



enetrrix  
Middleton, WI  
www.enetrrix.com

**Industry:**

High Technology

**Annual Revenue:**

\$2 to 3 Million

**Employees:**

23

**Oracle Products & Services:**

Oracle Database Standard Edition  
One  
Oracle Application Server  
Standard Edition

**“We develop solutions for our customers 20% quicker because of the full integration that Oracle provides.”** — Jody McDonough, Vice President of Development and COO, enetrrix

**enetrrix Enhances Performance, Increases Operational Efficiency with Integrated Data Infrastructure**

enetrrix provides enterprise feedback management solutions that help customers identify and meet customer, employee, and partner needs; improve profits, customer satisfaction, and knowledge; and enhance decision-making. The company offers online solutions—including data collection, correlation and analysis tools—as well as e-commerce and e-content management solutions to clients spanning the retail and consumer markets.

**Challenges**

- Integrate and consolidate data collection to drive greater business intelligence
- Provide an efficient, scalable infrastructure to meet future demands
- Enhance the security of the company’s IT architecture

**Solutions**

- Centralized and integrated enetrrix’s data infrastructure with Oracle Database 10g Standard Edition One to boost productivity, enhance operational efficiency, and ensure IT scalability
- Enabled fast and secure information sharing with Oracle Application Server 10g Standard Edition
- Provided a comprehensive and secure IT infrastructure
- Created a foundation for future growth with the ability to rapidly deploy additional functionality
- Increased customer satisfaction by decreasing solution development time by 20%
- Enhanced performance with an easy-to-install, simple-to-manage, and cost-efficient IT architecture—designed specifically for small and medium businesses