

INFORMATION FOR SUCCESS

Oracle Master Data Management and Oracle Data Relationship Management
Customer Reference Booklet
March 2014



Hardware and Software, Engineered to Work Together

This reference booklet contains a number of stories summarizing how a wide range of Oracle Master Data Management and Oracle Data Relationship Management customers have achieved real business results from their implementations.

Business executives know that delivering a great customer experience is critical to a company's competitive advantage and bottom-line results. Organizations face a complex and growing challenge in establishing the data foundation required to deliver the very best customer experiences. In the age of the connected customer, data sources are no longer limited to in-person transactions, the phone, email, and other traditional channels. They now include the web, social media, mobile apps, and much more. Product and customer data changes constantly and is growing rapidly. What's needed is a comprehensive, modern big data infrastructure, where all types of internal and external data can be aggregated, organized, analyzed, and applied at every customer touch point.

Oracle's Master Data Management and Oracle Data Relationship Management product line is the most complete on the market, supporting all data types, including social and mobile, and giving businesses a comprehensive view of customer and other enterprise data. Oracle Master Data Management is a comprehensive platform that delivers consolidated, consistent and authoritative master data across the enterprise and distributes this master information to all operational and analytical applications. Its capabilities are designed for mastering data across multiple domains ranging from: Product, Customer, Supplier, Site, Account, Asset and including many others.

Oracle Master Data Management and Oracle Data Relationship Management drive results by empowering enterprises and their users with the ability to cleanse, govern and manage the quality and lifecycle of master data. Oracle's Master Data Management is an offering designed to reduce the cost of compliance, reduce time to market as well as improve the customer experience by optimizing marketing efforts and providing the answers customers need – not more questions.

While this represents only a tiny sample of the thousands of organizations who have implemented Oracle's Master Data Management and Oracle Data Relationship Management solutions, we hope you find this representative sample a valuable resource.

Jon Chorley

CSO & Group Vice President SCM Product Strategy & PLM

Table of Contents

Page	Customer Name	Country	Industry
7	Ace Hardware	United States	Consumer Goods
9	AT&T	United States	Communications
13	British Standards Institution (BSI)	United Kingdom	Professional Services
16	CSX Corporation	United States	Travel and Transportation
18	Experian plc	Ireland	Professional Services
23	Greater Amman Municipality	Jordan	Public Sector
26	Instituto Costarricense de Electricidad (ICE)	Costa Rica	Public Sector
29	Korean Air	Korea	Travel and Transportation
32	MedicAlert Foundation	United States	Healthcare
34	Norway Post	Norway	Public Sector
36	Seagate Technology plc	United States	High Technology
38	Telekom Deutschland GmbH	Germany	Communications
40	The Church Pension Group	United States	Insurance
42	Wells Enterprises, Inc.	United States	Consumer Goods

Oracle Customer:**Ace Hardware**

Oak Brook, Illinois
www.acehardware.com

Industry:

Consumer Goods

Employees:

More than 4,000

Oracle Products & Services:

- Oracle Enterprise Data Quality
Product Data Parsing and
Standardization
- Oracle Endeca Guided Search

Oracle Partner:**ByteManagers, Inc.**

www.bytemanagers.com

Ace Hardware Corporation Standardized Product Attribute Information to Improve Online Product Search

“With Oracle Enterprise Data Quality, we standardized product attributes for much simpler product classification and more effective search. This makes it much easier for staff to find product information at the click of a button—helping us to increase store manager and customer satisfaction, grow sales, and reduce costs.”
— **Scott Heyer**, Manager of Store Systems, Ace Hardware

Ace Hardware is known as the The Helpful Place ® by both customers and communities. For its first 50 years in business, Ace was privately held. In 1976, it became a retailer-owned cooperative. Each store is independently owned and operated by local entrepreneurs who often live in the communities they serve. With 4,600 stores in all 50 states and more than 60 countries, Ace is the largest retailer-owned cooperative and a clear leader in the convenience segment of the hardware industry.

With a strong focus on customer satisfaction, Ace needed to arm its retailers and associates with information at the click of a button to help customers find the right products to meet their needs. The company’s ACENET solution—a portal for Ace Retailers to look up and search for products—maintains information on 90,000 stock-keeping units (SKUs) and receives approximately 129,000 hits each day. The company had an excellent search engine with Oracle Endeca Guided Search, but it needed to standardize and organize its product content to make product identification and location more effective. Ace worked with Oracle partner ByteManagers, Inc. to implement Oracle Enterprise Data Quality Product Data Parsing and Standardization to optimize product data and drive search effectiveness in its ACENET search.

Challenges

- Keep pace with more than 129,000 daily ACENET hits, including 80,000 product search item detail hits, across 4,600 stores and manage product item information for 90,000 stock keeping units (SKUs) that are constantly changing
- Ensure each product entry in ACENET includes properly standardized product and key search attributes based on a standard product data definition
- Provide Ace retailers and associates with up-to-date, accurate product information, and enable staff to perform product comparisons on demand, particularly helpful if a customer requests a product that is not available
- Reduce expensive drop shipments from manufacturers to meet customer needs
- Improve ACENET adoption rates

Solutions

- Implemented Oracle Enterprise Data Quality Product Data Parsing and Standardization to streamline new product entry to the ACENET system—standardizing manufacturer names, brands, and item attributes to greatly improve search effectiveness
- Implemented a connector between Oracle Enterprise Data Quality and Oracle Endeca to automate dimension management and load item facets to enable guided navigation

- Improved product organization and “find ability” to increase customer, in-store sales
- Applied more than 109,000 daily standardizations, verifying or updating more than 10,000 product data attributes covering more than 900 categories of hardware merchandise to improve system navigation
- Improved retailer confidence and increased user uptake on ACENET by 300% in the first project phase
- Avoided unnecessary drop shipment costs by enabling in-store staff to provide customers with product alternatives or information on product availability at near-by stores
- Enabled Ace to identify specific items for product lists, such as hurricane preparation lists, allowing stores to more easily order items from one list
- Set the foundation to enable vendors to on board new products into ACENET—ensuring that all products follow description standards before receiving approval
- Helped Ace run reports on new items that do not have a brand or product type association—immediately flagging holes in the data and reducing potential lost sales

Why Oracle

Ace selected Oracle Enterprise Data Quality Product Data Parsing and Standardization due to its tight integration with Oracle Endeca Guided Search and ability to optimize product data for search ability within Oracle Endeca. The company was also impressed with the Oracle solution’s ability to examine every product category.

“With Oracle Enterprise Data Quality, we were able to identify holes in our data and be more proactive in meeting our customers’ needs,” said Scott Heyer, manager of store systems, Ace Hardware.

Implementation Process

Ace Hardware implemented Oracle Enterprise Data Quality Product Data Parsing and Standardization in three phases. First, the company conducted an exercise where it evaluated attributes every item should have. It first identified brand and product type as two classifications that would provide quick wins and an immediate return on investment. Second, the team worked on navigation and product description standardization. Finally, in the third phase, Ace created user friendly expanded descriptions, introducing subcategory product-specific attributes, such as units of measure, material types, and finish/colors.

Partner

Ace Hardware worked with Oracle partner ByteManagers to specify required product attributes. ByteManagers then configured the system to identify, extract, and standardize these attributes for improved search and navigation. The partner had two team members onsite at Ace and a team of three analysts offsite.

Oracle Customer:**AT&T**

Oak Brook, Illinois
www.acehardware.com

Industry:

Communications

Employees:

246,740

Annual Revenue:

\$128.17 Billion in FY 2012

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Hyperion Financial Management
- Oracle Hyperion planning and Budgeting Solutions
- Oracle Hyperion Data Relationship Management
- Oracle Essbase integrated with Oracle Business Intelligence Suite, Enterprise Edition Plus
- Oracle ATG Web Commerce
- Oracle Endeca Search Solutions
- Siebel Sales Force Automation Solution
- Oracle Fusion Middleware
- Oracle Fusion Applications
- Oracle Database 11g
- Oracle Exadata
- Oracle Exalogic
- Oracle Exalytics
- Oracle Solaris
- SPARC Enterprise M-Series

Executives are building the future **AT&T** on a single, consolidated financial platform

“Late in 2012, telecom giant AT&T announced Project Velocity IP (VIP), a three-year plan to expand and enhance the company’s wireless and wired broadband networks. An investment measured in the billions, Project VIP is the most ambitious infrastructure expansion plan the company has launched in decades and is the foundation of AT&T’s goal of becoming an all-IP wireless and cloud company by 2020.”

The obvious beneficiaries of Project VIP are AT&T customers, who will get new and improved services that leverage a faster, more reliable network. But the project will have a significant internal impact as well. Utilizing the company’s IP services expansion, AT&T’s management has now defined the next wave of business and IT simplification that will result in the elimination of a significant percentage of AT&T’s internal systems. In the end, everyone wins, says John Stephens, AT&T’s senior executive vice president and CFO. “It means great service for our customers, and good returns for our shareholders,” Stephens says.

Project VIP demonstrates how AT&T is adapting and evolving in the face of changing technology, fierce competition, demanding customers, and a fluid business environment. AT&T’s executive management team is able to do this thanks to a years-long transformation strategy that has delivered not only skills and scale but also discipline and operational excellence. One key to the success of that strategy was the deployment of common software-based financial systems to allow for the integration of nearly a dozen acquired companies. “We made a decision up front, at the start of our acquisition cycle, that we were going to standardize on financial software,” says Andy Geisse, CEO of AT&T Business Solutions. “Doing so not only removed systems costs, but also helped us to have the information necessary to make better decisions.”

