Hardware and Software, Engineered to Work Together
As business operations become more complex, the demand for change in IT increases, along with the associated risks that must be mitigated. Today’s IT professionals are asked to manage more information and deliver it to their users in a timely manner with ever-increasing quality of service. And in today's economic climate, IT must also reduce budgets and derive greater value out of existing investments.

Oracle Database enables IT professionals to deliver more information with higher quality of service, make more-efficient use of their budgets, and reduce the risk of change in datacenters. Oracle Exadata Database Machine offers extreme performance for all your data warehousing, online transaction processing (OLTP), and mixed workloads, making it the ideal platform for consolidation onto private clouds.

This customer reference booklet contains a sampling of real business results that organizations around the world, in a variety of industries, have achieved by upgrading to and standardizing on Oracle Database.

In these testimonials you’ll learn how customers have been able to reduce costs, improve mission-critical system performance, increase database administrator and developer productivity, maximize availability and eliminate idle redundancy, maximize security and enable compliance, and simplify IT.

Whether you are an existing, new or prospective Oracle Database customer, we hope you find these success stories helpful in learning how Oracle can help you achieve your business and IT objectives.

Sincerely,

Jeb Dasteel
Senior Vice President and Chief Customer Officer
<table>
<thead>
<tr>
<th>Page</th>
<th>Customer Name</th>
<th>Country</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Agência Nacional de Águas</td>
<td>Brazil</td>
<td>Public Sector</td>
</tr>
<tr>
<td>9</td>
<td>Anbima</td>
<td>Brazil</td>
<td>Financial Services</td>
</tr>
<tr>
<td>10</td>
<td>Aria Systems</td>
<td>United States</td>
<td>High Technology</td>
</tr>
<tr>
<td>12</td>
<td>Asiana Airlines</td>
<td>Korea</td>
<td>Travel and Transportation</td>
</tr>
<tr>
<td>16</td>
<td>Astelit LLC</td>
<td>Ukraine</td>
<td>Communications</td>
</tr>
<tr>
<td>18</td>
<td>Australian Finance Group</td>
<td>Australia</td>
<td>Financial Services</td>
</tr>
<tr>
<td>26</td>
<td>Banco Occidental de Descuento</td>
<td>Venezuela</td>
<td>Financial Services</td>
</tr>
<tr>
<td>27</td>
<td>Bharat Petroleum Corporation Limited</td>
<td>India</td>
<td>Oil and Gas</td>
</tr>
<tr>
<td>32</td>
<td>BT</td>
<td>United Kingdom</td>
<td>Communications</td>
</tr>
<tr>
<td>35</td>
<td>Caja de Seguros S.A.</td>
<td>Argentina</td>
<td>Financial Services</td>
</tr>
<tr>
<td>36</td>
<td>Casas GEO S.A.B. de C.V.</td>
<td>Mexico</td>
<td>Engineering and Construction</td>
</tr>
<tr>
<td>39</td>
<td>Comic Relief UK</td>
<td>United Kingdom</td>
<td>Professional Services</td>
</tr>
<tr>
<td>41</td>
<td>Corsair Components, Inc.</td>
<td>United States</td>
<td>High Technology</td>
</tr>
<tr>
<td>43</td>
<td>CSAM Health AS</td>
<td>Norway</td>
<td>Healthcare</td>
</tr>
<tr>
<td>44</td>
<td>CSOB Group</td>
<td>Czech Republic</td>
<td>Financial Services</td>
</tr>
<tr>
<td>46</td>
<td>Datacraft Solutions</td>
<td>United States</td>
<td>Professional Services</td>
</tr>
<tr>
<td>47</td>
<td>DenizBank A.S.</td>
<td>Turkey</td>
<td>Financial Services</td>
</tr>
<tr>
<td>48</td>
<td>Department of Treasury and Finance WA, Office of State Revenue</td>
<td>Australia</td>
<td>Public Sector</td>
</tr>
<tr>
<td>49</td>
<td>Deutsche Börse AG</td>
<td>Germany</td>
<td>Financial Services</td>
</tr>
<tr>
<td>50</td>
<td>Deutsche Lufthansa AG</td>
<td>Germany</td>
<td>Aerospace and Defense</td>
</tr>
<tr>
<td>51</td>
<td>Deutsche Messe AG</td>
<td>Germany</td>
<td>Professional Services</td>
</tr>
<tr>
<td>52</td>
<td>Digicel Haiti</td>
<td>Haiti</td>
<td>Communications</td>
</tr>
<tr>
<td>54</td>
<td>DPR COSEA</td>
<td>France</td>
<td>Engineering and Construction</td>
</tr>
<tr>
<td>56</td>
<td>Eczacibasi-Baxter Hospital Supply Inc.</td>
<td>Turkey</td>
<td>Healthcare</td>
</tr>
<tr>
<td>57</td>
<td>Essar Group</td>
<td>India</td>
<td>Natural Resources</td>
</tr>
<tr>
<td>59</td>
<td>Essatto Software Pty Ltd</td>
<td>Australia</td>
<td>High Technology</td>
</tr>
<tr>
<td>62</td>
<td>Farmácia e Drogaria Nissei Ltda.</td>
<td>Brazil</td>
<td>Retail</td>
</tr>
<tr>
<td>63</td>
<td>Fomento Económico Mexicano S.A.B. de C.V. (FEMSA)</td>
<td>Mexico</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>64</td>
<td>Fundação Petrobras de Seguridade Social</td>
<td>Brazil</td>
<td>Insurance</td>
</tr>
<tr>
<td>65</td>
<td>Future Group</td>
<td>India</td>
<td>Retail</td>
</tr>
<tr>
<td>67</td>
<td>GFKL Financial Services AG</td>
<td>Germany</td>
<td>Financial Services</td>
</tr>
<tr>
<td>69</td>
<td>Grupo Posadas S.A.B. de C.V.</td>
<td>Mexico</td>
<td>Travel and Transportation</td>
</tr>
<tr>
<td>70</td>
<td>Grupo Sinosserra</td>
<td>Brazil</td>
<td>Retail</td>
</tr>
<tr>
<td>71</td>
<td>Guerra S.A. Implementos Rodoviários</td>
<td>Brazil</td>
<td>Automotive</td>
</tr>
<tr>
<td>72</td>
<td>Hanatour International Service</td>
<td>China</td>
<td>Travel and Transportation</td>
</tr>
</tbody>
</table>
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Customer Name</th>
<th>Country</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>Hays plc</td>
<td>United Kingdom</td>
<td>Professional Services</td>
</tr>
<tr>
<td>77</td>
<td>Henan Mobile Co., Ltd</td>
<td>China</td>
<td>Communications</td>
</tr>
<tr>
<td>78</td>
<td>Hochschule Hof</td>
<td>Germany</td>
<td>Education and Research</td>
</tr>
<tr>
<td>80</td>
<td>Hong Kong and China Technology (Wuhan) Co., Ltd (Towngas Technology)</td>
<td>Hong Kong</td>
<td>Utilities</td>
</tr>
<tr>
<td>85</td>
<td>Industries Corporacional C.A.</td>
<td>Venezuela</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>86</td>
<td>Infrastructure Development Finance Company Limited</td>
<td>India</td>
<td>Financial Services</td>
</tr>
<tr>
<td>93</td>
<td>Instituto Brasileiro de Geografia e Estatística</td>
<td>Brazil</td>
<td>Public Sector</td>
</tr>
<tr>
<td>94</td>
<td>Instituto Mexicano de la Propiedad Industrial</td>
<td>Mexico</td>
<td>Public Sector</td>
</tr>
<tr>
<td>95</td>
<td>Kcell</td>
<td>Kazakhstan</td>
<td>Communications</td>
</tr>
<tr>
<td>96</td>
<td>LinkShare Corporation</td>
<td>United States</td>
<td>High Technology</td>
</tr>
<tr>
<td>97</td>
<td>MercadoLibre Inc.</td>
<td>Argentina</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>98</td>
<td>MetLife, Inc.</td>
<td>United States</td>
<td>Insurance</td>
</tr>
<tr>
<td>100</td>
<td>Nextgen Distribution</td>
<td>Australia</td>
<td>Wholesale Distribution</td>
</tr>
<tr>
<td>105</td>
<td>ÖBB-IKT GmbH</td>
<td>Germany</td>
<td>Travel and Transportation</td>
</tr>
<tr>
<td>106</td>
<td>Octagon Research Solutions</td>
<td>United States</td>
<td>Professional Services</td>
</tr>
<tr>
<td>107</td>
<td>Pacific Lutheran University</td>
<td>United States</td>
<td>Education and Research</td>
</tr>
<tr>
<td>109</td>
<td>Paragon Data GmbH</td>
<td>Germany</td>
<td>High Technology</td>
</tr>
<tr>
<td>111</td>
<td>Ping ltd.</td>
<td>Bosnia and Herzegovina</td>
<td>High Technology</td>
</tr>
<tr>
<td>113</td>
<td>PJSC Trustbank</td>
<td>Belarus</td>
<td>Financial Services</td>
</tr>
<tr>
<td>114</td>
<td>Prodaub – Processamento de Dados de Uberlândia</td>
<td>Brazil</td>
<td>Public Sector</td>
</tr>
<tr>
<td>116</td>
<td>Purdue University</td>
<td>United States</td>
<td>Education and Research</td>
</tr>
<tr>
<td>118</td>
<td>Redknee Inc.</td>
<td>Canada</td>
<td>Communications</td>
</tr>
<tr>
<td>119</td>
<td>Robi Axiata Limited</td>
<td>India</td>
<td>Communications</td>
</tr>
<tr>
<td>125</td>
<td>Shanghai Infoservice Technology Co., Ltd</td>
<td>China</td>
<td>High Technology</td>
</tr>
<tr>
<td>126</td>
<td>Shanghai Sihua Technologies Co., Ltd</td>
<td>China</td>
<td>High Technology</td>
</tr>
<tr>
<td>127</td>
<td>Sistema de Aguas de la Ciudad de México</td>
<td>Mexico</td>
<td>Utilities</td>
</tr>
<tr>
<td>128</td>
<td>Solihull Metropolitan Borough Council</td>
<td>United Kingdom</td>
<td>Public Sector</td>
</tr>
<tr>
<td>131</td>
<td>Suddenlink Communications</td>
<td>United States</td>
<td>Communications</td>
</tr>
<tr>
<td>132</td>
<td>Suprajet Engineering Limited</td>
<td>India</td>
<td>Industrial Manufacturing</td>
</tr>
<tr>
<td>137</td>
<td>Tallink Grupp</td>
<td>Estonia</td>
<td>Travel and Transportation</td>
</tr>
<tr>
<td>138</td>
<td>Terminales Rio de la Plata S.A.</td>
<td>Argentina</td>
<td>Travel and Transportation</td>
</tr>
<tr>
<td>139</td>
<td>Therap Services, LLC</td>
<td>United States</td>
<td>High Technology</td>
</tr>
<tr>
<td>140</td>
<td>Think Passenger, Inc.</td>
<td>United States</td>
<td>High Technology</td>
</tr>
<tr>
<td>143</td>
<td>Trafigura</td>
<td>United Kingdom</td>
<td>Oil and Gas</td>
</tr>
</tbody>
</table>
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Customer Name</th>
<th>Country</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>145</td>
<td>Transmed S.A.L Lebanon</td>
<td>Lebanon</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>148</td>
<td>ValeShop</td>
<td>Brazil</td>
<td>Financial Services</td>
</tr>
<tr>
<td>150</td>
<td>VelQuest Corporation</td>
<td>United States</td>
<td>Life Sciences</td>
</tr>
<tr>
<td>151</td>
<td>Vodafone Group plc</td>
<td>United Kingdom</td>
<td>Communications</td>
</tr>
<tr>
<td>154</td>
<td>West Virginia Network</td>
<td>United States</td>
<td>Education and Research</td>
</tr>
<tr>
<td>156</td>
<td>WIND Hellas Telecommunications S.A.</td>
<td>Greece</td>
<td>Communications</td>
</tr>
</tbody>
</table>
CUSTOMER SUCCESS STORIES
Agência Nacional de Águas Shares Data to Obtain Greater Control over National Hydric Resource Usage

“Oracle Database, combined with geographic information from Oracle Spatial and analytical tools from Oracle Business Intelligence Enterprise Edition, offers us an integrated and accurate vision of Brazil’s hydric resources to guarantee adequate use, preservation, and availability to future generations.”

— Sérgio Augusto Barbosa, Information Management Superintendent, Agência Nacional de Águas

The (National Water Agency), also known as ANA, is a Federal autarchy created in 2000 and associated with the environment ministry to manage Brazil’s National Hydric Resources Policy. This autonomous institution regulates river and lake water usage within the Union’s domain, guaranteeing sustainable usage, avoiding pollution and resource waste, and ensuring high-quality and sufficient water for current and future generations.

Challenges

• Adopt a robust database solution to store and guarantee the integrity of information and images for 180,000 river sections in Brazil managed within state and national domains
• Obtain a geographic information tool to organize and store the country’s water usage data—maintained by the National Hydric Resources Information System (Sistema Nacional de Informações sobre Recursos Hídricos, SNIRH)
• Integrate, treat, synchronize and disseminate data regarding water quality, quantity, usage, and other statistics generated by Brazil’s 26 states, the federal district, and the union
• Consolidate data analysis to enhance the decision-making process

Solutions

• Worked with Oracle Partner Unimix to adopt Oracle Database 11g to gather all data obtained by 4,622 stations—including statistics on 2,176 rivers, subterranean water, geology, biome, and political and administrative boundaries—in one trusted and secure database
• Ensured centralized and synchronized management of information obtained by ANA and local managers in 26 states and the federal district to guarantee one database for the whole country
• Associated SNIRH data with satellite and topographic map images administered by Oracle Spatial and Graph to enable the validation of hydric resource user registration
• Utilized an analysis tool with updated, consistent, and precise information about reservoir levels to support decision-making in critical moments, such as floods and drought periods
• Acquired greater knowledge regarding each watershed to allow better analysis and decisions on determining water usage rights for such uses as irrigation, public, or industrial provisioning
• Won Oracle’s annual EcoEmpresa 2010 Award
**Anbima Adopts a Stable and Reliable Network Server Database to Comply with SELIC’s SLA**

“Oracle Database 11g and Real Application Clusters help us meet SELIC’s SLA and to manage its applications, such as those responsible for public offerings, securities and currency auctions, and commitment transactions. Ensuring the necessary availability of SELIC for the financial market during Brazilian Payment System working hours is vital for the functioning of the Brazilian economy.”

— Celso Tirre Motta, IT Manager, Anbima

Associação Brasileira das Entidades dos Mercados Financeiro e de Capitais (Brazilian Association of Financial and Capital Market Entities), better known as Anbima, jointly operates SELIC with the Central Bank of Brazil. SELIC, which is an acronym for Sistema Especial de Liquidação e de Custódia, or Special Liquidation and Custody System, is a settlement system for that country’s commercial banks, universal banks, investment banks, savings banks, dealers and brokers, clearing and settlement system operators, mutual investment funds, and other institutions.

**Challenges**

- Adopt a network server database that is stable, reliable, robust and capable of complying with a service level agreement (SLA), that mandates providing 99.8% availability during Sistema de Pagamentos Brasileiro (Brazilian Payment System) operating hours
- Build a technological environment that ensures continuity of services provided to the financial markets, including database disaster recovery ability

**Solutions**

- Worked with Oracle Partner MarkWay, which assisted with the installation and deployment of Oracle Database 11g, Oracle Real Application Clusters and Oracle Data Guard—solutions that continually meet SELIC’s SLA requirements
- Migrated the mainframe database to a modern Web-interface platform that is simpler and more user-friendly for financial companies and allows for faster development and updating, thus freeing up the IT department’s time
- Created a contingency site, using the Oracle Real Application Clusters and Oracle Data Guard, sustaining all data in the IT environment in case the main site crashes
- Secured two sites, synchronized in real time, with the Oracle Data Guard solution, ensuring environmental integrity and 99.8% availability for SELIC
- Passed a “trial by fire” during a power failure in which the contingency site assumed the role of the main site and managed to sustain the day’s activity without losing any data
Aria Systems Ensures Cloud Subscription and Billing System High Availability and Performance with Robust, Highly Secure Data Infrastructure

“Oracle Database 11g; Oracle GoldenGate; and Oracle Real Application Clusters provided us with a very secure and stable environment to support our end-to-end cloud billing and subscription management solution. Oracle’s solutions are among the most critical components of our infrastructure—ensuring 24/7 reliability and availability with superior fault tolerance.”
— Oleg Ganopolskiy, Vice President, Product Operations, Aria Systems

Aria Systems is a leading provider of cloud billing and subscription management solutions for Global 2000 companies. The Aria Subscription Billing Platform manages the entire subscriber lifecycle for all recurring revenue models as a company grows and expands its business. Pitney Bowes, Ingersoll Rand, DreamWorks, EMC, Internap, VMware, and Hootsuite all rely on Aria Systems for fast time-to-market, low operational costs, and operational flexibility.

Aria Systems looked to deliver an end-to-end cloud billing and subscription management solution that was affordable and enabled rapid onboarding for customers. Furthermore, it needed to ensure 100% availability of its subscription billing platform, on which customers rely to capture revenue streams from the online services they offer.

The company selected Oracle Database Enterprise Edition 11g; Oracle GoldenGate; and Oracle Real Application Clusters as the foundation for its solution. Oracle has enabled Aria Systems to deliver the high performance and availability that its customers expect, as well as the scalability to support rapid spikes in volume, such as accommodating a ten-fold transaction increase over the holidays without performance degradation. Aria Systems also ensured zero downtime for scheduled maintenance by using the live-release capabilities in Oracle Database.

Challenges

- Deliver an end-to-end cloud-based subscription billing and management solution—spanning customer acquisition, service activation, usage tracking, billing, and customer and usage analysis—that is affordable and enables rapid onboarding
- Create a highly scalable and reliable data platform for the company’s solution, which is used by companies ranging from small IT start-ups to the world’s largest media and technology companies, such as, DreamWorks, and Hootsuite
- Ensure 100% availability of the company’s subscription billing platform, on which its customers rely to capture important revenue streams from online offerings
- Continue to expand the company’s analytical services, which enable customers to make important business decisions about content, cloud and online services subscription marketing and packaging, and more

Solutions

- Built the company’s cloud-based subscription billing and management solution, the core of its business, on Oracle Database 11g, Enterprise Edition; Oracle Real Application Clusters; and Oracle GoldenGate, providing a secure, robust, and scalable data infrastructure
• Invested heavily in Oracle infrastructure solutions to ensure that clients do not experience any downtime or performance degradation with the Aria Systems solution that would negatively impact revenue streams from their online offerings

• Ensured zero downtime for scheduled maintenance by using the live-release capabilities in Oracle Database

• Ran the Aria Subscription Billing Platform consistently at 99.99% or better availability

• Managed a ten-fold increase in transaction volume over the holidays, with no negative impact on platform performance

• Used Oracle Real Application Clusters to allow failover capabilities and ensure that Aria Systems can maintain the infrastructure without interruption

• Created a system that meets payment card industry (PCI) standards using Oracle Transparent Data Encryption and Oracle Advanced Security—Oracle Database features—to ensure high levels of security, which is critical when engaging in electronic commerce

• Gained near-time replication capabilities with Oracle Active Data Guard to enable Aria Systems to quickly recover data in the event of a catastrophic failure, further enhancing security and business continuity for clients

• Deployed Oracle GoldenGate to power the Aria Platform’s analytical capabilities—which help customers to assess and adapt their cloud and online services offerings—by replicating data from primary systems to secondary environments that transform it into intelligence for Aria Systems’ analysts and clients

• Used Oracle Tuning Pack to simplify and centralize management of thousands of tables and millions of lines of code in the company’s databases

• Enabled Aria Systems to manage thousands of multiterabyte databases with just three database administrators, thanks to Oracle Database’s automated management and tuning features—supporting the company’s mission of providing an affordable hosted billing and subscription management offering

• Deployed Oracle Linux to support extreme performance, advanced scalability, and reliability for enterprise applications

• Benefitted from Oracle Linux because it comes pretuned for Oracle Database, has favorable licensing terms, and enables Aria Systems to optimize its Oracle Database licensing with multiple environments

Why Oracle

Aria Systems looked at a number of solutions before selecting Oracle for its greater integration capabilities, time-to-market, security, and scalability.

“We needed a strong and reliable foundation on which to build our flagship solution, and in essence, our business. Oracle delivered on all fronts and continues to help us grow,” said Oleg Ganopolskiy, vice president, Product Operations, Aria Systems
Asiana Airlines Improves Passenger Management with Near-Real-Time Reservation and Ticketing Information

“We use Oracle Exadata Database Machine to underpin the passenger management information system that holds our critical flight reservation data. The improved data processing speed ensures Asiana Airlines can provide accurate, responsive service to customers and travel partners around the world.”

— Goh Seek Nam, Vice President, Airlines & Infra, Asiana IDT

Established in 1988, Asiana Airlines is one of South Korea’s two major airlines. Its 72 aircraft fly 14 routes to 12 cities in South Korea and 87 routes to 68 cities in 21 additional countries. The airline’s international cargo service comprises 20 routes to 23 cities in 13 countries. In 2011, Asiana Airlines was named the Airline of the Year by Global Traveler magazine.

