

# INFORMATION FOR SUCCESS

Leadership in Technology and Applications Solutions  
for Midsize Businesses

Our North American Customers Share Their Success





**ORACLE IS THE INFORMATION COMPANY**

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## Acquity Group, LLC Increases Competitive Advantage with a Scalable, Reliable Data Infrastructure



"We required a robust yet cost-effective database to power our new on-demand services. With Oracle Database, we can deliver the reliability and scalability that our software-on-demand customers expect from Acquity OnDemand."

**Matt Schmeltz**, Partner, Acquity Group, LLC

### Oracle Customer:



#### ACQUITY GROUP, LLC

Chicago, Illinois  
www.acquitygroup.com

### Industry:

Professional Services

### Annual Revenue:

US\$37 Million

### Employees:

195

### Oracle Products and Services:

- Oracle Database Standard Edition

Acquity Group is a leading provider of business and technology solutions designed to optimize business performance. Its consultants deliver measurable results to top-tier organizations by streamlining processes, fueling efficient internal collaboration, and aligning systems for maximum revenue generation. In 2004, Acquity launched its Commerce OnDemand and Content OnDemand solutions to take advantage of the increasingly popular outsourced, database-driven online business model. Acquity Group's OnDemand solutions provide a turnkey, hosted solution for commerce and content needs.

### Challenges

- Meet customer service-level agreements for the company's new on-demand offerings
- Increase competitive advantage through enhanced product offerings
- Ensure IT infrastructure scalability to accommodate future growth

### Solution

- Implemented Oracle Database Standard Edition as the data infrastructure for on-demand content and commerce solutions
- Improved data infrastructure performance, security, availability, and scalability
- Ensured a low up-front investment and no disruption to the existing IT infrastructure
- Gained the ability to grow applications incrementally as new business comes online
- Deployed the new IT infrastructure on Linux to reduce hardware and development costs

## Bebo, Inc. Expands Capacity to Manage Rapid Growth



"Oracle technology provides us the capacity to handle our increasing demands with ease—allowing us the flexibility and scalability to grow quickly."

Michael Birch, Chief Executive Officer, Bebo, Inc.

### Oracle Customer:



friends everywhere

### Bebo, Inc.

San Francisco, California  
www.bebo.com

### Industry:

Media and Entertainment

### Employees:

50

### Oracle Products and Services:

- Oracle Database Enterprise Edition
- Oracle Enterprise Manager

Bebo, Inc. is a social networking Web site that allows members to connect with others who share similar interests. The site boasts strong popularity in the United Kingdom, Ireland, and New Zealand, and is seeing increased prominence in the American, Australian, and Canadian markets. Moving beyond aggregating and posting searchable member profiles, photos, and comments, Bebo also integrates voice capabilities into member profiles and enables video uploads and live video streaming.

### Challenges

- Provide a scalable, flexible infrastructure to meet future demands and growth projections
- Expand capacity and manageability to support growing capacity requirements
- Increase performance while minimizing the risk of downtime

### Solution

- Increased the capacity of the data infrastructure with Oracle Database 10g Enterprise Edition, allowing greater flexibility and scalability to handle rapid growth
- Enhanced customer service by improving system reliability and performance
- Enabled continuous improvement of the IT environment in a seamless, transparent manner
- Improved performance and expanded analytic processing and data mining capabilities
- Implemented Oracle Enterprise Manager to reduce the IT management burden and expand visibility into the performance and status of the IT infrastructure

## Blue Gecko, LLC Meets Business Challenges, Primes for Growth with a Reliable IT Infrastructure

**Oracle Customer:****Blue Gecko, LLC**

Seattle, Washington  
www.bluegecko.net

**Industry:**

High Technology

**Employees:**

< 100

**Oracle Products and Services:**

- Oracle Database Standard Edition One

Blue Gecko, LLC provides IT hosting and management services that combine technical expertise and customer service into packages tailored to specific business needs. The company runs a fully redundant hosting network and offers its clients a 100 percent network and infrastructure availability guarantee.

**Challenges**

- Ensure scalability and reliability of the data infrastructure to sustain customer service and growth
- Gain the flexibility to run various platforms based on customer requirements
- Enable rapid deployment of new applications

**Solution**

- Implemented Oracle Database 10g enterprisewide to create a highly scalable and reliable data infrastructure that supports multiple platforms, including Linux
- Created a seamless path for future upgrades
- Gained the ability to rapidly deploy new applications with Oracle Database 10g, which is based on open standards
- Ensured scalability with advanced transaction handling and a robust backup platform
- Improved operational efficiency and reduced technology costs by automating core IT management functions

## Copper State Bolt & Nut Co. Gains Enterprise-Class Reliability and Functionality with a New Data Infrastructure



“Implementing secure and reliable Web dashboards built on Oracle Database 10g Standard Edition One proved to be very easy. It’s nice to look at a product and say five years from now, we’ll still have a system that can grow as fast as we’re growing.”

**Chuck Berry**, Senior IT Manager, Copper State Bolt & Nut Co.

### Oracle Customer:

#### Copper State Bolt & Nut Co.

Phoenix, Arizona  
www.copperstate.com

### Industry:

Industrial Manufacturing

### Annual Revenue:

US\$55 Million

### Employees:

340

### Oracle Products and Services:

- Oracle Database Standard Edition One
- Oracle Application Server Enterprise Edition
- Oracle Developer Suite

Copper State Bolt & Nut Co., founded in 1972, is a manufacturer and distributor of fasteners, power tools, construction equipment, and related products. Based in Phoenix, Arizona, the company has 17 distribution centers and manufacturing facilities throughout the southwest United States.

