

INFORMATION FOR SUCCESS

Better Business Results with Oracle Corporation
Oracle Database on Windows and .NET Customers
Share Their Success
August 2008





ORACLE IS THE **INFORMATION** COMPANY

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BioGrid Australia
Melbourne, Australia
www.mmim.org.au

Industry:

Healthcare

Annual Revenue:

US\$22.4 billion

Employees:

19

Oracle Products & Services:

- Oracle Database

Melbourne Health and BioGrid Australia Turn to New Database to Host Medical Images

“Oracle Database 11g gives us functionality that allows us to preserve patient confidentiality while allowing experts to undertake valuable research that can lead to greater insight into epilepsy and other conditions.”

— **Naomi Rafael**, Senior Database Administrator, BioGrid Australia

Melbourne Health is a major public health provider in Victoria, Australia. The organization provides comprehensive acute, sub-acute, and community-based health care programs to about one-third of metropolitan Melbourne’s population, as well as general and specialist services to regional and rural Victorians and state-wide services.

Melbourne Health hosts the information technology infrastructure for a unique health service offered by BioGrid Australia. This organization provides medical researchers with an online service that lets them access data from disparate sources, so that they can compare medical histories gathered by many institutions and use the collected data to help understand and treat different diseases. BioGrid Australia conducts research funded by Australia’s state and federal governments.

BioGrid Australia recently made available a set of historical Magnetic Resonance Imaging (MRI) images from the past 15 years which had only been available on archival tapes, to help researchers understand how to treat epilepsy. However, the organization had no database or associated infrastructure that could cope with the specific image types or privacy requirements of the new service.

After evaluating several solutions, BioGrid Australia selected Oracle Database 11g to host and manage data used by the service. Oracle Database 11g’s ability to natively process the industry-standard Digital Imaging and Communications in Medicine (DICOM) image type and metadata played a critical role in BioGrid Australia’s final decision. Overall, the database offered superior functionality at lower prices than competing solutions.

The organization expects Oracle Database 11g to play a critical role in epilepsy, stroke, and multiple sclerosis (MS) research.

A New Way for Researchers to Access Data

BioGrid Australia is dedicated to helping medical researchers access data to treat a wide range of diseases. The organization provides online access to medical records gathered by many medical institutions. By making this data available online, BioGrid Australia makes it far easier for researchers to access information that may help them more quickly develop life-saving treatments.

Key Benefits:

- Created online database of DICOM images to help epilepsy, stroke, and multiple sclerosis researchers devise new treatments for the conditions
- Simplified information technology requirements through native processing of DICOM images
- Preserved patient privacy by anonymizing DICOM images without losing the link between the image and patient record

Online access also makes it possible for geographically dispersed researchers to work on the same data. This potentially widens the pool of expertise used to address problems and advances the chances of useful breakthroughs.

In 2007, Melbourne Health offered BioGrid Australia the chance to include a vast set of medical images, half of which are brain scans, in its collection. This new resource offers epilepsy, stroke, and MS researchers the opportunity to gain new insights into the conditions.

“For example, we have a database of uniquely identified epilepsy patients, their conditions, their visits to the clinic, seizure episodes, and the medication they take,” explained Naomi Rafael, senior database administrator with BioGrid Australia. “The idea is that a researcher will be able to, if authorized, make a single query to find people with certain types of epilepsy and retrieve all of the images.”

By correlating all of the data available about epilepsy patients, researchers may be able to identify more effective treatments faster than has previously been possible.

Privacy Challenges

The images held in the database are captured in the DICOM file format. DICOM is a standard that governs transmission, storage, and printing of medical images. Medical researchers prefer the format as information about a patient is integrated closely with its associated image.

For BioGrid Australia, this feature of DICOM created a privacy challenge, as while the organization wanted its researchers to access as many images as possible, it must preserve patient privacy by ensuring researchers cannot identify individual patients. The organization therefore had to anonymize DICOM images without losing the link between the image and patient records.

In addition, BioGrid Australia’s existing data collection was held in multiple formats that could not be adapted to the DICOM standard. New infrastructure to present the images was therefore needed to create the service.