More Accurate, Responsive Customer Service

As more passengers chose to fly with Asiana Airlines, the company had to ensure it could properly manage, store, and protect around 12.1 terabytes of passenger and business information. With the quantity of information increasing, it took longer to process passenger reservations and cancellations, integrate passenger and ticketing information, analyze ticket sales, and extract and load data to a data warehouse.

In the highly competitive airline industry, slow system performance can be detrimental to business, so in August 2010, Asiana Airlines implemented Oracle Exadata Database Machine to improve the performance of its passenger management information system. As a result, the airline cut approximately four to five hours off the time it took to turn its raw data into daily performance information.

In the past, the passenger management process started around midnight and was finished at 1 p.m. or 2 p.m. Now, with Oracle Exadata, it is completed by 9 a.m., before the start of the business day. By speeding up data processing, Asiana Airlines has shortened decision-making time and ensured reservations staff can draw on the latest passenger and ticketing information when organizing and confirming travel arrangements for its customers and travel partners.

The value of this ability to provide prompt, accurate customer service became clear in March 2011, when Japan was hit by an earthquake and tsunami. In the immediate aftermath of the disasters, Asiana Airlines received thousands of inquiries from anxious passengers wanting to cancel or reschedule their flights to Japan. The airline had to cancel and reschedule flights, reissue air tickets, organize refunds, and deal with hundreds of inquiries each day. Despite the increased number of queries and transactions, the passenger management information system did not falter once. This enabled customer service staff to provide accurate, up-to-date reservation and ticketing data to passengers.

Performance Analysis Cut from 10 Hours to 10 Minutes

Asiana Airlines receives flight bookings from a range of partners, including travel and financial agencies. The airline uses Oracle Exadata to analyze the bookings it receives from these partners and Oracle Business Intelligence Enterprise Edition to generate performance analysis reports. These reports contain information, including seat reservations and airline boardings.
In the past, such in-depth analyses took up to 10 hours to complete, while now, with Oracle Exadata, the process is completed in just 10 minutes. Staff uses the analysis reports to develop partner sales and marketing strategies. By knowing which partners’ services deliver the highest value in a particular market—for example, the Asia Pacific sector—the airline can create promotions that benefit all parties, and improve its overall competitiveness.

Oracle Business Intelligence Enterprise Edition also allows staff to generate and view data in visual formats, such as graphs and tables, without asking database administrators for assistance. This improves efficiency by releasing database administrators from nonessential duties, and it gives staff the freedom to create tables and graphs as needed.

Presenting data in a visual format helps to better understand complex data, so staff can see the need to modify business and sales strategies if necessary. For example, analyzing sales for certain flights or destinations and predicting future demands helps to prepare more accurate flight schedules, avoiding under- or over-booking flights and seats.

Asiana Airlines is now considering adding data to its integrated information infrastructure and extending Oracle Business Intelligence Enterprise Edition across the business.

Having information with greater depth would help reservations and customer service staff worldwide to improve the quality of assistance they provide and gain additional operational efficiencies.

**Error Analysis Time Dramatically Reduced**

Any disruptions to business operations due to system failure prevent staff from completing flight reservations, modifying or cancelling bookings, and answering queries. Oracle Exadata minimizes system downtime by reducing the time needed to detect and solve the root cause of errors. In the past, it could take up to eight hours to solve errors; however, error-resolution time has now been dramatically reduced. Faster problem detection and resolution reduces the impact of system downtime on normal business operations and prevents revenue loss.

Asiana Airlines also uses Oracle Enterprise Manager to monitor Oracle Exadata, further ensuring the stability and reliability of all hardware and software components.

**More Efficient Extract-Transform-Load Process**

Asiana Airlines is using Oracle Data Integrator to extract, transform, and load (ETL) data in real time from the passenger management information system into a data warehouse. This enables the airline to analyze passenger and ticketing information in a timely manner, reduce ETL costs, and ensure stable ETL processing to minimize risk.

The airline is planning to further improve data processing performance by implementing Oracle Partitioning and Oracle Advanced Compression.
Challenges

- Manage, store, and protect vast amounts of passenger and business information, with volume increasing in line with the company’s growth
- Improve performance of a passenger management information system that holds customers’ critical flight reservation information
- Shorten daily data processing time to ensure staff access the latest, most accurate passenger information
- Give staff the tools to analyze passenger, sales, and other business data to prepare more accurate flight schedules based on projected demand
- Ensure system issues are detected and resolved quickly to minimize business impact

Solutions

- Engaged Oracle Partner Asiana IDT to implement Oracle Exadata Database Machine and Oracle Business Intelligence Enterprise Edition, improving data processing speed and analytic capabilities
- Cut approximately four to five hours off the time to turn raw data into daily performance information. Ensuring reservations staff draw on the latest passenger and ticketing information when organizing and confirming travel arrangements for customers
- Provided accurate, up-to-date reservation and ticketing data to passengers affected by the Japanese earthquake and tsunami in March 2011, despite a significant increase in transactions and queries
- Cut analysis time for travel partner bookings from 10 hours to 10 minutes, helping staff develop better informed partner sales and marketing strategies
- Enabled staff to generate and view data in visual formats, such as graphs and tables, without asking database administrators for assistance
- Prepared more accurate flight schedules, by using Oracle Business Intelligence Enterprise Edition to analyze data and predict demand for specific flights and destinations
- Shortened system-error detection and resolution significantly, minimizing the impact on normal business operations
- Ensured the stability and reliability of all hardware and software components, by using Oracle Enterprise Manager to monitor Oracle Exadata
- Achieved a more efficient ETL process with Oracle Data Integrator, enabling the airline to analyze passenger and ticketing information in a timely manner, reduce ETL costs, and ensure stable ETL processing to minimize risk
Why Oracle

Asiana Airlines and Oracle Partner Asiana IDT conducted benchmark tests of several solutions. Oracle Exadata performed 10 to 338 times better than the existing system for placement operation, including data loading and inquiries. This result was also 2 to 80 times faster than competing solutions. Oracle Business Intelligence Enterprise Edition also performed 11 to 190 times better than the airline’s existing business intelligence system.

The powerful performance, stability, and security of both solutions assured Asiana Airlines that passenger and ticketing data could be reliably and safely transferred, processed, and analyzed.

Implementation Process

Asiana Airlines worked with Asiana IDT to implement Oracle Exadata and Oracle Business Intelligence Enterprise Edition. Asiana IDT is a subsidiary of Kumho Asiana Group and specializes in IT services for the airline, construction, distribution, financial, leisure, and manufacturing industries.

“Asiana IDT has helped Asiana Airlines optimize its IT infrastructure for many years, and was instrumental in integrating passenger and ticketing data,” said Goh Seok Nam, vice president, airlines & infra, Asiana IDT. “Our understanding of the unique requirements of the airline industry means we are well placed to help improve operations.”
**Astelit LLC Leverages World-Class Database Architecture for Expanding Mobile Communications IT Infrastructure**

“We selected Oracle because it offers the best choice to deploy world-class telecommunication services, ensuring the highest possible availability of mission-critical information. Oracle truly enables us to fulfill our mission of adding value to the lives of our customers and building long-term customer relationships.”

— Yaroslav Mihaliuk, IT Infrastructure Operations Division Manager, Astelit LLC

Astelit LLC was established in 2005 as the third GSM (Global System for Mobile Communication) operator in Ukraine. The company’s vision is to become a single-source provider of communication services. Its mobile network, life:), serves 8.7 million subscribers (96.9% of the Ukrainian population as of the second quarter 2011), operates 10 life:) customer service centers, and 212 exclusive shops in 108 Ukraine cities. In addition, life:) subscribers can order life:) services through 117 branded points-of-sale and 47,382 GSM and nonGSM sales points throughout Ukraine. The company was the first in Ukraine to offer its customers enhanced data GSM environment-based (EDGE-based) high-speed data transfer services.

Within the first eight months of its operations in Ukraine, life:) added one million subscribers to its customer base. In late 2005, Wireless Intelligence, the market analyst managing the global database of mobile market information, acknowledged life:) as the fastest growing mobile communications operator worldwide in terms of subscribers. In 2006, Astelit became the first Ukrainian company to receive a prestigious international business award—The Stevie® Awards, considered by the New York Post to be the business world’s Oscar Award—for outperforming competitors from all over the world to win the distinction of “Best Overall Company.”

Astelit’s main challenge was minimizing the impact of site disasters, such as node failures that could compromise business continuity—a critical requirement for a business that relies on the constant availability of information to establish mobile communications and bill correctly. In addition, Astelit wanted to centralize database management and enhance performance.

Astelit overhauled its database infrastructure with Oracle Database 11g. The company also deployed Oracle Real Application Clusters with Oracle Data Guard to implement an efficient disaster recovery solution that reduces the time required to recover from a primary site disaster to less than five minutes. Finally, it installed a host of other Oracle solutions to automate application tuning, decrease query and reporting time, and reduce software costs.

**Challenges**

- Ensure business continuity by minimizing the impact of a primary site disaster—such as business-critical failures of database nodes—that required from one hour to a few days to rectify
- Establish database management as well as real-time database monitoring and notifications to enable proactive support and mitigate the risk of system failures
- Automate software management for Astelit’s numerous database installations to enhance database performance
• Ensure data access is based on employee roles, so that customer service operators and other employees have access only to a specific set of subscriber data, based on their job function

• Provide a high level of availability to expand Astelit’s mobile communications infrastructure, as needed

Solutions

• Implemented Oracle Database 11g as a single source to manage all of the company’s data—including 45 database instances with a total volume of 500 terabytes of information—with high efficiency

• Leveraged Oracle Real Application Clusters in the combination with Oracle Active Data Guard to establish business continuity with an efficient disaster recovery solution that reduces the time to recover from a primary site disaster—such as a mobile communications node failure—from hours or days to less than five minutes

• Used Oracle Partitioning to subdivide tables, indexes, and index-organized tables of each Oracle database for more efficient usage to decrease query and reporting times

• Utilized Oracle Active Data Guard to achieve real-time replication regardless of data type, workload profile, or transaction throughput by offloading read-only workload from the company’s production database

• Established online monitoring for all databases with Oracle Enterprise Manager 11g to enable proactive support and prevent most alarms from being raised in Astelit’s mobile communications network

• Enhanced availability and scalability of database layer services with Oracle Real Application Clusters to enable Astelit to grow its mobile communications infrastructure as needed—such as adding service numbers during a promotional campaign—to improve the quality of service

• Used Oracle Enterprise Manager Grid Control to provide end-to-end monitoring across the entire spectrum of business transactions, with the ability to diagnose and remediate problems at any level of the company’s database infrastructure
Oracle Customer:
Australian Finance Group
Perth, Australia

Industry:
Financial Services

Annual Revenue:
AUD$219 Million

Oracle Products & Services:
• Oracle Exadata Database Machine
• Oracle Siebel CRM – Financial Services
• Oracle Siebel Campaign/Dialogue Management
• Oracle Siebel Incentive Compensation Management
• Oracle E-Business Suite
• Oracle Hyperion Planning
• Oracle Business Intelligence Enterprise Edition
• Oracle Universal Content Management
• Oracle Identity Management
• Oracle Database
• Oracle Real Application Clusters
• Oracle Linux
• Oracle VM

Oracle Exadata Delivers High-Performance Technology Platform for Australian Finance Group’s Mortgage Broking Business

About Australian Finance Group (AFG)
Australian Finance Group is one of Australia’s leading financial services companies. With more than 2,200 brokers nationally, AFG processes more than AUD$2 billion of residential mortgage finance every month.

Executive Summary
Established in 1994, Australian Finance Group is the largest provider of mortgage broking services in the country and one of the top three in the world. AFG offers more than 800 residential mortgage products from Australia’s leading financial institutions through a network of more than 2,200 brokers, representing the largest national distribution network of financial services in the country. AFG is also one of the fastest-growing providers of holistic financial services. The company has evolved beyond the provision of home loans to also offer commercial finance, equipment and leasing finance, personal loans, insurance, and property investment services.

The company’s technology solution, FLEX, is based on Oracle’s Siebel CRM application. FLEX provides brokers with online sales tools, the capability to lodge loan applications electronically with lenders, the ability to manage the loan fulfillment process, and a customer management tool.

When AFG first rolled out FLEX in 2002, most brokers used the mobile client. But over the next eight years, a fundamental shift occurred and now over 90% of brokers use the FLEX web client. This resulted in the company effectively providing a private cloud infrastructure for brokers using FLEX. Consequently, AFG launched a strategic IT initiative to upgrade its infrastructure. A key element of the upgrade strategy was a decision to implement Oracle Exadata Database Machine.

AFG’s implementation of Exadata—in conjunction with Oracle Linux and Oracle VM1 on new application servers—has improved system performance and reliability for the company’s Oracle applications. Oracle Exadata has also enabled AFG to realize a wide range of additional benefits across the business.

Benefits for brokers include faster system performance leading to improved customer service and better access to technology services. These benefits have enabled AFG to increase revenue for the technology services it delivers to brokers. Corporate benefits include reduced business risk, improved operational efficiency, optimized capital investment in technology, and reduced infrastructure administration costs.

Mainstay Partners estimates that AFG’s investment in Oracle Exadata will generate total benefits of AUD$2.1M over three years and achieve a 42% ROI over this period. AFG’s investment is expected to break even within 27 months. Strategically, AFG’s investment in Exadata positions FLEX as a leading technology solution in the mortgage broking industry, bolstering the company’s efforts to recruit and retain brokers. This in turn is helping maintain AFG’s core revenue stream: commissions from the distribution of residential mortgages through its broker network.

1 Oracle’s server virtualization and management solution.
Key Benefits:
- Improved broker sales performance with faster database searches and online queries
- Delivered new business services to brokers
- Reduced business risk with a 4x reduction in commission processing run time
- Reduced data warehouse loading times by 73%
- Optimized capital investment in technology with reduced hardware footprint
- Expected to achieve AUS$2.1M in total benefits of 3 years
- Expected to achieve 42% ROI in 3 years and break even in less than 27 months

Background
With more than 2,200 brokers nationally, AFG distributes more than AUS$2 billion of residential mortgage finance every month, making it the largest provider of mortgage broking services in Australia. AFG is also one of the fastest-growing providers of holistic financial services and has evolved beyond providing home loans to offering commercial finance, equipment and leasing finance, personal loans, insurance, and property investment services.

Providing brokers with a leading technology solution in the mortgage broking industry is a key factor in AFG’s successful growth. The implementation of FLEX, based on Oracle’s Siebel CRM application, provided a technology platform to grow the business tenfold over the last decade.

FLEX is a business-critical, end-to-end technology solution that integrates all parties—lenders, AFG and brokers—in an efficient distribution channel for residential mortgages.

Key broker capabilities provided by FLEX include:
- Online sales tools
- Electronic lodgment of loan applications with lenders
- Efficient management of the loan fulfillment process
- Customer management tools

At the same time, FLEX gives AFG the ability to efficiently manage its broker network, calculate and pay broker commissions, and run branded marketing and customer retention campaigns on behalf of its brokers.

When AFG first rolled out FLEX in 2002, most brokers used the mobile client. Over the next eight years, the proliferation of broadband Internet spurred greater adoption of FLEX—to the point that today more than 90% of brokers use the FLEX web client.

This resulted in the company effectively providing a private cloud infrastructure for brokers using FLEX.

This shift to cloud services means that a high level of system availability has become essential to AFG’s business. FLEX is required to operate 24/7 because of the integration with lender systems and the nature of a broker’s business. AFG brokers meet with their clients at a time and location convenient to them—often after hours and at clients’ homes. As a result, brokers require a high level of system availability, 7 days a week, to lodge loan applications and to update customers on the progress of their application. “If our systems are down, brokers cannot lodge applications electronically with lenders,” an AFG manager said. “This potentially affects their ability to sell residential mortgages and can impact ongoing customer relationships.”
THE ORACLE EXADATA SOLUTION

Infrastructure Strategy

Responding to the challenge of providing a highly available private cloud infrastructure, AFG initiated a strategic project to upgrade its infrastructure. The strategy called for a new infrastructure with the following components:

- Oracle Exadata Database Machine—a quarter-rack solution in the production infrastructure and a basic system in the disaster recovery infrastructure, featuring Oracle Database 11g
- Application Servers—X64 hardware with Oracle Virtual Machine (OVM) as the hypervisor and Oracle Linux as the operating system
- Oracle Sun ZFS Storage Appliances for non-database storage

Oracle Exadata was central to implementing AFG’s infrastructure strategy. By integrating servers, storage, networking, and software on a single platform—and leveraging a clustered database system with automatic application failover capabilities—Exadata provided AFG with unprecedented system availability and scalability.

Installation and Commissioning

AFG installed and commissioned Oracle Exadata in less than two months. The reasons for the rapid deployment included:

- Exadata is an integrated hardware and software appliance
- Support from Oracle for installation, configuration and commissioning
- Oracle’s testing tools accelerated testing

Performance Testing

AFG used three tools for Oracle Exadata performance testing during the installation phase:

- Oracle Real Application Testing (RAT)
- Siebel Application Response Management (SARM)
- Oracle SQL Performance Analyzer

Performance testing results from each of these tools showed:

- An 8x improvement in database performance for read transactions
- A 20x improvement in database performance for write transactions

Deployment

AFG deployed Oracle Exadata in conjunction with the rollout of a new release of FLEX, in July 2010.

2 Replaced Solaris SPARC servers.
Following the deployment of Exadata for FLEX, AFG deployed Exadata for the following Oracle applications databases:

- Data Warehouse (OBIEE)—July 2010
- Oracle E-Business Suite 3—September 2010
- Broker Websites (Oracle UCM)—December 2010

AFG now runs a mixed OLTP and data warehouse processing load on Exadata, and was one of the first companies in the world to run this technology configuration on Exadata.

Benefits For Brokers

The move to Oracle Exadata, combined with the related application server upgrade, delivered significant benefits for AFG brokers using FLEX to run their business. Today, brokers working on AFG’s private-cloud-based FLEX platform experience performance improvements in the range 2x to 5x faster for screen navigation, product searches and product-qualification queries. This performance improvement translates into a significant productivity boost for brokers, giving them more time to serve customers and generate sales.

Speedier Online Experience

Brokers experienced an immediate improvement in FLEX system performance, including 4x faster logins, 3x faster screen navigation, 4x faster product searches, and generally smoother screen scrolling.

Figure 1: Faster Navigation and Searches

Faster Product Qualification

Faster FLEX response times have enabled brokers to process customer mortgage queries more rapidly, resulting in a significant improvement in customer service. Brokers particularly welcomed faster responses for product qualification queries—when the system matches customers with suitable products and calculates maximum loan amounts and loan repayment amounts. The graph below shows that the system now runs these calculations 3x faster for a set of 50 to 250 products, and scales exceptionally well, calculating values for 850 products in less than 10 seconds—4 times faster.

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4 Improvements in query response performance were attributed to AFG’s move to X64 application servers as well as Exadata.
New Broker Services

Enhanced database performance enabled the company to deliver two new services to their brokers: a sales reporting solution and a scalable broker branded website that currently supports 250 versions. These new services further differentiate AFG’s technology solution in the mortgage broking industry, strengthening the company’s ability to retain brokers and recruit large corporate accounts.

Business Intelligence for Brokers

AFG developed a sales reporting system for large broker groups in their Business Intelligence system (developed using Oracle Business Intelligence Enterprise Edition). The sales reporting system provides loan-application lodgment and settlement information and commission payment information at organizational and individual broker levels. This enables broker groups to better manage their sales pipelines and improve financial management by providing rapid access to commission income information.

Broker websites

AFG runs a customer retention program, SMART, on behalf of its brokers. Developed using the Siebel CRM Campaign Management module, SMART distributes email and marketing materials to customers that are branded with a broker’s logo and organization information.

The implementation of Exadata enabled AFG to roll out broker branded websites to complement the SMART customer retention campaigns the company runs on behalf of brokers. SMART-generated marketing materials provide links to the broker’s website, further strengthening the relationship between brokers and their customers. Performance was critical to the success of these websites, which accesses content maintained in Oracle UCM and integrates with campaign information in FLEX.
BEFORE IMPROVEMENTS

AFG is achieving significant benefits in corporate operations from the implementation of Exadata, including reduced business risk and improved operational efficiency.

Reduced Commission Payment Risk

The calculation and payment of commissions to brokers is a business-critical process and AFG aims never to miss a scheduled commission payment. Before the infrastructure upgrade, the monthly trail commission payment process completed in 37 hours. With the implementation of Exadata, trail commission processing completes in 9 hours. Figure 3 shows performance improvements associated with key tasks in the process.

Figure 3: More Efficient Commission-Processing

The reduction in commission processing time has significantly reduced the risk of missing commission payments. In the event of a system failure, AFG now has the flexibility to rerun the entire commission process in a single business day. In addition, staff benefit by not needing to work overtime to complete a commission payment process.