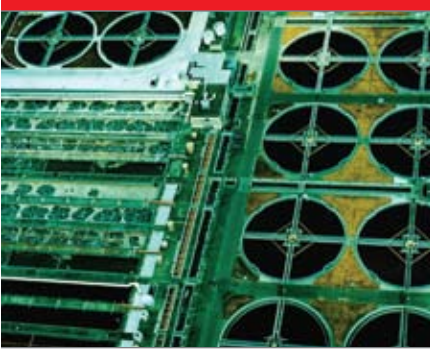
### Challenges

- Implement a cost-effective yet feature-rich data infrastructure to support continued growth and new business applications
- Ensure IT scalability
- Implement and manage the new data infrastructure without outside help

### Solution

- Implemented Oracle Database 10g Standard Edition One—a system designed for small and medium businesses—to create an affordable and scalable enterprise-strength data infrastructure that supports continued growth
- Improved data infrastructure reliability and business application performance
- Enabled real-time reporting capabilities
- Enhanced business intelligence and improved decision-making capabilities with real-time information dashboards
- Implemented the database and related tools without outside assistance or consultants, reducing costs and minimizing business disruption

## EnergySolutions Improves the Stability of Its Technical Environment



"Oracle simplified a lot of the setup and configuration of its database, enabling us to streamline system management and ensure data availability."

Steve Gickling, Director of Business Applications, EnergySolutions

### Oracle Customer:



### EnergySolutions

Salt Lake City, Utah  
www.energysolutions.com

### Industry:

Utilities

### Annual Revenue:

< US\$500 Million

### Employees:

< 4,999

### Oracle Products and Services:

- Oracle Database
- Oracle Real Application Clusters

EnergySolutions specializes in nuclear services such as high-level waste management, spent fuel handling and transportation, and complex decommissioning/decontamination projects of nuclear reactors and highly radioactive nuclear facilities. It also handles high-end technical challenges such as fuel sludge treatment and high-level waste treatment.

### Challenges

- Create a stable environment for 24/7 operation
- Ensure rapid deployment of new database features to accommodate ever-changing government and state regulations

### Solution

- Implemented Oracle Database 10g without outside resources to ensure a stable environment
- Deployed Oracle Real Application Clusters to ensure system availability and allow capacity to be expanded as needed
- Simplified database management, freeing staff to work on other key projects
- Enabled minimal ongoing management and maintenance of the system
- Allowed new features to be deployed more quickly

## enetrix Enhances Performance, Increases Operational Efficiency with Integrated Data Infrastructure



“We develop solutions for our customers 20 percent quicker because of the full integration that Oracle provides.”

**Jody McDonough**, Vice President of Development and COO, enetrix

### Oracle Customer:

#### enetrix

Middleton, Wisconsin  
www.enetrix.com

### Industry:

High Technology

### Annual Revenue:

> US\$3 Million

### Employees:

23

### Oracle Products and Services:

- Oracle Database Standard Edition One
- Oracle Application Server Standard Edition

enetrix provides enterprise feedback management solutions that help its clients identify and meet customer, employee, and partner needs; improve profits, customer satisfaction, and knowledge; and enhance decision-making. The company offers online solutions—including data collection, correlation, and analysis tools—as well as e-commerce and e-content management solutions to clients spanning the retail and consumer markets.

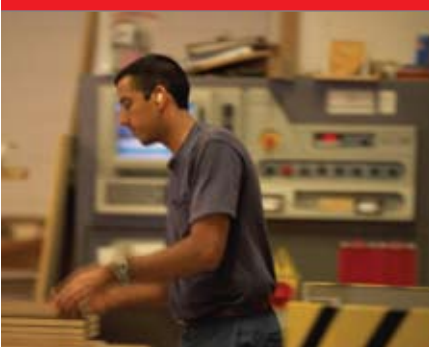
### Challenges

- Integrate and consolidate data collection to drive greater business intelligence
- Provide an efficient, scalable infrastructure to meet future demands
- Enhance the security of the company’s IT architecture

### Solution

- Centralized and integrated the data infrastructure with Oracle Database 10g Standard Edition One to boost productivity, enhance operational efficiency, and ensure IT scalability
- Enabled fast and secure information sharing with Oracle Application Server 10g Standard Edition
- Provided a comprehensive and secure IT infrastructure
- Created a foundation for future growth with the ability to rapidly deploy additional functionality
- Increased customer satisfaction by decreasing solution development time by 20 percent
- Enhanced performance with an easy-to-install, simple-to-manage, and cost-efficient IT architecture—designed specifically for small and medium businesses

## GAL Manufacturing Corp.



### Oracle Customer:

#### GAL Manufacturing Corp.

Bronx, New York  
www.gal.com

### Industry:

Industrial Manufacturing

### Employees:

290

### Oracle Products and Services:

- Oracle Database Standard Edition One

GAL Manufacturing Corp. operates from a 100,000-square-foot manufacturing facility in the shadow of Yankee Stadium in the Bronx. The family-run business designs and manufactures the most-complete line of elevator products available today. GAL also offers an extensive line of vandal-resistant door equipment designed and manufactured to ensure safe and reliable use. The company manufactures the vast majority of its products in-house, performing nearly every metal machining, punching, forming, welding, and finishing operation for doors and elevators.

### Challenges

- Make parts data available via the Web
- Achieve around-the-clock data availability across the enterprise
- Reduce server downtime
- Boost the performance of critical business applications while ensuring secure, around-the-clock availability
- Maximize hardware and IT resource efficiency
- Improve productivity while reducing technology upgrade and maintenance costs

### Solution

- Implemented Oracle Database Standard Edition One, specifically designed for small and medium businesses, to improve the performance of business applications
- Improved database response time, allowing GAL to reduce the cost of downtime and provide employees with fast access to vital business information
- Implemented a Java-based configuration tool, which utilizes Oracle Database as its back end
- Automated many database administrative tasks, enabling the IT team to focus on strategic business objectives
- Reduced technology total cost of ownership, positively affecting the company's bottom line

## Mainstream Technologies



### Oracle Customer:

#### Mainstream Technologies

Little Rock, Arkansas  
www.mainstream-tech.com

### Industry:

High Technology

### Employees:

< 500

### Oracle Products and Services:

- Oracle Database Standard Edition One

Mainstream Technologies, headquartered in Little Rock, Arkansas, has been collaborating with clients to create idea-based solutions to business and technical problems since 1996. The company provides a full range of products and services to its diverse client base, including custom application development, IS/IT consulting, contract programming, and application service provisioning.

