**CASE STUDY**

# DIGITAL CONTENT COMPANY SAVES OVER $16M IN ORACLE LICENSES

## INTRODUCTION

DCC operates online brands, provides social media platforms to support large company websites, and distributes digital content to different web venues. The organization uses Oracle Business Intelligence Enterprise Edition (OBIEE) on one dedicated physical server. They have eight processor licenses of OBIEE, which they use on a physical 2-socket, 8-core Dell server. OBIEE was the only application running on a physical server; the company's database and most of the other applications were running on virtual machines (VMs) as per their corporate standard. OBIEE's single-server implementation did not provide high availability, causing DCC to establish internal Service Level Agreements (SLAs) of hours instead of minutes.

DCC engaged LicenseFortress to help them move the OBIEE physical server to a virtual environment. DCC's initial plan was simply to virtualize the Dell server, and the company didn't anticipate any change to its Oracle license. The company had a 4-node, dedicated VMware® cluster running its Oracle databases and other applications. Each node consisted of a 4-socket, 8-core machine; 32 cores per host for a total of 128 cores. Oracle, however, insisted that DCC needed to license the

entire cluster to run OBIEE in a virtual environment. This proposal added 56 new OBIEE licenses, which totaled $16.8M at list price!

## ABOUT THE CUSTOMER

A current Oracle® customer – a digital content company we'll call DCC – saved more than $16 million in license fees while using the ArxPlatform® when moving their OBIEE deployment to a virtual environment. LicenseFortress enables DCC to have confidence that their ongoing Oracle licensing is efficient, compliant – and guaranteed.

## CUSTOMER CHALLENGES

- Too expensive to virtualize
- Complex infrastructure

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LicenseFortress first focused on the Oracle licensing requirements and how much it could save the company by reducing the number of licenses required for virtualization

The ArxPlatfrom is the first and only Oracle SAM managed service that guarantees an organization will not pay back-license, back-support, or audit fees as an ArxProtect customer. In addition, the LicenseFortress Discovery tool optimizes software assets and helps an organization better manage and prevent compliance issues.

LicenseFortress inventoried and evaluated DCC's Oracle OBIEE licenses to get a full understanding of the company's IT environment and their plans to virtualize the OBIEE physical server. Based on this analysis, LicenseFortress virtualized the OBIEE application by using VMware CPU Affinity to lock the environment down to two sockets on one host – 16 cores in total – which required just eight licenses. Since this was the same number of licenses DCC was using on the OBIEE physical server, the solution eliminated the need for any new licenses. Moreover, joining the ArxPlatform eliminates future compliance liabilities and issues.

In addition to saving DCC over $16M, the ArxPlatform continues to monitor the OBIEE virtual environment by configuring proprietary monitoring tools into DCC's IT environment. LicenseFortress performs a full internal assessment on a quarterly basis to identify any new risks to address before Oracle issues any formal notices. DCC can view and monitor their inventory of license consumption, remediation plans, and quarterly compliance reports via their customer portal.

## ORIGINAL PLAN
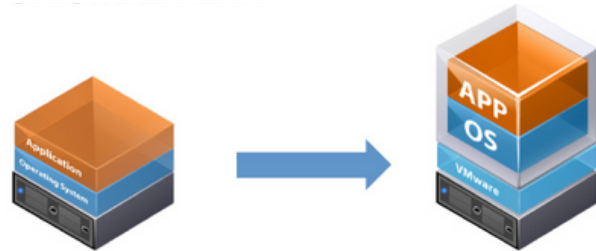


- Simply virtualize the existing server (2-socket, 8-core = 8 processor licenses)
- Some benefits for virtualization
- No changes to license cost

## ORACLE FEAR SCENARIO
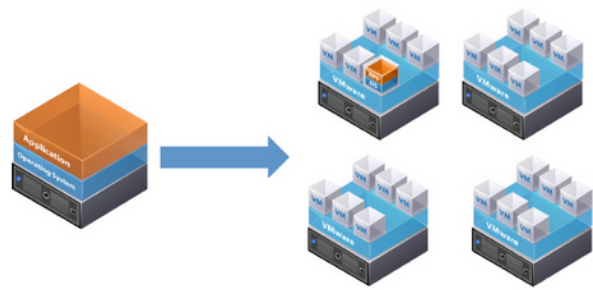


- Virtualize application onto existing cluster with no workload restrictions
- All virtualization benefits
- Massive increase in cost
- (56 additional licenses = $16.8M)