More Efficient Data warehouse Load Management

After deploying FLEX and the Business Intelligence system on Exadata, the overnight transfer of data from FLEX to the BI system was reduced from as long as 12 hours to just 2 hours. As a result, salespeople have up-to-date information at the beginning of the next working day. In addition, the warehouse load no longer runs into the next working day, avoiding adverse impacts on brokers using FLEX.5

Improved Corporate Service and Support Efficiency

AFG’s Service and Support team, located in the company’s Perth Head Office, is responsible for managing broker information in FLEX, processing commission payments, responding to broker commission payment queries, and providing help desk services for brokers using FLEX. AFG achieved improved processing efficiency with the implementation of Exadata due to improved system performance across a wide range of functions performed by a team of 30 people. In addition, after deploying the BI system on Exadata, AFG sales staff saw significantly faster responses to information queries.
Although it is not feasible for AFG to accurately quantify these benefits, anecdotal evidence from staff supports the benefits being realized by the business.⁶

CORPORATE INFRASTRUCTURE BENEFITS

AFG is achieving major benefits from the implementation of the infrastructure strategy through more effective administration and a reduced hardware footprint. AFG has not quantified the value of these benefits as they are not material to the business case, although there is no questioning their qualitative value.⁷

More Effective Administration
(benefit not quantified and not included in the ROI benefit calculation)

Because Exadata is an integrated hardware and software system, it requires minimal ongoing administration once it is configured in the commissioning phase. AFG’s infrastructure team now spends far less time performing database-tuning activity and managing storage to maintain acceptable system performance. Given the reduced amount of administration Exadata requires, AFG finds it more cost effective to outsource administration activities that require deep technical expertise. The outcome is improved system availability and a reduced need to train staff for administrative tasks.

Reduced Hardware Footprint
(benefit not quantified and not included in the ROI benefit calculation)

The implementation of Exadata and the consolidation of application servers using Oracle VM as the hypervisor has reduced AFG’s hardware footprint for business applications. The smaller footprint optimizes the company’s capital investment as well as reducing power costs and space requirements in the production and DR data centers.

Scalable Infrastructure
(benefit not quantified and not included in the ROI benefit calculation)

The Oracle hardware and software AFG selected for implementing the company’s infrastructure strategy provides a highly scalable technology platform. This positions AFG to maintain a high level of performance as system use grows with cost-effective incremental infrastructure upgrades.

System Testing Efficiency
(benefit not quantified and not included in the ROI benefit calculation)

The use of Real Application Testing enables AFG’s infrastructure team to perform comprehensive database testing for new system releases and for patches to the infrastructure. The deployment of Exadata in the DR infrastructure improves the effectiveness of testing new system releases by the development team. These benefits contribute to improved system quality and reduce testing effort.

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⁶ Benefits from more efficient corporate services and support were not included in the ROI analysis.

⁷ These additional infrastructure investments (beyond Exadata) were not included in the estimate of AFG’s net benefits.
Estimated AU$2.1M In Total Benefits

An assessment by Mainstay Partners estimates that AFG’s investment in Oracle Exadata will achieve a 42% ROI in the first three years and break even within 27 months, with total benefits expected to reach AU$2.1M over three years. Strategically, AFG’s investment in Exadata positions FLEX as a leading technology solution in the mortgage broking industry, an important factor in the company’s value proposition for recruiting and retaining brokers. This helps to maintain AFG’s core revenue stream: the generation of commissions from the distribution of residential mortgages by brokers.

Figure 4: Total Costs and Benefit by Category—Three-Year view

As noted above, the ROI analysis does not include savings associated with improved service, support and testing efficiencies, avoidance of capital expenditures, and lower data center operating costs.
Banco Occidental de Descuento Improves Credit Card Authorization System Availability

“Oracle Database 11g and its advanced tools and functionality have given us stability and peace of mind. We now have a high level of self-management, which facilitates improved control and administration. Our credit card authorization system, based on Oracle Database 11g, let us provide authorization service of card transactions.”

— Maite Gutiérrez, Vice President, IT Services, Banco Occidental de Descuento

Banco Occidental de Descuento is Venezuela’s fourth largest bank in terms of deposits, serving 4 million customers nationwide. With its acquisition of CorBanca of Caracas, the company now has 7,500 employees and 330 offices throughout the country.

Challenges

• Develop a high-availability credit card authorization system to accelerate response times for the bank’s credit card business and for its customers

• Consolidate and monitor database information in real time, centralizing administration to improve efficiency in credit card authorization

Solutions

• Worked with Oracle Partner TCS Technology Consulting Solutions C.A. to implement Oracle Database 11g Enterprise Edition to provide information to a third-party credit card authorization system for American Express, reducing costs, providing optimal operation, and ensuring regulatory compliance

• Provided authorization service on American Express cards transactions, with 99.99% availability of databases, operating without interruptions, and improving customer service

• Tripled the number of cardholders to 700,000, by not having to rely on processing and authorization by the card issuer, increasing the efficiency and stability of the bank’s credit card business

• Used Oracle Enterprise Manager Grid Control to consolidate and monitor in real time the 10 databases that serve the credit card authorization system

• Centralized database management with a dashboard that provides warnings that allow for proactive reactions to predetermined events, complying with rules concerning issues such as real-time monitoring, tape backup, and managing users and profiles in databases

• Integrated the company’s databases with Oracle Recovery Manager, storing data directly on tape, reducing upload times, and achieving more effective data recovery and restoration, with no loss of data

• Implemented the credit card issuer’s antifraud application, using Oracle Solaris for its stability and performance
Bharat Petroleum Corporation Limited Cuts Reporting from 2.5 Hours to 35 Minutes, Saves Almost US$100,000 in Hardware

“We add 40,000 new customers to our loyalty program each year and the amount of data we must process increases each day. The combination of Oracle Database 11g Release 2 on Sun servers ensures we can accommodate business growth with ease.”

— Ajay Nigam, Senior Manager, IT, Bharat Petroleum Corporation Limited

Established in 1977, Bharat Petroleum Corporation Limited (BPCL) is an oil refining and marketing company based in Mumbai, India. The company manufactures petroleum and lubricants for domestic and industrial markets. The Government of India holds a majority share of the company, with the balance owned by foreign institutional investors, financial institutions, employees, and private investors. BPCL is listed on the Bombay Stock Exchange and National Stock Exchange in India.

In 1999, BPCL launched an innovative customer loyalty program called PetroBonus. Under the program, customers earn points when they buy petroleum products, such as fuel, from any one of the company’s 7,000 fuel dealers across India. The points can be redeemed for gifts, such as car batteries and lubricants.

BPCL runs its PetroBonus customer loyalty application on Oracle Database, Oracle Application Server, and Oracle Real Application Clusters. In August 2011, the company upgraded to Oracle Database 11g Release 2, Oracle Application Server 11g Release 2, and Oracle Real Application Clusters 11g Release 2. It also installed Oracle’s Sun SPARC Enterprise M3000 Server, Sun SPARC Enterprise M4000 Server, and Sun SPARC Enterprise T5240 Server. The Sun SPARC servers run on the Oracle Solaris 10 operating system.

The upgrade to a more powerful database and server hardware delivered significant improvements in performance, including a reduction in reporting times from 2.5 hours to 35 minutes. New features in Oracle Database 11g Release 2 also made the database easier to manage and maintain, easing the administration workload on IT staff.

Providing Up-to-Date Account Balances

There are currently 2.2 million customers in BPCL’s loyalty program and the company adds around 40,000 new members each year. Customers include individuals and organizations such as bus companies, taxi operators, and freight firms. Each customer is issued a card on which they can pre-load cash to buy fuel at any BPCL fuel dealer. Each time they use the card—either to load credit or buy fuel—the transaction details are captured in the PetroBonus application.

“The card provides valuable information about our customers,” said Ajay Nigam, senior manager, IT, Bharat Petroleum Company Limited. “We can see when and where they added money to their card, how much money they added, where and how often they buy fuel, and what sort of fuel they are buying. We use this information to develop customer profiles and monitor fuel sales across our dealer network. This helps us see who our most profitable customers are and where we might need to establish more fuel dealerships.”
Due to the growth in loyalty program members and financial transactions, overnight data processing was stretching into the next business day. The long processing time meant that data could not be updated within the required time frame, when dealers wanted to check account balances to ensure they had enough money to pay for fuel.

The upgrade to Oracle Database 11g Release 2 and new Sun servers cut the amount of time needed to process customer data and transactions. “Certain transactions—such as posting financial data to our enterprise resource planning system—are taking less than half the time to process, compared to previously,” said Nigam. “Dealers can now access up-to-date data when account balances are updated in the ERP system, and are more satisfied as a result.”

**Reporting Time Cut to 35 Minutes**

According to Nigam, the upgrade to Oracle Database 11g Release 2 shortened reporting times.

“We run reports to analyze customer profiles, transaction values, how much fuel dealers in a particular region sell, in what quantities, and so on,” said Nigam. “Some reports that used to take 2.5 hours now take 35 minutes.

“Our staff can analyze customer details and financial transactions using the most up-to-date information,” he added. “The ability to quickly access this valuable data means we can make faster, better informed business planning decisions, such as which customer segments to target. This will help protect our market share in the competitive petroleum industry and help us grow sales and profitability.”

**Backup and Recovery Times Reduced**

According to Nigam, the compression features in Oracle Database 11g Release 2 makes database backup easier and faster.

“We can reduce the size of the Oracle Database by 35%, which means backup can be completed in one and a half hours compared to four hours in the past,” he said. “The reduced backup times mean our IT staff have more time to focus on more strategic database infrastructure maintenance work.

“The flashback feature in Oracle Database 11g Release 2 also means database recovery is faster,” he added. “We can recover the database in two to three hours, compared to two to three days in the past. We can also recover the database or a set of data from any point in the past—no other database gives point-in-time recovery.”

**High Availability with Clustered Databases**

As a fuel supplier, BPCL cannot tolerate any downtime as outages would affect customers’ ability to purchase fuel and dealers’ ability to get paid.
“Many of our customers are freight companies that transport food, medicine, and other essential supplies around the country, often over long distances,” said Nigam. “If they can’t reload their loyalty card or pay for fuel using the card because the system is down, this impacts their ability to deliver goods. This means food expires and medicine does not reach the sick on time.”

By implementing a four-node database cluster based on Oracle Real Application Clusters 11g Release 2 in its production environment, and a two-node database cluster in its disaster recovery environment, BPCL can ensure high availability for the PetroBonus application. Workloads are evenly distributed across the four nodes, and if a server in the cluster fails, the workload is instantly and automatically transferred to the remaining three nodes.

Sun Servers Deliver Robust Performance

As part of the Oracle Database 11g Release 2 upgrade, BPCL deployed one Sun SPARC Enterprise M3000 Server, one Sun SPARC Enterprise M4000 Server, and two Sun SPARC Enterprise T5240 Servers. These servers replaced six Sun Fire V880 and Sun Fire V250 servers, which had reached end-of-life. The company also upgraded from Oracle Solaris 8 to Oracle Solaris 10. In addition to Oracle Database 11g Release 2, BPCL runs a third-party field staff job automation application and in-house developed Java applications on the Sun servers.

According to Nigam, the new Sun servers have delivered improved database and PetroBonus application performance. “In some instances, data processing times have been cut from 2.5 hours to 35 minutes. This means ad hoc queries and reports can be completed much faster, so staff can get the information they need quickly.”

With more powerful hardware in place, BPCL has the capacity to scale the servers to support its growing business. “We add 40,000 new customers to our loyalty program each year and the amount of data we must process increases each day,” said Nigam. “The combination of Oracle Database 11g Release 2 on Sun servers ensures we can accommodate business growth with ease.”

Virtualization Enables Hardware Savings

According to Nigam, a key reason for choosing Oracle was the opportunity to use virtualization technology to reduce hardware costs.

“We use Oracle Solaris Containers to host three virtual machines on one physical server,” he said. “This, as well as consolidating six servers into four, enabled us to save US$98,000 in server costs.”

BPCL runs the PetroBonus application on the virtual servers. “The performance of the virtual servers is just as good as the physical machines, and they are equally reliable,” said Nigam.
“Virtualization has also enabled us to improve server utilization rates from 30% to 45% in the past to 90% to 100%,” he added. “This is a more optimal use of our server resources.”

Challenges

- Implement a database and server platform that can support a loyalty program with 2.2 million members, with 40,000 new members joining each year
- Shorten data processing times to ensure customer details (including account balances) and financial transactions are updated as quickly as possible
- Ensure high availability for the company’s own loyalty program application to ensure customers have reliable access to their account balances and personal details
- Reduce backup and recovery times to improve database administration efficiency
- Replace ageing servers with more powerful hardware to improve performance, ensure scalability, and reduce costs

Solutions

- Cut the time needed to process customer data and transactions from 2.5 hours to 35 minutes, enabling reports and other analysis work to be completed quickly
- Improved satisfaction by ensuring loyalty program customers have access to up-to-date account balances
- Ensured staff have access to information that facilitates informed sales and marketing decisions and business planning, which helps protect the company’s market share in the petroleum industry
- Reduced database backup times from 4 hours to 1.5 hours, by compressing the database by 35%
- Recovered the database in two to three hours, compared to two to three days previously, and gained the ability to recover the database at any point in time using a flashback feature
- Ensured high availability for the loyalty program application by implementing a clustered server environment, which distributes processing workloads evenly and instantly transfers workloads from a malfunctioning server to other machines in the cluster
- Cut hardware costs by US$98,000 by consolidating six servers into four and by using Oracle Solaris Containers to host three virtual servers on one physical machine
- Increased server utilization rates from 30% to 45% to 90% to 100%
- Gained scalability to support an expanding customer loyalty program, which is growing by 40,000 new members each year
- Minimized the workload on database administrators with easier-to-manage database
- Enabled a smooth implementation by engaging Oracle Advanced Customer Support Services to assist with the Oracle implementation
Why Oracle

BPCL has been using Oracle Database and Oracle Real Application Clusters for several years and had always been satisfied with the middleware’s performance, and Nigam said the company saw no reason to switch to another vendor.

“We liked some of the new features in Oracle Database 11g, such as Oracle Automatic Storage Management, which allows us to fragment data and add disk space in a straightforward manner,” he said. “Oracle Database 11g is much easier to manage, which has minimized the workload on our database administrators and enabled them to focus on other system maintenance tasks.”

BPCL also decided to continue using Sun hardware as it made sense to consolidate with one provider. “The benefit of a one point solution is that we only have to deal with one vendor for both our hardware and software needs,” said Nigam. “We can save time and money, and be further assured that Oracle has a full understanding of how the two components work together.”

BPCL was also interested in several features of the Sun SPARC servers, including Oracle Solaris 10, Dynamic Domains, mixed speed CPUs, hot swap components, binary compatibility, remote access service, and dynamic reconfiguration. These features will give the company greater choice and flexibility when managing its server environment.

Implementation Process

BPCL began the Oracle Database 11g upgrade in July 2011. As a business that cannot afford any downtime, the upgrade was scheduled to take place after midnight, when there was less risk that unplanned downtime would affect customer transactions.

BPCL worked with Oracle Advanced Customer Support Services on the upgrade. “The Oracle team provided extra assurance that the implementation would be smooth, and any issues resolved quickly,” said Nigam. “We have worked with Oracle Advanced Customer Support Services for nearly a decade, and have always found the team responsive.”

Extensive testing was undertaken before the new Oracle database environment went live. “We tested the loyalty program application on Oracle Database 11g, until we were comfortable that porting the application to the new database would not result in any performance issues,” said Nigam. “We also created a standby database in case any problems arose during the cutover. Our planned downtime was two hours, and we never exceeded this.”

BPCL went live on Oracle Database 11g in September 2011.
**Oracle Customer:**
**BT**  
London, United Kingdom  
www.bt.com

**Industry:**  
Communications

**Annual Revenue:**  
Over US$5 Billion

**Oracle Products & Services:**
- Oracle Database, Enterprise Edition
- Oracle Enterprise Manager
- Oracle Diagnostics Pack
- Oracle Tuning Pack
- Oracle Database Lifecycle Management Pack
- Oracle Data Masking Pack
- Oracle Real Application Testing
- Oracle System Monitoring Plug-in for Microsoft SQL Server

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**BT Increases Control and Improves Customer Service with Streamlined Global IT Infrastructure and Standardized Database Administration**

"With the Oracle Enterprise Management stack, BT can now deploy a database in 20 minutes—a task that previously took several weeks. As a result, we have realized decreased hardware costs and increased system agility, enabling us to more quickly deliver services to market."

— **Surren Partabh**, CTO, Core Technologies, BT Operate

BT Group plc is one of the world’s leading providers of communications solutions and services, with operations in 170 countries. Its main activities include providing fixed-line services, broadband, mobile, and TV products and services; as well as networked IT services. As part of BT Group plc, BT Operate is responsible for managing all IT and network infrastructure platforms, and ensuring reliability, security, and efficiency across the entire network.

BT has provided communications services for more than 100 years. During recent decades, BT’s IT and infrastructure estate has grown significantly to reach current global volumes of 17,000 databases and 30,000 servers. Managing an estate of this size and complexity is a significant challenge, and BT aims to streamline, consolidate, and simplify operations to improve efficiency across its lines of business.

BT Operate chose Oracle Enterprise Manager to help standardize database versions and manage the infrastructure of its new customer-facing database-as-a-service offering. With Oracle Enterprise Manager, a database administrator (DBA) uses the same processes, regardless of geographical location, increasing control and significantly reducing the risk of errors caused by manually prioritizing tasks and custom scripting.

**Challenges**

- Standardize and streamline database performance and configuration management across a global suite, providing the infrastructure to deliver leading-edge communications services to a vast range of business and retail customers
- Ensure uniformity across the global IT suite, which currently encompasses 17,000 databases
- Achieve database automation to reduce time to production and improve standardization and reliability
- Provide an accurate audit trail of any changes within the databases, enabling database administrators to quickly identify the source of a problem as it arises
- Provide a unified view of database administrator performance, to build best practices from development through to production in a 100-strong database administrator community throughout the global organization

**Solutions**

- Implemented Oracle Enterprise Manager to help standardize versions and methodology for monitoring and managing the global Oracle Database infrastructure
• Participated in the Oracle Strategic Customer Program Plus to ensure successful deployment of Oracle Enterprise Manager and to maximize return on investment
• Saved hours in locating and diagnosing problems within the databases, improving both customer service and infrastructure reliability
• Prevented customer service issues on a proactive basis, due to the ability of Oracle Enterprise Manager to quickly identify the source of service issues
• Reduced database downtime during two serious incidents that could have negatively impacted customer service, or incurred penalty payments for failing to comply with communications industry requirements
• Improved customer service on a continual basis, with increased service reliability of 28.2% during the first quarter of 2011
• Gained the ability to implement new ideas quickly, to plan for and meet global market demands for innovative communication products and services
• Managed the database infrastructure with the same number of database administrators by standardizing and automating configuration and management, maintaining existing overhead costs by eliminating the need to hire additional staff
• Assisted with analysis of database and application usage, enabling the team to confidently decommission applications and databases no longer used, helping to reduce the real and environmental costs associated with the legacy infrastructure

Why Oracle

BT is a very complex organization with a significant legacy infrastructure. As part of its IT strategy, the company plans to consolidate and rationalize its infrastructure to support business processes.

"Oracle Enterprise Manager is the way forward for BT. It enables us to monitor our applications, understand where we can make improvements within our overall infrastructure, and see which applications we are no longer using to reduce operating costs.

"Standardization is also very important—not just of technology and processes, but also standardization of methodology," said Surren Partab, CTO, core technologies, BT Operate. "Oracle Enterprise Manager enables us to harmonize methodologies across the organization to bring synergy and predictability to our business, while saving time overall."

Oracle Enterprise Manager provides a visual representation of how applications are used and removes the need to interpret figures. BT uses the solution in a reactive way to monitor what is currently happening, but plans to proactively use the information to analyze its infrastructure and interpret trends.
Each of the 100 database administrators within BT uses Oracle Enterprise Manager every day. When the company upgrades to Oracle Enterprise Manager 12c it hopes to use Oracle Enterprise Manager even more frequently, as a result of having additional automation tools.

Implementation Process

BT participated in the Oracle Strategic Customer Program Plus to ensure a successful deployment of Oracle Enterprise Manager and to maximize return on investment.
Caja de Seguros S.A. Increases Online Car Insurance Sales by 11%

“Oracle Consulting gave us the knowledge and support we needed to implement Oracle Real-Time Decisions. In the first six months of using this tool on our Web page, we increased sales of auto insurance policies through this channel by 11%.”

— Hernán Boykier, Data Warehousing Manager, Caja de Seguros S.A.

Caja de Seguros S.A. (La Caja) is a leading company in the insurance market in Argentina. It provides insurance products for consumer and corporate markets, including automobile and life insurance. La Caja has more than 100 branches distributed throughout Argentina. Its call center has more than 208 positions, with additional employees serving other sales channels, such as in banks, at car dealerships, and for the Web site.

