



AA Autobay  
Johannesburg, South Africa  
www.aaautobay.co.za

#### Industry:

Automotive

#### Employees:

Fewer than 500

#### Oracle Products & Services:

Oracle Database  
Oracle Application Server  
Oracle Financials

#### Oracle Partner:



iFACTORY Consulting  
www.ifactoryconsulting.co.za

**“Oracle and iFACTORY Consulting helped us to not only deliver a fully integrated solution that matched the vision of the business, but to also do so in a very short period of time.”** – Ken Jarvis, Chief Information Officer, AA Autobay

## AA Autobay Creates a Highly Scalable Online Vehicle Marketplace in Just Three Months

AA Autobay is an online marketplace that allows private individuals to buy, sell, finance, and insure pre-owned vehicles directly, rather than trading them through motor vehicle dealerships. AA Enterprises—a partnership between the Automobile Association and Kirsh Industries—created AA Autobay.

### Challenges

- Identify an adaptable, scalable, and high-performance technology platform to power the online marketplace
- Implement the core technology platform in a short time
- Support very high online transactional volumes on an uninterrupted, 24/7 basis
- Develop a single repository for all data moving within the company, as well as between the company and external parties
- Enable the future creation of a single data warehouse for sophisticated business analytics
- Build an open standards-based platform to allow seamless integration with third party applications

### Solution

- Worked with iFACTORY Consulting to design and implement a single, integrated technology platform, comprising Oracle Database and Oracle Application Server, to support AA Autobay’s online marketplace
- Delivered the core engine in just three months
- Enabled integration with third-party applications, using Oracle Application Server’s open standards-based integration platform
- Created five data marts for rapid data analysis and reporting, with the aim of creating a single data warehouse in the future
- Used Oracle Financials to standardize and automate financial management processes across four legal entities
- Configured the technology platform to support the rapid and easy addition of further Oracle applications, as well as Oracle Customer Data Hub, in the future—to create a single repository of customer data