From Many, One

The American Bell Telephone Company was founded in 1877—and after being renamed American Telephone & Telegraph in 1899, later became simply AT&T. In 1984, soon after AT&T divested seven Regional Bell Operating Companies (RBOCs) to settle a US government antitrust lawsuit, a new crop of wireless competitors began to further fragment the telecom sector. But within a few years, the industry began reconsolidating, and in 2005 SBC (an RBOC that had already merged with two other RBOCs in 1997, Pacific Telesis and Ameritech) acquired AT&T, its former parent. The New York Times declared the deal “the final chapter in the 120-year history of AT&T.”

But that report overlooked a broader point: the AT&T name had been synonymous with communication for a century and continued to inspire trust and loyalty. SBC adopted the AT&T name, and soon merged with yet another RBOC, BellSouth, becoming the sole owner of Cingular Wireless, a joint venture previously owned and operated by both companies. Over the course of these deals, a new AT&T was born. Stephens, who led SBC’s tax operations and had been controller before becoming AT&T’s CFO in 2011, participated in all of the deals. He recalls the negotiations as intellectually and personally strenuous, but ultimately rewarding. “It was a unique opportunity to really learn the business from the ground up,” he says.

Stephens and his colleagues learned the financial, technical, and regulatory minutiae of the businesses they acquired. They also discovered that each of the companies—even those that had sprung from a common parent—had developed unique systems and ways of doing business. To turn the new AT&T into a unified AT&T, they needed to consolidate many disparate, IT-enabled business processes and systems. “At a high level, IT was strategic to every one of those mergers,” says Geisse. “In every merger we did, the big savings came from collapsing systems and processes together.”

But AT&T’s leaders also needed to retain the resources, local intelligence, and nimbleness that made the individual companies valuable in the first place. “You hear people talking about nationwide competition or global competition,” Geisse says. “But in our business, competition can vary from building to building in the same city. You have to take advantage of scale, and yet be competitive locally. You do that through the power of IT.”

Single Source of Truth

In 2007 AT&T tapped Thaddeus Arroyo to drive IT consolidation. Arroyo had merged multiple IT operations and systems as CIO of Cingular Wireless, and he continued that process as AT&T’s CIO. He inherited a massive and still-fragmented IT environment: AT&T employees used approximately 6,000 applications to do their jobs, and finance alone drew from some 400 different applications to produce their reports.

Arroyo continued a journey begun by his predecessors—particularly in finance, where executives at SBC had standardized on the Oracle Financials applications within Oracle E-Business Suite in 2002 and had moved several other companies to Oracle Financials as the companies were acquired.

AT&T’s finance and IT teams migrated acquired companies onto the consolidated financial platform in phases. “We broke up the entire effort into manageable subprojects and delivered the high-ROI items first and in quick intervals,” Arroyo explains. IT and business leadership maintained continual, joint leadership on the project, and IT personnel acquired systems and process knowledge so they could sustain the system.

Reliable, consolidated financial systems push data-driven decision-making down to AT&T’s business units. “This data enables the business units to make strategy decisions on pricing, on the profitability of a customer, and on the profitability of a product,” Stephens notes. Indeed, he says, allocated cost and profitability data incorporating AT&T’s shared services (such as network backbone costs) can be generated only by using a consolidated financial platform. Nonfinancial information—describing critical business metrics such as customer counts, installation and repair intervals, customer churn, and more—is also available to the business units, often in easy-to-access dashboards.

Consolidated data will drive AT&T’s decision-making even more as the company evolves to meet changing customer needs.

For example, enterprise CIOs who were solely interested in bandwidth and security a few years ago are now buying mobility and cloud services; AT&T anticipated and responded to these changing needs. “We move and reorganize our business as our customers change,” Stephens says. “The ability to have information in the business units to support that change is critical to our success.”

He adds that AT&T’s systems and processes consolidation is ongoing. “We’re not done,” Stephens says. “Consolidation will need continued attention and continued improvement, and we’re comfortable that we’re in a position to do that. But the gains we’ve already made have been very significant.”

Underlying Transformation

That continued improvement is supported by “transformational plays” initiated by Arroyo and the IT team. After the mergers with AT&T, BellSouth, and Cingular Wireless, the IT department was faced with the challenge of scaling to meet the needs of the newly merged company while concurrently aligning with its business partners to increase business velocity and innovation. The first play was executed very quickly; it integrated the application development teams of all merged companies, and organized those teams along AT&T’s major lines of business. Supporting the application development teams is a set of IT shared services teams focused on infrastructure operations, architecture, process, governance, and strategic sourcing. This organizational model ensures that technology is aligned with business objectives while benefiting from operations-scale economies across the shared services.

“Our philosophy on IT governance is pretty easily summed up,” Arroyo says. “That is, ‘Make IT part of the business process.’ Strategic planning throughout a product’s lifecycle is really a function of continual collaboration, with our technology staffers working hand in hand with our business partners. We have a seat at the table, and not just by design. It’s earned by helping the business solve its problems.”

The second play involved rationalizing the application portfolio—that is, consolidating the company’s 6,000 applications and understanding and optimizing underlying functions to improve business processes. Arroyo also charged his teams to create common models for developing and delivering applications. The results have been staggering: 50 percent of applications have been eliminated and about 50 percent of the company’s infrastructure has been virtualized. (See the sidebar “How AT&T Rationalizes Applications.”) Arroyo’s goal is to eliminate a significant percentage of applications by 2018, bringing the total number of applications down to about 1,800—although he quickly adds that application rationalization requires an ongoing, evergreen process, not a fixed numerical goal.

The third transformational play, aspects of which have been underway for many years, orients the IT teams for business velocity. (This is the internal-facing aspect of Project VIP.) AT&T’s IT teams are moving their infrastructure to a converged and shared cloud, accelerating application simplification, adopting an agile model for application development, and building critical skills that align to future business needs.

The fourth transformational play is also underway and centers on accelerating innovation by harnessing the velocity of technical evolution.

“This triggers a re-examination of products and services in light of today’s ability to tap into emerging capabilities and the resulting new innovation paths,” Arroyo says. “This means extending mobile and digital capabilities to transform business processes rather than simply automate them. And at the heart of this opportunity is the need to capture, integrate, and interpret data in ways that directly impact the customer experience.”

Which brings us back to Project VIP. Consolidated financial data and other tools—many of them from Oracle—convinced AT&T management that Project VIP is a good business investment that will pay for itself in increased revenue from satisfied customers. But that’s just one part of its value; all of AT&T’s back-office operations will modernize and become IP-based, which will simplify and automate customer interactions, eliminate wasteful steps, improve customer satisfaction, and boost the bottom line.

“That will not only provide tremendous opportunities for great services at fair prices for our customers,” Stephens says. “It will reward our shareholders for the faith they’ve had in us.”

How AT&T Rationalizes Applications

- In the process of consolidating multiple wireless and wire-line billing systems at Cingular Wireless and AT&T, CIO Thaddeus Arroyo refined an application rationalization process that guided the AT&T team as they eliminated thousands of redundant applications. These are the principles of their process.
- Set the foundation with an optimal target model that is based on the set functions needed to support the businesses. Create the target model by asking the question, “If we started from scratch, what would the application look like?”
- Map existing applications to that model. This reveals strengths and weaknesses in existing applications, and also identifies overlapping functions. This becomes the superset of opportunities that are then used to drive the path to optimization.
- Focus on best-in-class business processes, rather than best-in-class systems. (The two often intersect.)
- Look at the “center of mass” in your user base. If two-thirds of people use one application, it may be easier to adopt it companywide—but only if it supports the right business processes.
- Establish and maintain an active IT application portfolio management program.
- Collaborate with business partners to make sure IT understands their needs.
- For AT&T, this process has benefited IT and the business as a whole. “We now have a consolidated codebase for our wireless customers,” Arroyo explains. “It’s probably my most rationalized portfolio. This delivers IT cost savings and also drives maximum business value.”

Oracle Customer:**British Standards Institution (BSI)**

London, United Kingdom

www.bsigroup.com

Industry:

Professional Services

Employees:

2,500

Annual Revenue:

\$100 to \$500 Million

Oracle Products & Services:

- Oracle Enterprise Data Quality Profile and Audit
- Oracle Enterprise Data Quality Parsing and Standardization
- Oracle Enterprise Data Quality Match and Merge

British Standards Institution (BSI) Turns Best-Practice Data Governance into a Habit of Excellence

“Oracle’s enterprise data quality suite provides a complete toolkit that allows us to implement best-practice data governance when consolidating intelligence from multiple sources across our organization.”

— **Sean Francis**, Head of Customer Insight, British Standards Institution (BSI)

BSI (British Standards Institution) is the United Kingdom’s National Standards Body and the originator of many of the world’s most commonly used standards. The company works with more than 64,000 clients in 150 countries to help them adopt and cultivate the habits of using best practices. BSI publishes more than 2,000 standards annually and helps organizations excel by addressing the most pressing issues of the day and by providing business improvement solutions across a variety of sectors, including aerospace, construction, energy, engineering, finance, healthcare, IT, and retail. BSI recently developed the sustainable-events standard for the London 2012 Olympic and Paralympic Games.

BSI used Oracle’s enterprise data quality management suite to create a single, accurate, complete record of each of its more than 64,000 customers in just one month. As a result, the accuracy of its customer and corporate data has improved by more than 20% to nearly 100%, and BSI can refresh information four times faster.

