



We take it personally

Orient Overseas Container Line
Hong Kong, China
www.oocl.com

Industry:

Travel & Transportation

Annual Revenue:

US\$6.5 million

Employees:

6,000

Oracle Products & Services:

Oracle Coherence Enterprise Edition
Oracle Database
Oracle Real Application Clusters

“The oceanic transportation industry is very competitive and commoditized, making access to market and price data critical to gaining an edge. Oracle Coherence Enterprise Edition provides critical, near real-time visibility to our sales representatives, helping us significantly increase our profits and beat analyst estimates.”

– Matthew Rosen, Director of Application Development, Orient Overseas Container Line

Orient Overseas Container Line Enhances Visibility and Increases Profits with Greater Data Cache Capabilities

Orient Overseas Container Line (OOCL) is one of the world’s largest integrated container transportation logistics and terminal companies with 230 offices across Asia, Europe, North America, and Australia. It owns and charters vessels that carry general cargo, reefer cargo, and dangerous goods. It is a wholly-owned subsidiary of Orient Overseas International Limited.

Challenges

- Provide employees with access to consolidated, low latency information about asset allocation and price, enabling them to respond to deregulation in the oceanic transportation industry
- Ensure proactive operational monitoring of the shipment lifecycle and exception avoidance to reduce cost and improve customer service
- Develop a database infrastructure that can handle an exponential increase in peak production volume
- Enable sales representatives in OOCL’s global offices to access near real-time metrics related to markets and pricing

Solution

- Replaced a legacy system with Oracle Coherence Enterprise Edition to process more than 1.4 million daily domain state change events, such as price adjustments or order status updates
- Deployed the system to 180 offices and more than 2,000 users located around the globe, enabling the sales team to monitor shipments and trigger appropriate business processes more efficiently, enhancing customer service
- Reduced data latency from hours, or even days, to less than five minutes 98% of the time—which is OOCL’s target level—helping the company stay ahead of market dynamics
- Utilized Oracle Real Application Clusters to achieve 99.9% application availability except for planned maintenance outages
- Developed an underlying architecture that can scale to at least three times the current production peak volume
- Leveraged enhanced IT solutions and market visibility, which contributed to profits two times greater than analyst projections for the first half of fiscal year 2010