



Giant Eagle, Inc.
Pittsburgh, PA
www.gianteagle.com

Industry:

Retail

Annual Revenue:

US\$7.1 billion

Employees:

36,000

Oracle Products & Services:

Oracle Database
Oracle Enterprise Manager
Oracle Business Intelligence
Enterprise Edition Plus
Oracle Collaboration Suite
Oracle Business Analysis Suite

Giant Eagle Implements Back-End System to Improve Performance and Data Reliability

Founded in 1931, Giant Eagle, Inc. has grown to be the number one supermarket retailer in the Pittsburgh region, and is one of the nation's largest food retailers. The company consists of 161 corporate and 62 independently owned and operated supermarkets (with a 75,000 square-foot prototype) and more than 140 fuel and convenience stores throughout Maryland, western Pennsylvania, Ohio, and north central West Virginia. Giant Eagle is also a wholesaler to licensed stores and sells groceries to other retail chains. According to *Forbes*, Giant Eagle, Inc. is the 33rd largest privately held corporation in the country.

Challenges

- Enhance database performance and allow users to retrieve business information to support key strategic initiatives where and when they need it
- Increase data availability when managing large data volumes
- Maximize legacy infrastructure investments by implementing flexible and interoperable database system and software applications

Solution

- Implemented Oracle Database and Oracle Business Intelligence Enterprise Edition Plus, allowing the organization to access secure, reliable, and accurate data (20TB) that drives critical business decisions daily
- Standardized on Oracle Database as the back-end to virtually every application, reducing maintenance requirements
- Increased data availability and delivered the response times corporate users demanded for data access
- Improved data accuracy and enhanced market analysis capabilities, allowing Giant Eagle to make customer-facing decisions more quickly
- Improved the company's customer loyalty program (Giant Eagle Advantage Card®)—which includes more than 3.2 million households