Challenges

- Optimize customer insight by creating a golden customer record for each client that captures the profile, purchasing history, relationships, and other attributes in a single view
- Eliminate inaccurate, incomplete, nonstandard, multiformat, and duplicate customer and transactional data for a client database, growing 3% to 4%, annually
- Improve ability to segment customers, increase marketing initiative effectiveness, boost sales per customer, and cut churn
- Standardize formatting names, dates, and values in corporate and customer records to improve the performance and productivity of marketing, sales, and operations teams
- Identify where additional customer intelligence can be captured during client interactions to improve the match between customer needs and services offered
- Establish customer-satisfaction through key performance indicators (KPIs) that track each client’s experience and perceptions throughout the customer’s BSI journey to identify and rectify barriers and obstacles encountered when establishing standards
- Profile and cleanse data using existing resources despite a 20%, year-on-year increase in data volume
- Standardize categorizations of the standards publications, training documents, online and self-assess tools, and services sold via the online shop, British Standards Online (BSOL), to ensure consistent coding, description, and pricing formats

Solutions

- Embedded best-practice data governance and management processes within the organization

- Created a new business-intelligence platform by aggregating more than 5 million disparate data records, held in multiple databases and formats, into a set of unique, golden, customer records that span a four-year period and include transaction histories of products and services used
- Replaced IT-driven manual and SQL-based cleansing tools with Oracle's intuitive, business-user-centric suite of automated cleansing, matching, and profiling solutions
- Adopted an automated methodology for deriving key customer metrics to drive commercial performance, such as for tracking increased numbers of customers, average value per client, cross-sales, and retention rates
- Mapped non transactional attributes, such as sector, number of sites, and employee numbers through unique customer identifiers that are used to build customer profiles
- Integrated the business intelligence platform with a customer survey to understand drivers of behavior and to build needs-based segmentation
- Provided customer insight capability through an online portal to deliver standard KPI reporting, guided customer analytics, and self-serve data access to build customer and prospect lists
- Delivered a single customer view to 2,000 information workers in 60 countries which provided a consistent view of products and services purchased, responses to customer satisfaction surveys, and other BSI interactions
- Reduced data contamination, improving customer information accuracy by 20%, to nearly 100% accuracy by deduping and merge-purging data to eradicate erroneous and duplicate entries
- Eliminated inaccurate, incomplete, nonstandard, multiformat, and duplicate customer and transactional data for a client database that is growing 3% to 4% annually
- Refreshed data four times faster
- Achieved cost efficiencies as a result of targeted data acquisition by avoiding the purchase of duplicate records
- Improved marketing campaigns, growing sales by boosting cross- and up-selling opportunities and, in turn, providing a more complete BSI customer journey
- Standardized product categorizations and consistent coding and descriptions to help BSI accommodate a 20% expansion in data volume each year without additional resources
- Began process of standardizing, coding, and categorizing 60,000 standards publications, training documents, online and self-assessment tools, and services available at BSOL to streamline searches, downloads, and purchasing

Why Oracle

BSI chose Oracle's enterprise data quality suite for its intuitive functionality, business-user interface, adaptability, and value.

“Robust data is critical to the sustainability and ongoing success of BSI’s business,” said Sean Francis, head of customer insight at BSI. “Oracle’s enterprise data quality suite has given us a credible management tool across a global platform that enables us to maximize our most valuable asset and improve our business.”

Oracle Customer:**CSX Corporation**

Jacksonville, Florida

www.csx.com

Industry:

Travel and Transportation

Annual Revenue:

Over \$5 Billion

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Financials
- Oracle Supplier Lifecycle Management
- Oracle Engineering
- Oracle Purchasing
- Oracle Inventory
- Oracle Bills of Material
- Oracle Order Management
- Oracle Work in Process
- Oracle iProcurement
- Oracle iSupplier Portal
- Oracle Internet Expenses
- Oracle Treasury
- Oracle Contracts
- Oracle Advanced Collections
- Oracle Customer Data Hub

CSX Corporation Eliminates Key-Process Customizations and Improves Collections with Enterprise Resource Planning Upgrade

“Oracle E-Business Suite Release 12.1 provides the scalability and functionality we need to support our transportation network in a more integrated, efficient, and automated manner.”

— **Tony Papa**, Director, Information Technology, CSX Corporation

CSX Corporation is a national transportation company that provides rail, intermodal, and rail-truck trans load services. The company’s transportation network, which spans 21,000 miles, connects customers to more than 70 ocean, river, and lake ports, as well as production and distribution centers and markets in 23 states and the District of Columbia.

Challenges

- Upgrade to Oracle E-Business Suite Release 12.1 to ensure continued support for the company’s enterprise resource planning (ERP) environment and take advantage of new features, such as subledger accounting and supplier lifecycle management to support the tier-one transportation company
- Ensure minimum downtime for end users and the data warehouse—which is the organization’s ad hoc-reporting source—and complete the upgrade on time and on budget
- Review and reduce application customizations to streamline IT management

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1 and eliminated customizations to key business processes, such as intercompany accounting, enabling CXS to improve control over general-ledger asset and liability-account generation and ensure greater consistency across subledgers
- Completed the upgrade in just 58 hours, during weekend hours, to ensure minimum downtime for end users
- Moved 6,000 freight customers, accounting for 3.5 million bills annually, to Oracle Accounts Receivable to provide continuous information regarding collection status—reducing the number of unpaid accounts and improving collection success
- Centralized authority for sales and use tax control, streamlining transaction-based taxing for freight shipments and ensuring greater accuracy
- Centralized bank data via Oracle Cash Management to provide greater visibility and support bank administration consolidation across subledgers
- Centralized data within a trading community architecture, such as contact and relationship information, for 53,000 suppliers, 78,000 customer accounts, and 130,000 bill-to sites
- Ensured better end-user experiences for employees working within seven business units, helping to improve efficiency and productivity
- Built a solid ERP foundation for the future integration of additional Oracle tools, such as Oracle’s Primavera solutions

Implementation Process

To ensure upgrade success, CSX Corporation established a governance committee that included senior-level business partners and technology managers, conducted an internal business process audit, assigned a business lead, converted incremental subledger accounting history, and planned and scheduled the upgrade to occur over one weekend.

CSX then performed multiple front-to-back test conversions; created thorough test cases, including period-close testing; developed a full playbook, including milestones and steps, timelines, responsible parties, and all contact information; mirrored production the weekend before go live; and defined the scheduled, cutover weekend communication-status procedure.

With a well-organized plan in place, CSX completed the upgrade in just 58 hours, primarily during weekend hours to minimize end user impact.

Oracle Customer:**Experian plc**

Dublin, Ireland

www.experian.com

Industry:

Professional Services

Annual Revenue:

\$1 to \$5 Billion

Employees:

16,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Human Resources
- Oracle iRecruitment
- Oracle Learning Management
- Oracle Performance Management
- Oracle Time and Labor
- Oracle Compensation Workbench
- Oracle Procurement
- Oracle Hyperion Data Relationship Management
- Oracle Hyperion Financial Data Quality Management
- Oracle Hyperion Financial Management
- Oracle Hyperion Planning
- Oracle Essbase
- Oracle Hyperion Smart View for Office
- Oracle Data Integrator
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Business Intelligence Suite
- Oracle Financial Analytics
- Oracle Procurement and Spend Analytics

Experian plc Consolidates Reporting Systems for One, Global View of Financial Data and Improves Planning for Continued Growth

“With our Oracle Hyperion enterprise performance management suite, we have achieved one consolidated global view of our business performance and planning data—across more than 40 countries and numerous business units—enabling our management team to make timelier, effective decisions as our business continues to grow, organically and through acquisition.”

— **Kulbir Sandhu**, Director, Global Reporting Systems, Experian plc

Experian is a leading global information services company, providing data and analytical tools to clients in more than 80 countries. The company helps businesses manage credit risk, prevent fraud, target marketing offers, and automate decision-making. Experian also helps individuals to check their credit reports and credit scores and protect against identity theft. The company maintains its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, United Kingdom; Costa Mesa, Calif; and São Paulo, Brazil.

Experian maintains four diverse businesses—credit, decision analytics, marketing, and Experian interactive—and over the last five to six years, the company has made approximately 200 acquisitions, driving huge growth and complexity throughout the enterprise. Experian faced a global challenge, as each region and individual business unit ran its own, disparate, financial management and reporting systems, making it very difficult, if not impossible, to gather a timely, global view of financial data. Due to the volume of disparate systems—including Oracle Financial Analytics, OutlookSoft (SAP), Cognos, Prophix, and a myriad of Microsoft Access databases and Excel spreadsheets—the company was also experiencing data quality issues.

Experian knew it wanted to replace its multiple systems with one, global, enterprisewide tool. It turned to Oracle, deploying a full suite of Oracle Hyperion enterprise performance management (EPM) applications—including Oracle Hyperion Data Relationship Management, Oracle Hyperion Financial Data Quality Management, Oracle Hyperion Financial Management, Oracle Hyperion Planning, and Oracle Essbase—to address these challenges. At the same time, the company upgraded to Oracle E-Business Suite Release 12 to take advantage of new application functionality and streamline integration with the Oracle Hyperion EPM suite.

Driving Visibility and Timeliness of Financial Information

Experian used Oracle Data Integrator to integrate Oracle E-Business Suite with the Oracle Hyperion system. On the first five workdays of the month, the system loads data from Oracle E-Business Suite into the EPM suite every two hours. For the remainder of the month, there is a daily system update.

“Previously, it could take hours or days to gather our financial data across regions and business units and push it through our myriad reporting tools—and even then, there was no guarantee that the information was accurate or timely. The standardized processes enabled by the Oracle Hyperion solution, as well as the continuous refreshes, help us on a day-to-day basis and also greatly help streamline our month-end and year-end financial close processes,” said Kulbir Sandhu, senior director, global reporting systems, Experian plc.