### Challenges

- Provide Oracle's high availability solutions to clients that are looking for a cost-effective system
- Reach out to new markets and offer additional services
- Reduce the time needed for database maintenance and devote more time to development and other higher-value projects

### Solution

- Deployed Oracle Database 10g Standard Edition One for a client after price comparisons proved Oracle was more cost-effective than Microsoft SQL Server
- Learned from this deployment that Oracle Database 10g Standard Edition One was the best choice for small and medium businesses, and increased its client base with smaller businesses that previously believed they could not afford Oracle
- Reduced database maintenance time and freed time for higher-value projects by using Oracle Enterprise Manager, which eliminates the need to run SQL scripts, automatically alerts DBAs to problems, and offers solutions
- Used Oracle Automatic Storage Management for load balancing, and applied knowledge gathered in Oracle Database 10g to achieve optimal load balancing for earlier releases of Oracle Database
- Licensed Oracle Database 10g Standard Edition One for its own internal processes, and eliminated its use of spreadsheets with Oracle Application Express
- Used Oracle Application Express to enable clients to do their own development, freeing the company to devote efforts to application hosting, application development, and database support

## Primary Electric Supply, Inc. Improves Data Management and Builds New Business Applications



"We thought Oracle was only for Fortune 500 companies. When we looked at Oracle Database 10g Standard Edition One, we realized Oracle provided a viable solution for the small-to-medium-sized business segment."

**Richard Stepanian Jr.**, President, Primary Electric Supply, Inc.

### Oracle Customer:

#### Primary Electric Supply, Inc.

Baltimore, Maryland

[www.primaryelectricsupply.com](http://www.primaryelectricsupply.com)

### Industry:

Wholesale Distribution

### Employees:

< 500

### Oracle Products and Services:

- Oracle Database Standard Edition One

Primary Electric Supply, Inc. is an independently owned wholesale electrical distributor. Since its inception in 1980, the company has partnered with manufacturers to offer its customers the exact electrical products and services they need. With an average of 26 years' experience in the electrical industry, the company's product specialists possess extensive industry knowledge.

### Challenges

- Improve the flexibility and scalability of data management as the company continues to grow
- Implement a stable, easy-to-use database to improve business efficiency
- Find a cost-effective way to develop and deploy custom applications
- Deploy a mission-critical inventory management system that has cross-platform capabilities

### Solution

- Implemented Oracle Database 10g Standard Edition One on Linux—replacing aging Microsoft Access database applications and spreadsheets—to manage corporate data more effectively on a scalable, stable, and secure platform
- Provided a cost-effective way to access accurate inventory data in real time, so employees can determine what products are in stock and provide enhanced customer service
- Allowed the company's vendors to access the system, improving the efficiency of the supply chain
- Leveraged Oracle Application Express to design and deploy scalable applications quickly
- Improved operational efficiency by developing applications for human resource management, customer relationship management, customer blanket information tracking, and warehouse inventory management
- Used the company calendar function to track vacation time and manage paid time off for employees, improving the productivity of the HR team
- Recouped the cost of implementation in less than six months

## Property Condition Assessments, LLC Increases Efficiency and Boosts Productivity with Integrated Data Infrastructure



“We are managing growth by using technology as a strategic weapon. The level of efficiency provided by the Oracle infrastructure is phenomenal, and that kind of productivity would be an impossibility without this technology.”

**Thomas Clark**, Chief Information Officer, Property Condition Assessments, LLC

### Oracle Customer:

#### Property Condition Assessments, LLC

Pasadena, California  
www.pcallc.com

### Industry:

Professional Services

### Oracle Products and Services:

- Oracle Database Standard Edition One

Property Condition Assessments, LLC (PCA) is an architectural and engineering consulting firm that focuses on providing value-added technical expertise, financial services, and real estate knowledge to the commercial real estate marketplace. PCA works to enable private and institutional investors, lenders, and other real estate professionals to fully understand the impact that building system evaluations have on real estate transactions.

### Challenges

- Streamline the data collection process to coordinate and aggregate the information received
- Increase the capacity, productivity, and manageability of the IT infrastructure to allow for rapid growth
- Provide an efficient, scalable infrastructure to meet future demands

### Solution

- Centralized the infrastructure with Oracle Database 10g to increase capacity and accommodate future growth
- Established a single collection process for storing, managing, securing, and processing data
- Increased efficiency and productivity with an easy-to-install, simple-to-manage IT architecture specifically designed for small and medium businesses
- Increased competitive advantage with minimal cost investment by gaining the ability to accommodate heightened demand without adding to its support team

## SendThisFile, Inc. Provides Customers with a Reliable File Transfer Solution



"We needed a bulletproof infrastructure for our service, and Oracle has a great reputation for providing reliable, high-performance, and scalable technology."

Aaron Freeman, Founder, SendThisFile, Inc.

### Oracle Customer:

#### SendThisFile, Inc.

Wichita, Kansas  
www.sendthisfile.com

### Industry:

High Technology

### Employees:

< 500

### Oracle Products and Services:

- Oracle Database

SendThisFile, Inc. is an internet service that allows businesses and consumers to easily send large files to their clients, employees, friends, and families. The company has more than 400,000 users.

### Challenges

- Implement a secure, highly available database to protect sensitive information and improve customer service
- Increase competitive advantage through enhanced product offerings
- Ensure scalability of the IT infrastructure to accommodate future growth

### Solution

- Moved from a MySQL back-end system to Oracle Database 10g on Linux to enhance credibility with the customer base and provide world-class support
- Improved the performance, security, availability, and scalability of the data infrastructure
- Created a seamless path for future upgrades
- Implemented the system on time and within budget

## Sunbelt Business Advisors Network, LLC

### Ensures a Competitive Edge with Timely, Accurate Information

**Oracle Customer:****Sunbelt Business Advisors Network, LLC**

Atlanta, Georgia

[www.sunbeltnetwork.com](http://www.sunbeltnetwork.com)**Industry:**

Professional Services

**Oracle Products and Services:**

- Oracle Database Standard Edition One

Sunbelt Business Advisors Network, LLC is the largest network of business brokers in the world, with more than 350 offices in the United States and 11 other countries. The Sunbelt network provides an environment for business buyers, sellers, and professionals to meet with trained Sunbelt professionals who can assist in the purchase and sale of businesses and franchises.