BioGrid Australia initially examined Picture Archiving and Communication Systems applications (PACS) commonly used to store and access the output of medical imaging devices.

“A fully-functional proprietary PACS system was beyond our budget,” said Rafael. BioGrid Australia also ruled out open source PACS systems as Melbourne IT did not support Linux-based platforms.

Rafael also considered a database or database-driven content management system, but again felt it did not offer an appropriate solution as it could not store DICOM files without complex workarounds.

“We looked at several databases that could store large, unstructured data types. But if you

wanted to look into the metadata about DICOM files, you had to catalog and store it separately,” she said.

The result would have been a database of images and a second index of the metadata, an untenable situation as BioGrid Australia had neither the resources nor the desire to operate two pieces of infrastructure for the new service.

BioGrid Australia also rejected the approach of engaging developers to write a custom application. As well as being expensive, the move would very likely have made the organization highly dependent on those developers. If they moved onto other projects, BioGrid Australia would be left without the expertise required to enhance the system.

Why Oracle?

With other databases and PACS systems unsuitable, Rafael’s search led her to Oracle. “Whenever I looked up DICOM data storage on Google, Oracle kept coming up,” she said.

Further research led Rafael to the realization that Oracle Database 11g could handle DICOM images natively. The product also incorporated functionality to preserve patient data within the DICOM files while “anonymizing” each record to ensure researchers do not access data they are not entitled to.

The new infrastructure also means the 24-hour turnaround required from receipt of an image request to delivery to a researcher on CD or DVD is slashed to one hour.

“When the system is in production, researchers will be able to select an image or images, download them via a self-service application, and burn them onto a CD or DVD as required,” she said.

The availability of Oracle Database 11g on the Microsoft Windows platform also provided Melbourne Health with a measure of comfort. With the Melbourne Health information technology department more conversant with Microsoft operating systems than with other products, this reinforced its capacity to manage the new database within the BioGrid Australia infrastructure.

However, BioGrid Australia has also trialed the loading of DICOM images in Oracle 11g on the Linux platform so it is prepared to integrate additional hospitals’ images if they are on Linux.

BioGrid Australia also welcomed the compression capabilities of Oracle Database 11g as they expect to reduce the load on the storage systems required to preserve the organization’s data.

Implementation Process

BioGrid Australia participated in the Oracle Database 11g beta program after questioning Oracle about the multimedia data management capabilities of Oracle Database 10g.

“The beta team completely exceeded our expectations when they responded to our questions with several teleconferences and internet demonstrations of the features we needed for our application with the DICOM images,” said Rafael. “They provided documentation pre-publication and the relevant developers to answer our questions as they arose.

“Overall, the beta team’s contribution to our project was excellent and very responsive.”

BioGrid Australia has written the applications required to support its deployment of DICOM images in Oracle Database 11g. “We used the 11g DICOM import method and also the direct load facility, which was faster,” said Rafael.

“Our Oracle 11g implementation infrastructure can be re-used,” she added, pleased that the system’s flexibility will allow BioGrid Australia to use the database for future projects such as storing Positron Emission Tomography (PET) scans.

Advice from BioGrid Australia

- Avoid custom software where possible as it introduces risk.
- Do not store data in complex systems.
- Use software that can natively process, handle, and store specific file formats.

Melbourne Health is a major public health provider in Victoria, Australia. It hosts the information technology infrastructure for a unique health service offered by BioGrid Australia. This organization provides medical researchers with an online service that lets them access data from disparate sources.

Development Dimensions International

Pittsburgh, Pennsylvania
www.ddiworld.com

Industry:

Professional Services

Annual Revenue:

US\$150 to 300 million

Employees:

1,200

Oracle Products & Services:

- Oracle Database
- Oracle Financials
- Oracle Order Management
- Oracle Data Provider for .NET
- Oracle Developer Tools for Visual Studio .NET

Development Dimensions International

Automates Printing and Invoicing Processes to Improve Productivity Processes

“Oracle has greatly improved our global operations by streamlining our printing and invoicing processes to allow greater accuracy and productivity enterprisewide.”
— **James Hughes**, Manager of Software Engineering, Development Dimensions International

Founded in 1970, Development Dimensions International (DDI) is a global human resources consulting firm focused on helping organizations close the gap between today’s talent capabilities and future talent needs. DDI offers expertise in designing and implementing selection systems, and identifying and developing front-line to executive leadership talent.