Oracle Partner:**Tata Consultancy Services**

www.tcs.com

Hackett Technology Solutions

www.thehackettgroup.com

Experian can also pull financial source data from acquired companies that have not yet been integrated into the Oracle E-Business Suite instance by loading the data directly into Oracle Hyperion Financial Data Quality Management—providing the company with a full enterprise view without losing precious time.

“We have 800 users across the Oracle Hyperion applications. The system gives our financial management teams a truly global view of data. They can log in, pull profit and loss and growth reports, and track performance in Asia Pacific and in North America and have confidence that they are using standardized data to make decisions,” Sandhu said. “The platform also gives us a great platform for the future. For example, we’re looking at deploying additional sales reporting capabilities in the EPM system.”

The system also provides Experian with the flexibility to load all data in local currency, automatically completing conversions and budget rates and thus providing a robust set of reports in constant currencies. The ability to aggregate large volumes of data in Oracle Essbase puts information at the finance teams’ fingertips very quickly.

“With Oracle Hyperion, we spend less time building reports and more time on actual analysis. Our various business units within our regions can support their sales and marketing organizations and provide them with the analyses they need to help drive and grow their business,” Sandhu said.

Prior to the Oracle Hyperion implementation, if the company wanted to conduct a global aggregation of its financial performance data, it would need to wait for each region to upload numbers and then reconcile those numbers to their source systems.

“It could take more than a day before we could even access that data,” Sandhu said. “Now, with our continuous refreshes between Oracle E-Business Suite and Hyperion, we can run the end-to-end process in 90 minutes or less.”

Experian has also accelerated its year-end financial close process from seven or eight days to just three.

Improving Usability and Flexibility

Another key benefit from the implementation is improved flexibility in human resource management. Previously, with a number of reporting systems in place worldwide, it was difficult to move employees from one region or business unit to another without requiring extensive training on systems.

Now, with one standard global system, Experian has greater flexibility to offer employees new opportunities without needing to invest as much in training.

In addition, with Oracle Hyperion Smart View for Office, users have the freedom to view, import, manipulate, distribute, and share EPM data in familiar tools, like Microsoft Excel, Word, and PowerPoint.

“Oracle Hyperion Smart View also enables our users to be more self-sufficient. Once they go through training, they can easily interrogate and report on data without IT assistance,” Sandhu said.

Of course, change does not always come easy. Sandhu noted: “With our implementation, we had a lot of changes at once—consolidating three Oracle E-Business Suite instances into one, putting in a brand new chart of accounts, and replacing all our local reporting systems with the integrated Oracle Hyperion suite. Initially, it was a challenge. But, with a little time and training, we have reached a point where our employees see this as a tool that they cannot possibly do without. The Oracle Hyperion solution is critical to our success, and our users like the ad hoc capabilities of Smart View to slice and dice data the way they want.”

Streamlining Integration and Reducing Total Cost of Ownership

With its comprehensive implementation, Experian knew that the integrated applications in the Oracle Hyperion suite could address multiple requirements, from data validation across multiple source systems, to financial consolidation and reporting, to budgeting and forecasting.

With Oracle Hyperion Data Relationship Management, Experian can more easily maintain its downstream systems. Without this tool, if Experian needed to make any changes to metadata or add new values, it would need to go into each Oracle Hyperion application and repeat the process. Now, the company can make any necessary changes in Oracle Hyperion Data Relationship Management, and the tool pushes the changes down into all Hyperion applications.

Experian also uses Oracle Hyperion Data Relationship Management to support alternate hierarchies to provide different views of the business for sales reporting, profitability analysis, and strategic client reporting—without having to recreate common dimensions each time—saving a significant amount of time.

“Oracle Hyperion Data Relationship Management allows our lines of business to analyze and report from their points of view, but still gives us the confidence that all our critical applications will tie together, from the top down. We have true consistency,” Sandhu said.

In addition, by replacing multiple reporting systems worldwide with one global tool, Experian has reduced its total cost of ownership. The company previously had various teams across regions that maintained the local applications. With one global system, Experian was able to consolidate and establish one team to maintain applications and data, worldwide.

“We especially see this benefit with upgrades. Previously, we would have had to upgrade our myriad systems—it was not feasible or cost-effective, so it was difficult to stay up to date. With Oracle Hyperion, we can do a one-time upgrade, and everyone immediately benefits,” Sandhu noted.

Challenges

- Replace disparate reporting tools with one, global, enterprisewide solution to enable the information services company to gather a timely, global view of financials and reporting across its four, diverse businesses with customers in 65 countries
- Ensure a scalable and flexible environment to meet the unique needs of a diverse and global information services company that has acquired approximately 200 organizations in the past five to six years
- Improve financial data quality and create a robust platform for faster integration of acquisitions into the financial systems environment, as the company continues to expand its portfolio of direct marketing and consumer credit services
- Provide flexibility to enable team members to more easily transfer to different geographies or business units without needing to learn entirely new skillsets
- Reduce the overall total cost of ownership for reporting systems
- Provide flexibility to enable team members to more easily transfer to different geographies or business units without needing to learn entirely new skillsets
- Reduce the overall total cost of ownership for reporting systems

Solutions

- Replaced disparate reporting systems with one, global, financial management and reporting system, enabling 800 users across regional financial management teams to access standardized data for profit and loss, growth, and performance reports
- Refreshed data between Oracle E-Business Suite and the Oracle Hyperion suite every two hours, enabling Experian to reduce the time needed to pull an aggregated global view of financial performance from more than one day to less than 90 minutes
- Enabled the company to easily pull financial source data from acquired companies that have not yet been integrated into Oracle E-Business Suite into the EPM system—providing the company with a rapid enterprisewide view
- Accelerated the year-end financial close process by more than 250%
- Enabled employees to more easily move between regions or business units without requiring extensive training
- Reduced application maintenance and upgrade costs by eliminating numerous, regional reporting systems

Why Oracle

“We chose the Oracle Hyperion suite due to the vendor’s reputation as a global leader for reporting and consolidations,” said Kulbir Sandhu, senior director, global reporting systems, Experian.

“When Oracle acquired Hyperion, we saw the benefit in staying with one strategic vendor for our financial and reporting systems, due to easier integration between ERP and reporting.”

Implementation Process – In 2009, Experian decided to bring its three instances of Oracle E-Business Suite onto a single instance to implement one, global chart of accounts, while upgrading to Release 12. At the same time, the company chose to deploy the reporting tools—the Oracle Hyperion applications and Oracle Business Intelligence Enterprise Edition—to support its ERP system.

Experian worked with Oracle Platinum Partner Tata Consultancy Services (TCS) on the Oracle E-Business Suite implementation and with Oracle partner Hackett Technology Solutions on the EPM (Oracle Hyperion) deployment. The company went live on all systems in January 2010.

Partner

Experian has a long-standing relationship with TCS, which has maintained and supported the company’s systems for a number of years. TCS provided the technical resources for the Oracle E-Business Suite implementation, completing the technical build and configurations, creating the test scripts, and making sure the integrations between the applications worked appropriately.

On the EPM side, Hackett Technology Solutions provided technical and functional support, helping Experian develop its business processes and understand how the Oracle Hyperion tools could support the business. Hackett also completed the technical implementation and built the integration to the Oracle E-Business Suite environment.

Oracle Customer:**Greater Amman Municipality**

Amman, Jordan

www.ammancity.gov.jo**Industry:**

Public Sector

Employees:

23,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1.1
- Oracle Enterprise Asset Management
- Oracle Financials
- Oracle Internet Expenses
- Oracle Inventory Management
- Oracle iProcurement
- Oracle Project Collaboration
- Oracle Project Contracts
- Oracle Project Costing
- Oracle Project Management
- Oracle Project Resource Management
- Oracle Property Manager
- Oracle Purchasing
- Oracle Customer Data Hub
- Oracle SOA Suite
- Oracle BPEL Process Manager

Oracle Partner:**Optimiza**www.optimizasolutions.com

Greater Amman Municipality Boosts Management Performance with 360-Degree View of Citizens and Customers Across Enterprise Applications

“With Oracle E-Business Suite Release 12.1.1, we’ve improved financial and logistics operations and gained efficiency through standardization and automation. With Oracle Customer Data Hub, we provide our service agents an up-to-date, 360-degree view of a citizen’s or organization’s interactions with the municipality. Previously, it took days to collect the information from different departments. Thanks to the outstanding expertise and dedication of Oracle partner Optimiza, we achieved a successful major deployment that will benefit both citizens and commercial organizations.”

— **Khaled Abu Koush**, Senior Infrastructure Consultant, Greater Amman Municipality

Amman, the capital of Jordan, has approximately 2.8 million residents—comprising approximately 40% of Jordan’s population. Jordan has a high population of immigrants, with more than 40% of its residents being born in another country—a rate even higher than the United States, according to a 2005 United Nations report. Amman’s population is expected to grow to almost 6.5 million by 2025, due to constant and rapid immigration.

Greater Amman Municipality (GAM) was established in 1987 when the old city united with the surrounding municipalities, forming an administrative area that spans 700 square kilometers. Today, Amman’s 27 administrative districts cover approximately 1,700 square kilometers—surpassing the geographical size of Los Angeles by almost 50%.