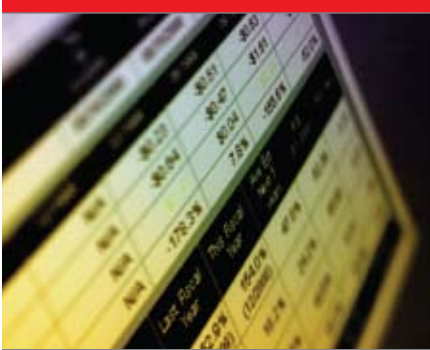
**Challenges**

- Implement a reliable, secure, cost-effective database solution to support the company's growth
- Improve the accuracy and reliability of business information
- Enable business brokerage professionals to share critical information more effectively and efficiently

**Solution**

- Implemented Oracle Database 10g Standard Edition One to improve the accuracy of business information and ensure data availability and security
- Reduced total cost of ownership by deploying a solution specifically designed for small and medium businesses
- Enabled brokerage professionals to share business information in a timely manner and improved customer service
- Provided maintenance and administration capabilities through an easy-to-use dashboard interface, freeing Sunbelt's information technology team to work on other critical tasks

## vAudit Yields High Returns for Corporate Tax Customers



"Companies don't want to gamble when managing their taxes and won't tolerate a slow portal when retrieving critical updates. Oracle's powerful applications deliver the performance, security, and reliability required to support our customers' real-time service expectations."

**Ben Connors**, Chief Executive Officer, vAudit Group, Inc.

### Oracle Customer:

#### vAudit Group, Inc.

San Diego, California  
www.vaudit.com

### Industry:

Professional Services

### Employees:

< 500

### Oracle Products and Services:

- Oracle Database Standard Edition
- Oracle Real Application Clusters
- Oracle Fusion Middleware
- Oracle Application Server Standard Edition One

vAudit Group, Inc. is a business tax compliance software and services provider that delivers the resources needed to ensure timely and accurate management of sales and use tax returns and related exemption certificate documentation. Using vAudit's online solution, organizations can streamline the traditionally time-consuming and arduous task of collecting and managing required tax exemption certificates. vAudit also facilitates accurate reporting and payment of sales and use taxes for each tax jurisdiction—state, local, or province. vAudit provides outsourced solution services that enable customers to securely retain access to important tax information, thus minimizing costs and the risk of tax compliance issues.

### Challenges

- Ensure around-the-clock availability of vital databases to support core business processes
- Maintain high performance while minimizing database administrator resources
- Enable rapid and cost-effective scalability

### Solution

- Implemented Oracle Database and Oracle Real Application Clusters to create a highly flexible, reliable, and cost-effective IT platform
- Created a robust, customer-facing portal that enables customers to access critical tax information easily and quickly
- Ensured continuous data availability in an easy-to-manage infrastructure
- Gained the ability to scale quickly and economically as needed with Oracle Real Application Clusters
- Deployed Oracle on Linux to realize cost savings
- Gained the ability to provision and reprovision servers automatically based on capacity, enabling cost-effective management of IT resources
- Reduced IT complexity while maintaining flexibility
- Maintained high customer service levels, including customer access to critical tax information via a reliable portal

## American Century Investments Consolidates Information and Improves Efficiency



“We chose Oracle Portal to integrate our 35 to 40 departmental intranet sites to provide greater access to enterprisewide data. Once we deployed it, our employees now have application and information integration through a secure, centralized, unified single sign-on workplace.”

**Rob Aneweer**, Architectural Advisor, American Century Investments

### Oracle Customer:

#### American Century Investments

Kansas City, Missouri  
www.americancentury.com

### Industry:

Financial Services

### Employees:

1,800

### Oracle Products and Services:

- Oracle Portal
- Oracle's PeopleSoft Enterprise Human Capital Management

American Century Investments, a leading investment management company with nearly 50 years of experience, helps investors achieve their financial goals. Serving financial professionals, institutions, corporations, and 1.6 million individual investors, American Century Investments offers a broad array of products across a variety of investment disciplines. The company manages approximately US\$100 billion in assets through mutual funds, separate accounts, commingled trusts, subadvisory accounts, and institutional products.

### Challenges

- Provide employees with better visibility of enterprisewide data
- Ensure the security of enterprise data while expanding access to critical business data
- Reduce IT complexity and costs

### Solution

- Implemented Oracle Portal to enable greater accessibility to data from multiple intranet sites, develop department and role-based portlet views of data, and link all employees to a single workplace support site
- Integrated data from more than 40 Web sites, reducing IT costs and complexity, and enabling access—from a single, secure location—to diverse information, including news feeds, Oracle's PeopleSoft Enterprise applications, and reward statements
- Improved productivity and security by providing role-based presentation of department-specific content
- Provided the company's human resources (HR) professionals with greater access to HR-specific data via the one-source portal
- Exceeded initial return on investment goals with a portal that is easy to implement and manage

## Central Plastics Enhances Customer Service and Reduces Maintenance Costs



"Implementing Oracle E-Business Suite On Demand allowed us to improve customer service, enhance our operational efficiency, and minimize our IT maintenance costs."

