

EXR Adopts High Performance Database to Support Future Growth



EXR Korea Co., Ltd
Seoul, Korea
www.exrkorea.com

Industry:

Consumer Goods

Annual Revenue:

US\$324 million

Employees:

300

Oracle Products & Services:

Oracle Database Enterprise
Edition

“Oracle Database allows us to efficiently process large data sets from 340 retail stores every day. We adopted the solution with future growth in mind and now that we manage three disparate entities generating US\$324 million annually, the decision has proved right.” – Geugsoo Jang, Deputy General Manager, Supporting System Integration, EXR Korea

Launched in 2001, EXR Korea markets clothes to the fashion-conscious youth market. The apparel combines the functionality of sportswear with the comfort and style of casual clothing. The company also has the license to distribute Converse sneakers and Dressed To Kill, a premium denim brand, in Korea, China, Japan, and Indonesia.

Since its inception, EXR Korea has used Oracle Database to underpin its business systems. The company expected rapid growth and believed Oracle Database had the performance and scalability to support expansion.

The decision proved sound. Within six years, EXR Korea has expanded from a US\$11.9 million company to a three-entity conglomerate with annual turnover of US\$324 million. Throughout this expansion, Oracle Database has processed sales and customer data from 340 stores nationwide quickly and reliably.

Supporting Rapid Growth

EXR Korea had ambitious growth plans when it launched in 2001. The company believed there was a large market for its products among Korea’s fashion-conscious youth, who are quick to adopt overseas trends. To sustain the expected rapid growth, the company selected Oracle Database, due to the solution’s high performance and scalability.

The Oracle solution underpinned the company’s enterprise resource planning (ERP) system, used for order management, sales, customer service, and distribution and logistics.

Key Benefits:

- Enabled the efficient processing of large data sets from 340 retail stores nationwide
- Supported rapid business growth, from one entity grossing KRW billion in 2001 to three entities generating US\$324 million in 2007
- Improved knowledge by developing a CRM system to analyze customer profiles and inform marketing campaigns
- Set foundation for move to single, integrated ERP system running on common database platform

EXR Korea realized its prediction of rapid growth. The company recorded US\$11.9 million in sales in its first year of trading. By 2004, sales had reached US\$141 million. In 2005, EXR Korea acquired the license to distribute Converse sneakers in Korea and in 2006, Dressed To Kill jeans.

The growth in business has generated increasing data volumes, but EXR Korea has not experienced any performance issues. The Oracle platform is processing large data sets from 150 EXR stores, 150 Converse stores, and 40 Dressed To Kill stores daily, as well as sales and logistics information. The Converse stores generate several hundred thousand dollars in daily sales and the Oracle database platform ensures sales and inbound and outbound logistics information is processed quickly.

Oracle Database is also driving EXR Korea's customer relationship management (CRM) system. The company integrated marketing and data mining systems to create the CRM solution, enabling managers to analyze customer data and develop effective advertising campaigns.

Future Plans

At present, two out of three EXR Korea entities are running Oracle Database Enterprise Edition. The company plans to migrate the third entity to the same version in the near future. It is also planning to replace three disparate ERP solutions with a single system so it can achieve a unified view of its operations.

Why Oracle?

EXR Korea selected Oracle Database for its powerful performance, high reliability, and easy scalability. This was important as the company expected its business to expand rapidly, and wanted a solution that could support quick growth.

Implementation Process

EXR Korea implemented Oracle Database Standard Edition in 2003 and has since upgraded to Oracle Database Enterprise Edition for two of its three entities.

EXR Korea markets a range of sportswear and casual clothing aimed at the youth market. The company also has the license to distribute Converse sneakers and Dressed To Kill, a premium denim brand, in Korea, China, Japan, and Indonesia.