

e-DBA Ltd. Cuts Application Development Times and Costs by 65% with Web-based Solution



e-DBA Ltd.
Brighton, United Kingdom
www.e-dba.com

Industry:
Professional Services

Annual Revenue:
US\$2.97 million

Employees:
20

Oracle Products & Services:

Oracle Database
Oracle Active Data Guard
Oracle Audit Vault

“Oracle Database 11g transforms the customized capabilities we develop for customers into enterprise-strength, next-generation solutions that power profitability.” – Justin Hudd, Director, e-DBA Ltd.

Leading solutions developer and professional services provider e-DBA Ltd. is helping customers extract the highest business value from their IT investment with strategic, Web-enabled solutions built on Oracle Database 11g. A long-standing Oracle Certified Partner, e-DBA’s technical knowledge, commercial expertise, and strong customer focus have made it a preferred partner to organizations of all sizes in many market sectors. e-DBA was an early adopter of Oracle Database 11g for its own business. The company was quick to benefit from 11g’s enhanced performance, security, and resilience, which underpinned annual revenue increases of 70% over the last two years

Building on internal success, e-DBA is now leveraging Oracle Database 11g to deliver unprecedented speed, resilience, and scalability for its customers’ business-critical solutions. e-DBA is also helping organizations transform costly, inflexible legacy applications based on Microsoft Excel, Access and Lotus Notes into Web-driven solutions using Oracle Application Express.

A Solid Foundation for Next-Gen Technology Solutions

e-DBA is also deploying Oracle Database 11g in virtualized environments using advanced storage and compression functionality, and automated system management to help customers manage change faster and drive out inefficiencies. As applications become more interactive—delivering real-time information and incorporating Web 2.0 functionality—e-DBA is upgrading customers to Oracle Database 11g to manage high-volume environments and volatile usage patterns, while continuing to offer uncompromising security and performance.

“Our success in using Oracle Database 11g to grow revenues and margins has convinced us that it is a solid foundation for building the technology solutions of tomorrow,” said Justin Hudd,

Key Benefits:

- Upgraded customer applications from costly, inflexible Java and MS.NET to high-performance development environment
- Created customized solutions for companies of all sizes and in all sectors
- Reduced development time and cost by approximately 65%
- Built speed, resilience, and scalability into business-critical applications
- Delivered unrivalled performance and security for Web 2.0 solutions
- Cut management costs while guaranteeing near 100% uptime
- Streamlined governance, risk management, and compliance
- Empowered organizations to manage change and innovate faster

Director, e-DBA Ltd. “Oracle Database 11g puts our customers ahead of the competition by improving their ability to innovate in straitened times.”

Customers who run their applications on Oracle Database 11g avoid the risk of being unable to meet the future performance and scalability needs of solutions that are business critical and increasingly rich in functionality. e-DBA’s clients range from single-site, medium-sized organizations with 10 employees, up to multinational companies with thousands of staff members.

“Upgrading to Oracle Database 11g allows businesses of all sizes to scale their applications to meet user and business needs instantly, and with complete confidence,” Hudd said.

Building Real-time Collaborative Environments

e-DBA also leveraged Oracle Application Express—a Web-based application development tool—to facilitate rapid development and deployment of high-performance Web applications to thousands of simultaneous users. The applications reside within the Oracle Database to optimize performance, accessibility, and scalability while reducing complexity and maintenance costs. Using Oracle Application Express, e-DBA reduced development time and costs by an average of 65%.

e-DBA piloted Oracle Application Express internally to build its own feature rich Web site and mash-up and create collaborative intranets for its staff. Following its successful use, e-DBA extended its use to develop its customer-facing extranet named the EDGE. The EDGE allows customers to connect with e-DBA’s technical teams, track work requests, check real-time system performance, raise alerts, and view reports online.

