Enterprise Strategy Group™

BRIEF

JULY 2025

Oracle Expands Multi-cloud Offering With AWS to Meet Enterprise AI Data Strategy

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Abstract: The shift in enterprise data strategy has moved beyond enabling better decision-making, now focusing on powering AI at scale. Oracle Database@AWS represents a pivotal development, enabling organizations to unify structured and unstructured data, enforce governance, and help ensure compliance without compromising on performance or flexibility. By running Oracle Database services on Oracle Cloud Infrastructure (OCI) within AWS data centers, enterprises gain the power of Oracle Database 23ai features such as AI Vector Search, combined with access to AWS-native AI tools like Bedrock for Amazon Nova large language models and SageMaker. This collaboration reduces the friction in deploying AI from proof-of-concept to production by providing architectural compatibility, simplified operations, and a unified governance framework. The result is a new foundation for data platforms that meet the requirements of both business decision-making and AI enablement—secure, at scale, and intelligent.

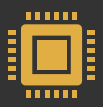
Key Highlights

- Modern data platforms are evolving to support AI and agentic AI at scale.
- Oracle Database 23ai on AWS bridges structured and unstructured data to power enterprise AI.
- Joint Oracle and AWS solution delivers unified governance, security, and compliance.
- Integrated access to generative AI tools (Oracle AI Vector Search, Amazon Bedrock, SageMaker) accelerates production-grade AI adoption.

The Data Platform is Shifting and Expanding

The modern data platform is no longer solely about data-driven decision-making; it must now support all of the AI use cases desired by enterprises and lines of business to drive innovations, increase productivity, and create new user experiences. In fact, Enterprise Strategy Group research shows that 71% of organizations expected to implement 11 or more generative AI solutions in the next 24 months.[2] All require a massive amount of structured and unstructured data, found across their IT environments. This challenge is amplified when you consider a new higher level of data governance, compliance, and security when you are using data for AI initiatives, and an even higher level when we add in agentic AI, which will take actions based on the data it is trained on combined with enterprise data.

Market Insight



84% of organizations are implementing or evaluating new databases to support generative AI applications.[1]

Oracle and Amazon with Oracle Database@AWS respond to these challenges by offering:

[1] Source: Enterprise Strategy Group Research Report, *Rethinking Database Requirements in the Age of AI*, February 2025.
[2] Ibid.

- Oracle Exadata Database services and Oracle Autonomous Database on dedicated Exadata X11M infrastructure running on OCI within AWS data centers.
- Unified access to data across Oracle and AWS through zero-ETL integrations with Amazon Redshift and AI-native capabilities like Oracle Database 23ai, Oracle AI Vector Search with Amazon Bedrock, and Amazon SageMaker.
- Shared governance and security frameworks that extend across services and infrastructure.

This approach addresses common pain points in AI initiatives, such as data fragmentation, data movement between cloud platforms, and having unified governance and security.

