



Oracle Customer Spotlight



UDR, INC.
Highlands Ranch, CO
www.UDR.com

INDUSTRY:
Financial Services

ANNUAL REVENUE:
US\$613 million

EMPLOYEES:
1,300

**ORACLE PRODUCTS
& SERVICES:**
Oracle On Demand
PeopleSoft Enterprise Financial
Management System Suite
Payables
General Ledger
Asset Management

"UDR's strategic alliance with Oracle via Oracle On Demand allowed us to play to our strengths and utilize Oracle's strengths in managing the PeopleSoft environment."

– Dhrubo Sircar, Chief Information Officer, UDR, Inc.

UDR, Inc. Redirects IT Resources with Hosted Financial Management Solution

UDR, Inc. is a leading multifamily real estate investment trust (REIT) that manages, buys, sells, develops, and redevelops real estate properties in targeted markets in the United States.

Challenges

- Facilitate the company's accelerated corporate relocation by redeploying a major application from UDR to Oracle On Demand in just three months
- Establish a consistent end-to-end application service level agreement to ensure system consistency and reliability across all locations with predictable technology maintenance
- Reduce investment in highly technical, commodity IT skills
- Redirect IT resources to focus on core competencies
- Reduce cost and complexity of Sarbanes-Oxley compliance
- Automate financial processes to improve productivity and data access to help management make informed decisions
- Upgrade the company's financial management solution to ensure continued support and capitalize on expanded functionality

Solution

- Selected Oracle On Demand - PeopleSoft Enterprise to ensure rapid system deployment within three months to meet the company's corporate headquarters relocation timeline
- Upgraded Oracle's PeopleSoft Enterprise Financial Management from version 8.4 to version 9.0 in four months, automating key financial processes including voucher uploads and vendor classifications and ensuring optimal support
- Pursued a hosted and managed solution—instead of rebuilding a data center—to accelerate implementation, minimize risk, redeploy IT staff to more strategic initiatives, and gain seamless access to Oracle expertise
- Enabled UDR to execute hundreds of millions of asset transactions in a few months to meet its 2008 financial close deadline
- Minimized Sarbanes-Oxley segregation of duties conflicts by conducting critical business analysis and development internally, and offloading database support, server management, infrastructure maintenance, and application migrations to Oracle