yipitDATA X ORACLE CLOUD

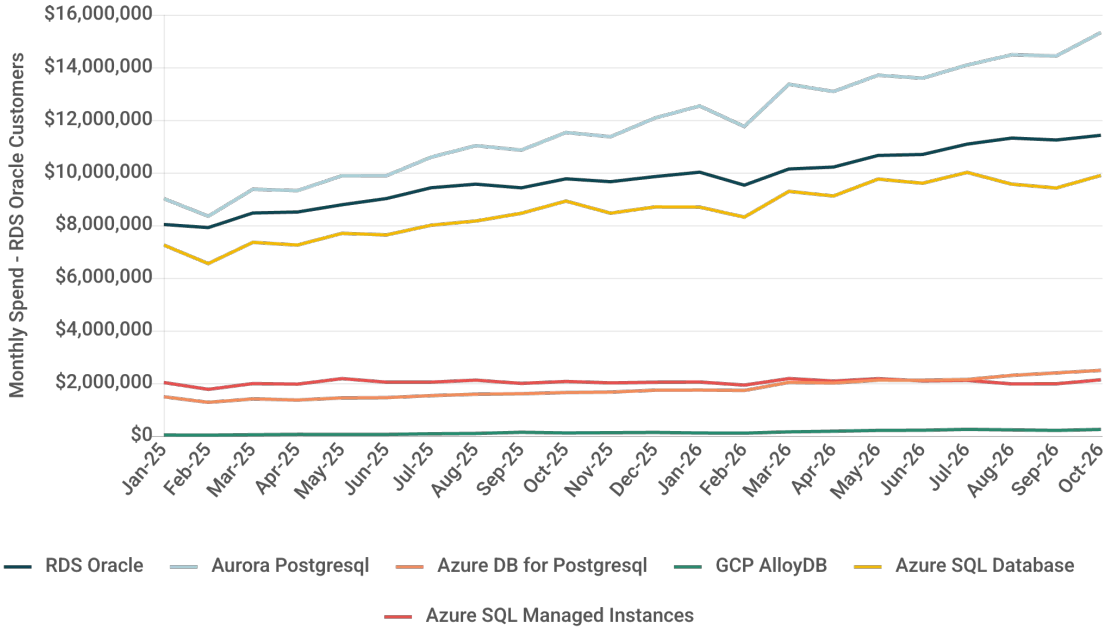
How YipitData Can Help Oracle Win Database Retention, Workload Migration & AI Demand

Five database, cloud and AI signals from YipitData's Enterprise Cloud Spend Data

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RDS Oracle Customers Are Migrating Spend to Aurora PostgreSQL, Up 33% YoY Through October

AWS RDS Oracle Customers - Monthly Database Spend



Among AWS RDS for Oracle customers, Aurora PostgreSQL spend grew 33% YoY to nearly $16 million per month by October 2026, vs. 17% growth in RDS Oracle spend.

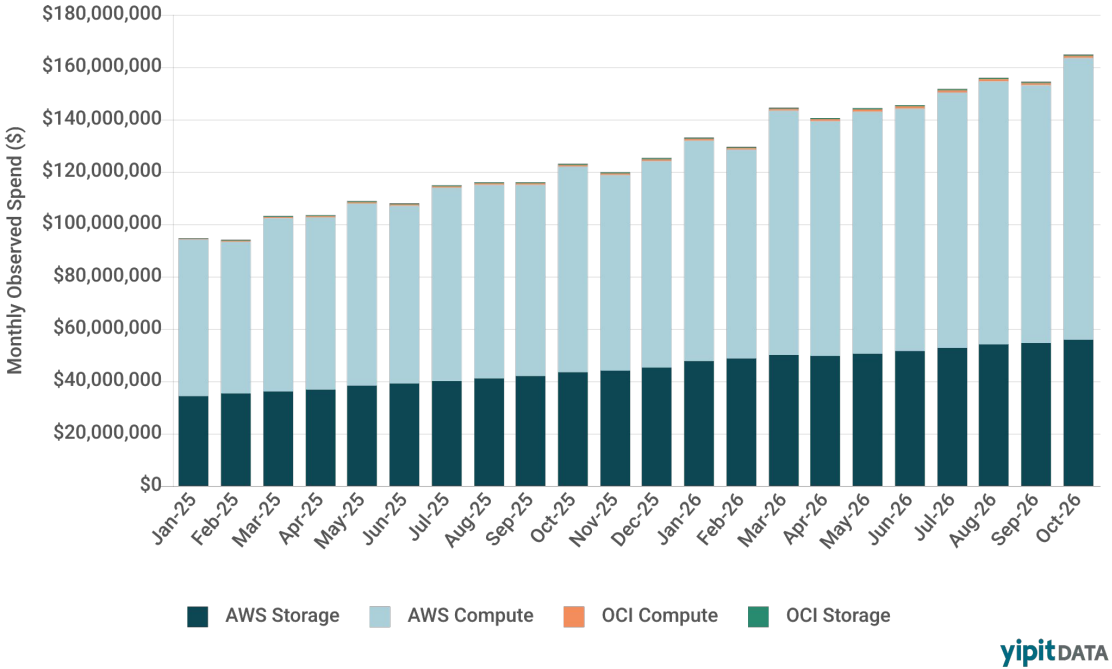
Oracle Database customers are re-platforming to Postgres inside AWS. Target the fastest movers with Oracle Database@AWS and AI Database features before migrations finish, protecting license and support revenue.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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Oracle Database on AWS Customers Are Overwhelmingly Still Keeping Storage & Compute in AWS

