

CIOReview

The Navigator for Enterprise Solutions

ORACLE EDITION

SEPTEMBER - 2019

ISSN 2644-237X

CIOREVIEW.COM

20 Most Promising Oracle Solution Providers - 2019

As digital transformation continues to revolutionize enterprises worldwide, businesses today are abandoning legacy systems and aligning their strategies toward this transition. Digital advancements are bound to dominate the future as well, and as a result, there has been more pressure on CIOs to develop innovative strategies to stay afloat in the competition, while maximizing their digital revenues.

Oracle, as a pioneer, has enough experience and potential to help companies turn this digitization tide in their favor. Riding on the reputation of being the first company to implement 100 percent software-enabled enterprise solutions, Oracle today has an extensive portfolio

of on-premise and cloud services. The move toward cloud, however, has been a more dominant one in the last few years and Oracle cloud has enjoyed significant growth in the segment. As the company continues to put forth more innovations into the enterprise ecosystem, Oracle partners play an equal role by adding value to its products and helping clients seamlessly integrate these solutions into their existing environments.

In this edition of CIO Review, we bring to you the top solutions providers in the Oracle ecosystem. These solution providers exhibit powerful capabilities to help enterprises meet their requirements in tune with the market demands.

We present to you CIO Review's "20 Most Promising Oracle Solution Providers - 2019."



Company:
TidalScale

Description:
Delivers novel Software-Defined Server software to help enterprises achieve in-memory performance on Oracle Database using commodity hardware

Key Person:
Gary Smerdon,
President & CEO

Website:
tidalscale.com

TidalScale

Scalable, Cost-Effective In-Memory Performance for Oracle Database

The ever-increasing significance of data coupled with recent technological advancements in low cost data storage, artificial intelligence, machine learning and IoT have propelled data volume at an astonishing 45 percent compounded annual growth. This has enterprises scrambling to figure out the ideal way to utilize this data to drive their businesses forward. However, most lack a crystal ball to help them identify and implement an optimal-sized system to accommodate and run their database today or tomorrow, much less five years from now.

Organizations with under-sized systems face a dramatic and painful decline in performance by as much as 10X. Similarly, companies with over-sized systems must spend more for servers, networking, storage, space and power—even if that infrastructure is left unutilized. Software licenses may also be overcharged as they are scaled to the size of the system, and specifically the number of cores in that system. Amid the challenges to find an optimally sized system, enterprises are also searching for a scalable model that aligns with increasing data volumes and workload complexity.

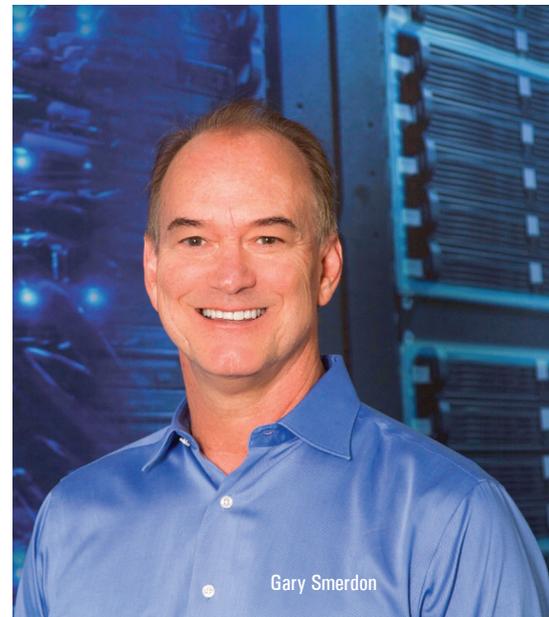
TidalScale delivers state-of-the-art Software-Defined Servers, which enable clients to deploy a system that is in tune with their data requirements. With this software innovation, the firm disrupts the “old school” model, which required organizations to fit their data within the limits of their largest server. “Our solution enables us to create servers of any size, allowing customers to find the optimal point at which those systems meet their business requirements,” says TidalScale President & CEO Gary Smerdon. “As a result, TidalScale helps

organizations effectively monetize data to increase revenue and establish a competitive advantage by leveraging its one-of-a-kind Software-Defined Servers.”

As Smerdon points out, the firm’s solution provides IT enterprises with tools to deploy Oracle Database with in-memory performance, while aligning with increasingly aggressive IT operational and capital budgets. Software-Defined Servers have inverse hypervisor technology at their core, which allows clients to combine standard commodity servers to create a system sized to accommodate any workload. Smerdon adds, “We also address our clients’ needs to have similar environments for DevOps, test, QA and production systems, thus speeding their Oracle deployments.” This enables TidalScale clients to load any workload without modifying any software, including the application and operating system.

TidalScale focuses on in-memory computing—a powerful tool to derive valuable insights from data quickly. By leveraging their in-memory database expertise, the firm unlocks the full potential of high speed computing. With TidalScale’s ability to add additional memory to handle a larger workload by simply adding more nodes to the Software-Defined Server, they rectify the scaling and cost issues typically associated with in-memory computing. On top of that, TidalScale optimizes the whole environment, both hardware and software, avoiding an oversized infrastructure and the additional, unnecessary spend associated with it.

Once prospects understand the benefit of Software-Defined Servers, they’re quick to ask TidalScale to help guide their way to a more flexible, optimized and cost-effective data center, whether it resides on-premises or in the cloud. In a recent engagement, the client was not able to finalize a system configuration



Gary Smerdon

that aligned well with its existing and future needs. By collaborating with TidalScale, the client was able to fully use the in-memory capabilities of Oracle after deploying its software and data on a TidalScale Software-Defined Server. Subsequently, this client experienced a 5X performance improvement, post deployment.

Today, TidalScale supports happy clients in part because of their position as the first and only provider of Software-Defined Servers in the Oracle space. By leveraging advanced technology like machine learning and other patented innovations, the firm has delivered a solution to Oracle Database users that gives them breakthrough in-memory computing capabilities using cost-effective commodity hardware. Through constant innovation, TidalScale works to improve their technology to better address and anticipate their clients’ needs. With a new generation of TidalScale software due out this fall, the pace of innovation isn’t likely to let up anytime soon. **OR**