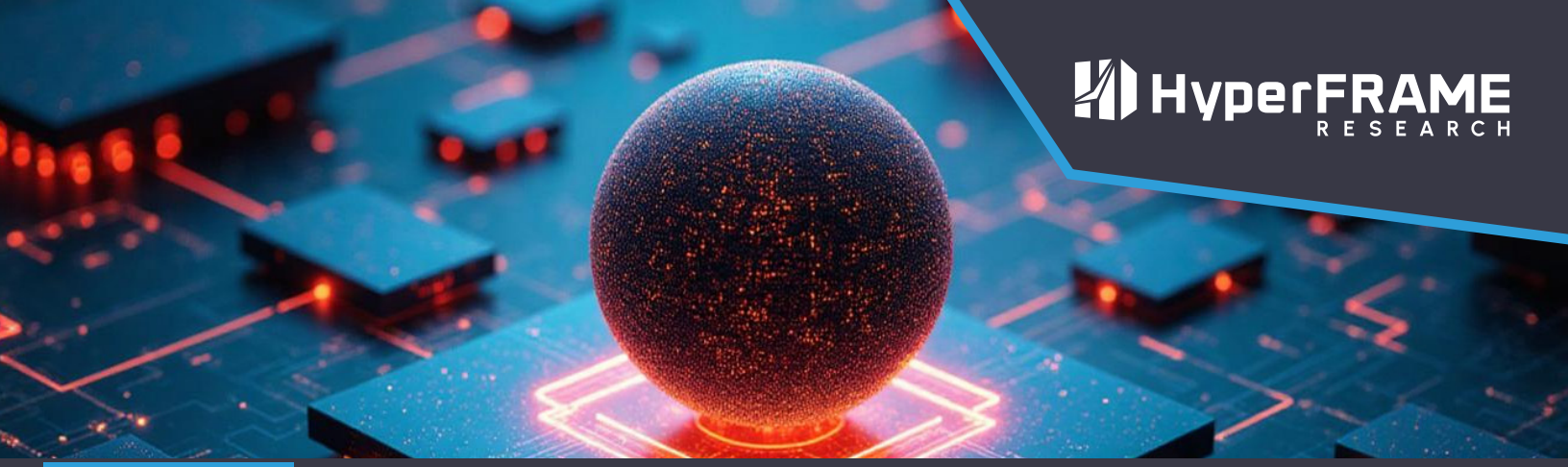

RESEARCH NOTE

Oracle's AI Database: One Platform Rules

Oracle's Database Analyst Summit highlights converged data, AI agents, and security to deliver unified access and real-time insights.

Analyst Take

Recently I attended the Oracle Database Analyst Summit 2025 to learn about the latest advancements in database technology. What I learned went beyond the typical database discussions I was expecting. What struck me most about the summit was Oracle's AI strategy at every layer, along with its focus on convergence. Oracle was not just talking about integrating data types; it is purposefully building an extensive platform where AI, analytics, and transactional workloads coexist seamlessly. The company aims to deliver a unified environment that reduces complexity and accelerates innovation. And with Oracle's deep expertise and established market presence, it possesses the scale and engineering depth to execute this vision.

Beyond the technical merits, Oracle's converged AI strategy is designed to deliver significant economic benefits. By consolidating disparate systems and reducing data movement, especially for customers already bought into the Oracle ecosystem, enterprises can potentially achieve substantial cost savings. One customer noted that when searching vast media archives, speed is clearly of the utmost importance. They shared that the AI Vector Search capability in Oracle Database 23ai deployed on Oracle Autonomous Database 23ai, a fully-managed cloud service built on Exadata, is making a material difference for their business with a 7X performance increase over their prior solution.

Another customer cited a 30-40% reduction in infrastructure costs using HeatWave, compared to competitors, which is a strong indicator of the potential of Oracle's converged strategy. The ability to run AI and analytics directly on operational data and without the need for complex ETL further helps efficiency. This economic angle is crucial, especially in the current climate where businesses are focused on optimizing IT spend.

Unified Data and Workload Strategy

Oracle's push to integrate all data and workloads into a single database engine is a significant departure from traditional fragmented architectures. The duality views concept, which aims to deliver interoperability between relational and document models, is particularly interesting. Its goal is to deliver a future where separate graph and document databases become redundant, a powerful vision. An app can access data in relational format using SQL, while other apps access the same data in JSON or Graph format. Duality Views also provide more simplicity than JSON databases and enable each app to access all the data it needs as a single document.

AI Integration and Vector Search

The introduction of native vector support and AI agents within the converged database engine is a game changer. Oracle is delivering AI capabilities directly within the data layer to enhance search and analytics. The performance claims regarding vector search, especially with Exadata AI Smart Scan and RAC, are substantial. For example, transparent offload to smart Exadata storage delivers up to 30X faster search when vectors do not fit in memory. The idea of "Agentic RAG" is innovative and would lead to AI agents that orchestrate tasks and maintain security within the database.

Security and Enterprise-Grade AI

Oracle's emphasis on security at the database layer is timely. AI amplifies the need for robust security measures. Oracle's sovereign AI strategy that focuses on data residency and privacy is designed to address critical concerns, especially in regulated industries. Security must be built in, not bolted on.

HeatWave and MySQL Evolution

HeatWave's evolution as a converged MySQL platform is notable. HeatWave delivers real-time analytics and GenAI directly on object store data. The customer success stories I was able to hear, with reported cost and performance improvements, are compelling. These results show real impact.

Multi-Cloud and Open Data Platform

Oracle's multi-cloud strategy and open data platform, including Iceberg integration, reflect a recognition of the diverse environments in which enterprises operate. The flexibility offered with Cloud@Customer and the elimination of data egress fees for Oracle Database cloud services are designed to attract customers seeking cloud flexibility. It also enables open source and enterprise capabilities to work together.

GenDev Methodology and AI Application Development

Oracle's GenDev methodology is a pragmatic approach to AI-driven development. Oracle acknowledges the limitations of fully automated AI generations and proposes a modular, verifiable approach. This more realistic view is in stark contrast to much of the hype around AI being able to 100% generate enterprise-grade code without developers. Oracle is aiming to help deliver safe and secure AI-generated applications.

Looking Ahead

Based on my experience at the summit, Oracle is strategically positioning itself as the leader in converged database and AI solutions. The integration of all data types and workloads into a single platform is a significant competitive advantage. This push towards unified data management reduces cost and complexity while accelerating AI innovation.

With AI adoption accelerating, Oracle's focus on security within the database is a critical differentiator. Ultimately, Oracle's ability to execute on its converged vision will determine its long-term success, though it definitely has the pieces in place to pull it off.

Oracle's aggressive push into AI, particularly with vector search and Agentic RAG, places it squarely against specialized vendors and cloud providers offering similar capabilities. Competitors will need to demonstrate comparable performance and security features, specifically how Oracle's unified search performs against dedicated vector databases in real-world scenarios. Oracle's ability to seamlessly integrate diverse data types and leverage AI for complex queries could provide a significant edge. This year's summit message was clear: Oracle is serious about using its significant talent and technology to operationalize AI safely and effectively in the enterprise.

HyperFRAME RESEARCH

CONTRIBUTORS

Stephanie Walter
Analyst-in-Residence –
AI Tech Stack

Steven Dickens CEO & Principal Analyst
HyperFRAME Research

INQUIRIES

Contact us if you would like to discuss this report and HyperFRAME Research will respond promptly.