Oracle Database on AWS Customers - AWS vs. OCI Compute & Storage Monthly Spend



Oracle Database on AWS customers run nearly all of their compute and storage on AWS, with only a small share on OCI.

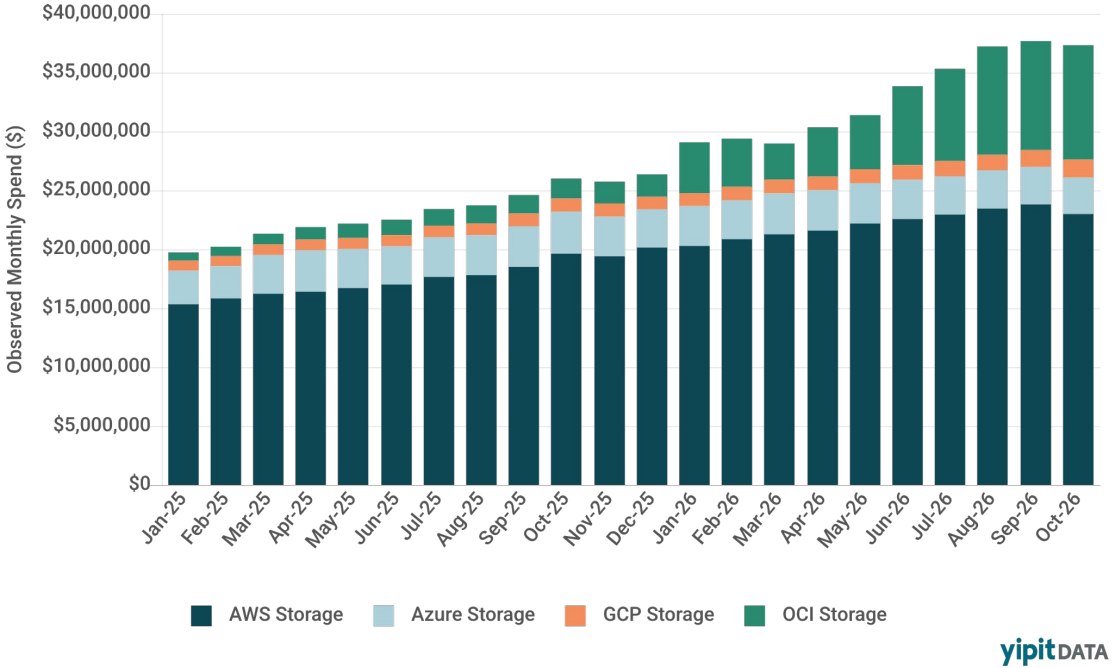
Oracle owns the database but not the workloads around it. Use Oracle Database@AWS as the foothold, then bundle OCI compute and storage into renewals, starting with the largest AWS spenders.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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Storage Follows Compute: Customers Growing OCI Compute Are Bringing Storage to Oracle Cloud, Mostly from Azure

Oracle Customers Growing Compute Spend - Monthly Storage Spend



As customers grow OCI compute, their OCI storage rises while their AWS storage declines, as data moves from AWS into Oracle Cloud.