Challenges

- Strengthen GAM’s fiscal management and economic activities by centralizing all financial information in a modern enterprise resource planning system that enables efficient monitoring and control
- Create a 360-degree view of each citizen, organization, and commercial enterprise in GAM by consolidating information—such as property taxes, construction permits, building licenses, and traffic citations—scattered across 14 home-grown and commercial systems
- Manage information about more than 2 million citizens and 200,000 commercial enterprises and organizations efficiently, ensuring that source systems contain the latest information about each customer, wherever the information has been modified
- Enable citizens, organizations, and commercial enterprises to gain immediate access to their records through specialized municipal agents, for example to obtain a letter of good credit standing, which previously could involve days or weeks of collecting numerous single certificates from municipal departments
- Establish data quality and merger procedures to prevent data duplication, which in the past required significant manual effort to correct

Solutions

- Achieved tight financial control across departments after centralizing all financial information—including data from home-grown tax, permitting, and license management systems—with Oracle Financials, increasing financial transparency and controls, reducing municipal expenditure, and mitigating the risks of corruption attempts
- Used Oracle Customer Data Hub to provide GAM with a unified and up-to-date, 360-degree view of each citizen, organization, and commercial enterprise, enabling the municipality to serve its citizens and businesses better and faster
- Leveraged Oracle E-Business Suite Release 12.1.1 to automate interdepartmental processes—especially between the finance and procurement, logistics, project management, and asset management departments—increasing operational efficiency and reducing costs across the organization
- Used Oracle SOA Suite and Oracle BPEL Process Manager to orchestrate data flow—written in Cobol and other programming languages—between Oracle Customer Data Hub and 13 source systems to Oracle E-Business Suite, ensuring unique, complete, and up-to-date customer data
- Developed a customized, online function for Oracle Customer Data Hub, which reads transactional data from 13 source systems and drills down instantaneously to each transaction between a citizen or organization and the municipality, saving substantial effort and time for municipal staff when responding to requests
- Used Oracle Customer Data Hub's advanced data cleansing functions to identify and merge duplicate master data records, optimizing customer data management over the entire lifecycle while distributing a single source of trusted data to all vertical applications
- Benefited commercial enterprises and the public by enabling municipal staff to immediately generate a customer's account balance—a prerequisite for municipal reimbursements, which previously required a personal visit to numerous administrations to get a letter of good credit standing from each department
- Optimized effectiveness of GAM's marketing and informational campaigns thanks to accurate, up-to-date citizen information
- Enabled GAM's service center to instantly provide citizens and companies with their municipal account balance report, including detailed transactions—with plans to provide a self-service function in the near future through GAM's Web portal

Why Oracle

“Oracle is considered the leading solution provider in the Middle East, where many people are familiar with Oracle technology and applications. Thirty years ago, the municipality began using Oracle platforms to develop applications. Oracle also has a strong partner presence in the region and an excellent policy in terms of partnering with its customers,” said Khaled Abu Koush, senior infrastructure consultant, GAM.

Partner

GAM worked with Oracle specialized partner Optimiza to implement the project over three years, going live with Oracle Financials, Oracle Purchasing, and Oracle Inventory Management on January 1, 2011.

The initiative was complicated, involving numerous modules, business processes, and departments. It also required a phased rollout—with Oracle E-Business Suite’s core modules deployed first to support the municipality’s operations—followed by the gradual deployment of complementary modules.

Optimiza drafted the necessary data quality and data cleansing rules, including those for Oracle Customer Data Hub. It also defined cleansing activities for all source systems—for example identifying duplicate customer records based on criteria, such as customer names in Arabic language, national identification numbers, and customer identification numbers for noncitizens in the absence of a national identification.

Optimiza integrated Oracle Customer Data Hub with 13 source systems via two-way propagation of customer data, including name, address, contact information, relationships with other municipal administrations, and more.

Finally, Optimiza configured access remote systems through straight queries whose results are displayed in a 360-degree view, with database links for Oracle-based source systems and web-based services for source systems that aren’t Oracle-based.

Oracle Customer:**Instituto Costarricense de Electricidad (ICE)**

San Jose, Costa Rica
www.grupoice.com

Industry:

Public Sector

Employees:

15,000

Oracle Products & Services:

- Siebel CRM Desktop
- Oracle Communications Billing and Revenue Management
- Oracle Process Integration Pack for Oracle Customer Hub
- Oracle Database, Enterprise Edition
- Oracle Real Application Clusters
- Oracle Application Integration Architecture Foundation Pack
- Siebel Universal Customer Master
- Oracle Consulting

Instituto Costarricense de Electricidad (ICE)

Adds Mobile Offerings and Enhances Competitiveness by Integrating Billing and Customer Relationship Management

“Oracle Communications Billing and Revenue Management and Siebel CRM Desktop have greatly improved our management capabilities, helping us change the way we serve our customers.”

— **Luis Diego Abarca Fernández**, IT Division Plan Pesso, Instituto Costarricense de Electricidad (ICE)

The Instituto Costarricense de Electricidad (ICE), otherwise known as the Costa Rican Institute of Electricity, is a Costa Rican government agency that offers fixed, mobile, and broadband telecommunications services and provides power to approximately 95% of the country. After the country’s telecommunications market was privatized, ICE went from working in a monopolistic market to a competitive environment that included two other telephone companies.

ICE had a significant portfolio of telecommunications clients, which it needed to better understand and provide with valuable additional services to enhance its competitiveness in the new environment. With this goal in mind, ICE launched what it called the Plan for the Development of Systems Operations Support (PESSO) to give the company an IT infrastructure that could help improve the business. To implement its new directive, ICE worked with Oracle Consulting to plan, deploy, and support Oracle’s Siebel CRM Desktop. The implementation was to ensure that ICE fully understood its customers and enable it to better manage customer relationships.

In addition, ICE deployed Oracle Application Integration Architecture Foundation Pack and Oracle Process Integration Pack for Oracle Customer Hub to integrate systems, such as Oracle Communications Billing and Revenue Management, with the customer relationship management (CRM) system and unify all customer information, from product use to billing. This delivered a complete profile of each customer, enabling ICE to provide the right products and services as well as increase its competitiveness. ICE used its new customer information to better serve 5 million customers, of which 2 million are mobile phone customers.

Challenges

- Focus on business systems and process, such as customer relations and billing, to enhance competitiveness in the new telecommunications market that had replaced ICE’s former monopoly
- Increase company value by enabling more services to customers and increased business based on better knowledge of its fixed and mobile telephony, and broadband customers
- Integrate CRM and billing systems to simplify management and improve operational efficiency

Solutions

- Deployed Oracle Application Integration Architecture Foundation Pack and Oracle Process Integration Pack for Oracle Customer Hub to transform processes and integrate operational support applications with business applications
- Used Oracle Database, Enterprise Edition as an information repository for CRM and billing systems, achieving optimal data availability, performance, and security, while also using Oracle Real Application Clusters to ensure system reliability, even during an outage
- Implemented Siebel CRM Desktop with help from Oracle Consulting to transform the company into a more competitive business in an open telecommunications market by better managing customer needs, using quality customer information about its customers base
- Automated manual processes, such as management and monitoring of customers' service orders, to improve customer service and operating efficiency for ICE's customer service centers—as it helps agents to fully control each of their accounts
- Used Oracle Communications Billing and Revenue Management to optimize billing of 1.5 million bills monthly by developing an integrated billing system
- Unified product use and billing information in Siebel Universal Customer Master, integrating it with Siebel CRM Desktop and Oracle Communications Billing and Revenue Management, to acquire a 360-degree view of electricity and telecommunications customers in a single, master catalog, optimizing sales and post-sales processes for prepaid and postpaid mobile services
- Offered closed-group products to corporate accounts, such as packages of mobile-phone minutes, to improve offerings and increase competitiveness in the aggressive mobile communications market
- Accelerated sales and postsales processes for mobile phone prepaid and postpaid products and services by speeding up the delivery of new-package and product promotions to customers, as the system allows customer-service agents to handle customer inquiries and billing in real time and to have a comprehensive view of each customer
- Documented billing processes with Oracle Process Integration Pack for Oracle Customer Hub to monitor and analyze billing and sales methodologies

Why Oracle

“We evaluated several billing tools, based on a Gartner report that highlighted world class products. We also visited each provider to analyze their capabilities. This helped us see where the market was headed,” said Jaswicia Marroquín, vertical billing project director, Plan PESSO, Instituto Costarricense de Electricidad. “We then initiated a public bidding process, in which the finalists were Oracle and AMDOCS. After we evaluated each product and fulfilled bidding specifications, Oracle was selected.”

The CRM selection process was similar. “We evaluated other tools, such as Clarify, but we felt that the Microsoft tool was very lightweight. In addition, we had acquired some Siebel licenses for other projects. We saw that Siebel’s CRM offering was one of the best, so we decided to extend the licensing,” said Laura Morera, CRM project director, Plan PESSO, Instituto Costarricense de Electricidad.

ICE evaluated both products in terms of technology and economics. “The bidding of the billing vertical project also included mediation and systems for international interconnection. In the end, we chose to integrate with Oracle Application Integration Architecture Foundation Pack and orchestrate the system with Siebel CRM Desktop,” Marroquín said.

Implementation Process

Instituto Costarricense de Electricidad conducted a bidding process for the billing tool and CRM system.

The ambitious project, which was part of the PESSO plan, was carried out over a two-year period. ICE migrated to Siebel CRM Desktop between 2009 and 2011—beginning with prepaid customers, while synchronizing with Siebel Universal Customer Master. This unique customer base went live in 2010. During the same two-year period, ICE deployed Oracle Communications Billing and Revenue Management for its postpaid mobile clients.

“Oracle not only helped us implement its software, it trained our users and helped us make a transformative shift. Our business processes were widely scattered, with significant redundancy. The Oracle tools, beyond the standardization they provided, ensured that everyone who participated in the implementation process—from beginning to end—had the same knowledge,” Abarca said.

