

Xactly Corporation Improves Database Performance by 20% to 25% with Upgrade



Xactly Corporation
San Jose, CA
www.xactlycorp.com

Industry:

High Technology

Employees:

More than 120

Oracle Products & Services:

Oracle Database Enterprise Edition
Oracle Business Intelligence Enterprise Edition

Key Benefits:

- Improved overall database performance by 20% to 25%
- Delivered faster, more accurate data to customers
- Enabled offloading of reporting data to standby systems to increase performance of the primary database
- Built a solid foundation for a new analytics application

“As a software-as-a-service provider, we have to earn our customers’ business each day. Oracle Database 11g Enterprise Edition provides the performance, scalability, and availability we need to deliver on our service level agreements and maintain the highest level of service.” – Satish Palvai, Cofounder and Chief Technology Officer, Xactly Corporation

Businesses everywhere recognize that sales compensation programs are one of the keys to motivated, productive, successful sales teams. Successful compensation programs can significantly impact the bottom line with increased profits—not to mention improved employee morale. A growing number of businesses have looked to automated sales compensation solutions as a way to more efficiently run compensation programs. Historically, however, the vast majority of companies were unable to afford such solutions due to high up-front software license costs and maintenance fees.

Xactly Corporation was founded in 2005 to meet the needs of a broader market, leveraging the software-as-a-service (SaaS) model to provide affordable on-demand sales compensation solutions that allow companies of all sizes and budgets to improve business performance without complex software implementations and high costs. Using Xactly software solutions, companies can easily and affordably design, implement, manage, audit, and communicate sales compensation programs. Today, Xactly also offers software for sales performance management, analytics, and various other sales-related tools.

To support its software, Xactly needed a reliable database solution to store customers’ sales data—aggregated from disparate systems into a secure, hosted repository—and enable them to access and analyze that vital data around the clock. Xactly deployed Oracle Database Enterprise Edition in 2005 and then three years later upgraded to Oracle Database 11g Enterprise Edition to take advantage of new features including Oracle Active Data Guard.

“Oracle Database Enterprise Edition is vital to our business, and the new version, 11g, has already brought significant

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Cofounder and Chief
Technology Officer
Xactly Corporation

improvements to our system performance. Overall, we are already seeing a 20% to 25% performance improvement,” said Satish Palvai, cofounder and chief technology officer, Xactly Corporation.

Improving Performance and Quality of Service

Given the nature of Xactly’s business, it needs to ensure that customers can access and quickly query their sales data 24 hours a day, seven days a week, 365 days a year. Further, as a growing company, Xactly needs a scalable solution.

“As a SaaS provider, we have to earn our customers’ business each day. Oracle Database 11g Enterprise Edition provides the performance, scalability, and availability we need to deliver on our service level agreements and maintain the highest level of service,” Palvai said.

With the upgrade to 11g, Xactly gained several new features to support these goals. For example, the Oracle Active Data Guard feature allows the company to offload inactive data to standby systems. In addition, Oracle Advanced Compression enables Xactly to significantly reduce database storage footprint and resource requirements; and Oracle Partitioning helps to improve performance efficiency.

Xactly has deployed Oracle Active Data Guard and found it to be particular useful as it relates to delivering accurate, responsive reports, while maintaining high system performance, according to Palvai.

“In any type of sales compensation or sales performance management application, there is a good deal of data in terms of commissionable events, sales orders, and related rules for compensation rewards, such as commissions and bonuses,” Palvai said. “So not only are we processing internal operations related to that data, but we are also trying to provide all of our reports in real time or near real-time. Oracle Active Data Guard’s ability to allow us to offload the reporting activities from the primary database is extremely important and has helped us improve our overall database performance.”

Enhanced Troubleshooting

In addition to the Oracle Active Data Guard deployment, Xactly is currently exploring and testing several other features within

Oracle Database 11g Enterprise Edition. Oracle Total Recall and Oracle Flashback Technology are particularly attractive, according to Palvai.

