



GfK Group
Retail and Technology
Nuremberg, Germany
www.gfkr.com

Industry:

Professional Services

Annual Revenue:

US\$1.5 billion

Employees:

10,000

Oracle Products & Services:

Oracle Database Enterprise Edition
Oracle Partitioning
Oracle Real Application Clusters

“Oracle has enabled us to expand our business over the last decade to a global level and will continue to play a vital role in GfK Retail and Technology’s business success.”

– Prof. Dr. Thomas Ruf, Managing Director, GfK Retail and Technology

GfK Retail and Technology Scales Data Systems to Expand Services to More Than 70 Countries

GfK Group is one of the largest market research companies in the world. Its Retail and Technology division provides information services on marketing, logistics, and sales to industry and retail companies worldwide. Industry vendors operating in the consumer technology markets receive comprehensive reports to continuously track and manage product and pricing policies, advertising, distribution, sales, and logistics. GfK monitors approximately 350,000 stores in more than 70 countries.

Challenges

- Reduce IT costs
- Scale systems to enable expansion into more countries and support more frequent reporting
- Manage batch production of more than 100,000 offline market research reports and enable online client access to the most up-to-date information
- Cope with several thousand SQL queries per report

Solution

- Created the StarTrack system which uses Oracle Database to produce local and global reports for more than 300 product groups
- Enabled expansion to more than 70 countries
- Installed a scalable core architecture with two HP Superdomes running Oracle Database with more than 2TB of storage each
- Dedicated one database to data loading, transformation, and master data management and the other to data ready for production in an internal data warehouse, minimizing interference between data load and reporting
- Created a farm of 64 HP c-class blades running separate Oracle instances that manages report mass production and keeps batch load off the main systems for high performance
- Provided scalable, reliable external access to client information with another 4TB Oracle Database deployed on Oracle Real Application Clusters with HP ProLiant
- Met performance requirements with optimized data structures based on composite partitioning and bitmap indexes used in all databases