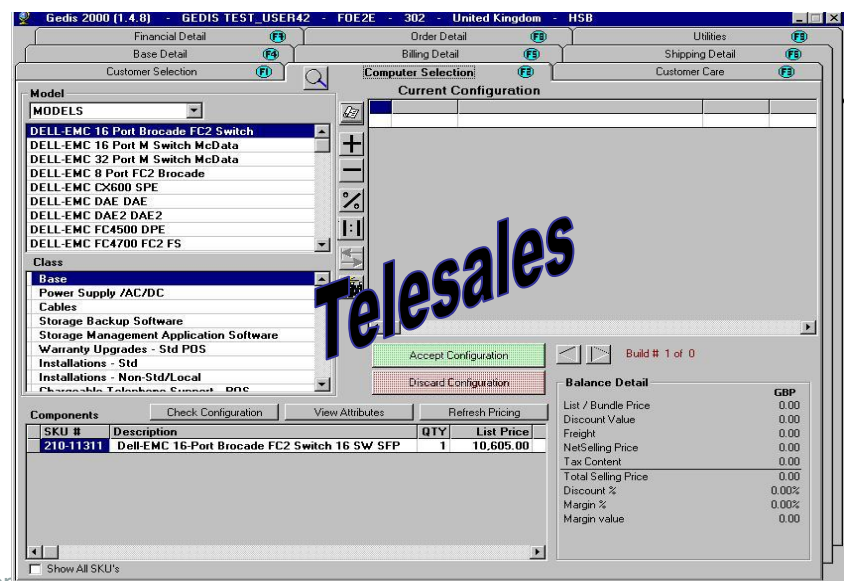


# Dell EMEA Order Management 11i

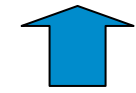
*Presented by*  
**Dragan Vuksanovic**



# Dell EMEA Order Management



Services



Omega 11i

OM, Inv, BOM

AR, Collections, GL

W/f, BES, XMLP



Product

Fulfilment

Finance



# Omega 11.0.3 on UNIX

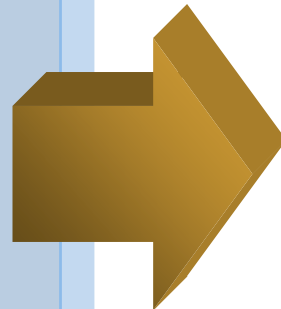
- Daily Orders: 25K
- Up to 150k lines/h



- Large Unix platform
- (64) 400mhz CPUs
- Oracle 8i
- Oracle Apps 11.0.3
- EMC Symmetrix Storage

## Issues

- Would not meet Q3 2006 capacity
- High maintenance costs
- Limited HA & DR
- No upgrade path to 10g & Linux
- Scale up – no scale-out option



***Need a solution  
that will scale, is  
robust and cost  
effective.***



# Omega 11.0.3 Challenges

## 11.0.3 Limitations

- 11.0.3 didn't support DB 9i or 10g, RAC clusters, Linux, Unicode
- 11.0.3 won't scale to meet transaction volume targets
- Batch processing only – no real time processing capability
- Gaps in functional coverage in 11.0.3 prevent IT system consolidation

