution providers.

The government market is particularly dependent on the expertise of such partners. Most of its procurement, from funding obligation through program source selection, is handled through a variety of different contracts and buying vehicles. The process may even differ depending on the agency.

The expertise each partner has with specific agencies and the knowledge of how that agency’s contracting is done is vital to Oracle. “So, our partners are the conduit for us to get to market, because they own those contracts,” says Newgaard. “That won’t change in the future.”

have to accommodate much greater constituency demands through things like mobile technology access, security and privacy concerns, rapid response for requests with little additional funding,” says Newgaard. “They just can’t afford to do it on their own anymore.”

The growing movement to the cloud greatly increases the risks in the traditional approach. That is something he believes gives Oracle the lead in it needs for its converged infrastructure. He says the Oracle solution set helps its government users get from point A to B in the most efficient manner.

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