

Panasonic Logistics Optimizes Applications Management, Ensures High System Availability



Panasonic Logistics
Hong Kong
www.panasonic-hk.com

Industry:

Industrial Manufacturing

Oracle Products & Services:

Oracle Database
Oracle Financials
Oracle On Demand

Key Benefits:

- Provided around-the-clock system availability with proactive database and application management support from Oracle On Demand
- Ensured efficient application upgrade and rapid problem-solving as a result of expert advice from Oracle technicians
- Maintained control over costs with predictable, low risk Oracle solution
- Released internal IT staff to concentrate on higher value tasks

“Panasonic is proud of being one of the world’s premier electronics manufacturers. We also take pride in maintaining a robust technical infrastructure for our operations to make sure our suppliers can rely on our supply chain. Oracle helps make this happen for us.” – Marco Chung, IT Manager, Panasonic Logistics, Hong Kong

Hong Kong-based Panasonic Logistics is a subsidiary of Matsushita Electric Industrial Company Limited. It provides logistics management services covering the North East Asia region, including China, Korea, and Taiwan.

Increased demand from retailers to deliver orders faster and more accurately, along with anticipation of strong business growth, prompted Panasonic Logistics to reassess its computing platform. The company was previously using a heavily customized patchwork of applications that often caused supply chain inefficiencies.

Panasonic decided to replace its disparate systems with Oracle E-Business Suite and outsource the management of the platform to Oracle On Demand, ensuring its critical applications were proactively hosted and managed by Oracle experts.

By keeping its systems up-to-date, highly available, and managed for top performance, Panasonic Logistics not only accelerated the implementation of the Oracle solution, but also improved the reliability, scalability, and security of the platform.

Proactive System Management

With an internal IT team of seven people, Oracle On Demand is an ideal solution for Panasonic Logistics. Oracle On Demand gives the company easy access to product experts and frees its IT staff from basic database administrative duties so they can concentrate on higher value strategic technology projects.

Oracle On Demand provides Panasonic Logistics with proactive change management guidance on system deployment and advice on technical infrastructure issues and implementation of risk

reduction strategies. Oracle consultants follow global best-practice for IT upgrades, capacity planning, and performance tuning, optimizing database and application management.

“We have learnt a lot from Oracle’s best-practice processes,” said Marco Chung, IT manager for Panasonic Logistics, Hong Kong. “We are now preparing our upgrade strategy and making the most of new functionality available in Oracle’s latest release. Using the latest version of the application suite and developing a plan for maintaining software currency is vital to our business.”

Panasonic Logistics is considering expanding the use of the Oracle platform to include more functions and integrating data from different countries in the region.

Why Oracle?

Panasonic Logistics selected Oracle E-Business Suite as the foundation of its new business management system to take advantage of the increased flexibility and functionality offered by the latest version of the software. Using Oracle On Demand to oversee its new system would provide the company with predictable monthly costs, saving money over the long term.

“Oracle On Demand allows us to focus our manpower, time, and effort on what we do best: running our business,” said Chung.

Implementation Process

Panasonic Logistics receives 24-hour Oracle premier support and lifecycle software management. Through the local Oracle On Demand team, the company can also call on Oracle’s Global Product Support Centre.

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