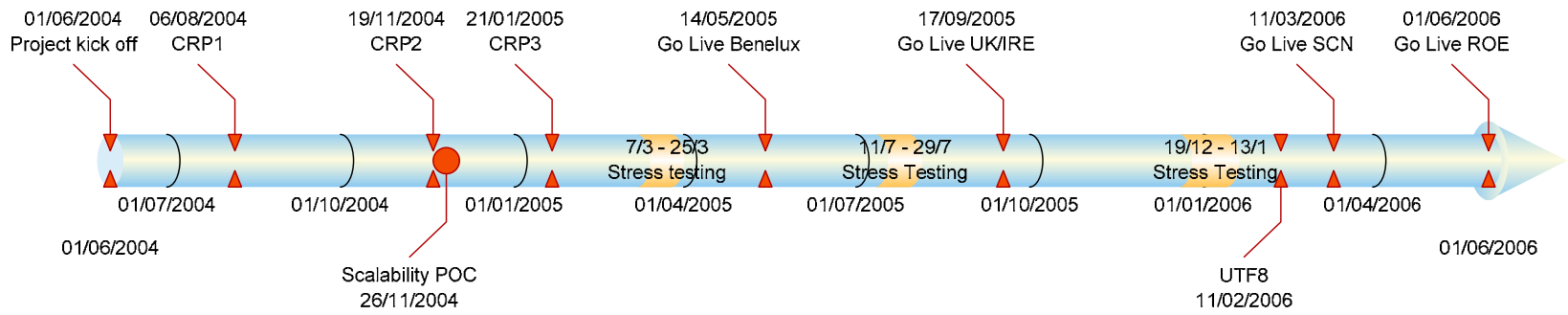
## 11i Capabilities

- 10g RAC clusters, Linux and Unicode fully supported out of the box
- 11i supports scalable technologies
- Process Order API, Workflow and Business Event System
- 11i introduces Collections, XML Publisher and more

Oracle eBiz Suite 11i provided answers to Dell IT challenges



# Omega 11i Timeline



- 2 years from kick off to rollout completion
- 1 year to first Go Live
- 23 Operating Units in Production
- CRP Approach
- Performance and scalability – parallel thread from the beginning
- Close cooperation with Oracle Support and Development throughout the project

