



Quelle GmbH
Fürth/Bavaria, Germany
www.quelle.de

Industry:

Retail

Annual Revenue:

US\$4.26 billion

Employees:

7,700

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Discoverer
Oracle Business Intelligence
Oracle Real Application Clusters
Oracle Forms and Report

Oracle Partner:



Information Systems Engineering
(ISE) Gräfenberg, Germany
www.ise-informatik.de

“Our Oracle data warehouse enables us to analyze and store all of our information on a daily basis with a high level of detail. This allows us to plan and act flexibly, to better understand the customer and what he or she wants.” – Dr. Michael Semmler, Head of Data Management, Quelle GmbH

Quelle GmbH Optimizes Scalability and Availability with High-Capacity Data Warehouse Solution

Quelle GmbH, a Primondo group company, is part of the mail-order business segment of Arcandor AG, a large German retail and mail order company formerly known as KarstadtQuelle AG. Quelle operates mail-order centers in 15 countries throughout Europe as well as 4,000 retail stores, offers teleshopping options, and hosts an internet presence.

Challenges

- Extract detailed and compressed information for optimal customer orientation
- Construct an extensive data warehouse that offers high performance and availability
- Replace the company’s symmetric multiprocessing (SMP) architecture with a cluster architecture to increase performance and reduce costs

Solution

- Implemented Oracle data warehouse to provide capacity for up to 12 terabytes of data and a strong foundation for business intelligence capabilities
- Consolidated business processes onto a centralized enterprise data warehouse
- Enabled complete and comprehensive reporting for marketing, product management, enterprise resource planning, and financials with Oracle Discoverer
- Gained the ability to precisely forecast customer behavior
- Allowed Quelle to manage multichannel customer relationship management campaigns
- Transferred and compressed data for the past nine seasons (4.5 years) from 25 different source systems using more than 90 interfaces
- Worked with Oracle Certified Partner Information Systems Engineering (ISE) Gräfenberg to develop additional database applications through procedural language/structured query language, Java, Oracle Forms and Reports, individual solutions, and tuning
- Optimized scalability, performance, and availability by replacing Quelle’s SMP architecture with a 12-node Oracle cluster
- Doubled hardware capacity without increasing costs