Challenges

- Eliminate manual document printing processes to increase throughput and reduce operator error
- Eliminate manual input of currency rate data
- Improve the timeliness and accuracy of data used for invoicing and other critical business activities

Solutions

- Developed and implemented a Windows Service application using Oracle’s Data Provider for .NET to efficiently process document printing orders for printed materials not in stock on warehouse shelves
- Automated document printing tasks, improving throughput and operator capacity
- Leveraged Oracle’s .NET tools to facilitate synchronization of currency exchange rate data across organization (applications)
- Leveraged a service-oriented architecture to retrieve data from a third-party resource that provides currency exchange rate data, improving timeliness and accuracy through continuous, automated execution of the synchronization service
- Enabled automatic routing of print jobs to any company printer worldwide, reducing shipping costs and avoiding customs delays
- Eliminated potential user errors by automating manual tasks, enhancing overall product quality
- Achieved significant times savings, allowing employees to devote increased time to more value-added tasks

emsCharts, Inc.
West Mifflin, PA
www.emscharts.com

Industry:

High Technology

Annual Revenue:

US\$1.4 million

Employees:

10

Oracle Products & Services:

- Oracle Database Standard Edition
- Oracle Real Application Clusters
- Oracle Recovery Manager
- Oracle Data Provider for .NET

emsCharts Optimizes Data Management to Speed Delivery of Critical Patient Information to Hospitals

“Oracle has a more scalable and reliable database product—and a more-efficient way of managing the memory structure across clustered nodes, which delivers better performance. As a result, we’ve achieved high-end clustering capabilities for a relatively low cost.”

— **Pete Goutmann**, Vice President of Technology, emsCharts, Inc.

Founded in 2003, emsCharts, Inc. provides pre-hospital care professionals with dynamic, state-of-the-art solutions for optimized patient health care, quality assurance, and operational productivity. Developed in conjunction with, and fully tested by, medical and public safety professionals, emsCharts software provides an end-to-end total patient data management solution from dispatch through billing, at a flat monthly fee. emsCharts customers include ambulance operators, air medical companies, hospitals, and state emergency management services offices.

Challenges

- Replace manual data collection procedures that resulted in a four-to-six-week turnaround time to return paperwork to the home base and process as needed
- Provide a scalable IT platform to process over 3,000 medical records each day
- Maintain high levels of data security
- Enable high availability to support real-time data requirements

Solutions

- Implemented Oracle Database 10g Standard Edition on Windows to create a highly available, reliable, scalable, and secure IT infrastructure to support emsCharts’ medical information management solutions
- Provided a platform for instantly uploading on-scene-generated patient information to the emsCharts data center-replacing manual processes and speeding delivery of critical care details to hospital personnel
- Provided a high-performance infrastructure with Oracle Real Application Clusters, supporting more than 30,000 users including several hundred concurrently
- Enabled high availability with only six hours of downtime per year
- Improved performance and strengthened data security with Oracle Database 10g
- Deployed Oracle Real Application Clusters to enable emsCharts to take servers offline for maintenance without affecting users and workloads
- Ensured reliability to support data accuracy mandates
- Created a system that allows the company to cost-effectively meet its database growth demands of 1 gigabytes per week

JOMO GV-Partner
Weeze, Germany
www.jomo-grosshandel.de

Industry:

Retail

Annual Revenue:

\$3.8 Billion

Employees:

730

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Partitioning
- Oracle Developer Suite
- Oracle Warehouse Builder

JOMO GV-Partner Improves Reliability and Performance of its Data Warehouse

“Oracle Data Warehouse allows us to advance our consolidation strategy.”

— **Eduard Strebel**, Procurement, JOMO GV-Partner

At JOMO GV-Partner, progress is tradition. The company founders knew that back in 1923, when Josef Moll in Goch am Niederrhein first began supplying margarine and other edible fats to the large kitchens in hospitals and nursing homes in Germany. The company always adapted its services to the developments and needs of the market, focusing on tradition and innovation to best serve its customers. Today, a full seamless range of products, the latest storage technology, and perfect logistics make JOMO GV-Partner the leading supplier to the catering trade.