**Wade Lewis**, Chief Information Officer, Central Plastics

### Oracle Customer:

#### Central Plastics

Shawnee, Oklahoma  
www.centralplastics.com

### Industry:

Industrial Manufacturing

### Annual Revenue:

> US\$75 Million

### Employees:

> 500

### Oracle Products and Services:

- Oracle E-Business Suite On Demand
- Oracle iStore
- Oracle Service
- Oracle Depot Repair
- Oracle Marketing
- Oracle Sales
- Oracle Mobile Supply Chain
- Oracle Financials
- Oracle Discrete Manufacturing
- Oracle Human Resources

Established in 1955, Central Plastics develops, manufactures, and supplies reliable and innovative system-joining products used in most infrastructure systems. With operations in the United States and three other countries, the winning combination of more than 400 skilled craftsmen, modern machine tools, and high-tech injection molding capabilities helps the company create dependable products. With engineering and production capabilities built around specialized business units—plastics, metals, specialty, and shared services—Central Plastics utilizes the latest in modern business practices and cutting-edge computerized process control technology to develop, produce, and deliver high-quality goods.

### Challenges

- Implement a fully integrated enterprise resource planning system to enhance efficiency, automate manual processes, and accelerate decision-making
- Increase employee access to information
- Enhance customer service
- Reduce the cost of application system maintenance

### Solution

- Implemented Oracle E-Business Suite On Demand to improve operational efficiency as well as reduce in-house support and maintenance requirements
- Improved customer service by allowing customers to place orders through Oracle iStore and make returns or repair requests through Oracle Service
- Used Oracle Sales and Oracle Marketing to identify new customer prospects and sell products to them more effectively
- Deployed Oracle Financials to enhance operational efficiency and functionality while reducing the staff required in the accounting department
- Allowed customers to report product enhancement preferences via Oracle Service
- Leveraged Oracle E-Business Suite On Demand to gain access to superior software support and technical resources while increasing service availability and improving data security

## City University Improves Accessibility to Accurate Business Data with Integrated System



“Implementing Oracle’s PeopleSoft applications for financial management, human resources, and student administration has allowed us to streamline our processes and improve efficiency across the board.”

Paul Purcell, Business Technology Architect, City University

### Oracle Customer:

#### City University

Bellevue, Washington  
www.cityu.edu

### Industry:

Education and Research

### Annual Revenue:

US\$40 Million

### Employees:

> 1,000

### Oracle Products and Services:

- Oracle’s PeopleSoft Enterprise:
  - Campus Solutions
  - Student Administration
  - Financial Management
  - Performance Management
  - Human Capital Management
  - Payroll for North America
  - Benefits Administration
  - ePay

City University is one of the Northwest’s largest private, not-for-profit universities, with more than 40,000 graduates worldwide. For more than 30 years, the university has helped its students acquire the skills they need to start, advance, or change their careers. City University has 11 locations in the United States and Canada, as well as operations in Europe and China. With more than 300 full-time staff and 600 adjunct instructors, the university serves as many as 10,000 students each year, providing quality education in a convenient manner.

### Challenges

- Replace legacy, siloed IT systems with an integrated solution to improve accessibility to timely, accurate business data
- Eliminate technical redundancy to reduce overall total cost of ownership
- Manage evolution to the new system by preparing staff effectively
- Implement a solution that requires very little customization to minimize cost

### Solution

- Implemented Oracle’s PeopleSoft Enterprise applications for financial management, human resources, and payroll in just six months—enabling City University to provide employees with access to accurate financial and human resources data
- Reduced the time needed to generate human resources and financial reports by 90 percent
- Deployed PeopleSoft Enterprise Student Administration to more effectively manage student services and business operations
- Accelerated collection of tuition and fees by implementing an online credit card processing tool for students

## Crazy Shirts Revamps Its System for Growth and Efficiency



"Since we went live on Oracle's JD Edwards solution, we learned more about ourselves and our abilities and areas for improvement."

Dion Yasui, Vice President of Operations, Crazy Shirts

### Oracle Customer:



### Crazy Shirts

Aiea, Hawaii  
www.crazyshirts.com

### Industry:

Consumer Products

### Annual Revenue:

> US\$100 Million

### Employees:

> 500

### Oracle Products and Services:

- Oracle's JD Edwards EnterpriseOne

### Oracle Partner:

#### Axion Solutions

www.axionsolutions.com

Founded in 1964 in one grass shack on the Hawaiian island of Oahu, Crazy Shirts was one of the first businesses to catch the wave of the message T-shirt, introducing history-makers such as "Surf's up" and "Draft beer not students." Crazy Shirts today has expanded from T-shirts to casual wear and accessories, and from a single store to a diverse group of 44 shops around the United States and Guam. Crazy Shirts also sells its original T-shirts at vacation destinations, through its catalog store, and over the Web.

### Challenges

- Replace an unsupported 17-year-old legacy system that was hampering plans for continued expansion
- Provide a fast, easy way to integrate sales information with charts of accounts and item differentiation
- Implement shop floor and manufacturing controls to enable continuous productivity improvements

### Solution

- Replaced an obsolete system with Oracle's JD Edwards EnterpriseOne applications, delivering new levels of reliability and lowering maintenance costs
- Collaborated closely with Oracle Certified Partner Axion Solutions to implement and customize the new infrastructure
- Eliminated inefficient, outdated processes and implemented formal controls not available with the legacy system
- Used JD Edwards' chart of accounts system to automate transaction accounting, ensuring that all transactions are validated promptly
- Heightened visibility into work in progress, reducing frustration and boosting productivity among production staff
- Increased the number of orders filled and improved accuracy due to the solution's ability to precisely manage bin locations
- Cut inventory stock back by 28 percent

## Cross Match Technologies Positions for the Future with a Safe, Scalable Technology Infrastructure



“We looked at the other big names, but ultimately Oracle and Baytree offered a more flexible solution that is easier to implement, easier to use, and easier to maintain.”