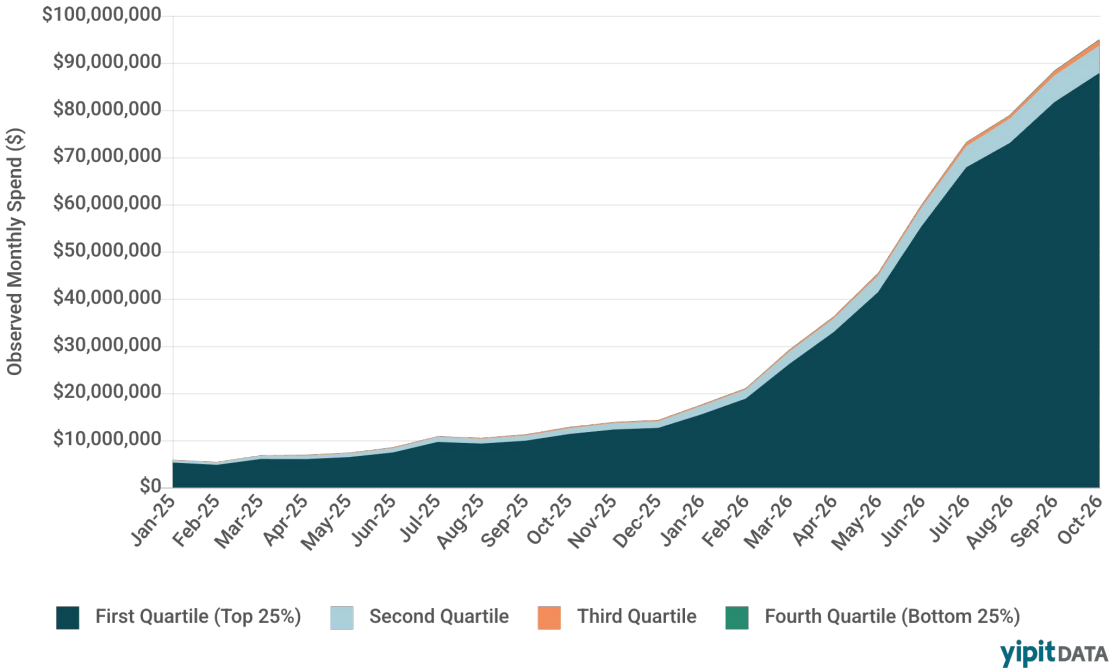
Win compute and the AWS storage follows. Lead with OCI compute at the Azure-heavy accounts on the prior slide, then offer migration help and storage pricing to speed the move.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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AI Spend Is Concentrating: Top 1% of Buyers Up ~4x YoY, ~7x the Next Tier

Observed Panelist AI Token Monthly Spend, by Quartile



Median AI vendor spend for the top 1% of panelists rose ~4x YoY to ~$600K in Aug-26, ~7x the next tier.

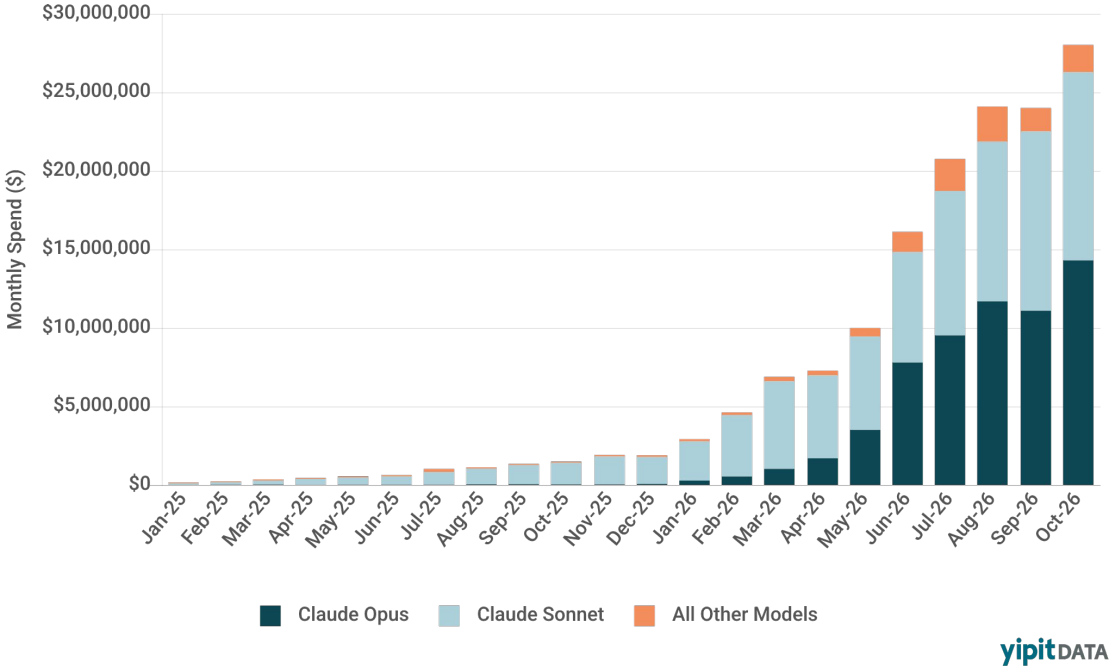
AI demand is pooling in a few fast-growing buyers, the best candidates to diversify RPO beyond OpenAI. Target them for contracted OCI capacity, and pitch Multicloud Database to keep their data near their agents.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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Oracle Database Customers on AWS Are Ramping Bedrock Spend, Split Equally Between Claude Sonnet and Opus

Oracle Database on AWS Customers - Monthly AWS Bedrock Spend



Bedrock spend among Oracle Database on AWS customers has grown more than tenfold, with growth split roughly evenly between Claude Sonnet and Opus models.