## LICENSEFORTRESS SCENARIO
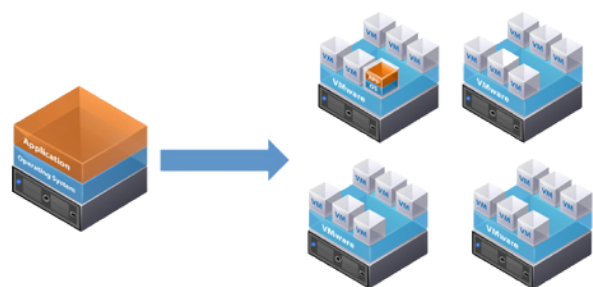


- Virtualize application onto existing cluster with CPU Affinity
- Lots of virtualization benefits (HA, better SLAs) · No changes to licensing cost

## NET BENEFITS

With the ArxPlatform, DCC has realized significant benefits:

- DCC saved a significant $16.8M by eliminating the need for new Oracle licenses.

- The LicenseFortress scenario provides high availability for the OBIEE VM. If the OBIEE VM goes down, DCC can immediately bring up another server and has 10 days to move the application back to the original server. This is compliant with Oracle's 10-day rule.

- High availability improves DCC's internal SLAs from hours to minutes.

- DCC now enjoys peace of mind with a bullet-proof audit trail protected by the LicenseFortress guarantee – they will never pay Oracle for back-license, back-support, or audit fees.

- The OBIEE environment complies with DCC virtualization standards.

## CONCLUSION

Oracle licensing requirements can be confusing, not to mention expensive. The ArxPlatform ensures a company pays only for licenses it absolutely needs and is using its licenses in accordance with the license agreement. Moreover, once your compliance is confirmed the LicenseFortress guarantee is in effect. When Oracle issues an audit notice or notice of license review, LicenseFortress immediately engages with Oracle on your behalf and, if required, provides legal representation from Beeman and Muchmore, LLP. With the ArxPlatform, DCC saved millions of dollars in additional licenses, eradicated expensive audit liabilities, optimized its software assets, and helped better manage and prevent compliance issues.

## JOIN THE

# ARX PLATFORM

We help defend your software assets and remove the threat of non-compliance. Stop worrying about software compliance and turn your attention to challenges that really matter for the success of your business.

We work with you to resolve and certify your company's compliance. From there we monitor your compliance 24 hours a day, 365 days a year.

We detect activity in real-time, allowing for the quickest response possible to changes that might threaten your license compliance.

And, we leverage decades of technical and legal expertise to defend your compliance in a software license audit.

Choose between two levels of coverage

### ARX SECURE

Real-Time Monitoring & Alerting

VMware-Aware

Cloud-Enabled

Auto-Discovery

Access to License Experts

Training Programs

(Comparative) Pricing Advisor

Audit Defense

### ARX PROTECT

### ARX SECURE
+
Contract Negotiations

ULA Management

Legal Services

Financial Guarantee

# MEET BEEMAN & MUCHMORE

Art Beeman and Joel Muchmore have been working in software licensing — particularly with Oracle software licensing —for a number of years. They were the lead counsel for the Mars v. Oracle matter, which is to date the only publicly filed complaint in which a licensee challenged Oracle's deeply unpopular auditing and licensing practices. Over the years, they have defended scores of other licensees against highly contentious Oracle audits to great success. They've seen the script and know where it's going, and with that knowledge, can predict the future, to some degree. Beeman & Muchmore are thought leaders on the true vanguard of where software licensing has been and where it's going.

# ABOUT LICENSEFORTRESS

LicenseFortress was developed in 2014 by VLSS's Founder & Chief Architect, Dean Bolton. VLSS has spent over 13 years specializing in Oracle and VMware technologies. LicenseFortress was born after VLSS was approached by VMware about a predicament that many of their customers were facing when trying to license Oracle on VMware. Oracle's aggressive auditing tactics shed light on the dire situation that most companies face when using Oracle's products, especially in a cloud environment. While some companies have been deterred from using Oracle, we believe it is a powerful tool for your business when deployed correctly. That's where LicenseFortress helps you take control of your license investment while removing the threat of being out of compliance.

**LICENSEFORTRESS®**

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# ANONYMITY STATEMENT

This case study is based upon a customer of LicenseFortress. LicenseFortress takes steps to properly safeguard sensitive and personal information by removing all direct identifiers – e.g., name, location, CSI numbers, etc. This step is taken to protect the identity of our customers.