**Mark Slaven**, Chief Financial Officer, Cross Match Technologies, Inc.

### Oracle Customer:

#### **Cross Match Technologies, Inc.**

Palm Beach Gardens, Florida  
www.crossmatch.net

### Industry:

High Technology

### Employees:

300

### Oracle Products and Services:

- Oracle E-Business Suite
- Oracle On Demand
- Oracle Financials
- Oracle Purchasing
- Oracle Order Management
- Oracle Inventory Management
- Oracle Service Contracts

### Oracle Partner:

#### **Baytree Associates, Inc.**

www.baytree.com

Cross Match Technologies Inc. is a leading global provider of high-quality, interoperable biometric identity applications and solutions. Their products are used to capture and process the unique physiological characteristics of individuals to establish and verify their identity. Cross Match's products, such as fingerprint and palm scan devices, document readers, access control systems, and proprietary enterprise and application software and services, are used to conduct criminal bookings, perform background checks for job applicants, verify identities at borders and other checkpoints, register citizens for drivers license and national identification programs, and prevent identity fraud in large-scale government and civil identification programs.

### Challenges

- Build a safe, scalable technology and applications infrastructure to support plans for taking the company public
- Establish processes and system capabilities to support business growth and enable accurate, timely public reporting and filing
- Replace outdated legacy systems, which were putting business operations at risk during a period of rapid workforce expansion
- Provide accurate, consolidated information on a timely basis

### Solution

- Established a broad, scalable applications and technology footprint that meets the company's needs now and in the future
- Replaced legacy systems that were hampering the company's ability to take the next steps for going public
- Implemented the solution in four months by using Oracle Business Accelerators and leveraging Baytree Associates' expertise
- Optimized costs and improved disaster planning by using Oracle On Demand, Oracle's software-as-a-service offering
- Used the best-practice business flows embedded in Oracle Business Accelerators to improve processes, ensure discipline, and create more-effective information flows

## ESTECH Improves Customer Relationship Efficiency, Strengthens Marketing Campaigns



"With Siebel CRM On Demand Life Sciences Edition from Oracle, we can easily track all the complex relationships that exist in our business. The system is delivering real results for us."

**Art Bertolero**, Chief Executive Officer and President, ESTECH

### Oracle Customer:

#### ESTECH

San Ramon, California  
www.estech.com

### Industry:

Life Sciences

### Annual Revenue:

< US\$50 Million

### Employees:

< 500

### Oracle Products and Services:

- Oracle's Siebel CRM On Demand

ESTECH, a privately held medical device company, makes products for advanced surgical treatments for coronary artery disease, heart valve disease, and arrhythmias. ESTECH was founded by Arthur and Raymond Bertolero in 1996 with an emphasis on least-invasive products for cardiac surgery. For more than 10 years, ESTECH has been the source for innovative technology that ensures reproducible surgical outcomes and makes challenging procedures easier to perform—improving patient outcomes and quality of life.

### Challenges

- Acquire a standardized customer relationship management (CRM) solution to improve the ability to pinpoint sales calls and track closed deals
- Improve system flexibility to keep pace with rapid growth
- Increase the visibility of daily sales activities and follow-up calls to customers
- Calculate the impact of marketing events on revenue

### Solution

- Implemented Siebel CRM On Demand Life Sciences Edition from Oracle to track customer interactions and maximize opportunities for revenue growth
- Provided greater visibility into the company's sales pipeline, helping management forecast results
- Improved decision-making with better tracking of valuable data such as sales calls, leads, opportunities, and closed deals
- Improved marketing campaigns by highlighting effective—and ineffective—techniques

## Idaho Technology, Inc. Drives Growth and Improves Operational Efficiency with a Hosted CRM System



“With Siebel CRM On Demand, we’re identifying opportunities more quickly, closing more business, and spending our sales and marketing dollars more wisely.”

Todd Ritter, Director of Sales and Marketing, Idaho Technology, Inc.

### Oracle Customer:



#### Idaho Technology Inc.

Salt Lake City, Utah  
www.idahotech.com

### Industry:

Life Sciences and Pharmaceuticals

### Employees:

200

### Oracle Products and Services:

- Oracle’s Siebel CRM On Demand

### Implementor:

Oracle Consulting

Idaho Technology, Inc. develops the fastest, highest-quality machines in the world for pathogen identification and DNA analysis. The privately owned company develops instruments, software, and chemistries for life science researchers and medical technicians. In addition, the U.S. Departments of Defense and Homeland Security use the company’s devices to detect and study disease-causing organisms.

### Challenges

- Improve the efficiency and effectiveness of the sales process
- Improve the ability to capture, track, and utilize marketing information
- Utilize sales and marketing resources more effectively
- Increase return on technology investment (ROI)

### Solution

- Rapidly deployed a flexible, easy-to-use, and feature-rich customer relationship management (CRM) system with Oracle’s Siebel CRM On Demand
- Gained the ability to extend ROI across a range of sales and marketing functions by leveraging the system’s extensive functionality
- Significantly improved marketing campaign effectiveness with integrated lead-management capabilities
- Enabled sales associates to identify opportunities more rapidly and manage leads more effectively, driving bottom-line growth of 74 percent across all business units in one year
- Gained the ability to track opportunities from lead source through transaction close for each sales associate
- Gained the ability to evaluate the effectiveness of sales and marketing campaigns, enabling optimized investment in these areas
- Enhanced employee productivity and satisfaction

## LodgeNet Entertainment Corporation Enhances Business Processes and Reduces Costs



"We wanted to improve our business processes while reducing IT management costs. Oracle provided us with a scalable and highly functional system to enhance and support current and future business initiatives."

**Darla Werner**, Vice President, IT, LodgeNet Entertainment Corporation

### Oracle Customer:

#### LodgeNet Entertainment Corporation

Sioux Falls, South Dakota  
www.lodgenet.com

### Industry:

Communications

### Annual Revenue:

US\$275 Million

### Employees:

809

### Oracle Products and Services:

- Oracle E-Business Suite
- Oracle Financials
- Oracle Order Management
- Oracle Advanced Pricing
- Oracle Project Manufacturing
- Oracle Forms
- Oracle Reports
- Oracle Database

LodgeNet Entertainment Corporation is the world leader in interactive TV and broadband solutions for hotels throughout the United States and Canada, as well as in select international markets. These services include on-demand movies, television programming, and games; music and music videos; subscription sports programming; and high-speed internet access. LodgeNet provides service to more than 1 million interactive hotel rooms and serves more than 6,000 hotel properties worldwide. In addition, LodgeNet is a leading innovator in the delivery of on-demand patient education, information, and entertainment to healthcare facilities. LodgeNet is listed on NASDAQ and trades under the symbol LNET.

