**FAQ: Oracle + EdziTek JV**

**Key facts**

* **USD 0.5bn:** JV between NEOM T&D. and EdziTek
* **#1:** Oracle is the first tenant
* **#1:** Region’s first hyperscale datacenter

1. **What is a hyperscale data center?**

Hyperscale data centers are massive facilities designed to support business-critical applications in an efficient, secure, and scalable way. They are typically comprised of over 5000 servers and span an average of 10,000 square feet.

The hyperscale data center is enabled by NEOM’s access to subsea cable capacity, 100% renewable power, artificial intelligence, operating that hyperscale data center

1. **What will the Oracle Cloud Infrastructure (OCI) mean for businesses in NEOM?**

The hyperscale data center, which follows the successful launch of the Oracle Cloud Saudi Arabia West Region in Jeddah in February 2020, is the first in the world to be powered by 100% renewable energy. It supports Oracle’s commitment to open two dedicated cloud regions in the Kingdom.

Having access to OCI will be a powerful attraction for global businesses and industry disruptors alike allowing them to seamlessly pilot their ideas at scale in the Kingdom.

Furthermore, Oracle’s unique dual-region cloud strategy will also enable customers to deploy resilient applications in multiple geographically separated locations within a country – without having sensitive data leave the country, an important factor for public sector clients in particular.

Businesses will also be able to take advantage of new technologies being developed at NEOM T&D that make it easier for them to integrate IoT or analytics platforms into their technology infrastructure. A new product called SIMS (Solution Implementation Made Simple) makes it possible to integrate various solutions in just three clicks.

SIMS is a marketplace for the deployment of IoT and cognitive solutions – removing the complexity involved in being a systems integrator. SIMS means that in three clicks a business user can identify, receive a recommendation, and implement the perfect cognitive IoT solution.

1. **Why is this a critical step for NEOM’s communities?**

This data center will enable the designing and building of the technologies that will make NEOM a truly cognitive city. Communities in NEOM will be supported by technology that can read and understand its residents’ needs, harnessing big-data analytics to predict and personalize the services provided to them. Oracle Cloud Infrastructure (OCI) will be fundamental to ensuring this is delivered seamlessly to all residents as NEOM grows to a target population of 1 million by 2030.

Data within and from the NEOM community will also be protected. One of the challenges surrounding the collation and use of data is the ‘trust paradox’: many people want to give their data because they want to get relevant, helpful, and exciting solutions. But at the same time, they're concerned about how their data is being used. NEOM is creating and the world's first consent management platform called Epsilon, which puts control and power back into the hands of those who own their data: residents.

Built upon the notion of ‘trust first’, Epsilon consists of a five-layer consent management platform, which starts by guaranteeing that compliance with data protection laws and regulations are built into the software. Data fiduciaries are also built into the software, and the platform also allows the individual to assign consent proxies for different aspects of life that gather data – assigning a doctor to make decisions on medical data for example.

In addition, rather than an individual having to go to multiple websites to understand and set data preferences, Epsilon allows the individual to go to one single place to understand the intention behind the use of their data. This is all built into the infrastructure itself – using Edge technology, the Epsilon platform can guarantee that NEOM can gain every individual’s consent before their likeness or personal data is extracted.

The vase scale of opportunity that hyperscale data centers create is crucial for NEOM’s development of a cognitive community and a rich ecosystem of automation, IoT and AI-based analytics. Over the coming years, we will see autonomous vehicles, autonomous devices, autonomous transportation, robotics.

These technologies will almost be invisible because they interact with and complement everyday life tasks and experiences – they remove friction from the experience of living.

1. **What impact will this have on the wider region?**

NEOM is strategically located to connect the Middle East with Africa, Europe, and the Red Sea corridor. This means that the data center joint venture will have direct access to multiple subsea cables, providing customers with fast and efficient connectivity that meets the highest security standards in the industry.

Access to this technology will deliver substantial benefits to the wider region while driving further economic growth. The whole GCC will be served out of the NEOM hyperscale data center.

1. **How does this announcement support Saudi Vision 2030 goals?**

Harnessing advanced data analytics and cloud-enabled technologies is at the core of enabling Saudi Vision 2030’s strategic technology objectives. This announcement builds on the OCI established in Jeddah and continues the expansion of Oracle hyperscale data centers and cloud services across Saudi Arabia.

The technology innovations being advanced by NEOM will have a major impact on ensuring Saudi Arabia is an ambitious nation with a thriving economy and a vibrant society.

The existence of a hyperscale data center also provides infrastructure and opportunity for hyperscalers to come in, to service and provide cloud services. In this respect, it’s a major enabler of cloud innovation that has the potential to transform the entire country’s cloud ecosystem. This not only enriches Saudi Arabia’s digital economy, but it unleashes the economic potential for SMEs in the digital economy to flourish. This is good news for meeting many of the goals laid out in Vision 2030, concerning building an inclusive, digitally advanced knowledge-based economy.

1. **NEOM product portfolio**

NEOM T&D technology portfolio ensures customers have a strong cognitive foundation. We are helping service providers and technology companies around the world to:

1. Connect: an environment of digital air using 5G technology and software everywhere e
2. Compute: on-demand computing power through our hyperscale data center
3. Contextualize: apply AI in ways we’ve not seen before to create and drive unique insights