“The EDGE’s low running costs, ease-of-use, and instant popularity with customers made us decide to use Oracle Application Express to build enterprise-level commercial applications for our Oracle Database clients,” Hudd said. “Organizations of all sizes were quick to take advantage of it to gain immediate and significant value.”

e-DBA has since built a diverse range of custom made solutions for both public and private sector customers using the wizard-

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Justin Hudd
Director
e-DBA Ltd.

driven development tools of Oracle Application Express. e-DBA’s application portfolio includes: An employee absence recording solution that is being used to increase attendance levels and improve management insight into reasons for absence trends; A sales collateral management tool for the entertainment industry that lets outlets check the stock levels of promotional literature and place orders online; and health and safety workflow solution, commissioned by a global transportation provider, to promptly and consistently record and trace safety incidents in line with the health and safety regulations across 20 countries.

“Oracle Application Express, enhanced by Oracle Database 11g’s agility to manage future business needs, can empower organizations of all sizes to innovate faster and gain competitive advantage in a contracting market,” Hudd said.

e-DBA is confident that an increasing number of customers will migrate their Oracle Application Express-based applications to Oracle Database 11g to maximize availability, eliminate redundant hardware and software, avoid costly downtime, and maximize return on investment. Oracle Database 11g’s encryption and security options also make it the ideal platform for the increasing number of Web 2.0 applications—such as blogs and wikis—that extend solutions outside the corporate firewall.

Higher Speeds at Lower Cost

e-DBA leverages Oracle Database 11g’s advanced capabilities to help customers adapt to volatile business conditions, simplify their IT infrastructure, and free up valuable technical resources.

“Oracle Database 11g’s enhanced, automated management tools reduce risk, simplify regulatory compliance, and accelerate change management, all of which has a significant and positive impact on application performance,” Hudd said.

Oracle Database 11g’s self-healing features automate many routine database management tasks and maximize uptime, which cuts overhead and enables e-DBA to guarantee almost 100% applications availability to its managed solutions customers. Hot database patching allows e-DBA to apply new functionality enhancements without the need for downtime. “Oracle Database 11g gives companies the ability to be proactive and manage change effectively,” Hudd said.

With the Oracle Database 11g's SecureFiles feature, e-DBA has boosted security with transparent encryption and deduplication.

"Oracle SecureFiles enables customers to store and run all their information assets in a single repository, which streamlines backup and management," Hudd said. "Advanced storage, partitioning, and compression features help boost the latency speeds of customers' applications while cutting space requirements and reducing hardware, licensing, and energy costs. These features reduce the operating overhead of solutions running on Oracle Database 11g."

Oracle SecureFiles provides a single platform for the storage, management, and back up of structured and unstructured data. Customers can now store images, audio, and video in the database instead of as files in file systems.

The Oracle Active Data Guard option for Oracle Database 11g Enterprise Edition further improved service and performance quality for e-DBA by offloading resource-intensive activities, such as testing, applying patches, and development, to a synchronized standby database. e-DBA leveraged Oracle Active Data Guard to guarantee the availability of its production database at all times and boost the resilience and performance of real-time, interactive applications for its customers.

Improved Risk Management and Compliance

e-DBA customers who run their Web-based applications on Oracle Database 11g are also benefiting from built-in documentation of processes and policies.

"Oracle Audit Vault eliminates the risk of information in the database being tampered with by providing a full audit history of all transactions," Hudd said. "At a time when companies face increasingly stringent risk management and governance regulations, this feature is of particular importance."

Why Oracle?

"Oracle Application Express is a far superior option to Java and Microsoft.NET alternatives," Hudd said. "Its user friendly presentation layer requires no special development skill sets and it integrates with Microsoft Active Directory without the need for

interfaces. It meets the needs of today's businesses for streamlined, agile development and low lifetime cost of ownership."

Implementation Process

e-DBA upgraded to Oracle Database 11g without disruption to its day-to-day business. The company offers a proven upgrade methodology to existing Oracle Application Express customers and companies using it for the first time.

"e-DBA is committed to delivering quality solutions on time and within budget," Hudd said. "Our flexible approach and agile development practices enable us to meet each organization's unique needs."

Established in 1998, e-DBA Ltd. is an established leader in Oracle Managed and Professional Services and Oracle Licensing. e-DBA also provides Web 2.0 application development services. e-DBA is based in the United Kingdom and serves customers of all sizes across multiple market sectors and countries.