JOMO GV-Partner is a shareholder and part of the GV-Partner association of companies and is also the leading full-service supplier for customers that operate in Germany. The company offers a standardized service portfolio, supplemented by regionally specific features, from a total of eight logistics centers. This allows JOMO GV-Partner to provide national competence and presence with simultaneous partnership-based, customized customer care on-site. The GV-Partner group is the most important wholesale supplier in Germany, guaranteeing optimal pricing in all procurement markets and offering customers maximum cost-effectiveness in purchasing.

JOMO's data warehouse had become a central linchpin for data queries of all types within the GV-Partner group of companies. The group primarily used the data warehouse for sales analyses of the wholesale trade.

After a few years of use, it was necessary to technically upgrade the existing Teradata data warehouse's hardware and software. As this would involve virtually the same cost and effort as a full migration, JOMO decided to look for alternatives on the market. It soon found an ideal alternative in Oracle. The company selected Oracle to provide an infrastructure software solution, as well as consulting and other services, to facilitate an integrated partnership.

Accelerating Transaction Processes

By implementing Oracle Database and Oracle Real Application Clusters, JOMO can run work processes and associated reports many times faster. The company also has reduced the time needed to process internal standard queries from several hours to a run time of 30 minutes. The system also has reduced the time needed to run a full table scan of 140 million data records from 15 minutes to two minutes, resulting in faster processing and, therefore, time and cost savings.

Key Benefits:

- Implemented a stable, fail-safe system and accelerated system processes
- Eliminated need for cyclical technology upgrades
- Eliminated need for proprietary hardware and consolidated computing center with storage area network (SAN) strategy
- Provided seamless transition for end users

Why Oracle?

JOMO's previous Teradata system only supplied data warehouse technology. In selecting Oracle Database and Oracle Real Application Clusters, JOMO has found an ideal solution that supports online transaction processing (OLTP) and data warehouse systems, among others. The selection of Oracle also complemented JOMO's planned IT strategy to consolidate servers in its computing center. The openness of Oracle in relation to the operating system also impressed the wholesaler. The new data warehouse system is based on Windows, a rare practice in data warehouse systems, which increasingly run on Unix and Linux platforms.

Implementation Process

Although JOMO had no experience with Oracle products, it was able to replace the Teradata system with the Oracle system in just 15 weeks, because it only had to minimally adapt the data model through partitioning. The extract, transform, load (ETL) process still consisted of simple standard SQL and therefore JOMO could easily convert it.

JOMO had to migrate 120,000 customers, 200,000 items, and 140 million billing data items to the new system, and end users needed to be able to process and access this data without any noticeable changes. It was also important for JOMO to be able to transfer its existing business intelligence tools and reports without changing them. Once JOMO established these framework requirements, its IT team began to install the new system and migrate the data with the help of Oracle Consulting in the fall of 2005.

The team was able to use the existing data models with minimal adaptation costs. In addition, it could reuse the existing ETL lines for loading and transforming the data, because it only had to replace the Teradata-specific SQL commands with standard SQL. However, the implementation team also took the opportunity to optimize the code during the redesign.

JOMO began running its data warehouse on Oracle Real Application Clusters for Windows in January 2006. The system consists of 2 HP RX2620 nodes with Itanium2 central processing units (CPUs) running on Windows 2003 Enterprise Edition 64-bit and a Hitachi Thunder 9585V storage array. JOMO manages database storage with Automatic Storage Management (ASM), a component of Oracle Database, which significantly simplifies management and makes fine-tuning unnecessary.

As a national wholesale supplier of foods and non-food products, JOMO GV-Partner offers a full range of products to large consumers, the catering trade, and the hotel trade. From the reliable supply of foodstuffs, cleaning needs, and large kitchen accessories, to professional consulting services and special software for catering—JOMO GV-Partner offers everything the kitchen needs from one source. GV-Partner is the strongest selling group in Germany, with CITTI in the north, JOMO in the west, JOMO-CITTI in the east, and RINGEL in the south.