Challenges

• Increase online sales of auto insurance by developing models that provide better support for Web operation
• Improve the customer experience for obtaining quotes on the company’s Web site, to reduce drop offs during the online sales process

Solutions

• Worked with Oracle Consulting in an end-to-end operation that included surveying, implementing, and developing models for its Web operations, ultimately integrating Oracle Real-Time Decisions into the company’s Web site
• Gained vital knowledge transfer that improved the company’s ability to use the tool
• Used Oracle Real-Time Decisions to optimize the auto insurance quote Web page by more accurately profiling customers to recommend products that fit their needs and to reduce the number who leave the Web page without getting a quote
• Integrated Oracle Real-Time Decisions with Oracle Database, Enterprise Edition and the company’s proprietary insurance sales system, which hosts customer information, to develop a historical record that enables the system to perform predictive analysis on the movements of Web site users
• Increased the ratio of insurance sales made through the Web site by 11%
• Improved the quality of product recommendations made to customers on the Web site with Oracle Real-Time Decisions within six months of deployment
Oracle Customer:
Casas GEO S.A.B. de C.V.
Mexico City, Mexico
www.casasgeo.com

Industry:
Engineering and Construction

Annual Revenue:
US$1 to US$5 Billion

Employees:
27,000

Oracle Products & Services:
- PeopleSoft Human Resources On Demand
- PeopleSoft Global Payroll
- PeopleSoft Global Payroll Country Extensions On Demand
- Oracle E-Business Suite On Demand
- Oracle Project Billing On Demand
- Oracle Project Costing On Demand
- Siebel Sales
- Oracle Database, Enterprise Edition
- Oracle OnDemand

Oracle Partner:
Multisistemas GIT Consultores, S.A. de C.V.
www.e-multisistemas.com

Casas GEO S.A.B. de C.V. Unifies and Automates Human Resources Processes for 125 Business Units, Achieves Full Return on Investment in Just Seven Months

“PeopleSoft Human Resources On Demand enabled us to consolidate payroll management on a single instance, automating processes and unifying 125 business units into a single system. With a successful HR infrastructure, we’ve achieved a return on our investment in just seven months.”
— Rodrigo Moño, Director of GEO Evolution, Casas GEO S.A.B. de C.V.

Casas GEO S.A.B. de C.V. is Mexico’s leading builder of mixed low- and middle-income housing complexes, with an estimated growth rate of 8% to 11% per year. The company has 125 business units, which build housing throughout the country. Most of its 27,000 employees are construction workers who are paid weekly, as well as managers who are paid every two weeks.

Previously Casas GEO had a decentralized payroll application, which caused problems with tax calculations, contracts, and budgeting. It didn’t have companywide human resources (HR) policies, so each business unit managed business in its own way. The company also needed to control costs and expenses on a per-project basis, as well as commissions for its sales staff, processes that were difficult to complete when using its legacy system.

These problems led Casas GEO to search for a HR system that could centralize and automate processes and link to Oracle E-Business Suite On Demand applications, including Oracle Project Billing On Demand, Oracle Project Costing On Demand, and Siebel Sales. Casas GEO chose Oracle’s PeopleSoft Human Resources On Demand to unify and automate payroll management, and to consolidate information regarding each employee, including days worked and compensation. The integrated software also let Casas GEO factor in labor costs, taxes, and contributions to the Mexican Social Security Institute (Instituto Mexicano de Seguridad Social or IMSS) to control expenses and costs on a per-project basis and to calculate sales commissions.

Challenges
• Centralize human resources information from the company’s 125 business units, consolidating payroll on a single instance and complying with tax and labor laws
• Guarantee timely salary payments to its 27,000 employees—mostly construction workers—along with contributions to IMSS and national income tax
• Control costs and prepare budgets at the construction project level, optimizing accounting processes and sales commission payments

Solutions
• Worked with Oracle Partner Multisistemas GIT Consultores, S.A. de C.V. to implement PeopleSoft Human Resources On Demand to consolidate payroll management on a single instance, automating processes and unifying 125 business units
• Standardized HR rules and procedures, achieving greater efficiency
• Used Oracle Database 11g as the centralized database for management, personnel, and financial information

• Automated payroll calculation with Oracle E-Business Suite On Demand, accelerating the process from five-to-six hours to just seven minutes

• Created a simplified structure with just four payrolls (management, weekly employees, machinery, and industrial production) for all 125 business units, accelerating accounting for each item involved in building houses and guaranteeing timely payment to employees, as well as compliance with legal requirements, contributions to IMSS, and tax payments

• Used PeopleSoft Global Payroll to develop payroll indicators on a per-business-unit basis, including productivity of each sales agent and construction worker, providing increased visibility into companywide performance and improving decision-making

• Reduced HR management costs by decreasing HR staff needs from 127 people working in decentralized offices to just 16 centralized employees, which freed those employees to take other positions within the company

• Controlled expenses and costs for low-cost housing projects by linking information between PeopleSoft Human Resources On Demand, Oracle Project Billing On Demand, and Oracle Project Costing On Demand, ensuring that the company paid construction workers for hours worked and that it could efficiently manage its budget

• Linked PeopleSoft Human Resources On Demand with Siebel Sales to estimate sales agents’ commissions instantly at the time of sale

• Used a hosted model to provide up-to-date technology and ensure uninterrupted operation for all HR, management, and accounting processes, with the guarantee Oracle would resolve any problems

• Achieved full return on investment in just seven months

Why Oracle

“We analyzed HR management products, such as Microsoft and Meta4, but we chose Oracle’s PeopleSoft Human Resources On Demand because we were already working with Oracle’s Siebel and Oracle E-Business Suite applications, and its PeopleSoft products provided the functionality, ease of use, and robustness we needed. It is a very complete solution that has all the modules we need to keep growing,” said Rodrigo Moiño, director of GEO Evolution, Casas GEO S.A.B. de C.V.

“Oracle is a company that knows what it is doing. Knowledge and support are the most important things Oracle gives us. It is a large company, which lets us be sure support staff will respond when we need them. The On Demand model gives us the added value of support,” Moiño said.
Partner

Casas GEO S.A.B. de C.V. worked with Oracle Partner Multisistemas GIT Consultores, S.A. de C.V. to implement PeopleSoft Human Resources On Demand. Multisistemas’ experience, affordable cost, and knowledgeable personnel were key factors in Casas GEO’s partner selection.

“Multisistemas played a key role in the implementation,” Moiño said. “It is very important to choose the right partner. Multisistemas knows PeopleSoft perfectly, as well as Mexico’s laws. Its advice has been extraordinary.”
Comic Relief UK Raises Millions to Fight Poverty with an Efficient, Highly-Available Donations Platform

“Oracle delivers an efficient and reliable mission-critical donations platform. Our Oracle platform is robust and has always delivered to ensure we can process millions of donations in a single day. Oracle is critical to the success of Red Nose Day.”
— Phil Latham, Head of Future Media and Technology, Comic Relief UK

Comic Relief UK raises the equivalent of millions of U.S. dollars through two major fundraising campaigns—Red Nose Day and Sport Relief—with each taking place on alternate years and including a night of television-based fundraising. Comic Relief UK is a major UK-based charity and uses funds raised to change the lives of poor and disadvantaged people in the UK and the world’s poorest countries. During Red Nose Day 2011, more than 1.5 million unique visitors accessed the company’s Website and donations peaked at 214 per second.

Comic Relief UK’s mission-critical donations platform enables the public to make charitable donations by telephone or online. Call center operators, which numbered 10,000 during Red Nose Day 2011, process donations using the same Web application that is used by members of the public. With only one chance to get it right, the platform is tested thoroughly before major fundraising days. During peak hours on Red Nose Day 2011, the platform processed 1.8 GB of traffic every second.

To ensure the donations platform operates at peak performance on major fundraising days, Comic Relief UK implemented Oracle Database 11g with Real Application Clusters and Oracle Active Data Guard to ensure 100% mission-critical availability during Red Nose Day and Sport Relief campaigns. Comic Relief UK then worked closely with Oracle and Oracle Gold Partners Carrenza and SCL to thoroughly load test the donations platform prior to Red Nose Day and Sport Relief events using Oracle Application Testing Suite. The database environment delivered on its mission, as it ensured continuous availability.

Challenges

• Implement a mission-critical donations platform that is robust and scalable to manage a high volume of donations processed in a very short time span
• Test the donations platform thoroughly prior to Red Nose Day 2011 and Sport Relief 2012 to cope with spikes in donations activity and ensure that members of the public can make donations as soon as they wish to do so
• Ensure 100% availability on the Website during peak fundraising hours

Solutions

• Implemented Oracle Database 11g with Real Application Clusters and Oracle Active Data Guard to ensure 100% mission-critical availability during Red Nose Day and Sport Relief campaigns
• Worked with Oracle, Carrenza and SCL to thoroughly test the platform using Oracle Application Testing Suite—part of Oracle Enterprise Manager—to ensure that any potential problems are identified and solved prior to Red Nose Day 2011 and Sport Relief 2012
Deployed Oracle Load Testing to generate a load test simulating 30,000 simultaneous virtual users to ensure that the Web site can cope with peak fundraising traffic levels.

Formed a dedicated project team with Oracle and Carrenza to ensure experts are on-hand to fix any problems that may arise.

Performed thorough testing to ensure that Oracle Database 11g could cope with the expected load and write large volumes of data within a fraction of a second.

Guaranteed Website availability to ensure fast and efficient response times despite donations peaking at 214 per second during key fundraising hours.

**Why Oracle**

Comic Relief UK has worked with Oracle for many years. Oracle Database 11g provides a robust and scalable platform for its business-critical donations system, and Oracle Application Testing Suite enables thorough testing prior to every campaign to examine load management and distribution.

“We only have one chance to get everything right, and therefore we need to test thoroughly beforehand. Testing is carried out for three months prior to each major fundraising event,” said Phil Latham, head of future media and technology, Comic Relief UK. “For every campaign, Oracle has met Comic Relief’s critical requirements for availability and performance.”

“Oracle is very committed to our success. Oracle technologists always work alongside us on the evening of Red Nose Day to address any issues that may arise. In addition, Oracle genuinely cares about what Comic Relief UK aims to do. The team genuinely believes in our cause, and we work together as very strong partners,” Latham said.

**Partner**

Oracle Gold Partner Carrenza hosts the Comic Relief UK Web platform and also manages its infrastructure. Carrenza has significant expertise working with Oracle systems. Carrenza, Oracle, and Comic Relief UK work together to form a combined project team bringing critical expertise together to ensure successful campaigns.

“We rely heavily on the expertise of both Carrenza and Oracle to ensure successful fundraising campaigns, year-on-year,” Latham said.

Oracle Gold Partner SCL carried out the load testing prior to Sport Relief 2012. SCL has extensive experience using the Oracle Application Testing Suite in providing test management, functional testing, and load testing, as SCL’s consultancy provides solutions for Web-based applications.
Corsair Components, Inc. Upgrades Enterprise Application Suite to Support Product-Mix Changes, Reduces IT Customizations and Costs

“With Oracle E-Business Suite Release 12.1, we have gained powerful new functionality that gives us the visibility needed to continue to grow our product offerings in the evolving PC gaming and PC components market. We’ve also significantly reduced application customizations and the costs and effort associated with them.”

— Ramesh Potta, IT Manager, Corsair Components, Inc.

Founded in 1994, Corsair Components, Inc. (Corsair) is a global company bringing innovative, high-performance components to the PC gaming market. It manufactures high-performance memory, ultra-efficient power supplies, high-end PC gaming peripherals, and other essential system components.

Corsair upgraded to Oracle E-Business Suite Release 12.1 to ensure support for critical enterprise applications and continued profitable competition in the evolving PC gaming and PC component sectors. The technology company also wanted to reduce the costs and complexities associated with its heavily customized legacy enterprise application environment.

Challenges

- Ensure continued support for the company’s Oracle E-Business Suite applications, relied on to run its global, high-tech business
- Improve business process coordination and efficiency across eight divisions and four distribution hubs, spanning North America, Europe, and Asia
- Enable visibility and agility to transition the company’s product set so it can meet changing market demands—such as expanding from primarily high-performance memory products to additional product categories, including PC gaming accessories, PC components, and related products
- Ensure precise purchasing and cost controls to continue effective competition in a commodity-based market
- Eliminate many application customizations to reduce IT complexity and maintenance costs

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1 and Oracle Database 11g to support cutting-edge business processes needed to compete in the rapidly changing PC gaming sector
- Improved application performance by migrating to more effective 64-bit Linux servers and 64-bit hardware
- Improved user convenience and productivity with Oracle E-Business Suite’s multiple organization access capability
• Improved general ledger processing efficiency and expanded the view to multiple ledgers, enabling more informed business decisions and greater control over costs for the commodity-driven business

• Gained the ability to create a centralized banking model, using a trading community architecture for greater visibility and efficiency

• Improved productivity with easy-to-design-and-deploy tax models and more flexible accounting elements

• Created a more robust and scalable architecture that includes advanced database capabilities, better integration, expanded personalization, and improved security for enterprise applications

• Streamlined compliance with industry regulations by accelerating account analysis report creation for the audit team through the up-to-date Oracle applications’ expanded reporting capabilities

• Improved order processing, whether an order is entered manually, via electronic data interchange, or through the company’s Web store

• Reduced application customization, especially for order management and manufacturing modules—supporting the agility, when required, to be able to switch the product-mix from a high-performance memory focus to an accessory focus

• Gained greater flexibility in creating reports, such as account analysis, and eliminated the need for a supplemental data extraction tool with Oracle Business Intelligence Publisher, which separates business logic from the presentation layer

• Improved system performance significantly by taking advantage of 64-bit servers and hardware through the database upgrade to Oracle Database 11g, which reduced the run time for operational reports from 15 to 20 minutes to 90 seconds

• Shortened the time to close month-end financial books from six hours to just three hours

• Accelerated the upgraded applications’ adoption and user proficiency with Oracle User Productivity Kit for training and documentation—creating more than 250 modules

Implementation Process

Corsair accomplished the upgrade to Oracle E-Business Suite Release 12.1 in just three-and-a-half months using only two, in-house IT team members and support from a part-time database administrator. It completed the upgrade on time and under budget.
CSAM Health AS Modernizes Healthcare and Enhances Data Access with Electronic Processes

“Today many healthcare providers are facing great challenges with budget constraints and increasing demands for service provisioning. Oracle’s solutions help us meet these challenges with tools that replace paper-based processes with electronic processes, reduce lead times and costs, and provide our customers with a comprehensive information platform.”
— Kjetil Sanders, Chief Technology Officer, CSAM Health AS

CSAM Health AS is a privately held international software company that develops products for healthcare companies and organizations in Norway, Sweden, and the United Kingdom. Customers include primary care, clinics, hospitals, and health regions. The company was founded in 2005 as a commercial platform for Oslo University and its innovations and clinical workflow solutions. CSAM Health is recognized by Deloitte as the fastest growing e-health company in EMEA in 2010.

Challenges

- Develop an information platform to allow complete information exchange through a Web interface, between existing healthcare systems
- Improve information workflow by replacing paper-based processes with electronic processes
- Provide medical staff in a department, a hospital, or an entire health region with access to updated, centrally-stored patient information, while granting patients access to their own records
- Ensure the solution complies with national laws and regulations and reduce processing costs and lead times

Solutions

- Implemented Oracle SOA Suite to enable CSAM’s customers to integrate health systems in a department, a hospital, several hospitals, or across all health care providers in an entire region
- Introduced Oracle Database 11g to store clinical data, such as laboratory information, radiology reports, and various types of meta-information
- Implemented Oracle WebLogic Server to provide users with a consistent view of updated, stored, key clinical information through a Web interface
- Enabled CSAM’s customers to replace paper-based processes with electronic processes, enhancing workflow efficiency, decreasing lead times, and reducing costs
- Provided users with access to patients’ overall medical histories, regardless of which hospitals and healthcare providers previously provided care, and gave patients the opportunity to access their own records
- Ensured the solution complies with national laws, particularly regarding patient safety
CSOB Group Migrates Central Database linked to 90 Critical Banking Applications to a Next-Generation Database Platform On Time, On Budget, and Without Disrupting Business Operations

“Oracle Consulting’s technical and industry sector expertise, combined with its successful track record in coordinating complex system upgrades, enabled us to achieve a seamless upgrade that was transparent to both employees and customers.”

— Boris Treiger, Project Manager, CSOB Group

CSOB Group (CSOB) is a leading player in Czech financial services industry. It is part of the international banc assurance KBC group, which is active in Belgium and the CEE region.

Combining the power of its retail brands — CSOB, the brand for banking, insurance, asset management, pension funds, leasing, and factoring; the Postal Savings Bank, which provides banking through a postal distribution network, the Mortgage Bank, and CMSS, a bank specialized inr financing residential mortgages—CSOB group is strongly positioned in all segments of Czech financial market, where it has long held a top position for financing residential mortgages, leases, and having total assets under management.

CSOB needed to upgrade its production systems in the Czech Republic and Slovakia that support 90 key applications for its retail, corporate, internet, and ATM services from Oracle Database 9i to Oracle Database 11g with simultaneous migration from Alpha processors/Open VM s-based hardware to a Power7, AIX system. Oracle Consulting helped to complete the upgrade within schedule and budget, while meeting tight restrictions on downtime. Knowledge transfer by Oracle Consulting to the bank’s IT team has improved self-sufficiency in support and maintenance while the technical and advisory services of Oracle Consulting Expert Services continue to optimize performance and availability while lowering cost of ownership.

Challenges

• Upgrade a business-critical, high-availability infrastructure that runs all CSOB’s retail, corporate, internet, and ATM banking systems—totaling more than 90 applications—from Oracle Database 9i to Oracle Database 11g and migrate from Alpha processors/Open VM s-based hardware to a AIX Power7 system

• Minimize the upgrade’s risks and technical challenges, including a complete architecture transformation and the creation of a modern, agile, and dynamic infrastructure

• Complete the upgrade without disruption to day-to-day operations and minimize system downtime for CSOB’s more than 2 million customers, who expect around the clock services

• Increase self-sufficiency in system support and maintenance to reduce reliance on external IT expertise and reduce cost of ownership
Solutions

• Commissioned Oracle Consulting to manage the upgrade of Oracle Database 9i to Oracle Database 11g and migrate the data for CSOB’s two separate production databases in the Czech Republic and Slovakia

• Capitalized on Oracle Consulting’s knowledge to complete the migration in seven months, while meeting the acceptable system outage requirements of 10 hours in the Czech Republic and five hours in Slovakia

• Used Oracle Consulting’s workload capture and replay features to test the impact of application code changes and eliminate the risk of suboptimal settings before making changes to production databases

• Reduced testing time and effort as well as the risk of system instability following the upgrade

• Leveraged Oracle Consulting’s proven migration and upgrade methodologies to manage a successful dry run migration, which enabled CSOB to resolve issues prior to live upgrade

• Completed the migration within schedule and on budget

• Achieved a seamless upgrade, which went unnoticed by CSOB’s internal users and customers and caused no disruption to daily business operations

• Leveraged Oracle Consulting’s on-the-job-training to ensure CSOB’s database administrators have the knowledge necessary to ensure self-sufficiency in day-to-day system maintenance and reduce costs

• Used the technical and advisory services of Oracle Consulting Expert Services to optimize performance and availability as well as enhance responsiveness while lowering ownership costs

• Gained a flexible, scalable, stable, secure, high-performance database platform that will enable the bank to serve its growing customer base with around the clock financial services

Why Oracle

CSOB Group had used Oracle Consulting for previous successful upgrades of business-critical systems and benefited from the expertise of Oracle Consulting Expert Services to help maximize the value of its investment in Oracle Database technology.

“Oracle Consulting is our long-term trusted partner and we rely extensively on its expertise when planning and executing strategic implementations and upgrades,” said Boris Treiger, project manager, CSOB Group.
Datacraft Solutions Creates a Data Infrastructure that Delivers High Availability and Room to Grow

“Oracle Database delivers the performance that we need today, and the scalability to support us as we grow our client base and offerings. Having Oracle DNA in our SaaS supply chain offering gives us an edge when integrating with our customers’ environments—many of which run on Oracle.”
— Brian Gullette, President and Chief Executive Officer, Datacraft Solutions

Datacraft Solutions provides technology and services that help businesses to streamline their supply chain replenishment process with a secure, Web-based, software-as-a-service (SaaS) solution. Its solution delivers immediate visibility to manufacturers’ supply chains, using technology to better manage inventories, improve inventory turns, and build lasting partnerships with key customers and suppliers.

Challenges

- Create a highly scalable and reliable data infrastructure for the company’s supply chain management SaaS offering, to ensure around-the-clock availability for customers in manufacturing operations around the globe
- Support company initiatives to broaden services to include greater analytics and business intelligence offerings for its supply chain SaaS customers
- Ensure high levels of application performance through a Web browser that Datacraft Solutions customers use to access its SaaS offering

Solutions

- Selected Oracle Database 11g as the data infrastructure foundation—or database of record—for Datacraft’s supply chain management SaaS solution
- Created a robust and highly stable infrastructure that can ensure around-the-clock availability, even during times of sustained, heavy transactional volume
- Deployed Oracle WebLogic Server to ensure rapid Web response times for customers accessing Datacraft’s SaaS solution through a Web portal
- Deployed Oracle Business Intelligence Enterprise Edition as the BI platform for the SaaS offering to support the expansion of analytical capabilities, enabling customers to further optimize their supply chain environments
- Ensured that the IT infrastructure can support expanded BI offerings by using Oracle Database, which can handle high volumes of queries while sustaining performance and response times
**DenizBank A.S.** Implements Advanced Retail Banking Systems with 300% Performance Enhancement

“We leveraged Oracle Database 11g products to develop state-of-the-art electronic payment systems for the growing Turkish retail market. Moreover, we achieved full customization of our system to support any type of loyalty and bonus campaign offered by DenizBank.”