Oracle Customer:**Korean Air**

Seoul, Republic of Korea

www.koreanair.com

Industry:

Travel and Transportation

Annual Revenue:

Over \$5 Billion

Employees:

20,966

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Purchasing
- Oracle Order Management
- Oracle Inventory Management
- Oracle Advanced Supply Chain Planning
- Oracle Production Scheduling
- Oracle Complex Maintenance, Repair, and Overhaul
- Oracle Enterprise Asset Management
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Customer Hub B2B
- Oracle Customer Hub B2C
- Oracle Customer Hub Data Steward

Korean Air Reduces Fuel Consumption, Saves US\$2.56 Million Yearly in Catering and Paper Costs, Meets Sustainability Goals

“Oracle enterprise resource planning solutions best meet the aviation industry’s unique needs, particularly for aircraft maintenance programs. Korean Air has achieved a number of sustainability goals, including moving to a nearly paperless environment and cutting fuel consumption by 5%. We have also saved US\$2.56 million in catering and paper costs per year.”

— **Sungyeon Park**, Deputy General Manager, Korean Air

Korean Air is South Korea’s national airline and its largest carrier. Its fleet of 148 planes flies to 13 cities domestically and 112 cities in 44 other countries. In 2011, the airline transported 23.7 million passengers and 1.7 million tons of cargo. In addition to passenger and cargo transportation, it provides aerospace services, accommodation, catering, in-flight sales, and limousine services. Travel + Leisure magazine ranked Korean Air as the world’s eighth-best airline in 2011, and it has also been ranked by the International Air Transport Association as the world’s top commercial airline cargo operator for six consecutive years.

Korean Air is deeply committed to green operations and constantly looks for ways to improve its product and service designs, so they are based on green business processes. In 2012, the airline won an Oracle Excellence Award: Eco-Enterprise Innovation.

Challenges

- Meet environmental sustainability goals, such as reducing paper use, fuel consumption, aircraft noise, and carbon emissions from passenger and cargo transport
- Address a lack of integration between account settlement, passenger and cargo bookings, and aircraft maintenance schedules, which resulted in inaccurate purchase requests
- Improve in-flight meal production planning to minimize food and materials wastage
- Optimize the use of resources and materials to improve the accuracy of aircraft maintenance planning
- Create a nearly paperless environment by reducing the volume of paperwork that passes between departments and the need to print hard copies of tickets and manuals

Solutions

- Cut catering costs by US\$2.56 million per year and minimized food wastage, by creating route-specific menus based on accurate passenger numbers and regional demand
- Established an aircraft fuel management system that helped reduce fuel consumption by 5%, based on revised laws and procedures about fuel allowances and ground-based auxiliary power units
- Saved US\$60,000 in paper costs and 165,000 sheets of paper per year by establishing a digital library and generating electronic airline tickets and other documents
- Lowered the volume of paperwork sent between departments by implementing an electronic records and signature system to automate issuing and approving purchase orders for aircraft spare parts needed

- Cut material costs and made better use of environmental resources by providing accurate, real-time information about maintenance planning operations and enhancing the visibility of financial and maintenance data
- Improved energy efficiency and reduced noise by planning aircraft and engine maintenance and repair against flight schedules to ensure maintenance is completed accurately, regularly, and with minimal disruption

Why Oracle

Korean Air found that the majority of enterprise resource planning (ERP) solutions lacked the features required to support the aviation industry's unique needs, such as developing flight schedules and aircraft repair and maintenance programs.

"Most ERP solutions only cover up to 70% of an airline's maintenance requirements," said Sungyeon Park, deputy general manager, Korean Air. "This makes replacing legacy systems with a new ERP system difficult and risky."

To avoid the implementation issues that other airlines have faced, Korean Air realized it needed an ERP application that was highly flexible and expandable. After considering proposals that addressed common implementation issues, such as costs, timelines, and vendor codevelopment, Korean Air selected Oracle E-Business Suite Release 12.1 as the solution that best met its business and technical requirements, and predicted future aviation needs.

"It was also important to ensure the needs of the maintenance division were met, and Oracle proposed a codevelopment approach to support this important requirement," said Park.

"The company also offered a compelling strategy to complete the Oracle Complex Maintenance, Repair, and Overhaul implementation. In addition, we appreciated that Oracle was committed to maintaining a consistent, long-term partnership."

Oracle also offered Korean Air the opportunity to link Oracle Advanced Supply Chain Planning with Oracle Complex Maintenance, Repair, and Overhaul, ensuring the company could keep track of inventory at all stages of the supply chain. Other Oracle solutions, such as Oracle Production Scheduling were implemented for process management. Lastly, Korean Air chose Oracle Business Intelligence Suite, Enterprise Edition to produce management reports, a key performance index, and a balanced scorecard.

Implementation Process

In October 2007, Korean Air engaged Oracle Consulting to project manage and implement a global ERP system, based on Oracle E-Business Suite Release 12.1. Oracle Consulting worked on all aspects of the project, from the implementation planning study to the development and deployment. Staff from Oracle Consulting familiarized themselves with the needs and processes of the aviation industry, then established a detailed project plan and followed a systematic methodology to complete the four-year project, on time and within budget.

Korean Air also worked with Oracle Consulting over four months to define the goals for a new aircraft maintenance and repair system, based on Oracle Complex Maintenance, Repair, and Overhaul Release 12.1. The airline implemented a total of 27 Oracle modules to support the activities of the aerospace and aircraft maintenance divisions. Eight areas, including maintenance planning, were designed at Oracle's head office and developed and implemented by the Oracle Solution Support Center.

The project also included four Oracle Complex Maintenance, Repair, and Overhaul experts with knowledge of the aerospace and transportation sector, and 10 Oracle Complex Maintenance, Repair, and Overhaul experts from Global Sourcing, a partner organization. These experts understood airline technicalities and language, and they had extensive mechanical and electrical engineering experience.

Korean Air and Oracle Consulting worked together to finish expanding the Oracle Complex Maintenance, Repair, and Overhaul system, which went live in January 2011.

The Oracle Solution Support Center also continues to support the Oracle ERP system and helped stabilize the Oracle Complex Maintenance, Repair, and Overhaul system by handling enhancement and support requests following the implementation.

Oracle Customer:

MedicAlert Foundation
United States

Industry:

Healthcare

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Business Intelligence Applications
- Oracle Master Data Management
- Oracle Customer Relationship Management

MedicAlert Foundation Identifies New Services and Offerings with Help from Oracle Applications

Rapid Implementation with Oracle Business Accelerators Helps Nonprofit Immediately Gain Value from Modern Applications

News Facts

- To expand its medical information services and offerings, MedicAlert Foundation, a global nonprofit organization, has adopted the Oracle E-Business Suite 12.1, Oracle Business Intelligence Applications, Oracle Master Data Management and Oracle Customer Relationship Management.
- MedicAlert Foundation provides emergency medical information and identification services about its members to emergency medical and law enforcement personnel through its innovative, reliable MedicAlert ID solution.
- To meet member demand for new ways to leverage critical information and services, MedicAlert needed to replace its rigid legacy system with a modern business platform that could optimize the management of financial and customer information.
- After a competitive search of vendors, MedicAlert determined only Oracle could deliver the functional and technical requirements to seamlessly integrate its internal Emergency Medical Information Record (EMIR) system and customer-facing operations into a single, secure platform. MedicAlert selected Oracle applications to replace several disparate business systems including a legacy Microsoft Great Plains for Financials and a homegrown system for call center and manufacturing operations.
- Working with Oracle PartnerNetwork (OPN) Platinum-level member DAZ Systems, and leveraging Oracle Business Accelerators, MedicAlert implemented the Oracle E-Business Suite 12.1 including Financials, Oracle Order Management, Oracle Discrete Manufacturing, Oracle Purchasing, and Oracle CRM, in less than seven months, five months faster than anticipated.
- Oracle Business Accelerators are powerful, cloud-based rapid implementation tools that dramatically reduce the time and effort required for project scoping, solution design, configuration, and testing. Oracle Business Accelerators incorporate leading industry practices and are available through Oracle's approved partner channel and Oracle Consulting groups.
- With its new technology platform and the assistance of eVerge Group, a Platinum-level member of Oracle PartnerNetwork, MedicAlert has been able to open up new business opportunities and extend partnerships by having consolidated, authoritative information that provides a single view to accurate information between its EMIR and its CRM applications through Oracle Master Data Management (MDM) which includes Oracle Customer Hub.
- In addition, by leveraging Oracle Enterprise Data Quality MedicAlert has improved the quality, consistency and relevance of underlying data, providing greater value for analytics and reporting insights through Oracle Business Intelligence.
- Lastly, by storing sensitive medical information in Oracle CRM, MedicAlert can more easily meet critical regulations around privacy and security, including HIPAA requirements.

Supporting Quotes

- “Our foundation depends on delivering medical information to stakeholders at critical moments, so having efficient and secure technology to support our business is mandatory,” said Karen Lamoree, COO, MedicAlert. “With Oracle, MedicAlert has the platform to extend our services to meet new member needs and grow our business. For example, we’ve already established new partnerships, generated new business opportunities and enhanced our call center experience.”
- “Timeliness and agility are important for most midsize organizations, but for companies in the medical emergency field like MedicAlert, speed and accuracy are everything,” said Steve Cox, vice president, Oracle Accelerate for Midsize Companies. “Oracle Business Accelerators allowed MedicAlert to gain value from Oracle Applications forty percent faster than a traditional deployment. This makes a huge difference, enabling the company to enhance its customer experience and take advantage of growth opportunities right away.”

