



Motivaction International B.V.
Amsterdam, The Netherlands
www.motivaction.nl

Industry:

Professional Services

Annual Revenue:

US\$20 million

Employees:

100

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters

Implementor:

Oracle Consulting

“Operating in a customer-driven environment as Motivaction does requires quality, flexibility, and continuity. Oracle technology supports each of these objectives.” – Lennart Huizing, Manager IT Development, Motivaction International B.V.

Motivaction International B.V. Gains New Insight with Reliable and Scalable Data Infrastructure Solution

Motivaction International B.V. is a leading opinion, policy, and market research company based in the heart of Amsterdam. Since its establishment in 1984, Motivaction has conducted research for a wide range of companies, government agencies, and other organizations—providing a tangible means for enhancing its clients’ operational effectiveness. The organization conducts research internationally and online through various respondent communities, including StemPunt.nu.

Challenges

- Create a highly reliable and available data infrastructure to support the company’s research initiatives
- Ensure scalability of the IT environment to accommodate future growth
- Extend existing IT investments by ensuring that solution works with Windows 2003 and .Net

Solution

- Worked with Oracle Consulting to implement Oracle Database and Oracle Real Application Clusters to create a highly reliable, scalable, and cost-effective IT infrastructure
- Ensured around-the-clock availability of data, even during system maintenance, to support Motivaction’s research projects
- Created a system that is compatible with the company’s existing technology investments
- Enabled Motivaction to perform research more efficiently as all data (more than 1.5 billion responses) can be stored in a single database that provides extensive cross-referencing capabilities
- Gained the ability to add capacity quickly and cost effectively as needed with Oracle Real Application Clusters
- Used Oracle Automatic Storage Management, a component of Oracle Database, to more effectively manage storage