



Experts in home finance.

ooba
Cape Town, South Africa
www.ooba.co.za

Industry:

Financial Services

Employees:

500

Oracle Products & Services:

Oracle Database Enterprise Edition
Oracle Real Application Clusters
Oracle Application Server
Oracle SOA Suite
Oracle Portal
Oracle WebCenter Suite

Oracle Partner:



eSight
www.esight.co.za

“Our integrated site based on Oracle technology delivers vastly superior results, cuts time to market for new content, and has dramatically reduced financial and staffing overheads.” – Dominique D’Hotman, Manager of Enterprise Architecture, ooba

ooba Reduces Costs and Expands Revenue Channels with Comprehensive Web Development Solution

ooba provides services for homeowners, from property searches to insurance and financing. The company provides free, independent advice face-to-face, by telephone, and online through its oobabond, oobasearch, oobainsure, and oobacard offerings. Ooba has offices across South Africa, as well as a call center.

Challenges

- Rebrand the company online as ooba and consolidate Web entities MortgageSA.com and PropertyGenie.co.za—built on Microsoft ASP/SQL and open source Java, Apache, and PostgreSQL—to a single development platform to reduce costs
- Reduce the three-to nine-month development schedules required for adding new functionality to the previous site
- Minimize outages from unacceptable 10% to 15% downtime
- Eliminate outsourced developers for updating Web content
- Create new revenue streams by enabling property developers to upload premium content for featured developments themselves
- Gain insight into subscription, listing, and page view metrics

Solution

- Developed a fully integrated Web presence with Oracle Application Server, Oracle Portal, and Oracle WebCenter—repurposing in-house infrastructure, administration, and development capabilities and saving ooba approximately US\$8,000 to US\$10,000 (R80 to R100,000) per month
- Cut research and development times for new functionality by an average of 80% to 90%
- Eliminated performance bottlenecks and strengthened overall stability with integrated management tools
- Gained end user content management capabilities to enable non-technical users to make changes within hours, rather than weeks as required through the previously outsourced service
- Launched a new subscription model that charged more than 700 real estate and property developer branches to add property listings with varying amounts of rich content
- Enhanced outdated analytics methodologies with Oracle Portal to accurately quantify visits per month, page views, unique visitors, and new visitors metrics
- Cut overall hosting and support costs by US\$40,474 per year