— Altay Belhan, Head of System Analysis Department/ Credit Cards, DenizBank A.S.

Founded in 1938 as a state-owned bank to provide funding for the developing Turkish maritime sector, DenizBank A.S. was privatized in 1997. It now operates under the umbrella of Dexia, a leading European financial services group. DenizBank has an annual net profit of US$11 million.

**Challenges**

- Introduce innovation in Turkish retail banking by establishing a state-of-the-art payment infrastructure using credit or debit cards at the point-of-sale
- Accelerate the rollout of new products and services, such as dedicated prepaid debit cards for closed user groups
- Reduce response time for point of sale card transactions as well as processing time for daily financial closures, accounting processes, and card statement issuance

**Solutions**

- Worked with Oracle Partner SMARTSOFT to leverage Oracle Database 11g, embedded in SMARTSOFT’s payment solutions, which serve as a foundation for several new advanced retail banking systems designed to penetrate new retail markets and augment customer potential
- Achieved a response time of 35 milliseconds, with a transaction volume of 1,000 transactions per second, by implementing the Ocean card management system on top of Oracle Database
- Implemented the Proceed prepaid card management system to accelerate the development of prepaid card products, such as prepaid season cards for numbered seats at Istanbul’s premier league football club’s Galatasaray S.K. stadium—the first contactless stadium prepaid card in Turkey
- Implemented the Palmaris card issuing system to enable select DenizBank branches to issue customized credit and debit cards directly to customers from the branch instead of deploying a third-party card processing center
- Optimized system availability with Oracle Real Application Cluster using one node for online transactions and internet banking and a second node for back-office application, framework, and Web services integration
- Enhanced performance by 300% for credit card transactions, financial closures, accounting processes, and card statement issuance
Department of Treasury and Finance WA, Office of State Revenue Migrates 800 Forms to New Web Platform

“The migration from Oracle Application Server to Oracle WebLogic Server was seamless. The performance of our revenue collection information system has been good and the implementation was well received by our users. We now have a platform capable of supporting current and foreseen requirements.”
— David Moreton, Project Manager, Application Development, Department of Treasury and Finance WA

The Department of Treasury and Finance WA (Western Australia) is comprised of five functional areas. The mission of the Office of State Revenue is to administer revenue laws and grant and subsidy schemes in a fair and efficient manner.

Challenges

- Modernize a core revenue collection information system to ensure it can keep up with changing business requirements, technologies, and government regulations
- Implement an infrastructure that leverages a modern application development framework, supports emerging Web technologies, and offers long-term support
- Enable integration with systems from internal business units and external agencies for the efficient exchange of data
- Engaged Oracle Partner SAGE Computing Services to migrate the deployment platform for the revenue collection information system from Oracle Application Server to Oracle WebLogic Server 11g
- Upgraded 800 forms and 200 reports (in the revenue collection information system) from Oracle Forms and Reports 10g to Oracle Forms and Reports 11g, deployed on Oracle WebLogic Server, accessing Oracle Database 11g R2
- Achieved a seamless cutover with no impact on users by automating the compilation of forms and completing extensive load and regression testing prior to go live
- Gained a single, standards-based platform that can be easily interfaced with external applications, such as Web services that support the agency’s participation in the national Standard Business Reporting initiative
- Provided a robust and highly available platform that enables a user base of 220 revenue staff to administer payroll tax, land tax and duty payments from property transactions; and process grants and subsidies such as the federal government’s first home owner grant
- Reduced IT administrative burden by adopting a full Oracle stack
- Laid the foundation to adopt Oracle Application Development Framework and to do more with Web services in the future

Oracle Customer:
Department of Treasury and Finance WA, Office of State Revenue
Perth, Western Australia
www.dtf.wa.gov.au

Industry:
Public Sector

Annual Revenue:
US$5.3 Billion

Employees:
220

Oracle Products & Services:
- Oracle WebLogic Server
- Oracle Forms
- Oracle Reports
- Oracle Database

Oracle Partner:
Sage Computing Services
www.sagecomputing.com.au
Deutsche Börse AG Optimizes Value-Added Chain to Manage High Volumes and Complex Calculations

“Oracle Database 11g and its enhanced partitioning options is the optimal solution for coping with high volumes of data in our StatistiX data warehouse, which we call the information factory of Deutsche Börse, and for performing complex calculations, such as market microstructure analysis.”
— Daniel Feidieker, Senior Expert, Derivates & Market Data, Deutsche Börse AG

As one of the world’s leading exchange organizations, Deutsche Börse AG provides investors, financial institutions, and companies with access to global capital markets, covering the entire process chain, from securities and derivatives trading, clearing, settlement, and custody, through to market data, and the development and operation of electronic trading systems.

Challenges

- Manage the company’s storage space requirements, which grow with 90 gigabytes to 140 gigabytes of financial data added each day to StatistiX, the company’s central data warehouse
- Ensure the most complex data transformation calculations involving up to 1 billion records at once, as a result of algorithmic trading and market-making
- Automate manual processing of risk operations data, such as market data validation and margin group determination

Solutions

- Migrated the 15 terabyte StatistiX data warehouse, covering the entire value-added chain, from Oracle Database 9g to Oracle Database 11g, to process more than 5 billion rows per day
- Used Oracle Advanced Compression for reducing storage requirements and associated costs of StatistiX, which has currently grown by 50% to 24 terabytes of data
- Leveraged the comprehensive tuning capabilities of Oracle Tuning Pack for new financial market microstructure analysis applications under constant development
- Met Deutsche Börse’s data transformation requirements on Eurex orders and quotes containing up to 1.1 billion records in one single operation
- Made margin group determination by creating daily correlation matrixes with 600 margin classes for 360,000 records
- Used Oracle Partitioning to partition fact tables with potentially more than 1 terabyte of data to achieve optimal tie-up between databases and data transformation processes
- Ensured quick resolution of bottlenecks and improved service by leveraging the advanced performance diagnostics capabilities of Oracle Diagnostics Pack
Deutsche Lufthansa AG Consolidates Data to Reduce System Downtime and Costs

“Operational stability is our number one goal. By migrating to Oracle Database 11g Enterprise Edition and consolidating our system into a cluster with a disaster recovery site, we shortened maintenance windows and increased data security. In addition, this new architecture enabled us to fulfill high availability demands and lower costs by 20%.”

— Dipl.-Ing. Thomas Kletschka, IT Product Management CMS Platform, Deutsche Lufthansa AG

Deutsche Lufthansa AG is a global aviation group. The Group operates five business segments, each offering high quality mobility and services for the airline. The five segments—passage airline group, cargo, maintenance, repair, and operations (MRO), catering, and IT services—all play leading roles in the industries in which Deutsche Lufthansa AG operates.

Challenges

• Reduce administration effort for the Lufthansa passage crew management database, which was high due to a mix of various servers, operating systems, and nine different productive database installations

• Ensure optimal crew management system stability to support more than 25,000 members of Lufthansa passage, Lufthansa cargo, and other airline affiliates daily

• Provide stringent security to protect personal and confidential data stored in 160 crew management applications

• Eliminate maintenance bottlenecks for systems running around-the-clock

Solutions

• Utilized Oracle Real Application Clusters 11g to consolidate hardware systems and installed a disaster recovery site using Oracle Recovery Manager to reduce costs by 20%, system maintenance time by 15%, and system administration by 10%

• Leveraged Oracle Database 11g Enterprise Edition to implement a single, logically segmented central database containing all pertinent crew data—such as flight schedules, briefing material, vacation logs, training details, maternity leave, and retirement data

• Realized IT security demands by centrally encrypting data streams

• Used Oracle Real Application Clusters 11g to meet system availability demands and eliminate maintenance and update bottlenecks by cutting over to the disaster recovery site when needed, in just 30 seconds
**Deutsche Messe AG** Harmonizes IT Environment and Increases Data Performance Significantly

“With our upgrade and added Oracle Database features, we now have a single, harmonized grid infrastructure. It has improved performance and simplified administration, making it a really fun task and helping us support our trade shows and expos.”

— **Andreas Ellerhoff**, IT Department, Deutsche Messe AG

Deutsche Messe AG develops, plans, and runs trade fairs and expos in Germany and abroad. One of the world’s leading trade fair businesses, Deutsche Messe arranges approximately 100 trade fairs and expos each year, including approximately 25,000 exhibitors, 2 million visitors, and 15,000 journalists from more than 100 countries.

**Challenges**

- Avoid the need to procure new hardware, despite increased workloads due to adding applications to the IT environment
- Harmonize the company’s IT infrastructure to take full advantage of existing investments in cluster ware and Oracle Automatic Storage Management
- Tackle growing database security demands due to internet access by employees worldwide
- Provide more transparent monitoring of the cluster database to pro actively identify resource needs and ensure reliability of the mission-critical database supporting trade fairs and expos

**Solutions**

- Upgraded to Oracle Database 11g Enterprise Edition and completed a data reorganization, slashing data volume by 50%, which helped the company avoid buying additional EMC storage system disks for Oracle Real Application Clusters
- Instituted new safety margins through technologies, such as Oracle Data Guard and its snapshot standby facility, and supported future use of Oracle Active Data Guard for read-only access to catalog data
- Improved performance considerably through the use of SQL Tuning Advisors in Oracle Tuning Pack, increasing speeds by a factor of up to 250,000
- Enhanced monitoring through the use of extended distance clusters available within Oracle Real Application Clusters, which improved transparency and provided a flexible and easy to-administer solution
- Ensured that all security demands were met by implementing the critical patch update as part of the database upgrade
- Enabled the data processing center to cope with power outage scenarios without impacting trade shows or expos through autonomous repair and resynchronization features
**Oracle Customer:**
**Digicel Haiti**
Port-au-Prince, Haiti
www.digicelhaiti.com

**Industry:**
Communications

**Employees:**
1,000

**Oracle Products & Services:**
- Oracle Exadata Database Machine
- SPARC Enterprise M5000
- Oracle Solaris
- Oracle Enterprise Manager
- Oracle Consulting Advanced Technology Services
- Oracle Advanced Customer Support Services

**Oracle Partner:**
**Fujitsu**
www.fujitsu.com

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**Digicel Haiti** Delivers Timely Data to Drive Business Strategy as Country Rebuilds Following Earthquake

“Our market growth is completely related to the benefits we have achieved with Oracle Exadata Database Machine. With the faster data warehouse, we can give our business users timely access to strategic information, helping them to target sales efforts, quickly resolve network problems, and deliver reliable, quality service to our customers across Haiti.”

— Rabih Youssef, Chief Information Officer, Digicel Haiti

Part of the Digicel telecommunications group, which operates throughout Latin America and the Caribbean, Digicel Haiti launched in 2006 and today serves more than 3 million cellular customers. The company’s mission to provide its customers with reliable cellular service became even more important after the 2010 earthquake, as many Haitians rely on cellular phones as their only means of communication.

To manage the business strategically and meet growing customer needs, Digicel Haiti required a faster, more reliable data warehouse. To achieve these goals, the communications provider migrated its existing data warehouse to Oracle’s Exadata Database Machine X2-2 HC Half Rack. Since deploying the system, it has gained access and insight into customer intelligence previously unavailable, helping Digicel Haiti transform the way it addresses the market. The provider completed the complex IT project under stressful post-earthquake conditions without interruption to the day-to-day business operations. Since deployment, Digicel Haiti has been able to expand the hours it services its customers and accelerate the time it takes to provide sales, marketing, and customer care staff with key data to drive the business.

**Challenges**

- Ensure the company can provide the reliable, high-quality cellular service on which its subscribers in Haiti rely, often as their primary form of communication
- Resolve data warehouse performance issues that previously caused delays in providing business users with vital data needed to target sales efforts, resolve communications network problems, and deliver customer care
- Establish a stable foundation for future company and network growth along with the flexibility to adapt to changing market demands

**Solutions**

- Migrated its 38 terabyte data warehouse onto Oracle’s Exadata Database Machine X2-2 HC Half Rack in just two months, gaining significant performance increases that ensure business users have the data they need, such as customer event records, to make strategic decisions to improve service and grow revenue
- Improved system performance by 55% overall, eliminating the need to run central processing units (CPUs) and memory at full capacity
- Provided an average of 50 daily users with quick access to the data warehouse query tool, enabling them to quickly find data and run reports
• Reduced the time required to deliver key business reports from 8-to-10 hours to 3-to-4 hours
• Enabled business users—ranging from sales staff all the way to C-level executives—to arrive at 8 a.m. and immediately view the previous day’s reports, helping them to strategically target sales outreach, network maintenance, and other customer-facing activities
• Reduced storage requirements due to the built-in storage in Oracle Exadata, freeing the organization’s legacy storage system for other purposes
• Guaranteed rapid data warehouse recovery in 4-to-6 hours instead of the 10-to-15 hours required in the legacy environment, which is vital to recovering business operations in the event of a future emergency situation, such as another earthquake or hurricane
• Gave the organization the agility that it needs to adjust network bandwidth to follow the migration of customers in the event of a disaster
• Simplified overall management of the provider’s IT environment, which includes more than 300 servers and several databases

Why Oracle
Digicel Haiti wanted an out-of-the-box solution to quickly resolve its data warehouse performance issues. It benchmarked Oracle Exadata Database Machine against several other options and, ultimately, chose Oracle Exadata because of its performance and speed, the company’s familiarity with Oracle products due to the company’s use of Oracle Database, and the solution’s compatibility with third-party systems, including Digicel Haiti’s reporting system. Also, Digicel Haiti felt confident in the support provided by Oracle Partner Fujitsu. On the hardware side, Digicel Haiti has relied on Oracle’s SPARC Enterprise M-Series servers since its 2006 launch and continues to rely on these products because it feels they are a good fit for the demands of the communications industry. Digicel Haiti uses SPARC Enterprise M5000 servers running Oracle Solaris as back up data warehouse system.

Implementation Process
Digicel Haiti completed the very complex migration in just two months despite very difficult working and living conditions for its IT staff following the earthquake. Along with Oracle Partner Fujitsu, it also worked closely with Oracle Consulting Advanced Technology Services to gain the expertise required to complete a smooth migration. After migration, Digicel Haiti ran the legacy environment and Oracle Exadata in parallel for two weeks to ensure a smooth transition and to benchmark performance improvements. In the near future, Digicel Haiti plans to add another Oracle Exadata half rack to provide a full rack system and enable database consolidation. It will also work with Oracle Advanced Customer Services to complete an upgrade and to reconfigure some of its database nodes to optimize performance. The provider will then explore compression features inherent in Oracle Exadata with the aim of improving future capacity.
**Oracle Customer:**
**DPR COSEA**
Poitiers, France
www.lgvseatoursbordeaux.fr

**Industry:**
Engineering and Construction

**Employees:**
700

**Oracle Products & Services:**
- Oracle Database
- Oracle Spatial
- Primavera P6 Enterprise Project Portfolio Management
- Oracle GoldenGate

**Oracle Partner:**
IBM
www.ibm.com
Qualora Technology
www.qualora.fr

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**DPR COSEA Unifies Management of Critical Construction Project with Comprehensive Project Management Solution**

“Our information system has to be reliable and highly available, around the clock, during construction of the South Europe Atlantic High Speed Line. A single day lost during the course of the project would mean losing several hundred thousand dollars. Oracle helps us to meet high availability requirements and remain constantly in operation.”

— Bruno Chiumino, Chief Information Officer, DPR COSEA

Founded in 1954, DongKuk Steel manufactures steel plates for shipbuilding (tankers, bulk carriers, and LPG and LNG carriers); bridges, buildings, and steel structures; oil pipelines and boilers; and machine parts. The company produces three million tons of crude steel and 3.6 million tons of steel products a year. It has four plants in Korea and one in Brazil.

In 2006, DongKuk Steel launched the first stage of its Management Reform project, which involved standardizing data and implementing an enterprise resource planning (ERP) system to streamline and integrate manufacturing and resource management processes. The second stage of the reform project required documents, images, and multimedia data to be consolidated in a central repository.

For this task, DongKuk Steel selected Oracle Universal Content Management to build a document management system. The company’s documentation is now stored centrally, making it easier for staff to search for and retrieve paperwork; improving collaboration between employees in multiple locations; and ensuring confidential business data cannot be leaked externally.

**Challenges**

- Enable all participants involved in the South Europe Atlantic High Speed Line project to plan and build the railway using a geographic information system (GIS), project management, and electronic document management (EDM)
- Deploy a shared services environment for more than 20 construction companies from different fields (electrical engineering, earthwork, and technical study teams) for more effective project collaboration
- Implement an IT system that satisfies the company’s requirements for high availability, reliability, and safety as demanded by the crucial nature of the project
- Guarantee necessary traceability, and auditability during the 50-year lifespan of the LGV consortium’s relationship with the state, providing transparency in the case of a public audit
- Ensure information system durability and scalability to enable COSEA to respond to future LGV project demands and to use the system for other calls for tenders

**Solutions**

- Provided project participants a three-component solution—document management, GIS, and project management—based on Oracle solutions, enabling more effective project management collaboration
• Achieved uniform management of a critical construction project—South Europe Atlantic High Speed Line (LGV)—with a huge data volume, a budget totaling more than $10 billion, 4,500 contributing parties within a radius of 188 miles, and more than 900 engineering structures, including 19 viaducts.

• Offered the robust, highly available platform to 2,500 users, regardless of their geographical location or office environment, enabling up to 200 simultaneous connections to the GIS database and 300 concurrent connections to the EDM database, to access a total volume of 40 terabytes of data.

• Created a unique repository for the railway line based on Oracle Spatial, with the capacity to optimize operations and manage maintenance throughout the consortium’s lifetime to benefit from better control over the repository’s total cost of ownership.

• Improved productivity for the 30 project planners, enabling them to centrally synchronize and analyze drilling, engineering structures, and civil engineering planning data using Oracle’s Primavera P6 Enterprise Project Portfolio Management.

• Scheduled rolling out Oracle GoldenGate with the aim of integrating data extracted from multiple sources and ensuring service continuity during maintenance and future migrations to Oracle.

Why Oracle

The volume of managed data, along with the performance and availability required by the project, made Oracle the logical choice over Microsoft for DPR COSEA. The company can now guarantee system availability, as well as reduce risk, improve cost controls, and meet deadlines, while restricting application development. Oracle is a long-term investment that enables VINCI and DPR COSEA partners to respond to very large-scale calls for tenders.

Partner

IBM is responsible for outsourced management of the GIS and EDM systems. IBM also developed disaster recovery and continuity of activities plans, based on a fully redundant architecture and replication of the databases via Oracle GoldenGate. Qualora Technology provides database administration support.
Eczacıbaşı-Baxter Hospital Supply Inc.
Innovates with an Integrated Enterprise Resource Planning Platform

“We selected Oracle’s JD Edwards EnterpriseOne, because it is simply the best choice for healthcare manufacturing, offering a wide range of features that are perfectly suited for joint ventures like Eczacıbaşı-Baxter.”
— Tolga Tırpan, IT Manager, Eczacıbaşı-Baxter Hospital Supply Inc.

Eczacıbaşı-Baxter Hospital Supply Inc., a leading provider of world-class products to the healthcare industry for the treatment of critical diseases, produces more than 120 types of medical products in state-of-the-art production facilities in Turkey, with an overall capacity for producing 80 million units per year.

Challenges
• Integrate numerous customized legacy applications—such as financial, warehouse management, and manufacturing—into one enterprise resource planning (ERP) platform, to automate business processes, maximize operational efficiencies, and reduce IT-related efforts and costs
• Facilitate data exchange and centralize financial report generation for the two joint venture partners, Eczacıbaşı and Baxter, pulling from different data structures without changing business rules and processes
• Enable precise material procurement planning for drug ingredients with the flexibility to make last-minute changes in manufacturing configurations

Solutions
• Worked with Oracle Partner Akademi Consulting to transform varied legacy applications into an integrated ERP platform with Oracle’s JD Edwards EnterpriseOne, improving the efficiency of, and visibility into, financial, manufacturing, logistics, and sales processes
• Provided on-demand, online access to financial and sales reports to both joint venture partners, despite different data structures and business processes
• Accelerated the monthly financial closing process from 10 days to 3 days by eliminating the need to gather data from a large number of data sources
• Enabled detailed analysis of manufacturing costs for the ability to more accurately plan for and purchase drug ingredients
• Facilitated the production of customized drugs by simplifying last-minute modifications of manufacturing configurations
• Integrated JD Edwards EnterpriseOne with the Turkish Ministry of Health’s e-pedigree system, providing online exchange of manufacturing data and product status information, inspiring the U.S. Food and Drug Administration to adopt similar procedures for its own regulations
• Leveraged Oracle Database, Enterprise Edition as a single data source for the company’s ERP and non-ERP systems
**Essar Group** Cuts Database Administration and Storage Costs by 20% to 30%, Processes ERP Applications up to 15% Faster

“Our core ERP applications are the lifeblood of our diverse organization, and need to perform well so that we can offer a fast and efficient service to our customers. Oracle Database 11g ensures we can maintain a high level of service while reducing overall database and application costs across the organization.”