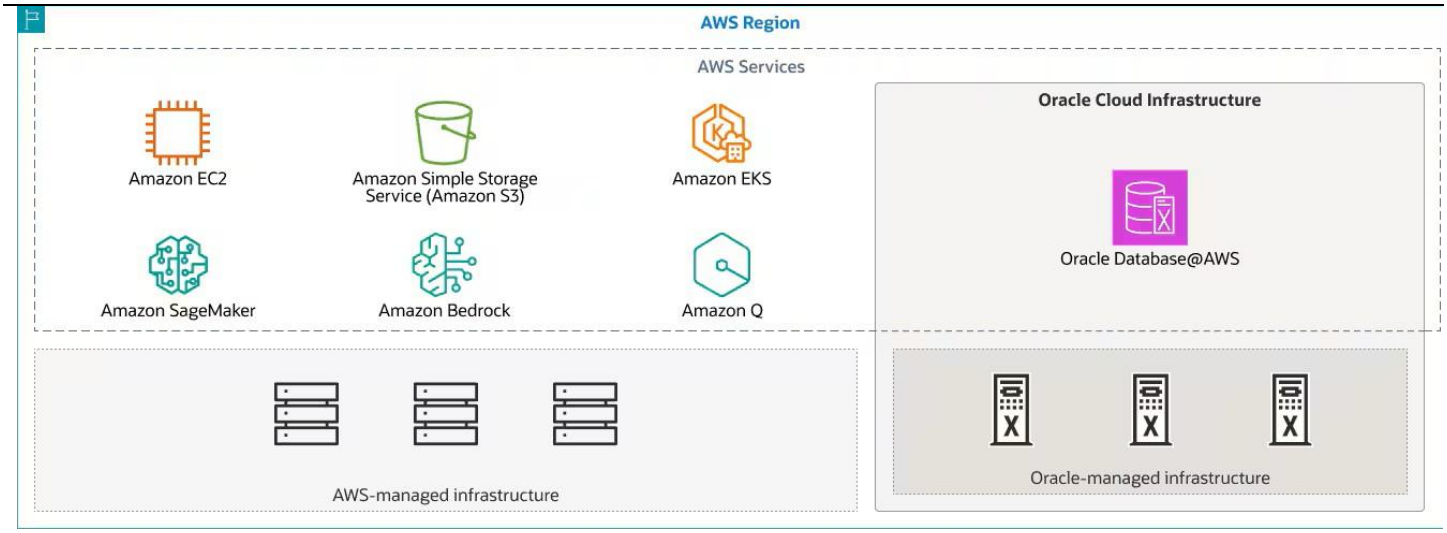
Two Industry Leaders Coming Together

This partnership marks more than a technology collaboration; it reflects a strategic alignment around the future of enterprise data. Oracle's robust database and AI features are now available in the AWS U.S. East (N. Virginia) and U.S. West (Oregon) Regions, with plans to expand availability to 20 additional AWS Regions around the world. Together, Oracle and AWS enable enterprises to modernize mission-critical workloads with full support, consistent performance, and integrated operations. The diagram in Figure 1 illustrates the integrated architecture of Oracle Database@AWS, where OCI and AWS services operate side-by-side in the same AWS Region.

Key Benefits

- Faster time to AI value by avoiding re-platforming or complex integrations.
- Full Oracle Database capabilities in AWS with Oracle licensing and support benefits intact.
- Integrated AI stack: Oracle Vector Search, Amazon Bedrock, SageMaker Lakehouse, and more.
- Unifying data to enable customers to easily and quickly migrate their Oracle Exadata workloads, including those running on Oracle RAC, to Oracle Database@AWS.

Figure 1. Unified Architecture for AI and Data-driven Innovation



Source: Oracle

This deployment model lets organizations:

- Run Oracle Exadata and Autonomous Database on Dedicated Exadata Infrastructure on OCI within AWS data centers, ensuring the same performance and feature set as on-premises systems and in Oracle Cloud.

- Leverage AWS-native services, including Amazon S3, Amazon EC2, Amazon SageMaker, Amazon Bedrock, and Amazon Q, to create powerful, scalable AI and data applications. Integrate with additional foundational services including AWS Identity and Access Management (IAM), AWS CloudFormation, Amazon CloudWatch, Amazon VPC Lattice, and Amazon EventBridge. Unify structured and unstructured data with zero-ETL movement between Oracle and AWS services, enabling near real-time AI and analytics use cases.
- Maintain shared governance, security, and compliance, critical for enterprises handling sensitive, regulated, or mission-critical workloads.

Oracle Database@AWS brings together best-in-class infrastructure, data platforms, and AI tooling into a single operational plane. With full Oracle license support, operational compatibility, and streamlined purchasing via AWS Marketplace, organizations can modernize faster with reduced complexity.

Analyst Insight

Oracle Database@AWS represents a major shift in enterprise cloud strategy. For years, companies were forced to choose between Oracle Database's full functionality and AWS's security, reliability, and hyperscale capabilities. This partnership eliminates that tradeoff. Now, enterprises can run their most demanding Oracle Database workloads within AWS infrastructure while natively tapping into Amazon's AI, data lake, and analytics ecosystems.

Organizations want AI and AI agents and believe in the promise of AI to transform their business. How businesses operate today will be significantly different from how they will in the next decade with AI working side-by-side with line-of-business leaders and employees. However, for us to get there, AI needs to continue on its path toward maturity, and organizations need to rethink their data platform—moving from data-driven decisions to now supporting AI-driven workflows and agentic AI at scale, in real-time.

> "What's unique is the governance continuity and operational parity—Oracle's data services provide full functionality when running on OCI within AWS. At the same time, enterprises gain from integration with AWS AI tooling like Amazon Bedrock and Amazon SageMaker, enabling data strategies that span from operational databases to generative AI. It's not just multicloud—it's truly unified cloud."
>
> - Stephen Catanzano, Senior Analyst, Enterprise Strategy Group

This new partnership for Oracle and AWS addresses some of the fundamental challenges enterprises are faced with moving AI projects from proof of concept to production. Enterprise Strategy Group highly recommends that organizations consider what the combined Oracle and AWS solutions and services can bring to your business.

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