Kroll Factual Data, Inc.
 Loveland, CO
 www.krollfactualdata.com

Industry:

Financial Services

Annual Revenue:

\$101 million to \$500 million

Employees:

Fewer than 500

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Spatial

Kroll Factual Data, Inc. Meets Growing Business Demands and Enhances Customer Service

“Kroll Factual Data’s customers demand real-time performance and high availability. With Oracle, we were able to provide best in class performance while implementing a system that has increased our capabilities significantly.”
 — **Russ Donnan**, Chief Information Officer, Kroll Factual Data, Inc. International

Kroll Factual Data, Inc., a subsidiary of Kroll Inc., is a leading provider of business information to mortgage lenders, consumer lenders, property management firms, and other businesses. Kroll Factual Data leads the industry in delivering its service offering via the internet, and in utilizing technology and customer service to provide services with the speed, reliability, accuracy, and customization that customers increasingly demand.

Challenges

- Provide a highly available and scalable database foundation for Web-based information services
- Support a high volume order management system
- Maintain superior service expected by customers

Solutions

- Implemented Oracle Database, Oracle Real Application Clusters, and Oracle Spatial on Windows to provide a reliable, scalable information technology infrastructure
- Leveraged Oracle Real Application Clusters to manage multiple workloads in a cluster and add servers incrementally as needed
- Delivered highly-available, online transactions, 70% of which are Web Services
- Enabled applications to adapt easily to growing business demands without disruption
- Maintained customer service expectation, including “four hours or free” guarantee
- Improved application uptime, bringing greater reliability for important applications such as Flood Zone Determination, an application powered by Oracle Spatial to deliver decisions based on FEMA Special Flood Hazard Zone Maps

Lipper

New York, NY

www.lipperweb.com

Industry:

Financial Services

Annual Revenue:

500-600

Employees:

10

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Data Provider for .NET
- Oracle Developer Tools for Visual Studio. NET
- Oracle XML DB Oracle Application Express Oracle Support

Lipper Streamlines System Integration for Greater Availability and Scalability

“Oracle Data Provider for .NET is vital to the success of our next-generation application. It brings together the best of both worlds in .NET and Oracle.”

— **Bill Evjen**, Technical Architect, Lipper

Lipper, a Reuters company, is a leading global provider of mutual fund information and analysis to fund companies, financial intermediaries, and media organizations. The firm, founded in 1973, tracks 135,000 funds worldwide through its offices in major financial capitals in North America, Europe, and Asia. Lipper’s benchmarking provides a trusted guidepost for fund analysis.

Challenges

- Simplify integration of front-end and back-end systems
- Maintain high data quality to meet customer demands
- Ensure high availability and scalability
- Support future growth targets of 100,000–150,000 users and a 2-terabyte database

Solutions

- Implemented Oracle Data Provider for .NET to integrate Oracle Database 10g and Microsoft .NET to support a new production environment for Lipper’s user community
- Created a consistent, simple interface between back-end and front-end systems
- Increased speed for obtaining information from the database
- Leveraged Oracle XML DB to manage XML content more efficiently
- Simplified system integration, allowing developers to easily access underlying data components and focus more time on developing applications
- Used Oracle Application Express to deploy a robust internal document management system in just months
- Enabled faster delivery of services to market
- Provided accessibility to a global user base and enhanced the user experience
- Lowered total cost of ownership by moving support of Linux environment to Oracle

Motivaction International B.V.
 Amsterdam, The Netherlands
 www.motivaction.nl

Industry:

Professional Services

Annual Revenue:

\$13 million

Employees:

120

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters

Motivaction International B.V. Gains New Insight with Reliable and Scalable Data Infrastructure

“Operating in a customer-driven environment as Motivaction does demands quality, flexibility, and continuity. Oracle technology supports each of these objectives.”

— **Lennart Huizing**, Manager IT Development, Motivaction International B.V.

Motivaction International B.V. is a leading opinion, policy, and market research company, based in the heart of Amsterdam. Since its establishment in 1984, Motivaction has conducted research for a wide range of companies, government agencies, and other organizations--providing a tangible means for enhancing its clients' operational effectiveness. Research is done worldwide and online through various respondent communities, including StemPunt.nu.

