

Maeil Processes 50,000 Data Items a Day with Ease Using Powerful Database Solution

Maeil

Maeil Dairy Industry Co., Ltd
Seoul, Korea
www.maeil.com

Industry:

Consumer Goods

Annual Revenue:

US\$744 million

Employees:

1,700

Oracle Products & Services:

Oracle Database Enterprise
Edition

Key Benefits:

- Gained an efficient database platform that can process up to 50,000 data items a day
- Simplified maintenance through the use of comprehensive database management tools
- Ensured high performance at all times to support sales and manufacturing operations

“We needed a high performing database platform to support our enterprise resource planning system. Oracle Database ensures we can process up to 50,000 items a day without worrying about downtime.” – Bumhoon Lee, Manager, Process Innovation Department, Maeil Dairy Industry Co., Ltd

Every day, millions of health-conscious South Koreans will consume a product from Maeil, the country’s leading health food company. Its product range includes infant formula milk, soy milk, milk-based beverages, and yogurt. Maeil also owns Sangha, South Korea’s only cheese producing company.

With business growing year on year, Maeil implemented an enterprise resource planning (ERP) system to gain tight control over its order management, manufacturing, quality control, sales, and distribution activities. The company selected Oracle Database as the underlying database platform, ensuring it had a powerful engine to process thousands of transactions each day.

A Reliable, Scalable Solution

Prior to 2002, Maeil used IBM DB2 databases to underpin its information systems. As its business expanded, the company decided to replace the IBM solution with Oracle Database.

“We required a database solution that was powerful and reliable to support our expanding operations,” said Bumhoon Lee, PI Team, Maeil Dairy Industry. “We also wanted to innovate in order to maintain our market-leading position so we were looking for a flexible solution that could be easily adapted to our needs.”

Maeil processes more than 50,000 data items every day from various business units. Information about business processes such as manufacturing, order management, and customer service is collected and stored in the Oracle database, which presently holds around 4TB of data.

According to Lee, the performance of the Oracle Database has met Maeil’s expectations. “Oracle Database ensures we can process thousands of items every day without experiencing any slowdown in performance or worrying about lost data.”

Simplified Database Management

Maeil has found maintaining the database to be a relatively easy task using Oracle database management tools. The company has also found it easy to source database administrators who are skilled in Oracle Database, as the solution is widely used throughout the industry.

Future Plans

Maeil plans to upgrade its ERP system and implement a data warehouse. As part of these plans, the company will migrate to Oracle Database 10g to ensure it has the capacity to support the new environment.

Why Oracle?

“Oracle Database’s reliability, scalability, and stable performance ensured it could support Maeil’s expanding business and innovation plans,” said Lee. “We wanted to implement an industry-leading solution and Oracle is the one.”

Implementation Process

Maeil implemented Oracle Database in 2002 and will move to Oracle Database 10g in the near future.

Maeil is the leading health food company in South Korea. Its product range includes soy milk, milk-based beverages, bottled water, and yogurt, as well as baby food. The company also owns the only cheese manufacturer in the country.