— **Subhash Shelke**, Associate Vice President, SAP Basis Projects, Essar Group

Established in 1969, Essar Group is a diversified organization involved in coal, oil, and gas exploration; steel manufacturing, telecommunications service delivery, business process outsourcing; shipping, ports, and logistics; and engineering and construction. Headquartered in India, the company employs 75,000 employees across Africa, the Americas, Asia, Australia, and Europe. Essar Group’s subsidiaries include business the process outsourcing firms Aegis, Essar Communications, Essar Energy, Essar Minerals, Essar Oil, Essar Ports, Essar Power, Essar Projects, Essar Steel, and Essar Shipping.

Essar Group needed to upgrade to Oracle Database 11g to improve the processing speed of enterprise resource planning (ERP) applications across its 2,000 diverse business units. The group also wanted to reduce database administration and storage costs, and gain automatic failover capabilities to protect against unnecessary system downtime.

**Challenges**

- Upgrade Oracle databases to improve the processing speeds of the organization’s ERP applications—used to manage financials, oil and gas exploration, steel manufacturing, inventory processes, and customer interactions—across the organization
- Reduce database administration and data storage costs
- Protect the organization from unexpected system downtime with automatic failover capabilities

**Solutions**

- Upgraded to Oracle Database 11g to improve the processing speed of its core ERP applications across 2,000 business units operating in a diverse range of industries, including oil, gas, telecommunications, engineering, and construction
- Enabled staff to manage tasks more efficiently by increasing the speed of accessing ERP information—such as financial, inventory, manufacturing, and customer relationship management data—by up to 15%
- Anticipated a reduction of US$325,000 over five years in the cost of running the organization’s core ERP applications on Oracle Database 11g
- Reduced the cost of administering Oracle Database 11g across the business by 6%, by making it easier to manage databases containing information about gas and oil refining processes, and that support 109 ERP application instances
- Used Oracle Database 11g Advanced Compression option to reduce by 20% to 30% the amount of storage hardware required to operate, maintain, and manage Oracle databases
• Saved an expected US$609,000 on storage hardware costs
• Completed the upgrade to Oracle Database 11g in nine hours for each Oracle instance, with minimal impact to the organization’s business units

Why Oracle

Essar Group has been using Oracle Database since 1999 to store information—including inventory data from its steel manufacturing businesses—and the organization had many good reasons to continue using the database in the future.

“IT staff with Oracle Database 11g skills are widely available, more than specialists with skills in managing IBM DB2 or Sybase databases,” said Subhash Shelke, associate vice-president, SAP basis projects, Essar Group.

Implementation Process

Initially, Essar Group discussed the benefits of upgrading to Oracle Database 11g with each vertical business within the group. The organization’s IT team then completed a proof of concept, which was verified and validated by the provider of its core applications to ensure the organization had applied all the relevant support packs and patches.

“Our IT team completed the upgrade in about nine hours for each Oracle instance, ensuring it was a smooth transition with minimal disruption to the organization,” said Shelke.

Oracle Database 11g went live in February 2011.
**Oracle Customer:**
**Essatto Software Pty Ltd**
Perth, Australia
www.essatto.com

**Industry:**
High Technology

**Oracle Products & Services:**
- Oracle Business Intelligence Enterprise Edition
- Oracle WebLogic Suite
- Oracle Database, Enterprise Edition
- Oracle OLAP

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**Essatto Software Pty Ltd** Speeds Data Aggregation Tenfold; Integrates BI, Performance Management, and Data Warehousing for Midsize Businesses

“By embedding Oracle technologies in our Essatto system, we have developed a cost-effective, integrated business intelligence, enterprise performance management, and data warehousing solution that is accessible to midsize enterprises, and that aggregates data 10-times faster.”
— **Guy Ioppolo**, Managing Partner, Essatto Software Pty Ltd

Essatto Software delivers an integrated enterprise performance management, business intelligence, and data warehousing solution, called Essatto, across a broad spectrum of industries. Essatto allows organizations to perform budgeting, rolling forecasts, variance analysis, cost allocations, and historical reporting.

Essatto Software’s customers are mainly midsize organizations that rely heavily on large volumes of operational and financial data from multiple sources to make informed business decisions. Built on Oracle technology, the Essatto system’s unique architecture pulls data from different sources, analyzes it, and delivers Web-based intelligence reports, analytic dashboards, and live-linked spreadsheets.

One customer that uses Essatto is Compass Group Australia, a subsidiary of the U.K.-based multinational catering services company Compass Group PLC. Compass Group Australia uses Oracle E-Business Suite as its enterprise resource planning (ERP) system, leveraging the Essatto system’s embedded Oracle technologies to develop budgets, produce Web-based management reports, and undertake variance analysis through inbuilt dashboards and an integrated spreadsheet interface.

**Challenges**

- Develop an integrated enterprise performance management system with business intelligence and data warehousing capabilities for midsize businesses
- Provide customers with advanced reporting, analytic, budgeting, and re forecasting capabilities to improve their decision-making
- Enable customers with Oracle and non Oracle backend systems to take advantage of Oracle OLAP and Oracle Business Intelligence Enterprise Edition in a cost-effective, out-of-the-box solution
- Substantially reduce the consulting effort and total cost of investment required to deliver an integrated business intelligence, enterprise performance management, and data warehousing solution

**Solutions**

- Embedded Oracle Business Intelligence Enterprise Edition, Oracle WebLogic Suite, and Oracle Database 11g with Oracle OLAP 11g into the Essatto system to ensure database security, manageability, scalability, and high availability
• Reduced the time taken to implement the business intelligence, enterprise performance management, and data warehousing solution for its customers from eight weeks to two weeks, by providing significant out-of-the-box functionality

• Increased the Essatto system’s data aggregation speed up to tenfold by upgrading to Oracle Database 11g

• Enabled some users to complete queries up to 50-times faster in financial or operational information previously stored in relational and non relational data sources, by using Oracle OLAP 11g’s multidimensional analytic capabilities

• Improved customers’ tactical decision-making abilities by enabling users to almost immediately see business-critical financial or operational data—presented as interactive dashboards, ad hoc analysis, or formatted reports—rather than waiting weeks for it to be provided manually

• Enhanced customers’ business intelligence and enterprisewide performance planning capabilities by using connectors and modules to pull information from third-party systems and applications

• Provided customers with easy access to data held in the Essatto system’s Oracle Database, by using Oracle WebLogic Suite and Oracle Business Intelligence Enterprise Edition to support a powerful interface with a sophisticated dashboard and ad hoc analysis capabilities

Why Oracle

Essatto Software chose Oracle technology to build the architecture for its Essatto system because of Oracle OLAP’s comprehensive performance and calculation capabilities, the powerful analytic capabilities of Oracle Business Intelligence Enterprise Edition, and the scalability of Oracle Database.

"Essatto’s parent company, Ioppolo & Associates, has been an Oracle Partner since its inception in 1996, and we are consistently impressed by the strength, stability, and performance of Oracle products," said Guy Ioppolo, managing partner, Essatto Software. “By working with Oracle, we are able to offer best-in-class technology and enterprise performance management solutions to our clients in a cost-effective manner.

"Essatto is used by many customers in the Asia-Pacific region,” said Ioppolo. “The upgrade to Oracle Database 11g and Oracle Business Enterprise Edition allowed us to leverage a proven, Web, service-oriented architecture to deliver next-generation business intelligence capabilities.

“Our customers want to analyze bigger data sets, and Essatto delivers this requirement. Essatto with Oracle Database 11g aggregates data up to 10 times faster, and combines scalability, performance, and security with prebuilt functionality. This provides customers with a cost-effective solution that can be delivered in a timely fashion.”
Implementation Process

Essatto initially developed its business intelligence, enterprise performance management, and data warehousing software in 2006 using Oracle Express Server. The company upgraded its Oracle Database in December 2009, then in November 2011, upgraded again to Oracle Database 11g Enterprise Edition with Oracle OLAP 11g and embedded Oracle Business Intelligence Enterprise Edition and Oracle WebLogic Suite into the software.

As an independent software vendor and part of the Oracle Validated Integration PartnerNetwork program, Essatto Software worked closely with Oracle while developing and upgrading its Essatto system to ensure it leveraged the Oracle products’ key features.
Data Security Evolution Contributes to **Farmácia e Drogaria Nissei Ltda.**‘s 300% Growth in Only Five Years

“Oracle Database, Enterprise Edition supports our expansion plans, which have resulted in increased data volume with the expansion from 60 to 188 stores in the last five years, and the anticipated increase as we expect to add a potential 42 more in the near future. This upgrade ensures we have stability, performance, and availability for Nissei’s data environment.”

— **Maurício Pavanello Rodrigues**, IT Manager, Farmácia e Drogaria Nissei Ltda.

Farmácia e Drogaria Nissei Ltda. operates a network of 188 stores strategically located in Paraná and Santa Catarina that offer customers a modern layout, a wide variety of products, excellent assistance, and convenient parking. The company, founded in 1986, ranks eighth in billing revenue among Brazilian pharmacy chains and seventh in the number of stores, according to Abrafarma, the Brazilian Association of Pharmacies.

**Challenges**

- Enhance IT services offered to the network’s pharmacies
- Enable the company to roll out retail pharmacy expansion plans while maintaining high levels of database security
- Deploy a highly available IT infrastructure that enables the company to serve more than 2.5 million customers and issue more than 100,000 sales receipts each day

**Solutions**

- Worked with Oracle Partner Recours Tecnologia da Informação to upgrade to Oracle Database, Enterprise Edition and integrate it with Oracle Real Application Clusters and Oracle Recovery Manager to ensure higher availability, and system performance
- Enabled greater database scalability and security levels, with database replication and a more robust backup to facilitate the company’s plans to expand from 60 to 188 stores in five years
- Created local databases for each store to support sales continuity in the event that the datacenter becomes unavailable
- Provided the administrative department with real-time sales data through a front-desk, online system, replacing end-of-day data imports, and enhancing product replenishment processes
- Achieved a robust environment to serve more than 4,000 users—from the front-desk and back office departments, such as stock management, finance, and internal audit—that access the database simultaneously during peak hours
- Achieved a stable, around-the-clock production environment to serve the 22 pharmacies that are open 24 hours a day
Oracle Customer:
Fomento Económico Mexicano S.A.B. de C.V. (FEMSa)
Mexico City, Mexico
www.femsa.com

Industry:
Consumer Goods

Annual Revenue:
US$15.1 Billion

Employees:
100,000

Oracle Products & Services:
• Oracle Database, Enterprise Edition
• Oracle Grid Control
• Oracle Partitioning
• Oracle Advanced Compression

Fomento Económico Mexicano S.A.B. de C.V. (FEMSa), a leader in the Latin American beverage industry, conducts operations through three subholding companies, including Coca-Cola FEMSa, S.A.B. de C.V. (Coca-Cola FEMSa), which is the world’s largest public Coca-Cola bottler in terms of sales. This unit serves 215 million consumers in nine countries—Mexico, Guatemala, Nicaragua, Costa Rica, Panama, Venezuela, Colombia, Brazil, and Argentina—and has 31 bottling plants serving 1.6 million businesses, offering 100 beverage brands, including Coca-Cola, Sprite, Fanta, Nestea, and Minute Maid. Another subholding company, CEMSA Comercio, S.A. de C.V. (FEMSa Comercio), owns and operates the more than 8000 stores in the OXXO chain in Mexico and Colombia. The company’s third unit, FEMSA Cerveza, specializes in beer and owns 20% of Heineken stock.

Challenges
• Support the shared services environment—data center infrastructure operation and administration, storage and networking, for the company’s various beverage business units
• Identify IT issues quickly and efficiently to minimize infrastructure-related problems and maintain uninterrupted daily beverage sales and distribution operations
• Improve the performance, functionality, and maintenance of existing databases and implement new databases to keep up with the company’s rapidly growing transaction levels

Solutions
• Implemented Oracle Grid Control and Oracle Database with Oracle Advanced Customer Services for comprehensive IT environment management and a holistic view of the organization
• Used Oracle Grid Control to improve infrastructure management and visibility into the company’s business units
• Installed 160 new databases, in addition to the 20 already installed, to efficiently manage 25 terabytes of information from bottling, distribution, sales, and packaging areas
• Ensured the scalability needed to process 500,000 daily purchase orders from retailers, enabling accurate and on-time fulfillment
• Cut data storage costs by reducing the size of the packaging database by 40% and the size of the human resources database by 50% using Oracle Advanced Compression

“By Implementing Oracle Grid Control, we have a comprehensive holistic view of all aspects of our system—from administration, to support, to maintenance. We are functioning at high capacity and providing a high level of satisfaction, achieving levels that only Oracle Database can provide.”
— Pedro Francisco elizalde Pérez, Director of Infrastructure Operations, Fomento Económico Mexicano S.A.B. de C.V. (FEMSa)
**Fundação Petrobras de Seguridade Social**

Improves Its Pension and Loan Sector Competitive Advantage

“The combination of Oracle Database 11g and Oracle WebCenter Suite has helped us deliver faster and better service for over 130,000 clients who participate in the 96 supplementary pension plans we currently offer. It has certainly helped to fuel our growth.”

— Newton Carneiro da Cunha, Diretor Administrativo, Fundação Petrobrás de Seguridade Social

Fundação Petrobras de Seguridade Social (Petrobras Social Security Foundation)—better known as Petros—is a pension fund founded in the 1970s to pay supplementary retirement benefits to Petrobras employees. Later, the foundation expanded its market to include 152 private companies, including Sanasa, Repsol YPF and Alesat. The Foundation, a nonprofit organization, has more than 145,000 plan participants, US$35.9 billion in equity, and a loan portfolio of US$730 million.

**Challenges**

- Implement a robust and flexible database solution to enable the foundation to successfully compete in the pension marketplace without affecting its monthly payments to 60,000 beneficiaries
- Ensure high availability, better security, and contingency planning for critical systems, such as those that support loans and services for pension plan participants
- Extend service delivery though the Web to better serve the fund’s more than 145,000 participants

**Solutions**

- Worked with Oracle Consulting to adopt Oracle Database 11g Enterprise Edition creating a data foundation that enabled Petros to cultivate markets outside of Petrobras
- Equipped the company to efficiently serve 95 other private companies besides Petrobras, which account for over 20% of pension plans served
- Deployed a high-availability, high-contingency data infrastructure with Oracle Real Application Clusters and Oracle Diagnostics Pack
- Modernized the company’s Web portal using the Oracle WebCenter Suite, enabling Petros to deliver more flexible service to pension plan participants
- Created a Web portal that is now the primary communication channel for plan participants—supporting 2,000 consultations daily and receiving an average of 3,000 hits per day
- Enabled Petros, through its Web portal, to make an average of 5,000 online loans per month to its 110,000 qualifying participants
Future Group Improves Data Extraction Times by 50% and Database Response Times by 20%

“By upgrading to Oracle Database 11g, Future Group has gained a number of business advantages from the application’s new features. These technical benefits ultimately translate into business benefits for our company and have significantly improved our business processes.”
— Parakh Dave, Chief Information Officer and Chief Technology Officer, Future Group

Future Group is India’s largest retailer. The company manages a range of highly recognized consumer retail brands, including Big Bazaar, Food Bazaar, Pantaloons, Central, Brand Factory, and Ezone. Although best known as a retail brand company, Future Group also has subsidiaries in consumer finance, insurance, capital, ventures, learning and development, media, supply chain and logistics, leisure and entertainment, shopping malls, knowledge services, and online retailing.

The company manages more than 400 retail outlets in 85 cities and 60 rural locations across the country and serves more than 220 million customers every year.

Challenges

• Upgrade to a database with more storage to meet the needs of an expanding retail company that is growing its database by 400-gigabyte (GB) per month
• Implement a database with more complex tables to enable the company to record more detailed retail information, such as sales data across various stores and demographics, from an increasing number of retail outlets
• Improve overall system performance and response times during peak business hours, when up to 3,000 users could be accessing or entering sales and product information, such as stock reports or purchase orders
• Integrate discounts and promotional information from retail stores across the country to improve cross-selling and up-selling opportunities

Solutions

• Upgraded from Oracle Database 10g to Oracle Database 11g to provide a robust, scalable sales database with high availability and fast response times
• Increased database storage space by 9-terabytes (TB), which saved the company US$230,000 in storage costs per year and provided enough data storage space for the next three years
• Generated reports and analysis 50% faster by extracting master data relating to processes, such as purchasing, inventory management, and stocktaking
• Generated reports for sales and purchasing managers 25% faster, including reports with detailed information about sales results, items in stock, and sales by outlet category, such as fashion, entertainment, or food
• Loaded daily business, sales, and stock reports onto the database by 8 a.m., rather than 11 a.m.
• Improved system query response times by 20% during peak periods, when up to 3,000 users in different departments can be entering or requesting sales, stock, and financial information

• Produced new batch reports for individual outlets so sales staff can track the performance of different products and categories, such as women’s clothing and televisions

• Enabled more efficient cross-selling and up-selling of fashion, entertainment, and food products by integrating promotions, discounts, and recommended product information from across different regions and outlets

Why Oracle

Future Group had used Oracle Database for a number of years and undertaken several successful application upgrades in the past. As a vital IT business application, Oracle Database formed part of the Future Group’s critical mother system, and the company had always been impressed with its high availability, and scalable and robust nature. Future Group knew that Oracle Database 11g’s advanced features, such as increased storage and personalized reports would meet its business needs, so decided to automatically upgrade without considering other IT vendors.

"Upgrading to Oracle Database 11g has increased our storage capacity by 9TB, improved our system response times, and enabled us to extract sales data and generate reports faster, all of which improves business satisfaction," said Pavan Kumar, senior manager of Enterprise, Database, and Storage at Future Group’s IT company, NuFuture Digital.
Oracle Customer:
GFKL Financial Services AG
Essen, Germany
www.gfkl.com

Industry:
Financial Services

Annual Revenue:
US$100 to US$500 Million

Employees:
1,300

Oracle Products & Services:
• Oracle Essbase
• Oracle Hyperion Planning
• Oracle Hyperion Financial Management
• Oracle Hyperion Financial Data Quality Management
• Oracle Data Integrator
• Oracle Database, Enterprise Edition
• Oracle Tuning Pack
• Oracle Diagnostics Pack
• Oracle Configuration Management Pack
• Oracle Change Management Pack

GFKL Financial Services AG Extends Infrastructure Scalability and Improves Financial Management Transparency and Efficiency

“With Oracle, we aren’t just optimizing our budgeting processes. We are also significantly reducing process cycles, which drives down costs.”
— Andre Pesarese, Head of Network and Systems Operation, GFKL Financial Services AG

GFKL Financial Services AG, a holding company, is one of Germany’s leading providers of receivables management services and software. In 2004, GFKL was the first German company to receive a servicer rating from Standard & Poor’s. Its rating, “strong, outlook stable,” was the highest possible servicer rating awarded, making GFKL one of four top-rated European companies in its class.

After many years of steady growth, GFKL found that its database infrastructure and enterprisewide reporting and financial management systems had reached their limits. The company embarked on an initiative to create a highly scalable data infrastructure and a standardized financial management environment for unification, greater transparency, and process efficiency.

GFKL looked to Oracle’s technology, solutions, and tools to optimize its data infrastructure, gain new financial insight, and improve budgeting processes. By the 2010 year-end closing, the outcome of GFKL’s strategic decision to deploy Oracle was already apparent. Using Oracle Hyperion Financial Management, GFKL consolidated data from all subsidiaries much faster than in years before, and the results were higher quality.

Challenges
• Expand existing database infrastructure to support the company’s rapidly growing receivables management business and a workforce that was growing at the rate of 25% per year
• Create a uniform financial management structure to better support receivables management business processes following a decision to refocus core operations on this market sector
• Reengineer finance and reporting structures to ensure standardized processes across the enterprise while maintaining separate reporting for the corporation and its customer portfolio—a time-consuming manual process in the legacy environment
• Enable detailed comparison of subsidiaries to evaluate performance levels and share best practices
• Simplify and align budget planning process to avoid repeated, ad-hoc budgeting adjustments within each fiscal year and to enable more accurate forecasting
• Create a uniform data warehouse to deliver key performance indicators (KPIs) derived directly from the receivables management systems
Solutions

- Optimized the company’s Oracle Database 11g environment using various Oracle solutions and tools to ensure high performance of all receivables management applications, while managing the database more efficiently
- Ensured data infrastructure scalability to support robust growth
- Standardized financial management and drove pervasive intelligence across the enterprise by linking strategic, financial, and operational management processes using Oracle Hyperion solutions
- Accelerated the company’s consolidated annual financial statement and enabled more detailed financial data—supporting more agile decisions
- Implemented uniform, tool-supported separation of internal and external reporting, so that reporting serves as a control mechanism to ensure that payables collection can be guaranteed as contractually defined with customers
- Simplified and standardized the financial reporting, improving data quality and reducing the monthly reporting process by one week
- Simplified and unified planning processes by integrating financial data—which enables resilient budgets and two to four planning alignment sessions per fiscal year to ensure sound decision making
- Provided initial plans for a uniform data warehouse to support daily, instead of monthly, internal and external financial reports

Why Oracle

Due to a tremendous increase in data volume, scalability was mandatory for GFKL, so it chose Oracle as its strategic database partner.