Challenges

- Create a highly reliable and available data infrastructure to support the company's research initiatives
- Ensure scalability of the IT environment to accommodate future growth
- Extend existing IT investments

Solutions

- Implemented Oracle Database 10g and Oracle Real Application Clusters to create a highly reliable, scalable, and cost-effective IT infrastructure
- Ensured around-the-clock availability of data--even during system maintenance--to support Motivaction's research projects
- Created a system that is compatible with the company's Windows 2003 environment, preserving the company's existing technology investments
- Enabled Motivaction to perform research more efficiently as all data--more than 1.5 billion responses--can be stored in a single database that enables extensive cross-referencing capabilities
- Gained the ability to add capacity quickly and cost effectively as needed with Oracle Real Application Clusters

Siemens Shared Services, LLC
Orlando, FL
www.usa.siemens.com/en/index_shared_services.htm

Industry:

Professional Services

Employees:

275

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Enterprise Manager
- PeopleSoft Enterprise Human Capital Management

Siemens Shared Services Serves 70,000 Siemens Employees Nationwide with New HR System

“As we moved toward an employee ‘self-service’ model for human resources, we needed an IT infrastructure that supported an influx of users and information without the risk of downtime. Oracle Real Application Clusters on Windows provides us with the continuous uptime we need to meet our critical business objectives, while allowing our IT infrastructure to grow and scale with the business.”

— **Steve Montgomerie**, Oracle Database Administrator, Siemens Shared Services, LLC.

Siemens Shared Services provides services primarily to Siemens operating companies in the United States, including payroll, import/export to human resources (HR) solutions, travel management, and accounting. The services arm, spanning accounting and finance, IT, HR, procurement, mobility, and logistics functions, manages more than five million payments (accounts payable), 1.9 million paychecks, and 1.7 million travel and expense claims per year, as well as 5,800 quarterly tax returns.

Challenges

- Deliver performance, scalability, reliability, and flexibility required to support the HR system for 70,000 employees
- Implement a foundation to support an extensive increase in information and transactions, while providing users with continuous uptime
- Provide support for 50-100 super users, each performing payroll for up to 10,000 employees or developing large tax reports
- Facilitate a daily stream of 5,000 employees accessing the HR portal to update information

Solutions

- Provided ability to break payroll data information into manageable components—accelerating query times, improving availability, and easing archiving
- Enabled easy maintenance and/or upgrades to Oracle’s PeopleSoft Enterprise Human Capital Management system, including the incremental addition of hardware servers to support growing business needs, without disruption
- Monitored the organization’s clustered environment using the monitoring and diagnostic capabilities of Oracle Enterprise Manager
- Relied on Oracle Automatic Storage Management—a component of Oracle Database—to automate and streamline storage performance and management and add additional storage capacity without disruption

Solutia Inc.
 Saint Louis, MO
 www.solutia.com

Industry:

Chemicals

Annual Revenue:

US\$3.8 billion

Employees:

6,000

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Enterprise Manager

Oracle Partner:

Dell
 www.dell.com

Solutia Inc. Improves System Reliability and Availability with Advanced Data Infrastructure

“In the manufacturing environment, uptime is extremely critical. Oracle provided us with a highly available and reliable solution.”

— **Sachin Kothari**, Manager of Corporate Applications and Systems Integration, Solutia Inc.

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex interlayer for laminated glass; CPFilms aftermarket window films sold under the LLumar brand and others; high-performance nylon polymers and fibers sold under brands such as Vydine and Wear-Dated and technical specialties including the Flexsys family of chemicals for the rubber industry, Skydrol aviation hydraulic fluid and Therminol heat transfer fluid. Solutia’s businesses are world leaders in each of their market segments. The company operates globally in more than 60 locations.

