



China United Telecommunications Corporation (Hainan branch)  
Haikou, China  
www.hi165.com

#### Industry:

Communications

#### Annual Revenue:

US\$67 million

#### Employees:

500 to 1,999

#### Oracle Products & Services:

Oracle Database

#### Implementor:

Oracle Consulting

**“We selected Oracle Database for its outstanding stability, broad application base, and good price/performance ratio. The software is easy to maintain and related services are well provided. Oracle will help us maintain our edge in the competitive Chinese telecommunications sector.”**

– Liu Xianbo, Manager,  
Information Systems

## China Unicom Ensures Business Stability

The Hainan branch of China United Telecommunications Corporation (China Unicom) provides a wide range of telecommunications products in the province, including long-distance calls, internet access, digital data networks, and mobile services via GSM and CDMA technologies. In Hainan, China Unicom maintains 19 branch offices, 340 operational sites, 31 franchises, and 170 customer-service centers, covering almost all towns, villages, farms, and factories in the province.

### Challenges

- Establish a single database to collect and store information on all regional activities for data mining and business analysis
- Enable efficient processing of growing data volumes and ensure the stability and reliability of business systems
- Support automatic backup of vital corporate data
- Provide the flexibility to adjust database configuration to accommodate changing business functions and requirements
- Ensure easy scalability to meet the demands of emerging business units

### Solution

- Implemented Oracle Database as a high-performance foundation for various systems, including billing systems, network management, operations and analysis, and customer relationship management
- Enabled large volumes of information to be easily processed in real time with highly available Oracle Database platform
- Ensured the security of critical business information with automated data backups
- Provided ability to reconfigure database according to changing business requirements with flexible Oracle infrastructure
- Supported company expansion by allowing Hainan Unicom to increase database capacity to manage new lines of business