



Ideapark  
Lempäälä, Finland  
www.ideapark.fi

#### Industry:

Retail

#### Employees:

1,000

#### Oracle Products & Services:

Oracle Database  
Oracle Portal

#### Oracle Partner:

Gofore Ltd.  
www.gofore.com

**“Our Oracle-based portal, ISIT, improves efficiency by supporting internal communications in Ideapark’s large and challenging environment. The system saves us considerable time and money, and prevents issues before they arise.”**

– Olli Gestranus, Customer Relations and Development Director, Ideapark

## Ideapark Optimizes Internal Communications for 2,000 Users and Improves Information Flow

Finland’s Ideapark is a “Commercial City”—an enclosed center that covers 100,000 meters and includes the largest shopping mall in Scandinavia, in addition to conference and leisure facilities. Opened in December 2006, Ideapark’s goal is to attract eight million customers annually.

### Challenges

- Create a technology platform to facilitate daily internal communication with Ideapark staff
- Accelerate the collaborative processes of the companies located in Ideapark
- Optimize communication, security management, and service request processes
- Create a service-oriented architecture (SOA) and build a platform capable of integrating new applications and processes

### Solution

- Launched ISIT, a cost-effective internal information and communication portal, built on Oracle Database 10g and Oracle Portal 10g
- Leveraged ISIT to support approximately 2,000 users from 200 different companies including Ideapark management, stores, restaurants, and service providers
- Increased management efficiency by providing a single source of internal data, which will enable future initiatives such as integrated marketing campaigns
- Drew on the expertise of Gofore Ltd. to create a single, standardized, SOA-based portal framework for all internal operations, designed for rapid development and tailoring of corresponding portal solutions
- Enabled targeted internal communications among all companies in Ideapark: single companies, groups of companies, or to individuals matching a specific user profile
- Strengthened security by including information about deliveries and error notifications on ISIT, and by simplifying the management of security passes
- Configured the technology platform to support the rapid and easy addition of further functionality