### Challenges

- Implement a single-source enterprise system to support business initiatives
- Incorporate standard functionality to replace costly IT customization
- Improve business processes and reduce costs

### Solution

- Upgraded the Oracle E-Business Suite and Oracle Database implementation to standardize and streamline business processes, improving productivity and reducing operational costs
- Reduced IT complexity and management costs by utilizing standard application functionality and removing 40 percent of legacy IT customizations
- Provided flexibility and scalability to accommodate future business initiatives and models
- Reduced integration costs

## Mid-America Door Company Automates and Streamlines Supply Chain Operations to Maximize Profitability



"There is no doubt that our investment in Oracle's JD Edwards EnterpriseOne applications has paid off. We have reduced our inventory carry by 50 percent, even though we grew by almost 20 percent. We originally planned a two-year return on investment, but the payoff was much quicker."

**Greg Forton**, Chief Financial Officer, Mid-America Door Company

### Oracle Customer:

#### Mid-America Door Company

Ponca City, Oklahoma  
www.midamericadoor.com

### Industry:

Industrial Manufacturing

### Employees:

200

### Oracle Products and Services:

- Oracle's JD Edwards EnterpriseOne:
  - Financial Management
  - Supply Chain Management
  - Sales Order Management

### Oracle Partner:

#### MSS Technologies, Inc.

www.msstech.com

Founded in 1991, Mid-America Door Company designs and manufactures steel sectional, overhead-type garage doors for commercial and residential applications. Mid-America Door Company operates in 27 states through a distributor network.

### Challenges

- Update the legacy IT environment to accommodate rapid growth and ensure future scalability
- Consolidate and automate processes to improve operational efficiency and accommodate a wide range of pricing models and customizations
- Improve the productivity and effectiveness of the sales force

### Solution

- Implemented Oracle's JD Edwards EnterpriseOne Supply Chain Management integrated with JD Edwards EnterpriseOne Financial Management applications to improve operational efficiency, productivity, and IT scalability across sales and manufacturing
- Automated the supply chain process, reducing inventory carry by 50 percent during a period that saw growth of 20 percent
- Eliminated redundant, error-prone, and time-consuming processes to improve productivity and data integrity
- Achieved rapid return on investment, surpassing the two-year ROI goal
- Improved asset and capacity utilization while reducing inventory, shrinking lead times, and achieving overall cost-of-goods improvements
- Avoided application customization to keep implementation costs low and protect future upgrade options
- Achieved quick, out-of-the-box access to a highly flexible and cost-effective solution, implemented with MSS Technologies, Inc.'s professional technical and project management expertise and guidance

## NDS Nutritional Products, Inc. Achieves Visibility and Control to Sustain Rapid Growth



"During our current cycle of rapid growth, Oracle applications and technology give NDS a rock-solid platform that scales with our growth and meets our daily business needs across the organization."

Craig Wiedel, Director of Strategic Programs, NDS Nutritional Products, Inc.

### Oracle Customer:

#### NDS Nutritional Products, Inc.

Omaha, Nebraska  
www.ndsnutrition.com

### Industry:

Consumer Products

### Annual Revenue:

US\$25 Million

### Employees:

35

### Oracle Products and Services:

- Oracle E-Business Suite Special Edition
- Oracle Financials
- Oracle Order Management
- Oracle Trade Management
- Oracle Discoverer

### Oracle Partner:

#### Dynamic Information Systems, LLC

www.dynamic-info.com  
(a part of Apex IT, Inc.)

NDS Nutritional Products, Inc. is focused on improving the health of individuals through weight loss support programs, sport nutrition products, and general health improvement supplements, including vitamins, minerals, phytonutrients, and protein powders.

### Challenges

- Enhance decision-making through expanded access to business information
- Create an IT infrastructure to help support and sustain rapid growth
- Improve supply chain visibility and management
- Optimize the company's technology investment

### Solution

- Implemented Oracle E-Business Suite applications for financial, inventory, purchasing, and sales management, creating an integrated IT infrastructure that expands the visibility of critical business data across the enterprise and scales to accommodate rapid growth
- Accelerated the end-of-the-month close process with Oracle Financials, improving operational agility
- Implemented Oracle Trade Management to automate lot control
- Drove enhanced profitability by implementing inventory strategies that take into account variability in demand, supply, and lead time
- Gave employees self-service access to advanced analytics and reporting capabilities with Oracle Discoverer
- Improved promotions and increased sales by using Oracle Trade Management to determine the optimal products, prices, and promotional strategies for customers
- Enhanced quality control processes and product lifecycle management with Oracle manufacturing applications
- Worked with Oracle Certified Partner Dynamic Information Systems, LLC to implement the solution without customization, on time, within budget, and with no business interruptions

## Precision Dynamics Corporation Primes for Growth with a Robust Enterprise Solution



"I am very comfortable knowing that Oracle's platform will fully support our future growth. We will continue to partner with DAZ Systems, as their consultants exhibit the same commitment as our own employees to meet project objectives."

**Mark Segal**, Chief Financial Officer, Precision Dynamics Corporation

### Oracle Customer:

#### Precision Dynamics Corporation

San Fernando, California  
www.pdcorp.com

### Industry:

Consumer Products

### Revenue:

< US\$100 Million

### Employees:

550

### Oracle Products and Services:

- Oracle Trade Management
- Oracle Discrete Manufacturing
- Oracle Financials
- Oracle Purchasing
- Oracle Mobile Supply Chain
- Oracle Marketing
- Oracle Field Sales
- Oracle Order Management
- Oracle Advanced Pricing
- Oracle Business Intelligence

### Oracle Partner:

**DAZ Systems, Inc.**  
www.dazsi.com

With more than 50 years of service and innovation, Precision Dynamics Corporation (PDC) is the global leader in identification wristbands and advanced ID solutions. As a pioneer in this emerging market, PDC serves a variety of industries, including healthcare, leisure and entertainment, and law enforcement. Its products include revolutionary bar code and radio frequency identification (RFID) wristband systems, which provide total accuracy, superior security, and streamlined operations.