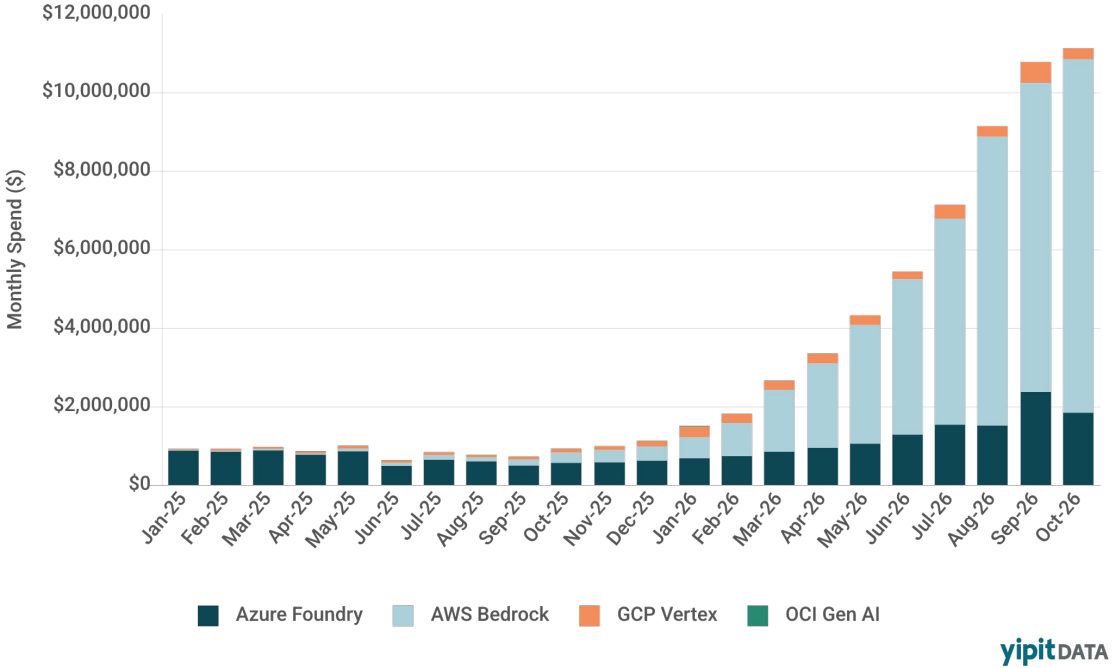
These customers are paying for both everyday and top-tier models, not just testing cheap ones: production AI is being built next to their Oracle data. Pitch Oracle Database@AWS and AI Database so those agents run on Oracle, not Postgres.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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OCI Gen AI Customers Spend Across Multiple AI Platforms, Led by Bedrock

OCI Gen AI Customers - Monthly AI Product Spend



OCI Gen AI customers also buy AI from other clouds, with Bedrock taking the largest share of their AI spend.

Oracle already has these AI buyers in the door. Target the accounts spending most elsewhere, and pitch running those models on OCI next to their Oracle data to win a bigger share of their AI budget.

Source: YipitData Exclusive Enterprise Cloud Spend Panel

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Appendix & Data Sources

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YipitData Enterprise & SMB Cloud Dataset

Comprehensive Hyperscale Invoice-Level Data

About the Data Sources

1. **Large Sample Size**
   $23 billion in spend captured via 2 Cloud advisory partners of ours who plug directly into the hyperscalers' cost management platforms.

2. **High Frequency Delivery**
   We receive records daily from our partners, though the data is delivered once per week.

3. **Representation Across Sectors**
   Enterprise panelists tend to be Financials and Technology firms, whereas the SMB component of the panel skews more tech-heavy.

Granularity Offered

1. **Product and pricing level detail**
   Understand pricing & usage growth of products within the hyperscalers like AWS EC2 Compute or specific GPUs like B200.

2. **Customer-level detail**
   We can get down to an individual customer level. Ex: Examine what products and categories AWS customers are buying at Azure, GCP, OCI.

3. **AI Model Insights**
   Understand Cloud API growth rates for new models like Claude Opus 5.5 within GCP Vertex AI - both at a token and price level.

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Questions? Let's talk.



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