“The primary reason that the Oracle Flashback and Oracle Total Recall features caught my eye was their ability to troubleshoot production issues. We can capture a scenario, bring it in-house, and replay the scenario to see what’s happening. This will enable us to solve problems quickly,” Palvai said.

These features will not only help Xactly troubleshoot production issues, but also workloads, helping to assess system performance based on a given scenario. In addition, the flashback feature could help Xactly recover data in the case of a disaster or some other unfortunate event.

Efficient Data Storage

Compression technology is another feature Xactly is testing. “Oracle Advanced Compression can help Xactly manage disk space most efficiently in terms of getting the throughput we desire. We have been testing the new features, and right now we are seeing about a 20% improvement. We will continue to do more tests as this is a product we are eager to implement,” Palvai said.

Partitioning Capabilities

Xactly also benefits from Oracle Partitioning, another feature of Oracle Database 11g Enterprise Edition.

“Partitioning enabled us to divide customer data, which is all on a single instance of the database, to improve performance significantly and to provide secure access,” Palvai said.

Foundation for New Analytics Service

In addition to Oracle Database, Xactly has implemented Oracle Business Intelligence Enterprise Edition to deploy an analytics solution that helps customers track and analyze what they have sold, to whom, where, through which channels, and at what discounts.

The analytics application will provide out-of-the-box dashboards for common functions, such as sales incentive analysis, sales performance analysis and product performance analysis reports, and dashboards that work immediately without any customization or configuration needed. Oracle Business Intelligence Enterprise Edition will help Xactly deliver advanced reporting capabilities as well as dashboard creation tools that help end users gain value from the analytics application much more quickly.

Seamless User Experience

With Oracle as its foundation, Xactly is able to deliver high-quality, low-maintenance software to its end users. Due to its multi-tenant approach, Xactly can offer more affordable solutions and easily manage its internal architecture, including software upgrades, without disruption to its customers.

“Oracle has provided the reliability, scalability, and high availability necessary to enable us to deliver a quality user experience and succeed in the SAAS market,” Palvai said.

Improved Engineer Productivity

With the enhanced features in Oracle Database 11g Enterprise Edition, Palvai noted that Xactly’s engineers spend less time managing the infrastructure, freeing up more time to work on advancing the company’s end-user applications.

“Because our engineers do not have to spend day in, day out watching the databases, we can focus more on our core strengths—our applications. This has allowed us to innovate to provide more and even higher quality applications to the end users,” Palvai said.

Why Oracle?

“When considering a database solution, we did not spend a great deal of time considering other databases,” Palvai explained. “My prior experience with Oracle was positive, and I strongly believe that—when you look at SAAS applications or multitenant applications—Oracle’s technology is the strongest and best choice.”

Implementation Process

Xactly originally implemented Oracle Database in 2005. The upgrade to Oracle Database 11g went smoothly, with the final migration of data lasting only 10 hours, according to Palvai. Xactly runs Oracle Database 11g Enterprise Edition and Oracle Business Intelligence Enterprise Edition on multiple database servers connected by Oracle Active Data Guard and running on Linux..

Advice from Xactly Corporation

- When deploying a SaaS or multitenant application, the infrastructure and technology choices are very important to consider early on so you do not spend time rewriting or re-doing things later.
- When you are getting started, particularly as a start-up, there may be a less expensive, lower-quality solution you could use. However, a few years later, you would probably have to come back and recode and redo everything to achieve the reliability, availability, and scalability you need. So be sure to select a technology solution that supports you not only today, but also tomorrow.

Xactly Corporation is a market leader in on-demand sales performance management. The company's flagship product, Xactly Incent, enables sales and finance executives to design, implement, manage, audit, and optimize sales compensation management programs easily and affordably. The Xactly family of products is used in a variety of industries and at companies of all sizes.