Oracle Customer:**Norway Post**

Oslo, Norway
www.posten.no

Industry:

Public Sector

Annual Revenue:

Over \$5 Billion

Employees:

16,000

Oracle Products & Services:

- Oracle Site Hub

Norway Post Streamlines Mail Handling and Lowers Operating and Maintenance Costs by 80% with Location Management Solution

“With Oracle Site Hub, we have a modern and flexible, standardized location management solution, which has significantly improved our customer data quality and mail carriers’ route information. The solution enabled us to substantially reduce operating and maintenance costs, and our users are very satisfied.”
— **Arne Erik Berntzen**, Business Applications Director, Norway Post

Norway Post, the Norwegian postal service, was founded in 1647. The agency is run by the Norwegian Ministry of Transport and Communications, which manages mail distribution throughout the country. In 2002, Norway Post changed its structure into a publicly-held company that issues stock to prepare for Norwegian postal market deregulation. The company also has businesses in other parts of the Nordic region.

Norway Post needed to replace its legacy, mainframe-based location management system with a modern, flexible, and standardized solution. To meet its goals, the company deployed Oracle Site Hub, resulting in improved quality for customer and mail carriers’ route data and a more efficient mail sorting process. The solution has helped Norway Post to significantly reduce operating and maintenance costs.

Challenges

- Replace inflexible, mainframe-based location management with a modern, flexible, and standardized solution, providing a single source of truth for all site data
- Migrate the Norway resident and business address register—approximately 7 million addresses—to the new solution with minimal downtime
- Improve quality of client and mail distribution route data and make it possible to quickly and easily update that information, as needed
- Eliminate a manual mail-sorting process by being able to feed the improved customer information into letter-sorting machines
- Enable mail carriers to receive route reports and make changes to client information from their mobile devices
- Reduce operating and maintenance costs

Solutions

- Implemented Oracle Site Hub as a standardized and flexible location management solution and reduced annual operating and maintenance costs by 80%
- Moved approximately 7 million Norwegian residential and business addresses to Oracle Site Hub with minimal downtime, and seamlessly synchronized the data with the application’s route management system
- Enhanced customer and mail-route data quality by using Oracle Site Hub’s route management system, enabling mail carriers to deliver mail to the right places in the right order

- Enabled mail carriers to receive route reports and, when necessary, to update routes and customer data directly from their mobile devices
- Streamlined the mail sorting process, which ultimately will enable Norway Post to eliminate manual sorting process by being able to upload improved customer information into letter-sorting machines

Oracle Customer:**Seagate Technology plc**

Cupertino, California

www.seagate.com

Industry:

High Technology

Annual Revenue:

Over \$5 Billion

Employees:

53,700

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Global Trade Management
- Oracle Financials
- Oracle Order Management
- Oracle Shipping Execution
- Oracle Inventory Management
- Oracle Identity Management
- Oracle Product Hub
- Oracle Customer Data Hub
- Oracle Consulting

Oracle Partner:**Wipro Technologies**

www.wipro.com

Seagate Technology plc Improves Control Over Export Processes, Increases Efficiency by Integrating Trade Management and Enterprise Resource Planning

“Oracle Global Trade Management is a unique global compliance solution that enables us to centrally manage our global trade operations. And, since it was developed as an integrated component of Oracle’s logistics suite, the solution enables us to optimize, automate, and monitor cross-border transactions in ways not before available from best-of-breed software providers.”

— **Michelle Scott-Horwitz**, Senior Director, International Trade, Seagate Technology plc

Founded in 1979, Seagate Technology plc is the world leader in hard disk drives and storage devices for enterprise, desktop, mobile computing, consumer electronics, and external/networking storage solutions. Seagate products span the storage application landscape, including data centers, mainframes, workstations, desktop and notebook personal computers, netbooks, digital video recorders, gaming consoles, home entertainment devices, external backup, and networked storage.

Challenges and Solutions

As the world’s largest hard disk drive and storage device manufacturer, Seagate ships to nearly every country in the world. To accomplish this, it must ensure compliance with trade practices and requirements, which can vary from country to country and change frequently.

With thousands of transactions per day—including intercompany as well as customer shipments and returns—Seagate’s trade management is a complex and robust process. When its legacy trade management system neared end of life, Seagate needed a solution that would enable it to run all transactions through United States export controls—including restricted party screening, provide information on licensing to its Oracle E-Business Suite shipping module for printing, and report the transactions efficiently to the U.S. government.

Working with Wipro Technologies and Oracle Consulting, Seagate deployed Oracle Global Trade Management and integrated it with Oracle E-Business Suite—enabling the company to centrally manage global trade operations. Developed as an integrated component of Oracle’s logistics suite, Oracle Global Trade Management gives Seagate new power to optimize, automate, and monitor its cross-border transactions.

The solution’s business monitoring capabilities are driving new levels of efficiency, visibility, and compliance, compared to Seagate’s legacy system, which used e-mail alerts to drive export processing, an approach that limited visibility into workflow and slowed down processes. The trade management team now has a single dashboard that it can reference for information on key indicators for each region, creating a more unified experience.

Analysts can also use the business monitor dashboards to avoid delays, enhance customer service, and reduce risk. For example, the rules-based system enables Seagate to effectively initiate a restricted-party screening hold, which suspends all orders associated with the customer while it is investigated.

Once cleared for export, the system enables an analyst to quickly release all transactions on hold with the customer. This eliminates the need to review every line item, saving considerable analyst time and expediting processing.

Oracle Global Trade Management offers similar capabilities when Seagate requires a new license or special authorization before shipping to a specific country. It can put a shipment on hold until these requirements have been met and then automatically release the hold once the authorization is obtained.

With Oracle Global Trade Management integrated with Oracle E-Business Suite, Seagate has an automated trade operation that accelerates cash flow and facilitates commerce while streamlining compliance.

Why Oracle

“We considered several solutions and chose Oracle Global Trade Management because of its robust features, flexibility, and the synergy it provided with our existing Oracle E-Business Suite environment. We also like the fact that the product was young when we selected it, affording us significant input into the early development phases,” said Pranab Sinha, vice president of IT, Seagate Technology LLC.

Partner

“For our implementation, we had a contract with Wipro, which brought in resources from Oracle Consulting,” Sinha said “Wipro did the interface work between Oracle E-Business Suite and Oracle Global Trade Management, and partnered with Oracle Consulting to perform the functional set up—all on budget.”

“We are tremendously excited by the potential of this implementation in Seagate, jointly with Oracle” said Biplab Adhya, vice president - business application services, Wipro Technologies. “With the implementation of Oracle Global Trade Management, Seagate has been able to increase its efficiency through better visibility and compliance of cross-border transactions. We are very happy to be part of that journey.”

Wipro Technologies is Diamond Level Partner, the highest ranking in the Oracle PartnerNetwork (OPN) Specialized Program. By achieving the Diamond level, Wipro has demonstrated the breadth and depth of its expertise in Oracle products, and ability to leverage Oracle technologies to provide measurable business value to customers globally.

Oracle Customer:**Telekom Deutschland GmbH**

Bonn, Germany
www.telekom.de

Industry:

Communications

Annual Revenue:

Over \$5 Billion

Employees:

240,000

Oracle Products & Services:

- Oracle Customer Data Hub
- Siebel Sales

Oracle Partner:**T-Systems International GmbH**

www.t-systems.com

Telekom Deutschland GmbH Speeds Order Processing for Landline and Mobile Communications Services with Unified Customer Information System

“We consolidated our corporate customer information using Oracle Customer Hub and Oracle’s Siebel CRM solutions. We improved data quality, reduced process lead times, enhanced customer management, and created a more streamlined infrastructure with a lower total cost of ownership.”

— **Marco Leicher**, Senior Manager Business Customers and Wholesale, Telekom Deutschland GmbH

With almost 132 million cell phone customers, 32 million landlines, and more than 17 million broadband connections, Telekom Deutschland GmbH (Deutsche Telekom) is one of the world’s leading integrated communications companies. The company offers products and services for landlines, mobile telephone, internet, and internet protocol television (IPTV) for noncorporate customers, as well as information and communication technology (ICT) solutions for enterprise and commercial customers. Deutsche Telekom operates in some 50 countries. In fiscal year 2012, the company generated more than half of its revenue outside Germany. Telekom Deutschland GmbH is responsible for the group’s corporate customers in Germany for both fixed access and mobile communications services.

Challenges

- Reduce complexity and total cost of ownership of the company’s corporate sales systems by replacing five, highly customized sales solutions that require significant maintenance efforts
- Improve the quality of commercial customer data across landline and mobile communications services to maximize sales efficiencies in Deutsche Telekom’s commercial communications customer segment
- Speed sales order processing by establishing a modern, integrated customer management solution
- Improve sales pipeline visibility by enabling 650 account managers to follow a structured approach when selling communications products and services to enterprises and commercial customers—from simple business-call and individual-cloud solutions, to complex, networking solutions

Solutions

- Deployed Oracle Customer Data Hub, part of Oracle’s Siebel suite of solutions, as the single source of truth for commercial customer data in Germany across landline and mobile communications services, accelerating order fulfillment and sales-commission payments
- Replaced five, highly customized legacy systems, which offered only restricted data models and limited data consistency, with an integrated customer management solution that reduces IT infrastructure complexity and total cost of ownership, while ensuring full system support

- Integrated Oracle Customer Hub and Siebel CRM Sales in real-time mode (with some processes such as data verification operated in batch mode) to ensure data consistency, accuracy, validity, integrity, and usability across all corporate customer systems—optimizing order processing and provisioning
- Performed data cleansing and migration of 400,000 business customers from five legacy systems with restricted data models to a centralized data master, based on Siebel products, in line with the group's software policy—greatly improving customer data quality, correcting inaccurate information, and establishing a single point of truth
- Enabled 30 customer data stewards (who are responsible for data quality) and 650 key account managers to streamline sales processes for greater efficiency and increased revenue
- Reduced lead times for core business processes, such as activating a new phone line for a business customer and paying sales commissions, thanks to faster data capture
- Leveraged a single version of accurate customer data, as well as synergies with the Siebel-based toolset used by Deutsche Telekom for its corporate business and to enable more professional customer contact
- Increased forecasting and opportunity pipeline transparency and accuracy, enabling the company to optimize planning capabilities across all its communications services

Why Oracle

“Deutsche Telekom decided years ago to manage its business and residential customer data and processes in Germany using Oracle’s Siebel products. We were very satisfied and, therefore, expanded our Siebel-based toolset to the business customer segment,” said Marco Leicher, senior manager business customers and wholesale, Telekom Deutschland GmbH.

