



Volume Ltd.
Reading, England
www.volume.co.uk

Industry:

Professional Services

Annual Revenue:

US\$8.4 million

Employees:

70

Oracle Products & Services:

Oracle Database

“Oracle Database 11g enables us to punch above our weight in a highly competitive industry. It underpins our strategy to become the leading company in our sector.” – Chris Sykes, Managing Director, Volume Ltd.

Volume Ltd. Gains Instant ROI from Technology Upgrade

New-generation marketing communications agency Volume Ltd. leverages its creative expertise to design, deliver, host, and support online marketing campaigns and multichannel solutions for some of the world’s largest organizations. Volume’s success has won it the business of many leading companies including Dell, Linde Group, and Yahoo!

Challenges

- Offer the highest levels of performance, scalability, reliability, and security for customers’ business-critical campaigns
- Support data loads expanding by 43% each year and underpin annual revenue growth of 50%
- Increase footprint and extend competitive advantage

Solution

- Replaced legacy infrastructure with Oracle Database 11g using an in-house team
- Went live in two months with no disruption to 60 hosted customer applications and multiple live campaigns
- Used Oracle SecureFiles feature to gain a single repository for the storage, management, and back-up of all data
- Boosted response times with faster data access and retrieval
- Automated routine system management with Oracle’s self-healing features, enabling IT team to focus on proactive, value-generating activities and improve customer service levels
- Migrated 50% of campaigns to new system within six months
- Continued running smaller campaigns on Microsoft .NET during the phased migration to the new operating platform
- Halved server numbers required using Oracle’s advanced compression and data partitioning features
- Reduced energy costs by 40% within six months of go-live
- Gained almost instant return on investment while using less than 20% of full functionality
- Set to generate further efficiencies using more features
- Won renewed confidence of customers by backing up customer-facing applications with highly reliable IT platform
- Built solid technology foundation to underpin bids for larger and more complex projects while increasing competitive edge