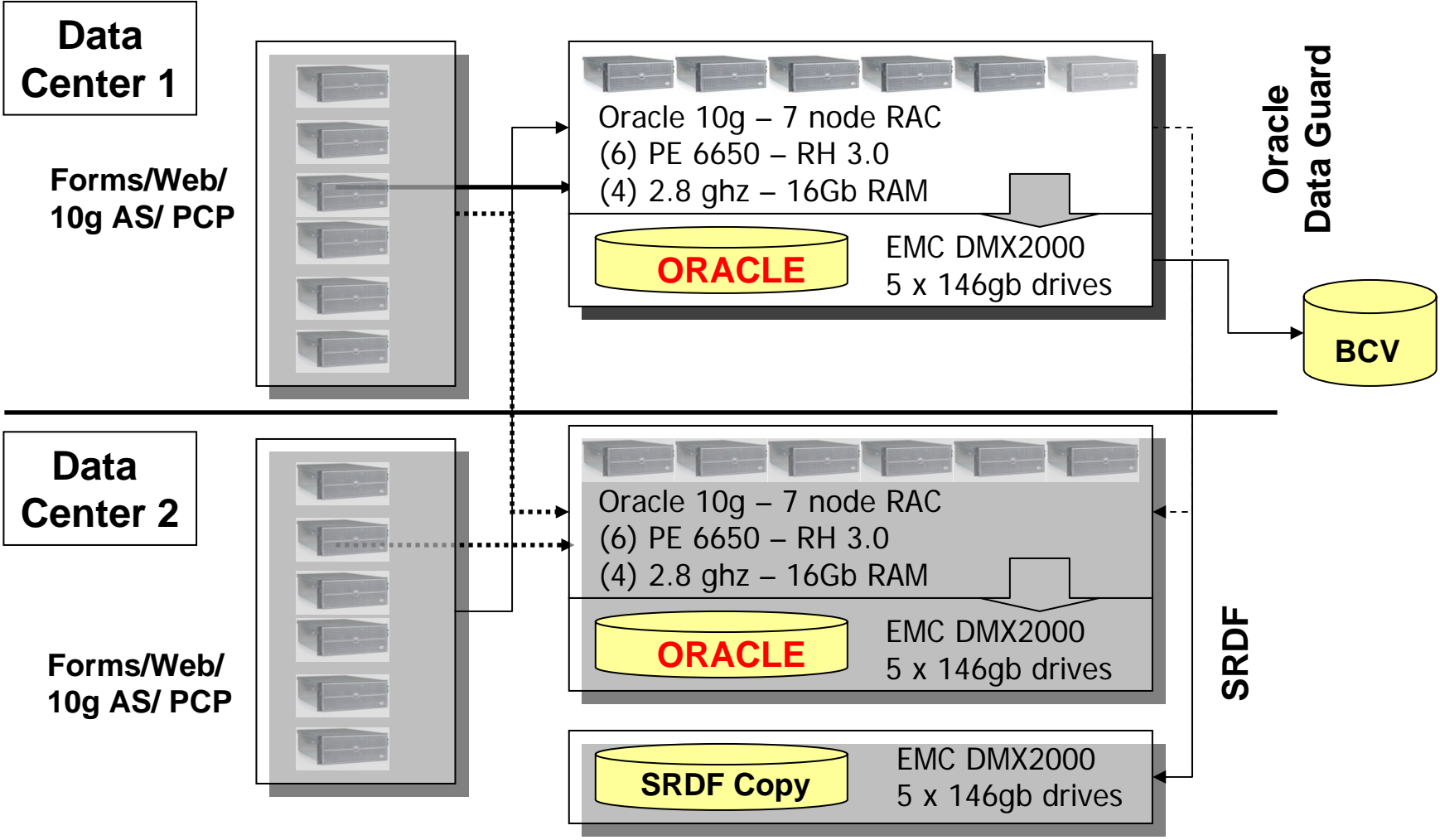


# Oracle Products Implemented

- Oracle e-Business Suite 11.5.10.CU2
  - OM: Process Order API, HVOP, Workflow, GUI
  - AR, TCA, Collections, GL
  - Apps Technology: XML Publisher, Workflow, Business Event System
- Oracle Technology Stack Components
  - Oracle 10g RAC (10.1.0.5)
  - Oracle 10g Application Server
  - Oracle Advanced Queuing/Messaging Gateway