During the selection process, GFKL found Oracle’s functionality, such as planning and reporting features, and project pricing was superior to other vendors. Oracle’s various packs ensured optimal usage and efficient administration of Oracle Database 11g Enterprise Edition.
Grupo Posadas S.A.B. de C.V. Implements Hosted IT Infrastructure and Saves 30% on IT Maintenance

“With Oracle On Demand, we cut the cost of IT administration and maintenance by 30%, and system availability is above 99.85%.”

— Eduardo Arena, Director of IT Planning and Control, Grupo Posadas S.A.B. de C.V.

Grupo Posadas S.A.B. de C.V. is a leading hotel operator in Mexico and Latin America. It operates 110 hotels in Mexico, Brazil, Argentina, and Chile, including those branded as Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn, One Hotels, The Explorean, Caesar Park, and Caesar Business.

Challenges

• Migrate existing systems to Oracle Databases using a hosted model to reduce maintenance costs
• Improve system availability to support the hotel reservation systems
• Create a shared services center to improve hotel service and back office operations

Solutions

• Implemented Oracle On Demand suite in a shared services model to simplify and consolidate the hotels’ back offices in an hosted model that includes managing hardware and software to increase the company’s agility
• Optimized IT resources with Oracle On Demand, saving 30% on IT maintenance, when compared with other outsourcing models
• Centralized room reservations with Oracle WebLogic Suite and Oracle Database Enterprise Edition, improving the guest experience
• Integrated the company’s applications, including purchasing and reservation systems, using Oracle Fusion Middleware for more efficient information flow to support back office and customer reservations
• Ensured around-the-clock IT infrastructure for all hotels, with high availability and high service levels
• Guaranteed reservation transactions for more than 1 million reservations per year, serving 3 million guests annually
• Worked with Oracle Partner Bearing Point to implement the new solutions
**Grupo Sinosserra** Deploys Database Solution to Sustain Yearly Business Growth

“Oracle’s Database technology is unsurpassed. Only Oracle provides high availability, contingency, and constant product updates capable of enabling us to evolve our brand.”

— Ricardo Vanderlei da Rocha, IT Manager, Grupo Sinosserra

Grupo Sinosserra operates Sinoscar, the largest General Motors motor vehicle dealer and parts reseller in Rio Grande do Sul; Guabacar in addition to the largest Volkswagen motor vehicle and parts reseller in that state, as well as Tramonto Veículos, a Fiat dealership that opened in 2010. Grupo Sinosserra also operates Sinosserra Consórcios, a vehicle and real estate marketplace that was awarded a “Top of Mind” award from a regional consumer organization.

**Challenges**

- Support the group’s sales growth and the opening of approximately two vehicle dealerships annually with efficiency
- Guarantee performance of the database that contains information about sales, inventory, financial accounts, taxation, and has doubled in the number of users over the past two years
- Support the group with IT capabilities that allow entering the auto finance sector by meeting the regulatory requirements of Banco Central do Brasil (Brazilian Central Bank)
- Create a backup site to enable a disaster recovery plan and business continuity
- Worked with Oracle Partner Advanced IT to migrate to Oracle Database 11g Enterprise Edition, gaining new clustering and disaster recovery capabilities that ensure system reliability and high performance
- Achieved around-the-clock system availability with Oracle Real Application Clusters to support 18 motor vehicle dealers that operate beyond regular business hours
- Gained the scalability needed to support a 30% annual increase in motor vehicle, parts, and service sales
- Met regulatory requirements for data security and IT systems availability for companies in the Brazilian financial services sector—enabling the launch of Sinosserra Financeira, which provides financing for vehicles, parts, and services
- Used Oracle Data Guard as the foundation for a contingency site in São Leopoldo that ensures rapid recovery from any system failure or denial of service attack
- Supported group sales of 382 motor vehicles in just one day, while maintaining high levels of system performance and availability for 800 users
Guerra S.A. Implementos Rodoviários
Modernizes Management and Reduces Costs with ERP Solution

“Oracle E-Business Suite Release 12 enhanced our control over operations, costs, and corporate governance. It has also enabled greater transparency in our relationships with distributors.”
— Fábio Alexandre Basso, IT Manager, Guerra S.A. Implementos Rodoviários

Guerra S.A. Implementos Rodoviários is one of Latin America’s largest manufacturers of semitrailers, B-doubles, road trains, and on-chassis trailers. Guerra serves 10,000 active customers and exports its products to 16 countries. In June 2008, 100% of the company’s shares were acquired by Axxon Group, a European private equity firm.

Challenges

• Implement administrative restructuring by adopting an enterprise resource planning (ERP) system that incorporates current automotive market practices
• Achieve greater efficiency and control over manufacturing processes for semitrailers, B-doubles, road trains, and on-chassis trailers
• Optimize product configuration—which involves a catalog of nearly 2,000 components—when distributors fill orders
• Expedite closing more than 3 million accounting transactions per month

Solutions

• Worked with Oracle Partner Compasso to implement sixteen Oracle E-Business Suite Release 12 modules on Oracle Database 11g Enterprise Edition, using Oracle Business Accelerators—all completed under the allotted time, budget, and scope without customizations—to modernize, professionalize, and integrate production, control, and company management
• Achieved online production control at Guerra’s five implementation factories to identify opportunities, improve processes, and increase profits
• Leveraged the new ERP system to balance accounts payable and accounts receivable on a daily basis, accelerating monthly account closings and eliminating end-of-month backlogs
• Enhanced client negotiations with Oracle VM by offering Guerra’s 42 distributors a complete and effective product configuration tool that displays the final price of orders, as well as profit margins and discounts
• Reduced costs for the IT environment by using Oracle Linux, which is certified to run on a wide-range of commodity-grade servers—without posing any risk to data security
• Eliminated distributor order revisions, which had taken at least an hour each to complete, due to manual processes
• Automated order margin calculations, which, because they were calculated after product sales, had impeded actions to avoid profit loss
Hanatour International Service Tightens Customer Data Security by Introducing Data Encryption, Access Control, and Audit Solutions

“We upgraded to Oracle Database 11g Release 2 to improve performance and take advantage of new security features, which would minimize the risk of losing confidential customer data and strengthen our database and systems from unlawful access.”

— Kim Jin-hwan, Director, IT Department, Hanatour International Service

South Koreans looking to book an overseas holiday invariably turn to Hanatour International Service, the country’s largest tour service company. The company, the leading provider of overseas travel services and air tickets for the past 12 years, has a network of tour service specialists in 26 regions, as well as travel agents overseas. Hanatour’s leading market position means it is consistently has ranked first for customer satisfaction and travel agency preference in consumer surveys.

To protect its reputation as a travel industry leading tour service operator, Hanatour upgraded to Oracle Database 11g Release 2 Enterprise Edition to take advantage of security and audit features in Oracle Advanced Security 11g Release 2, Oracle Database Vault 11g Release 2, and Oracle Audit Vault 11g Release 2. These enhanced features enabled the company to strengthen user access control, preventing unauthorized staff from viewing customer details, such as passport numbers. Hanatour has also improved database security, ensuring any hacking attempts are thwarted before customer data is accessed. Finally, the company has met compliance requirements by implementing audit measures to track database access.

Data Encryption Protects Against External Attacks

Customers who book air tickets, tours, and travel services with Hanatour must provide the company with personal details, including address, contact phone numbers, date of birth, passport number, and payment information. These details, along with their airline and tour bookings and travel itineraries, are stored in Oracle Database. The confidential nature of this information means Hanatour must have robust security measures in place to protect the database from unauthorized access, both internally and externally.

In 2010, Hanatour launched a one-way and two-way codification project to protect private customer information. One-way encryption was applied to a variety of passwords. To provide an extra layer of protection for extremely sensitive customer data, the company adopted two-way encryption, which incorporates individual tablespaces (a unit of logical storage space in a database) to strengthen security. Each data table and index stored in a database is saved as a table pace, increasing connectivity between the database and file systems and minimizing performance degradation.

By encrypting sensitive data, Hanatour can ensure that when the database is networked or performing backups it is highly protected from external attacks.

Strengthening Internal Security

Internal security is crucial in the tour industry, as it requires employees to access customer information in the Oracle Database when making reservations and accepting payments.
Hanatour recognized that it needed sound encryption, access, and audit control measures to ensure end-to-end security, and implemented Oracle Database Vault 11g Release 2 to control user access to information based on their authorization and assigned task.

Oracle Database Vault has multifactor policies that enable the company to control access based on factors such as time of day, IP address, application name, the amount of time the employee can use the system, and authentication method. This means a staff member with access to the database will not be able to randomly access information they have not been authorized to view. For example, a tour manager may have access to certain personal customer information for processing tour payments that a customer service representative doesn’t have.

Hanatour also used Oracle Database Vault to prevent external attacks by introducing access control to encrypted tables, which stops outsiders from viewing encrypted data in the database even if they manage to attain top-level administrator privileges. This prevents hackers from obtaining customers’ credit card details, passport numbers, and other revealing personal information.

Keeping a Clear Audit Trail
Hanatour uses Oracle Audit Vault 11g Release 2 to track which staff member accessed the database, when they logged in and out, and what they did. The software collects this information every 30 seconds. Hanatour analyzes this data to see if there are any unusual activities, such as repeated access failures, enabling the company to take immediate action if it suspects a security breach.

The Oracle software also enables Hanatour to produce reports that show how it is complying with internal security requirements. In addition, the audit information is used when developing plans to strengthen the security of the company’s database and business systems.

Ensuring Stability in the Customer Database
Hanatour upgraded from Oracle Database 10g to Oracle Database 11g Release 2 to take advantage of security and audit features in this release of Oracle Advanced Security, Oracle Database Vault, and Oracle Audit Vault.

Although the database upgrade was primarily to reinforce security, it has also delivered significant improvements in performance. The enhanced caching of Oracle Database 11g has reduced workloads generated by the large-capacity database, improving system response times by 35%. As a tour wholesaler deriving all its sales from customer information, the improved performance ensures staff can reliably access the customer database to complete reservations, modify bookings, and update payments.

Presently, Hanatour is increasing its throughput by applying the functionalities of Oracle Database 11g to the server-side result cache, so that the same query and result are stored in the memory and provided as a response.
With technical support from Oracle, the company is also preparing to apply the same functionalities to the client-side result cache, which will enable the query result to be stored on the Web server so queries don’t need to go through the database for a response.

Once this is achieved, Hanatour expects to reduce its database load and improve its query response rate.

Hanatour is also exploring other ways to extend the use of new features in Oracle Database 11g to further improve efficiency and performance.

Challenges

- Install robust security measures to protect its Oracle Database, which contains confidential customer data such as passport numbers and credit card details, from unauthorized internal and external access
- Provide an audit trail of database access to meet reporting and compliance requirements
- Ensure the stability of the customer database to ensure staff can process customer travel bookings and payments reliably

Solutions

- Engaged Oracle Partner Wizbase to upgrade to Oracle Database 11g Release 2 and implement new user access and audit features
- Secured customers’ private information by using the advanced security features of Oracle Database 11g to implement one-way and two-way data encryption
- Protected confidential data from external attacks when it leaves the database over the network or via backups, by encrypting tablespaces in the database that contain sensitive information, such as customers’ passport numbers and credit card information
- Implemented control access based on individual authorizations and assigned tasks a staff members to ensure that those with access to the database will not be able to randomly access information they have not been authorized to view
- Prevented attacks from hackers by blocking access to the Oracle Database, even if they manage to attain top-level administrator privileges
- Created an audit trail of database access, enabling the company to spot suspicious activities and take action immediately
- Enabled the production of reports that show compliance with internal security requirements
- Used audit information to develop security plans to strengthen the company’s travel database and systems
- Improved database response times by 35%, such as responding to queries for touring information, by reducing database workloads following the upgrade
Why Oracle

Hanatour has been using Oracle Database for several years. When it first selected Oracle, the company was looking for a stable database to minimize risk and which offered robust user access controls.

“Our business is based on providing detailed service. We do not want anything to go wrong on a customer’s holiday that will inconvenience them,” said Kim Jin-hwan, director of the IT department at Hanatour International Service. “Lost data or any disruptions to our system would affect our ability to provide optimum service.

“We upgraded to Oracle Database 11g Release 2 to improve performance and take advantage of new security features, which would minimize the risk of losing confidential customer data and strengthen our database and systems from unlawful access.”

Implementation Process

Hanatour engaged Oracle Partner Wizbase to upgrade the Oracle Database and implement the new security and audit features. The upgrade was completed in February 2010, and the database went live in April, followed by a period of fine-tuning to optimize performance. Hanatour has been using Oracle Database 11g for two years with no system interruption or performance deterioration.

Advice from Hanatour International Service

- Work with an implementation partner that understands the unique needs of your industry and business, including security and compliance requirements
- Take a long-term perspective of your security needs when developing a security solution, and don’t look for short-term fixes

Partner

Wizbase has worked with Hanatour for more than a decade. The integrator used its understanding of Hanatour’s business and legacy system to design a custom database solution for the tour service operator.

In 2008, the Korean Government implemented the Electronic Communication Privacy Act, which required certain industries to tighten the security of private information. Wizbase developed a solution that would allow Hanatour to encrypt data and implement audit and access controls without the need to extensively modify its legacy systems. Wizbase then conducted four database performance tests before helping Hanatour select Oracle Database as best for its needs.

“Wizbase has played a major role in the stable operation of our information systems for more than a decade,” said Jin-hwan. “Its efforts in helping us make effective use of Oracle Database’s various features have helped us maintain our leading position in the Korean travel industry.”
**Hays plc Increases Web Traffic and Conversion Rates with Semantics-Driven Online Content for Job Seekers**

“Oracle is the only commercially available database with native support for the spatial and semantic data that enables our Web site to serve up useful, relevant, and personalized information on every page.”
— Mark Newson, Head of Online, Hays

Hays plc is a global recruitment group with 257 offices in 30 countries worldwide. It is the market leader in the United Kingdom and Australia, and one of the leaders in Continental Europe. Hays works with clients and candidates in 17 industry sectors to fill 50,000 permanent jobs and 180,000 temporary jobs each year. The company cites its deep specialization in individual vertical sectors as the source of its competitive advantage.

**Challenges**

- Convert more Web site visitors into active job applicants by providing them with useful, relevant, and personalized information throughout their visits
- Increase application volume by suggesting other relevant jobs and events—such as recruitment fairs and open days—to candidates browsing job information on the Hays Web site
- Improve rates of return to the Web site by ensuring that visitors see fresh, new, and relevant information on each visit
- Provide the ability to upload new job vacancy details quickly, so temporary positions can be filled the same day
- Maintain and extend competitive advantage by providing a better, more useful Web experience to job seekers than competing recruitment firms and job boards

**Solutions**

- Improved service to job seekers by enabling them to search for jobs within specific location parameters, due to Oracle Spatial and Graph’s support for location data and its integration with Google Maps
- Ensured that relevant information is always delivered to Web site visitors, thanks to a smart ontology developed using Oracle Partner infoMENTUM’s iCE, which is based on Oracle semantic technologies
- Delivered smarter, more relevant responses to visitors’ search queries by using semantic relationships to drive search results
- Enabled personalized navigation through the Hays Web site, based on visitors’ profiles, searches, and on-site behavior
- Delivered a richer experience to Web site visitors by using semantic relationships to display relevant job vacancies, events information, and useful content on every page visited
- Improved candidate placement rates by enabling posting vacancies in just minutes, since no manual tagging is required
Henan Mobile Co., Ltd Supports Analysis of More Than 30 Million Customers, Reduces Energy Consumption

“We used Oracle Database with Real Application Clusters 11g to establish China’s largest Oracle database cloud. This supports our aim of building a cloud computing architecture across our operations.”
— Guo Qiang, Technology Specialist, Business Support Center, Henan Mobile Co., Ltd

Founded in 1999, China Mobile Communications Group Henan Co., Ltd is a wholly-owned subsidiary of China Mobile (Hong Kong) Co., Ltd. The company offers mobile voice, data, multimedia, and IP telephony services. It has more than 26 million subscribers and assets worth US$4.1 billion. Henan Mobile is listed on the Hong Kong Stock Exchange and the New York Stock Exchange.

Challenges

• Improve database performance for corporate systems used to analyze business operations, including user call patterns and mobile plan sales
• Boost processing capabilities for the data mart and business intelligence applications
• Provide a database environment that offers the reliability, stability, and computing capabilities needed to support the analysis of more than 30 million mobile customers
• Lower database deployment and operating costs

Solutions

• Engaged Oracle Consulting and Oracle Advanced Customer Services to build a 24-node database cluster using Oracle Database with Real Application Clusters 11g running on X86 blade servers, resulting in the largest Oracle Database cloud in China
• Enabled the analysis of more than 30 million customers, using a solution that is 20% the cost of a less sophisticated solution
• Reduced hardware procurement costs by 90%; cut energy consumption by 80% or 260,000 kWh yearly; and increased data center floor space 90% by moving to cloud computing
• Improved performance of the corporate analysis system by adopting a stable, powerful, and highly available platform
• Gained the capability to easily expand server and storage resources in response to increases in user numbers, data loads, and ad hoc queries or business intelligence reports
• Reduced maintenance costs by using Oracle Partitioning, Oracle Advanced Compression, Oracle Grid Control, Oracle Diagnostics Pack, and Oracle Tuning Pack to ease database administration workloads and simplify management
Hochschule Hof Uses Cloud Computing for Efficient Student Software Development

“Since deploying Oracle Application Express in a cloud environment, the administrative effort required to prepare student assignments has practically been eliminated, not only to the master’s program, but for all courses of study. Students now deploy their own development platforms with just a few mouse clicks, and the cloud provides the necessary security.”

— Prof. Dr. Horst Heineck, IT Faculty, Hochschule Hof

Hochschule Hof offers innovative, interdisciplinary, international degrees in economics, computer science, technology, and textiles. The university concentrates on maintaining strong relationships with international universities, companies, and organizations. Students can enroll in the bachelor’s program for degrees in computer science, including business IT and media IT, or they can participate in the master’s program for a degree in internet Web science or software engineering for industrial applications.

Various university labs practice theoretical content, using the latest technology and equipment. Setting up these lab workstations was a very time-consuming process for the university administration, and it did not give students a way to modify settings or access their work from other places on campus. The recent cloud deployment of Oracle Application Express drastically reduced the administration effort for the director of studies and improved access for students.

Challenges

- Reduce time and effort required to prepare the development environment for student assignments, requiring up to three days per semester
- Minimize errors caused by manual set up of new user accounts and workstations
- Enable students to make changes within the environment, including adding workstations, previously impossible without administrative support, even for master’s level students
- Deliver an environment that enables students to work with a high level of independence
- Provide students with a platform they can access from anywhere at any time

Solutions

- Deployed Oracle Application Express as a development platform in just one day, using the cloud approach and almost eliminating administrative efforts required to prepare students assignments
- Installed an automated workstation distribution process in one day
- Automated workstation set up through use of an e-mail registration link, requiring minimal time and effort by the Director of Studies
- Implemented an environment that enables students to set up their own workstations by simply registering in the system and receiving access data through e-mail within minutes
- Maintained system security by conducting an authorization and verification process by using the university domain, “university.de”
• Ensured that master’s program students can independently make adjustments to their workstation set-ups

• Allowed students to work anytime from anywhere using Oracle Application Express as a development and application environment, with the university server accessible through a Web browser

• Used Oracle Database 11g with Real Application Clusters as a reliable and scalable cloud platform
Hong Kong and China Technology (Wuhan) Co., Ltd (Towngas Technology) Increases Gas-Related Transactions 400%, Triples Concurrent Users with Embedded Database

“By embedding Oracle Database 11g with Real Application Clusters, Oracle WebLogic Server, and Oracle GoldenGate into our TCIS20 gas customer information system, we offer our customers a robust, scalable, and reliable system that can store and analyze vast quantities of gas-related business data.”
— Zhemin Cheng, Head of Marketing and Customer Service, Towngas Technology

Hong Kong and China Technology (Wuhan) Co., Ltd—also known as Towngas Technology—provides gas and utility suppliers with customer management software. As a member of the Towngas Group, the company develops, sells, and deploys utility software systems. It also provides related after-sales services, utility business process management consulting, utilities software and hardware system maintenance, and outsourcing services.

It is critical for utility companies to be able to track, store, filter, manage, and analyze increasingly large quantities of customer and gas usage information, which is needed for billing purposes and to predict their future gas demand. Performing these critical operations requires a sophisticated supply chain management system that can swiftly process thousands of complex transactions (such as meter readings) and has the scalability to support large numbers of concurrent users. The system must also be flexible to accommodate price and service changes and amendments to national and industrial policies, and secure enough to protect sensitive data, such as gas usage and customer details, from unlawful access. Finally, the system must offer high availability to support the 24-hour nature of gas supply operations.

