



Oracle Customer Spotlight



Arab Potash Company

ARAB POTASH COMPANY

Amman, Jordan

www.arabpotash.com

INDUSTRY:

Industrial Manufacturing

ANNUAL REVENUE:

US\$500 million

EMPLOYEES:

2,000

ORACLE PRODUCTS & SERVICES:

Oracle E-Business Suite

“By working with the Oracle License Management Services team, we have achieved total control over both license allocations and costs. We also receive ongoing support and training from Oracle License Management Services. Arab Potash and Oracle now share a particularly strong relationship. In short, we support Oracle, and Oracle supports us.”

– Ibrahim Kofahi, IT Director, Arab Potash Company

Arab Potash Company Reduces License Requests by 90% and Fully Understands Oracle Licensing

Arab Potash Company harvests minerals from the Dead Sea. The company was formed in 1956 and currently produces potash for agriculture and industrial potash for the chemical industry. The company’s products include salt, bromine, and fertilizers, which it exports to more than six countries.

Challenges

- Determine company’s existing Oracle license usage and rationalize user license allocation to reduce license costs
- Develop complete operational understanding of Oracle software and licensing costs to optimize budget use
- Improve operational knowledge of Oracle software and licensing

Solution

- Reduced user license requests by 90% and optimized license allocation through guidance from Oracle License Management Services
- Achieved ability to track all users and usage across entire Oracle implementation with Oracle License Management Services’ usage measurement tools
- Improved understanding of Oracle Licensing due to multiple meetings and dedicated training from the Oracle License Management Services team
- Improved budgeting and planning capabilities by fully understanding the license cost implications of future system changes
- Increased employee efficiency as a result of greater control over users’ access to system
- Ensured compliance and adherence to corporate governance by implementing license management best practices as recommended by Oracle License Management Services