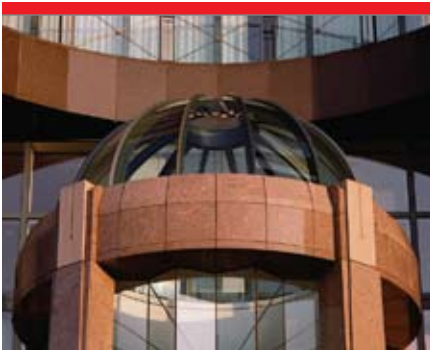
### Challenges

- Implement an enterprise system that could support the company's strategic objectives, including planned growth, geographical expansion, and business model diversification
- Replace legacy systems that monopolized IT staff time and required increasingly scarce skill sets
- Develop a software solution to handle complex rebate arrangements
- Find a consulting partner that could meet PDC's need for a "big-bang" implementation

### Solution

- Worked with DAZ Systems, Inc. to successfully convert to the new system in a single weekend
- Implemented Oracle Trade Management to achieve 100 percent accuracy in rebate programs
- Matched virtually all the capabilities of the company's custom legacy system with built-in Oracle functionality
- Leveraged Oracle's robust manufacturing applications to identify production variances on a daily or weekly basis
- Improved the timing and accuracy of monthly closings, reducing the time needed to generate financial statements to a few days (versus 7 to 10 days)
- Gained the ability to extend the application footprint into new areas—including customer relationship management and business intelligence—that are critical to supporting company growth initiatives

## SARES-REGIS Group Delivers Self-Service and New Options to Employees and Clients



“Oracle’s JD Edwards solution is the only one that covers everything we need. If we had gone with another application, we would have had to implement multiple systems to manage everything. With JD Edwards, we only need one.”

**Pam Howard**, JD Edwards Systems Manager, SARES-REGIS Group

### Oracle Customer:

## SARES·REGIS Group®

### SARES-REGIS Group

Irvine, California

[www.sares-regis.com](http://www.sares-regis.com)

### Industry:

Professional Services

### Employees:

600

### Oracle Products and Services:

- Oracle’s JD Edwards EnterpriseOne:
  - Payroll
  - Employee Self Service
  - Benefits Administration
  - Manager Self Service
  - Fixed Asset Accounting
  - Real Estate Management
  - Project Management

### Oracle Partner:

#### Fujitsu Consulting

[www.fujitsu.com](http://www.fujitsu.com)

SARES-REGIS Group is one of the largest, most diversified real estate companies in the western United States. With offices and affiliate companies in California, Arizona, and Colorado, the company develops, acquires, builds, and manages a variety of commercial and residential properties for sale, lease, and investment. SARES-REGIS Group manages US\$2.5 billion in assets on behalf of its institutional partners and clients.

### Challenges

- Manage human resources and financials, including industry-specific real estate processes, throughout the enterprise
- Maintain the highest level of security for employees and clients
- Give employees direct access to their information

### Solution

- Implemented Oracle’s JD Edwards EnterpriseOne human capital management and financial management solutions, delivering new self-service options and simplifying financial management companywide
- Acquired industry-specific functionality and enabled integration with third-party vendor systems
- Used JD Edwards EnterpriseOne Employee Self Service to minimize security risks while providing employees with direct access to their information
- Reduced costs by running human resources and payroll systems in-house for all 600 employees
- Enhanced business intelligence, allowing for higher levels of customer understanding and service
- Collaborated with Fujitsu Consulting to implement the solution on time and on budget

## TUFF SHED, Inc. Leads the Industry and Drives Innovation with Integrated IT Infrastructure



"Our 100 percent revenue growth over the past three years has been supported with JD Edwards EnterpriseOne applications."

Timothy J. Schultz, Director of Information Technology, TUFF SHED, Inc.

### Oracle Customer:



### TUFF SHED, Inc.

Denver, Colorado  
www.tuffshed.com

### Industry:

Retail and Distribution

### Annual Revenue:

US\$154 Million

### Employees:

1,200

### Oracle Products and Services:

- Oracle's JD Edwards EnterpriseOne:
  - Configurator
  - Financial Management
  - Logistics
  - Manufacturing
  - Supply Management
  - Supply Chain Planning

### Oracle Partner:

#### MSS Technologies, Inc.

www.msstech.com

TUFF SHED, Inc. is the United States' leading manufacturer and installer of storage buildings and garages. It manufactures standard and custom buildings for residential, commercial, and government customers throughout the United States.

TUFF SHED distributes its products through its company-owned stores and selected Home Depot stores across the country. Long known throughout the western United States for its high-quality products, TUFF SHED has seen significant growth over the last several years and now leads the industry in sales.

### Challenges

- Create an IT infrastructure that will scale to accommodate continued growth
- Improve the company's ability to manage sales-to-built ratios
- Provide companywide visibility into processes to improve operational efficiency

### Solution

- Implemented Oracle's JD Edwards EnterpriseOne applications to create a scalable financial and manufacturing foundation that supports production, distribution, sales, and ordering at facilities in 24 states
- Supported 100 percent revenue growth over three years with the new system, adding only one new IT staff member
- Created a highly scalable environment that allowed the company to increase processing from 60,000 transactions per day to 60,000 transactions per minute
- Accelerated the monthly financial review cycle from 15 days to 5 days, providing greater visibility into the company's financial position
- Gained the ability to view and manage a US\$19 million inventory in real time and from a single perspective
- Migrated an acquired company to the JD Edwards EnterpriseOne infrastructure in 30 days
- Worked with Oracle Certified Partner MSS Technologies, Inc. to reduce risk and accelerate the company's JD Edwards EnterpriseOne implementation using an IBM iSeries platform





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