Challenges

- Create a highly available and scalable data infrastructure to support the company’s manufacturing, distribution, and human resources processes
- Minimize IT downtime
- Streamline IT management

Solutions

- Implemented Oracle Database and Oracle Real Applications on Windows to ensure a highly available data foundation that supports the company’s manufacturing and business applications
- Gained the ability to add capacity cost effectively and as needed with Oracle Real Application Clusters
- Reduced unplanned down time to zero
- Automated database management with Oracle Enterprise Manager
- Eliminated time-consuming, error-prone administrative tasks, so database administrators can focus on strategic business objectives instead of on performance and availability fire drills
- Provided the company with an enhanced alert system—allowing it to address IT issues more quickly
- Leveraged the tuning capabilities in Oracle Database to drive improved performance
- Worked with Dell, an Oracle Partner, to accelerate implementation and reduce risk

Yalumba Wine Company

Angaston, Australia
www.yalumba.com

Industry:

Consumer Goods

Employees:

650

Oracle Products & Services:

- JD Edwards Enterprise One
 - Sales
 - Advanced Pricing
 - Manufacturing
 - Inventory
 - Purchasing
 - Accounts Payable
 - Accounts Receivable
 - General Ledger
- Oracle Database
- Oracle Development Tools
- Oracle Consulting

Yalumba Wine Upgrades ERP, Database to Sustain Growth

“We turned to Oracle and JD Edwards for the business-critical task of re-architecting our information technology infrastructure due to their strong record with us over several years.”

— **Graham Baker**, Group Information Systems Manager, Yalumba Wine Company

Founded in 1849, Yalumba Wine Company is Australia’s oldest family-owned winery. From humble beginnings when founder Samuel Smith purchased a 30-acre plot in the Barossa Valley in South Australia, Yalumba has grown into a significant agricultural manufacturing and distribution business.

In August 2005, with Oracle’s Fusion project underway, the winemaker decided to review its existing JD Edwards World Xe implementation and supporting environment to ensure the long-term viability of its information technology architecture. After a thorough evaluation, Yalumba decided to upgrade to Oracle’s JD Edwards EnterpriseOne version 8.11 SP1 with Oracle Tools 8.95 and migrate from Oracle9i Database to Oracle Database 10g.

The implementation was completed on May 1, 2006. Yalumba subsequently upgraded to Oracle Tools 8.96 in April 2007. Using the latest release ensured the company could leverage the new underlying functionality when required.

“The Web capabilities delivered through JD Edwards EnterpriseOne will enable us to streamline business processes and reduce the time taken to complete tasks such as processing and delivering a customer order,” said Graham Baker, group information systems manager, Yalumba Wine Company. “Enhancements to the product’s sales, distribution, and pricing functionality in the years since release 8.9 also strengthened the business case for the move. With the new enhancements, a number of modifications could be dropped, ensuring an easier upgrade path in the future.”

A Need for an Architecture Upgrade

Yalumba has employed JD Edwards software to manage its enterprise resource planning (ERP) requirements since 1998. This initial implementation streamlined business processes from customer service to accounts payable. Since then, Yalumba has remained a JD Edwards customer—with subsequent projects including upgrades to OneWorld Xe in March 2002—due to its flexibility, the ease with which the company’s information technology staff have been able to make changes to its functionality, and the ability to leverage the knowledge of a loyal community of users.

In January 2005, Yalumba commenced a review of its information technology architecture to provide it with certainty for at least the medium term. The review concluded change was

required and the winemaker kicked off an upgrade project in August 2005. The timing was ideal as the Oracle Fusion project was paving the way for access to additional functionality and laying down a product roadmap that ensured the continued development of JD Edwards software.

“We knew that being current on software releases meant we would not have to worry about end-of-life and the basis of our information technology architecture going into the future,” said Baker. “It was critical that we laid down a robust platform that could scale to support our growth for at least the next three years.”

The company settled on a combination of JD Edwards’ EnterpriseOne, Oracle Database 10g, Oracle Tools, and IBM’s WebSphere Application Server 6 as its new software environment.

The winemaker has implemented an ERP system based on the JD Edwards EnterpriseOne Sales, Advanced Pricing, Manufacturing, Inventory, Purchasing, General Ledger, Accounts Receivable, Accounts Payable, and Fixed Assets modules across its workforce. The project has enabled Yalumba to concentrate on fulfilling its commitment to be the finest independent winemaker in Australia.

