



Editoriale Secondamano
Milan, Italy
www.secondamano.it

Industry:

Media & Entertainment

Annual Revenue:

\$53 million

Employees:

250

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Real Application Clusters

Oracle Partner:

Exenia
www.exenia.it

“To support a business based on direct dialogue with the public, we needed a technological infrastructure capable of guaranteeing the greatest possible business continuity. That’s why we chose Oracle.” – Luca Menegatti, Head of Information Systems, Editoriale Secondamano

Editoriale Secondamano Moves to Web-Based Architecture to Ensure Business Continuity

Founded in 1977, Editoriale Secondamano was Europe’s first publisher of free classified advertisements. Today, with publications throughout Italy, Europe, and South America, it remains Italy’s leading publisher of classified advertisements, with 11 local editions, plus other publications focused on specific market segments such as boats, cars, and real estate. Its Web site has 800,000 visitors each year.

Challenges

- Migrate from a client/server architecture to a Web-based architecture to manage the growing amount of incoming data and to improve data access across geographical boundaries
- Create a single data repository and a single, secure data-access point
- Implement a system that is easy to use, manage, and maintain, particularly for staff without strong IT skills

Solution

- Migrated from a client/server architecture to Oracle Database 10g and Oracle Application Server 10g
- Implemented Oracle Real Application Clusters 10g to create a high performance environment and deliver secure, around-the-clock system availability
- Delivered a single, Web-based data-access point, allowing staff enterprise-wide to connect to the central system using a simple browser, regardless of their IT skills
- Promoted simple, secure interactions between headquarters and local offices across Italy and overseas, ensuring efficient information-sharing and streamlined processes
- Improved individual productivity and decision-making through the use of analysis tools provided by the warehouse
- Provided the flexibility to handle the growing number of incoming advertisements—the Web site alone runs to 23 million pages each month
- Worked with Exenia to ensure business continuity throughout the implementation project and on an ongoing basis