

Universal Music Germany Improves Integration Processes, Cuts Implementation Time by 60%



Universal Music
Berlin, Germany
www.universal-music.de

Industry:
Media and Entertainment

Oracle Products & Services:

Oracle Data Integrator
Oracle Database

Key Benefits:

- Scales easily and operates 24 hours a day
- Cuts implementation time by 60% and is easy to learn
- Leaves actual implementation tasks to automated native code generation based on business rules, allowing designers and developers to focus on what they want to achieve

"The ramp-up time was short. Oracle Data Integrator is very easy to learn, and the productivity of the design and development phases is high. It has cut our implementation times by 60%." – Ernst Röntgen, Director of Application Development, Universal Music Germany

Universal Music Germany, the German subsidiary of UMG, operates a number of complex IT systems to effectively manage its sales, customers, products, and inventory. While some of these systems are operated directly in Berlin, Germany, other systems are hosted by the group's central IT in Fishers, Indiana.

"The systems we interact with include OS/390 and AS/400 servers, RDBMS such as Oracle and SQL Server, as well as a JD Edwards ERP, and a number of various file types," said Ernst Röntgen, director of application development for Universal Music Germany. "Furthermore, our integration processes range from nightly batches to near-real-time updates. Our manually written scripts could no longer cope with such demands as the business was changing fast, and we had to keep on track."

Why Oracle?

After analyzing several solutions on the market, Universal Music Germany chose Oracle Data Integrator (formerly called Sunopsis) as its data integration solution. "Integration processes are at the core of our business, and their reliability is essential to the continuity of our operations," Röntgen said. "For example, several of these processes work deep inside our order processing system. We had to choose a solution that not only addressed our technical requirements, but would also scale easily with our needs and operate reliably 24 hours a day, seven days a week."

Oracle Data Integrator was initially deployed for the loading of the sales data warehouse, which involved a mix of nightly batch loads from the ERP and other international databases. It also provided 30-minute-interval refreshes from the invoice routing tool. A dashboard was implemented on top of the data warehouse, to access information such as sales orders and customer profits and losses, up to the previous day.

“The ramp-up time was short,” Röntgen said. “Oracle Data Integrator is very easy to learn, and the productivity of the design and development phases is high. Using it, we have cut our implementation times by 60%.”

The productivity gain is due mostly to Oracle Data Integrator’s business-rules-driven approach, which insulates business rules from the actual implementation. This allows designers and developers to focus on what they want to achieve, leaving the actual implementation task to automated native code generation. “The business-rules approach also facilitates maintaining the integration processes,” Röntgen said.

The initial project was successfully designed and deployed in less than four months, and Universal Music Germany plans to expand the use of Oracle Data Integrator to other areas. “We are starting another integration project, which will involve exchanging data several times a day between our ERP and sales operating systems. Other projects will follow closely, as the demand for faster data processing is growing,” Röntgen said.

Universal Music Group (UMG) leads the music industry in global sales with an estimated 2005 worldwide market share of 25.6%. Its global operations encompass the development, marketing, sales, and distribution of recorded music through a network of subsidiaries, joint ventures, and licensees in 75 countries, representing approximately 98% of the music market.

UMG is the number one company in countries that together represent more than 50% of the global music market sales, including the US and the UK. UMG’s business also includes music publishing. Universal Music Group is a unit of Vivendi, a global media and communications company.