The Future of the ERP System

The company’s information systems environment has also been transformed to use Web services to quickly and easily deliver ERP applications to the 200-odd concurrent system users.

Baker said the partitioning functionality in Oracle Database 10g and its capacity to enhance the manageability, performance, and availability of applications was a useful feature and that it would be further evaluated over the next six to 12 months.

“Partitioning has the potential to speed up queries over large amounts of data in tables and improve backup times given data can be put into ‘read-only’ mode,” said Baker. While Yalumba has no current plans to deploy Oracle Real Application Clusters, the winemaker recognized the functionality has the potential to reduce costs and enhance the flexibility of its information systems environment.

Yalumba is also evaluating Oracle BPEL Process Manager to automate business processes and reduce development times. It is also looking at Oracle XML Publisher to provide a central architecture to deliver information to employees and partners securely in the correct format.

“Whether these projects go ahead will be based on demands from the business for speedier development and integration with customers and suppliers,” said Baker.

The database, enterprise system, and Web environments are hosted on IBM System x366 servers using Intel Pentium 3.2 GHz processors, while deployment is hosted on an IBM System x346 server. Smaller peripheral systems are hosted on an IBM System x306 while backup and storage is largely undertaken using an IBM DS4500 storage area network. Yalumba is considering moving from a Microsoft Windows 32-bit to 64-bit operating system to enhance the performance of applications within the new environment.

Extending the ERP Footprint

With the implementation bedded down, Yalumba is now preparing a business case to acquire JD Edwards Advanced Planning, Human Resources, and Payroll. Yalumba will be able to automate payroll and management of the employee lifecycle, freeing managers to focus on strategic planning issues. It will also help the company better manage its supply chain by aligning material and capacity planning with factors such as consensus forecasting, sales orders, production status, purchase orders, and inventory policy recommendations. These will be implemented over the next two years.

Why Oracle?

Yalumba opted not to evaluate competing solutions due to the strong Oracle Database and JD Edwards knowledge base within its operations.

“We looked at databases like IBM’s DB2 when we first purchased JD Edwards back in 1998 and Oracle was streets ahead at that point,” said Baker. “We’ve not seen the need to evaluate rival solutions since as we’ve been extremely happy with the performance and functionality of Oracle’s database products and the user-friendliness and ease with which we can add our own enhancements to the JD Edwards software.”

Implementation Process

Yalumba declined to take on a partner to help with the implementation, which ran from August 2005 to May 2006, due to its policy of dealing directly with software vendors.

“We believe in direct relationships,” said Baker. “This enables us to hold the vendor directly accountable rather than having to manage things through a third party.”

Yalumba had already completed two upgrades itself using internal resources and support from Oracle. That existing experience proved invaluable in ensuring the upgrade to JD Edwards EnterpriseOne was completed on time and within budget.

After making several significant modifications to the software following the initial deployment of JD Edwards, Yalumba has subsequently pursued a “vanilla” approach to implementations.

“We dropped 50% of those initial modifications when we went to Xe and subsequently dropped another 25% when we went to 8.11 SP1 due to the increased functionality of the product and the ease with which we could change business processes,” said Baker.

The 8.11 SP1 upgrade was run in similar fashion to the upgrade to Xe. Yalumba engaged Oracle Consulting to train key personnel who would be involved in the setup, testing, and knowledge transfer. The vendor’s consulting arm was also asked to help configure the test environment in light of the magnitude of the shift to a Web client.

“We made a decision early on that this project would be a technology upgrade only, rather than a functionality or business process upgrade,” said Baker. “Therefore no significant new

functionality was rolled out, unless it meant a modification could be removed.

“The challenge was issued to the upgrade team to take a strong stance on modifications, ensuring that they were really required and that they were re-developed with the least impact on standard JD Edwards code,” said Baker.

Once the implementation was completed, Yalumba’s information technology staff stabilized the system to ensure application speeds at least matched those of the Xe environment.

Founded in 1849, Yalumba Wine Company is Australia’s oldest family-owned winery. From humble beginnings when founder Samuel Smith purchased a 30-acre plot in the Barossa Valley in South Australia, Yalumba has grown into an agricultural manufacturing and distribution business.



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