

The Macerich Company  
Santa Monica, CA  
www.macerich.com

**Industry:**

Professional Services

**Annual Revenue:**

US\$767 million

**Employees:**

2,700

**Oracle Products & Services:**

Oracle Enterprise Manager  
Oracle Internal Controls Manager  
Oracle Portal  
Oracle Collaboration Suite  
Oracle Content Services  
Oracle Discoverer  
Oracle Property Manager  
Oracle Projects  
Oracle Financials  
Oracle Financial Analyzer  
Oracle Human Resources  
Oracle Advanced Benefits

**“Our business is real estate, not technology, so we wanted to find a single vendor that could manage and simplify all aspects of our business technology.”**

– Vicki Cunningham, Vice President, Information Technology, Macerich

**Macerich Creates Data Sharing System to Improve Efficiency**

Macerich is a fully integrated, self-managed, self-administered real estate investment trust that focuses on the acquisition, leasing, management, development, and redevelopment of regional malls throughout the United States. Over the past 31 years, Macerich has carved out a niche in the regional mall industry by transforming regional malls into dominant malls.

**Challenges**

- Replace legacy systems with an efficient, scalable, integrated system to facilitate data sharing and improve data quality.
- Automate leasing lifecycle from prospect to mall tenant
- Improve reporting and analytics capabilities
- Support a growing employee base
- Enhance budgeting and forecasting abilities
- Manage Sarbanes-Oxley compliance

**Solution**

- Transitioned to shared-services with the implementation of Oracle Financials, Oracle Property Manager for revenue accounting, and Oracle Projects for development accounting.
- Automated approvals, notifications and inquiry with the extensive use of workflow and document imaging
- Created a leasing pipeline application for shortened deal lifecycle time and insight to deal process using Oracle E-Business Suite tools
- Leveraged Oracle Human Resources, Advanced Benefits, Compensation Workbench and Self-Service to better manage an employee base that has grown to over 2,700
- Implemented Oracle Portal and Oracle Content Services, with Single Sign-On for information sharing and collaboration.
- Created an enhanced and integrated budgeting and forecasting solution using Oracle Financial Analyzer
- Implemented Oracle Internal Controls Manager to improve management of internal process and controls, thereby easing the efforts associated with Sarbanes-Oxley compliance