

heine

Heinrich Heine GmbH
Karlsruhe, Germany
www.heine.de

Industry:

Retail

Annual Revenue:

US\$1.4 billion

Employees:

3,000

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Application Server
Oracle Portal

Oracle Partner:

Best Solutions Based on Oracle
HUNKLER
GmbH & Co. KG

Hunkler GmbH & Co. KG
www.hunkler.de

“Oracle’s grid control administration tool gives us flexible management options that don’t require our employees to delve into the depths of our database architecture.”

– Ralf Kallenborn, Director of Development and Databases, Heinrich Heine GmbH

Heinrich Heine GmbH Cuts Database Administration Costs by 80% with Consolidated Infrastructure

Mail-order firm, Heinrich Heine GmbH was founded in 1951 and has been part of the Otto Group since 1976. The catalog firm offers fashion collections and housewares to customers in Switzerland, Austria, France, the Netherlands, and the Czech Republic.

Challenges

- Create a data infrastructure with low administration and management costs
- Ensure high availability of the company’s data infrastructure and the ability to scale to meet increasing demand
- Ensure optimal load distribution with flexible administration options
- Support the company’s commitment to green computing

Solutions

- Consolidated more than 20 servers and non-standardized databases to streamline administration and reduce costs
- Reduced database administration costs by more than 80%
- Gained the ability to add capacity quickly and easily with Oracle Real Application Clusters
- Ensured high availability with Oracle’s clustered configuration
- Migrated the company’s four largest databases from Oracle Database 9i to Oracle Database 10g in just eight days
- Centralized stipulation and assignment of export terms for the entire database environment to enable efficient batching during the night
- Ensured flexible administration of the company’s data infrastructure using Oracle Database’s grid control features
- Enabled the company to vary load distribution options—including linking database instances operated on different nodes with different tasks—to prevent delays in operations, including truck dispatching
- Replaced older servers with new technology that uses less power