Partner

T-Systems International GmbH is Deutsche Telekom’s corporate customer arm. Using a global infrastructure of data centers and networks, T-Systems operates information and communication technology systems for multinational corporations and public sector institutions. With 47,600 employees in more than 20 countries and its global delivery capabilities, T-Systems serves companies in all industries.

T-Systems was integrally involved in the design and build process. It also inues to run and manage the customer information system, which went live in June 2012.

Oracle Customer:**The Church Pension Group**

New York, New York

cpg.org

Industry:

Insurance

Annual Revenue:

Over \$5 Billion

Employees:

430

Oracle Products & Services:

- Oracle Sales Cloud
- Oracle Customer Data Management

The Church Pension Group Improves Data Quality and Integration, Builds Cloud-Based Foundation for Next-Generation Enterprise Applications

“Oracle Fusion Customer Data Management Cloud Service is fundamental to our upgrade to Oracle Fusion Applications. In just a short time, we have already improved data quality and stewardship, accelerated access to information, and set the stage for reducing IT complexity, while ensuring security.”

— **Danette Patterson**, Group Lead, Oracle Applications, the Church Pension Group

“The Church Pension Group (CPG), an affiliate of The Church Pension Fund, provides pension benefits and services, retirement planning, life and disability insurance, health benefits, property and casualty insurance, and book and music publishing for the clergy, lay employees, and institutions of the Episcopal Church.

For many years, the company has run its business on Oracle E-Business Suite applications and Oracle Customer Data Hub. CPG wanted to execute a leapfrog upgrade from Oracle E-Business Suite 11i to Oracle Fusion Applications. To ensure a seamless, multiphase upgrade of its business-critical applications, the company began by implementing Oracle Customer Data Management and Oracle Sales Cloud to separate customer-master functionality in preparation for the migration.

While the company is still upgrading to Oracle Fusion Applications, it is already seeing early benefits with Oracle Customer Data Management. For example, CPG has greater flexibility regarding referencing information and has expanded the types of data included in its customer hub. The group is also improving data stewardship with immediate visibility into audit and tracking information, such as the date and author of the most recent data update. Previously, employees required support from a software developer to access this information. As important, customer service representatives can more easily view information and create and track cases.

“Oracle Customer Data Management allows us to handle complexity centrally, so the business groups aren’t impacted by data management processes that move elements in and out of the central repository, which keeps end-point data in line. It works very smoothly for us,” said the Reverend Clayton Crawley, executive vice president and CIO, the Church Pension Group.

The organization’s new enterprise applications will improve user navigation and eliminate the need for many complex integrations. Upon rollout of Oracle Fusion Applications, the company will be able to retire legacy query tools, further reducing IT complexity and costs.

Why Oracle

“Oracle Customer Data Management allows us to have one central solution that is business-process aware and has a rules engine. We can still have those point solutions for our business, but we can tie everything together and have data quality across the organization,” Crawley said.

“Security is extremely important to us and our data is also very important. Because of who we are, we have a private cloud. It meets our needs internally while allowing us to have a strong return on investment with our data hub. Oracle Managed Cloud Services allows me to focus on my business,” Crawley added.

Implementation Process

The Church Pension Group went live on Oracle Customer Data Management and Oracle Sales Cloud, in December 2012. The company will begin to go live on Oracle Fusion Applications in 2014, starting with Oracle Fusion Human Capital Management.

Oracle Customer:**Wells Enterprises, Inc.**

Le Mars, Iowa

www.bluebunny.com

Industry:

Consumer Goods

Annual Revenue:

\$1 to \$5 Billion

Employees:

2,500

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1.3
- Oracle Financials
- Oracle Process Manufacturing
- Oracle Order Management
- Oracle Advanced Supply Chain Planning
- Oracle Warehouse Management
- Oracle Enterprise Asset Management
- Oracle Transportation Management
- Oracle Procurement
- Oracle iSupplier Portal
- Oracle Quality
- Oracle Projects
- Oracle Product Information Management Data Hub
- Oracle Database 11g
- Oracle Real Application Clusters
- Oracle User Productivity Kit

Wells Enterprises, Inc. Supports Goal to Become the Largest Ice Cream Manufacturer in America with Applications Upgrade

“When the biggest complaint the first week following the upgrade was about new screen colors, we knew the upgrade was successful. Of course we quickly changed the color back to the original scheme. The new Oracle E-Business Suite Release 12.1.3 environment provides the scalability and breadth of functionality we need to run our current operation and provides a solid platform on which we plan to add enhanced capabilities as the business grows.”

— **Bill Baumbach**, Chief Information Officer, Wells Enterprises, Inc.

Wells Enterprises, Inc. is the largest family-owned and operated ice cream manufacturer in the United States. Headquartered in the Le Mars, Iowa-declared by the Iowa legislature as the “Ice Cream Capital of the World”—Wells produces more than 120 million gallons of ice cream annually, 70 flavors of Blue Bunny ice cream, and more than 500 packaged ice cream, frozen novelties, and specialty frozen desserts.

Blue Bunny branded items are distributed across the nation via grocery, convenience, and club stores as well as through mobile vending trucks and in-food service settings, such as educational institutions, hospitals, and restaurants. With its state-of-the-art production facilities, the company is cited by many industry experts as one of the most technically advanced manufacturers in the industry.

Wells extends its commitment to industry-leading technology throughout the enterprise, including its enterprise applications. To help advance its goal of doubling revenue over the next decade and becoming the nation’s largest ice cream manufacturer, Wells upgraded to Oracle E-Business Suite Release 12.1.3. The applications provide Wells with scalability to support rapid growth. The expanded functionality enables it to continuously improve financial, supply chain, manufacturing, and distribution processes and quickly bring new facilities online.

Challenges

- Advance the company’s goal of doubling revenue over the next decade and becoming the nation’s largest ice cream manufacturer
- Create an IT infrastructure that can continue to support the company as it grows through acquisition, ice cream product innovation, and expanded retail channels and sales territories
- Ensure that the company remains current on its Oracle E-Business Suite applications, on which it runs its growing business
- Reduce customizations and simplify the company’s enterprise application environment following divestiture of its milk business

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1.3 and gained a more flexible and robust IT infrastructure that enables Wells to bring new facilities online quickly and supports changes in the product mix necessary to optimize market opportunities

- Accelerated inventory reconciliation and simplified accounting with the ability to manage process manufacturing and discrete inventory in a single inventory
- Merged vendor and customer tables into a single partner table to simplify master data maintenance
- Took advantage of Oracle Subledger Accounting which allowed removal of reclasses and mapping to the line level, greatly reducing account complexity and administration
- Completed a more complex than normal year-end close on time, shortly after going live on Oracle E-Business Suite 12.1.3
- Eliminated 30% of the company's Oracle E-Business Suite customizations-simplifying application management and streamlining future upgrades, as well as the rollout of Oracle Business Intelligence Applications
- Positioned the company to optimize its value chain, which is critical for an organization that relies on commodity-based dairy products as key ingredients in its production process
- Ensured continued support for the enterprise application environment, reduced IT complexity, and positioned to begin leveraging new functionality provided in Oracle E-Business Suite Release 12.1.3
- Used Oracle Product Information Management Data Hub as a centralized location for ice cream product information, enabling the company to rapidly respond to customer and internal requests for product information
- Improved integration reliability between the shipping execution and transportation systems by changing the underlying Java technologies
- Improved the ability to generate, capture, and resolve unplanned maintenance activities through the use of express work orders
- Established the latest Oracle Warehouse Management System baseline, which would enable future efficiency and accuracy improvements, such as: strict pick unit of measure, opportunistic cycle counts, labor management, and dock-door integration
- Accelerated a recent product rebranding initiative through centralized product information update functionality
- Used Oracle User Productivity Kit during the upgrade for documentation, as well as for training to support rapid adoption and foster user confidence

Implementation Process

Wells completed its upgrade to Oracle E-Business Suite Release 12.1.3 in-house, using the support of only a few independent consultants at various points in the process. Much of the initiative's success can be tied to the combination of a strong technology team as well as a significant commitment of key functional business users.

In early 2011, Wells implemented Oracle Enterprise Asset Management, and then it moved forward with a number of projects, including the Oracle E-Business Suite upgrade. Wells also migrated its Oracle Database with Real Application Cluster environment to Release 11g on a new virtualized Linux platform that enabled greater scalability and high availability.

By summer 2011, Wells worked to build essential customizations, primarily custom forms and reports, back into its ERP environment. It executed multiple practice go-live runs that fostered high confidence in quality and a clear understanding of the time constraints for the actual go-live. The company completed the upgrade in just 11 months.



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Hardware and Software, Engineered to Work Together

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