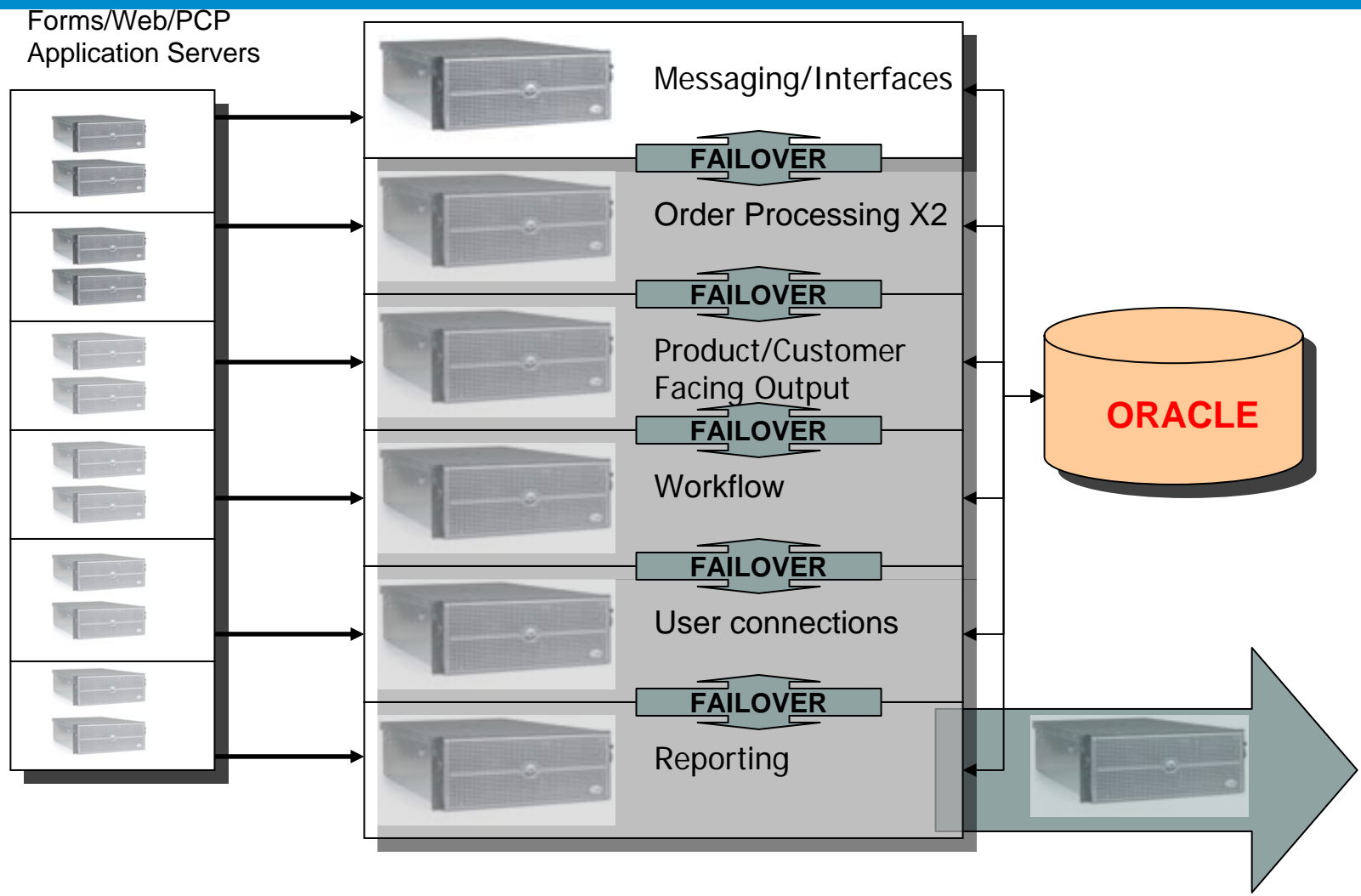


# Omega on Standards Based HW





# Omega 11i Workload Partitioning





# Omega 11i on Dell

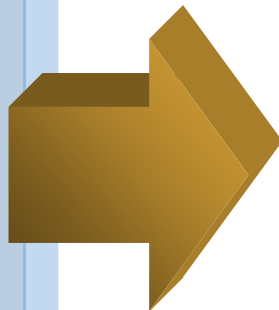
## Stress Testing

- Daily Orders: 60+K
- Up to 400k lines/h

## Production Results

- Fully deployed to EMEA in less than 2 years
- Daily Orders: 45 K – 2M order lines
- Order processing cycle reduced by 70-80%
- 1000 online users
- 1M+ XML messages/day

- Will meet capacity requirements for many years
- Full HA & DR solution
- Almost unlimited scale-out Capability
- Reduced TCO via consolidating 3<sup>rd</sup> party systems



***Scalable, standard based platform capable of supporting Dell's business***



# Omega 11i Upgrade Results

## Performance

- Order velocity cycle reduced to less than 1 hour
- Daily invoicing completes in less than 1h
- Most interfaces running in real time instead of batch overnight processing
- Customer Facing Output produced and printed in real time

## Scalability

- 100% increase in order processing throughput
- Virtually unlimited scale-out capability
- RAC nodes dedicated to workload type – no interference
- Oracle J2EE 10g Application Server utilized to distribute the processing

Capacity for up to double EMEA production volumes





# Omega 11i Upgrade Results

## TCO Reduction

- Integrated Customer Facing Output (CFO) solution via XML Publisher implementation
- Integrated Image Scanning and Processing Workflow
- Integrated Collections processing
- Improved Supportability and Flexibility

## Process Enhancements

- Real time, Workflow and Business Event-based processing
- Streamlined order cycle, cancellations, invoicing, credit card processing
- Better performance, exception management, lower transaction costs

Standard-based, supportable technologies add value to the business



# Omega 11i - Facts

- The largest Oracle Order Management system in the world (by number of order lines processed)
- The largest Oracle eBusiness Suite RAC implementation (7 RAC nodes)
- The first major production eBusiness Suite instance running on 10g outside Oracle (Sep. 2005)
- One of the world's largest Linux Oracle transactional databases
- Winner of CIO Magazine CIO 100 award as one of 100 top projects in the industry

Omega 11i – World Leading Oracle/Dell/Linux Platform





# Industry-Leading Partnership . . .

# DELL

#1 US Server Manufacturer

# ORACLE

#1 US Relational Database



# 1 US Linux Provider

# Questions & Answers