Designing a System that Meets the Requirements of Gas Supply Companies

“One of our customer’s daily tasks is to find, within large volumes of data, information that is conducive to sustainable business and profit growth and provide this information to relevant business units,” said Zhemin Cheng, head of marketing and customer service, Towngas Technology. “With explosive data growth, our customers find it increasingly difficult to accurately filter data in real time and perform comprehensive analyses while maintaining stable system operations.

“For example, gas companies must closely monitor gas usage patterns to ensure they have the supplies necessary to meet customer needs,” continued Cheng. “What’s needed is a gas customer information system that can track usage by collating gas meter readings from households that require 220 kilowatts to businesses that require 220 megawatts.”

Gas usage data is also used for calculating customers’ usage charges, so it is important that it is accurate. However, usage calculation can be complicated by various factors, including faulty meters, complex metering workflows, price and service adjustments, and national and industrial policy changes. The gas customer information system must therefore be able to filter and analyze usage data to a high degree of accuracy, to ensure customer bills are correct.

“Customer billing and gas usage tracking are continuous processes, so it is important that our customers have a system that can scale to grow with increases in data and users,” said Cheng.
“For example, we have a customer with almost 1,000 employees, including customer service and accounts staff, meter installation technicians, safety inspectors, and senior managers. Depending on their roles, all of these people must be able to access customer, usage, and billing data, so it is important that our gas customer information system is sophisticated enough to support large numbers of concurrent users and process all their requests quickly.”

Providing gas service is a 24-hour business and downtime is unacceptable, as any interruptions affects bill preparation and trend analysis. This requires a gas customer information system with automatic failover capabilities to ensure data collection and processing workloads can continue even in the event of a partial failure. Finally, the system must be capable of securing confidential data regarding gas usage, billing, and customers.

**Processes Transactions Five Times Faster**

Towngas Technology drew on its understanding of the gas supply business and technology challenges faced by gas utilities to design TCIS2.0—a gas customer information system that manages marketing, billing, utility services, and maintenance information. To develop TCIS2.0, the company embedded Oracle Database 11g with Real Application Clusters to ensure the database’s stability, reliability, scalability, and high redundancy. It also chose to embed Oracle GoldenGate and Oracle WebLogic Server into TCIS2.0 to enable real-time integration and better manage applications.

“Towngas Technology chose Oracle Database and Oracle WebLogic as embedded middleware applications and Oracle GoldenGate as a real-time database synchronization tool for the various types of development and operations solutions we offer,” said Stanley Wong, Towngas Technology’s general manager. “The embedded solution guarantees high system performance, enhances stability, and improves the level of our product technology and market competitiveness.”

The company chose a clustered server architecture to run its gas customer information system.

“A clustered database framework means that if one server fails, the processing workload can be transferred to the other servers,” explained Cheng. “The process is automated and takes only a fraction of a second, so there will be no interruptions to services. The use of multiple server nodes also allows workloads to be distributed across several machines, which shortens system response times, ensures high availability and scalability, and reduces hardware costs.”

When Towngas Technology tested the TCIS2.0 gas customer information system using the embedded Oracle products, it found it was able to process 10,000 transactions in 30 minutes, compared to 2,000 transactions in the same time, as in the past. The system is now capable of supporting 6,000 concurrent users during peak times, far exceeding the 2,000 concurrent users previously.
Embedding Oracle Database with Oracle Real Application Clusters, Oracle GoldenGate, and Oracle WebLogic Server enabled us to offer our customers a gas customer information system that processes growing amounts of complex data, scales to accommodate large numbers of concurrent users, and has the availability to support around-the-clock business,” said Cheng. “The performance improvements met all our requirements for robust, high-speed processing.”

In addition to these benefits, Cheng said Oracle’s open standards made it easier and more cost-effective to develop its gas customer information system. “We cut system development time from five weeks to two weeks, and reduced development costs by 30%.”

**Benefits for Gas Customers**

TCIS2.0 has delivered significant benefits for Towngas Technology’s customers. In one instance, a regional gas supplier with close to 1 million customers uses the system to manage its customer, usage, and billing data. The system processes around 800,000 transactions that are worth US$1.5 million, daily and records close to 5 million new record entries per month. Nearly 1,000 employees rely on the system to carry out their duties, including meter installation and reading, invoicing, account settlement, and gas usage analysis.

The gas supplier has cut the time taken for staff to process a gas meter reading and calculation from 180 seconds to 43 seconds, and to settle a gas fee from 157 seconds to 40 seconds. It has also decreased the time taken to perform month-end accounting processes from six to four minutes. In addition, customers’ gas usage reports in any area can be immediately created, ensuring managers stay up to date on any changes in demand and supply.

“This customer is pleased that the gas customer information system is always available and doesn’t need rebooting each month, like with its legacy system, ensuring business continuity,” said Cheng. “Another benefit is that the company can monitor customer service activities at its gas stations and service outlets from the head office, which enables managers to provide transparent supervision and performance assessments and make more informed decisions based on real-time analysis of customer service data.

“With the help of the Oracle system, our customers can analyze vast amounts of data, and determine who their high-value clients are on a monthly or quarterly basis,” said Cheng. “This helps them expand their business and increase profits. We have a very compelling product with high sales prospects.”

**Challenges**

- Provide customers with a robust, scalable gas customer information system that is able to store increasingly large quantities of customer and gas usage information
• Provide the information necessary to collect gas usage fees and predict future gas demand

• Select a database to embed within the customized gas supply management system that will enable customers to accurately filter and analyze substantial amounts of usage data

• Ensure the system can accommodate price and service changes and amendments to national and industrial pricing and regulatory policies

• Support large numbers of concurrent users, including gas company employees and their customers, without affecting system response times

• Protect sensitive data, such as gas usage and customer details from unlawful access

• Ensure the gas supply management system is available on an around-the-clock basis

Solutions

• Embedded Oracle Database 11g with Real Application Clusters, Oracle WebLogic Server, and Oracle GoldenGate into its gas customer information system to provide a highly available, scalable, and responsive database for gas supply customers

• Increased processing speed for transactions, such as meter readings, from 2,000 transactions to 8,000 transactions in 30 minutes

• Tripled the number of concurrent users the system can support during peak times, from 2,000 to 6,000

• Reduced the time taken to develop the system from five weeks to two weeks

• Cut system development costs by 30%

• Gained a compelling gas customer information system that easily meets customers’ needs for high-speed processing, high availability, and scalability—significantly increasing the product’s sales prospects

Why Oracle

Towngas Technology was confident that by embedding Oracle Database 11g with Real Application Clusters, Oracle GoldenGate, and Oracle WebLogic Server into its TCIS2.0 system, it would be able to develop a gas customer information system that would satisfy the needs of its gas supply customers.

“When we evaluated Oracle Database, we were impressed by the database’s open interfaces; bundled development tools; flexible space management; backup and recovery features; and security mechanisms,” said Cheng. “These are all very useful for independent software vendors, as they are instrumental in helping us reduce development costs and speed development time. We selected Oracle Real Application Clusters because the software offered the powerful dual-machine parallel processing capability that a real-time gas customer information system required, and Oracle GoldenGate and Oracle WebLogic Server for their superior integration and application management capabilities.”
Towngas Technology was also aware of Oracle’s good reputation among other large and midsize customers in similar industries, and the timely and effective technical support that it provides. This gave the company confidence that the Oracle technology was proven and that assistance would be readily available if needed.

Implementation Process

It took three months for Towngas Technology to embed Oracle Database 11g on Oracle Real Application Clusters into its gas customer information system. Implementation tasks included installing the database software, customizing the database, sorting and transferring customer information, and optimizing the database’s performance.
Industries Corpañal C.A. Optimizes Production Management Processes and Improves Strategic Decision-Making

“Oracle technology and applications have improved system stability and information availability, ultimately enhancing our processes for obtaining raw materials.”
— Hernán Escalona, Director of Computing, Industrias Corpañal C.A.

Industries Corpañal C.A. is a Venezuelan company that focuses on health and personal-care, mass consumer products. It manufactures and distributes six categories of products: diapers, skincare for infants, baby wipes, cotton products, and feminine and adult protection items sold under the Mimadito, Consentido, Nubes, Controle, and Whice brands. Its manufacturing plant is in the city of Guarenas, and it has two distribution centers.

Challenges

• Implement a robust, scalable, high-availability IT infrastructure to leverage the company’s growth and produce personal care products more efficiently
• Distribute information, such as production, costing, and inventory, to improve decision-making
• Reduce time to complete the full manufacturing cycle for personal-care products

Solutions

• Worked with Oracle Partner Oratech Corp. to implement Oracle E-Business Suite and improve management of production costs, expenses, and revenue with a robust, reliable, and scalable IT infrastructure to support the company’s growth
• Used Oracle Database, Enterprise Edition to centralize financial and production information, such as production planning, to improve decision-making, achieve data consistency, and make data 100% available for use with various programs
• Used the robustness, safety, and integrity of Oracle Database to develop more than 400 reports on sales, purchasing, inventory, accounting, and costs, providing each department with the information it needs
• Decreased account closing times from two months to seven days, accelerating analyses of corporate results to define future strategies
• Used Oracle Supply Chain Planning to manage the company’s cash flow more efficiently, keeping the minimum inventory needed to produce personal care products
• Used Oracle Shipping Execution to distribute products while generating invoices with Oracle Accounts Receivable, improving production and reducing the time from receiving an order to shipping it from 15 days to 2 days
• Stabilized computing systems with Oracle Linux, eliminating failures that require restarting the entire computing infrastructure
• Reduced personal-care product manufacturing cycle from a month to between 7 and 15 days
Infrastructure Development Finance Company Limited Provides Instant HR Information, Reduces Purchasing Cycle from a Week to 10 to 12 Hours

“Oracle E-Business Suite Release 12 and PeopleSoft Human Resources have consolidated and standardized financial, purchasing, and HR processes across our subsidiaries. We’ve significantly reduced the time it takes to provide HR information to employees and managers and are confident our financial and purchasing procedures follow best practices at all times.”

— Ramesh Ramakrishnan, Director, Information Technology, Infrastructure Development Finance Company Limited

Infrastructure Development Finance Company Limited (IDFC) is one of India’s leading financial service providers for the country’s extensive infrastructure projects. The company provides end-to-end financing and project implementation services for building projects, such as airports, highways, seaports, telecom networks, and windmills. It also invests in metro fund schemes, and operates in the alternative and public market asset management, and corporate investment banking sectors.

After upgrading to Oracle E-Business Suite Release 12, IDFC now provides employees and department and subsidiary managers with instant access to integrated human resources (HR) information, rather than waiting up to 72 hours. It has also cut its purchasing cycle from five to seven working days to 10 to 12 hours.

Ensuring Efficient Access to HR and Financial Information

IDFC grew significantly since it began operations in 1997, eventually comprising approximately 18 subsidiaries in 40 locations across India, with main offices in Chennai, Mumbai, New Delhi, and Bengaluru. Previously, each subsidiary used different enterprise resource planning (ERP) software, and there was no centralized, integrated HR system.

IDFC’s subsidiaries divided their financial procedures into nine operating areas, covering information, such as profits from building projects and financial coding. The organization’s main offices divided financial processes into seven operating areas. This made it hard to consolidate financial information at the end of the month and complete financial processes, such as generating consolidated accounts receivable and general ledger reports.

IDFC wanted to standardize month-end accounting processes and consolidate financial information, including accounts payable, accounts receivable, and the general ledger, across its subsidiaries to ensure best practices and reduce manual administration tasks.

The company also wanted to consolidate HR data to provide employees and department managers with automatic access to information, such as employee performance reports and leave entitlements. To achieve these goals, in April 2010, IDFC implemented Oracle’s PeopleSoft Human Resources and upgraded to Oracle Financials Release 12. In April 2011, the company also implemented Oracle Procurement Release 12 to consolidate and standardize its purchasing processes.

“Oracle E-Business Suite Release 12 and PeopleSoft Human Resources have consolidated and standardized financial, purchasing, and HR processes across our subsidiaries,” said Ramesh Ramakrishnan, director, information technology, Infrastructure Development Finance Company Limited.
“We’ve significantly reduced the time it takes to provide HR information to employees and managers and are confident our financial and purchasing procedures follow best practices at all times.”

Instant Access to HR Information

IDFC uses PeopleSoft Human Resources to consolidate HR data, such as performance records, benefits, and contact details, in an integrated database so employees and managers can access information instantly, rather than waiting several days.

IDFC previously recorded its HR information manually, on spreadsheets, at its different subsidiaries and locations. If managers wanted to make a decision regarding a pay raise, promotion, or disciplinary action within their department, they had to request employee information, such as recent performance reports or leave statistics, from their HR department. Depending on how busy the HR department was, getting this information could take anywhere from 8 to 72 hours.

In 2008, IDFC implemented Polaris HR management software to replace its manual processes and consolidate information in an integrated database. However, the company found it difficult to manage its HR information efficiently using the Polaris software and was concerned about data privacy issues.

After using Polaris for just over a year, IDFC chose to implement PeopleSoft Human Resources in conjunction with its Oracle Financials upgrade, to take advantage of Oracle’s advanced data management and privacy capabilities and better integrate its employee and payroll information.

As a result, employee information is integrated in a single database, enabling managers to retrieve HR information immediately.

“Department and company managers can now manage and positions,” Ramakrishna V, vice president—human resources, Infrastructure Development Finance Company Limited. “Employees can also immediately see how much leave they have left and check previous pay slips, all which keeps them better informed about their progress and reduces HR department workloads.”

Decreased Warehousing Costs and Improved Efficiency

One reason why it took so long to retrieve HR information previously, was that HR documents were archived offsite in large warehouses. It could take up to two days to request and receive stored documents, such as previous years’ performance reports and information about ex-employees.

Now that HR information is stored online, it can be accessed immediately and paper documents no longer need to be archived in warehouses.
HR staff is also free to spend more time analyzing employee information to help managers make better decisions regarding promotions, incentives, disciplinary interventions, and new projects. For example, they can locate employees with the right project management skills or construction experience to work on a specific infrastructure.

“Previously, HR staff spent most of their time collecting and recording information,” said Ramakrishna. “Now they spend the least amount of their time on these tasks and can focus on providing qualitative research and improving HR decisions.”

**Month-End Accounts Closed in One Day**

IDFC uses Oracle Financials to integrate financial information from across its subsidiaries. The parent company has increased its number of financial operating areas in line with its subsidiaries and now consolidates month-end financial information in one day rather than four days.

“Before 2009, subsidiaries used different ERP software and processes to record accounts information, such as how much money they were investing in building a highway and the returns they were receiving,” said Ramesh Ramakrishnan, director—IT, Infrastructure Development Finance Company Limited.

“The first part of our project was to roll out an existing version of Oracle E-Business Suite across all the companies, rather than just using it at our main offices. Once the subsidiaries’ financial information was consolidated and everyone was accustomed to the integrated system, we upgraded to Oracle Financials Release 12 in December 2009.

“Now that we all follow the same standard procedures, month-end financial data, such as account balances and transactions, are in the same format and easy to consolidate.”

**Ensured Compliance with International Financial Reporting Standards**

Oracle Financials Release 12 contains inbuilt flexible reporting capabilities, so IDFC can easily generate financial reports containing information, such as expenses and accruals, that conform to Indian and international standards.

New International Financial Reporting Standards (IFRS) allow governments, analysts, and stakeholders to compare companies across the world through standard reporting formats and parameters. Previously, IDFC would have been unable to easily compile IFRS reports when required, as it would have taken a significant amount of time and effort to convert financial data from Indian reporting formats to those required by IFRS. However, Oracle Financials generates Indian statutory reports and IFRS reports almost immediately, with only minimal changes to system parameters required.

**Standard Processes Provide Peace of Mind**

Oracle Financials’ integrated database allows IDFC to update a reporting standards and best practices processes across its subsidiaries by making a change only once in the integrated system, rather than individually at each location.
This reduces the time and effort previously required to update a different system at each subsidiary, and provides company managers with peace of mind that the change has been implemented correctly and all subsidiaries are following standard procedures.

“There are different taxes in India, such as VAT and service taxes, and many of them are modified on a year-to-year basis,” Ramakrishnan said. “Previously, each modification would have to be made separately at each subsidiary. Now, we only need to make the change once, with confidence that all subsidiaries comply with statutory regulations and that IDFC won’t be liable for noncompliance.”

Standard processes and reports also provide IDFC with a more accurate view of its financial position. Company managers can be sure financial reports, such as accounts payable trial balances are accurate and up to date, and building suppliers are paid correctly and on time.

Purchasing Cycle Cut to 10 to 12 Hours
IDFC has cut the time taken to process asset purchases, such as laptops, from five to seven working days to 10 to 12 hours, by implementing Oracle Procurement. Previously, purchasing and accounts staff needed to consolidate purchase information, such as who requested it and why, from diverse sources, often including spreadsheets, e-mails, and staff notepads or diaries. Now, purchasing information is entered into an integrated database, so purchases can be approved more easily and purchase orders and invoices can automatically be matched when payment is due.

“Oracle Procurement’s central consolidated database has made everyone’s life much easier,” said Ramakrishnan. “Department managers can approve purchases properly, and as the system is integrated with Oracle Financials, invoices are automatically generated based on the purchase order information, helping complete the purchasing process much faster and reducing the risk of human error. We have significantly reduced procurement costs as a result.”

Unscheduled Server Downtime Eliminated
To support its Oracle E-Business Suite upgrade, IDFC also upgraded to Oracle Database 11g and implemented Oracle Real Application Clusters. This improved the ERP system’s overall performance, load balancing capabilities, and performance management, and provided higher system availability.

“Previously, we had unscheduled server downtime about once or twice a month, which affected our ability to properly manage our building projects,” said Ramakrishnan. “Since the upgrade, we’ve had no emergency downtime and are able to schedule maintenance during weekends or holidays, improving end-users’ experiences and productivity.”

Challenges
• Integrate financial and human resources information from 18 subsidiaries and 40 locations across India
• Provide employees and departmental and subsidiary managers with fast and easy access to consolidated HR information

• Standardize financial operations and month-end accounting processes between IDFC and its subsidiaries

• Ensure best practice financial processes are followed in accordance with Indian statutory and international reporting standards

Solutions

• Engaged Oracle Diamond Partner PwC to implement PeopleSoft Human Resources to consolidate HR information from across 12 subsidiaries

• Worked with Oracle Partner Clover Infotech to upgrade to Oracle Financials Release 12 and implement Oracle Procurement Release 12 to integrate financial and purchasing information and streamline processes

• Provided employees and department and subsidiary managers with instant access to integrated HR information, rather than waiting up to 72 hours for data from HR departments

• Reduced paper use and eliminated a two-day document retrieval process by archiving HR documents online

• Consolidated end-of-month financial information from across subsidiaries in one day rather than four days

• Cut the time taken to process purchases for assets, such as laptops, from five to seven working days to 10 to 12 hours

• Generated financial reports to meet Indian or IFRS regulatory requirements almost immediately by using Oracle’s inbuilt flexible reporting capabilities

• Freed up HR staff to spend more time analyzing employee information, helping managers make better decisions regarding employee promotions, incentives, or disciplinary interventions

• Reduced time and effort required to update reporting standards or best practice processes by integrating the ERP system across subsidiaries so changes need only be made once

• Gained a more accurate view of its financial position by standardizing processes and reports to ensure financial data is up to date and suppliers are paid correctly and on time

• Eliminated unscheduled server downtime—which previously happened about once or twice a month—and ensured server maintenance is scheduled for weekends and holidays

• Improved the ERP system’s overall performance, load balancing capabilities, and performance management
Why Oracle

IDFC was already using Oracle E-Business Suite 11.5.10 and Oracle Database9i, so it was a logical choice for the company to upgrade to Oracle Database 11g and also to Oracle E-Business Suite Release 12 to integrate subsidiaries’ financial information.

IDFC considered several other HR software suppliers, including SAP, but chose Oracle as the company wanted to take advantage of PeopleSoft Human Resources’ advanced data management and privacy capabilities, and easily integrate HR and financial data.

In addition, IDFC wanted to take advantage of training available from Oracle University. Several company employees took part in Oracle E-Business Suite courses so they could then train colleagues.

After using Oracle Financials Release 12 for several months, IDFC was so impressed by the Oracle E-Business Suite Release 12 module it decided to further improve financial processes by implementing Oracle Procurement as well.

Implementation Process

In early 2009, IDFC spent six to nine months rolling out Oracle E-Business Suite across its subsidiaries to ensure everyone was comfortable with Oracle’s ERP processes and best practices. In December 2009, the company upgraded its Oracle Database and to Oracle Financials Release 12. Both upgrades went live four months later in April 2010.

At the same time, IDFC replaced its legacy HR software with PeopleSoft Human Resources. The company went live with phase one of its HR project in April 2010, implementing the application’s basic transactions and data modules. This was followed, two months later, with the phase two go-live of the final performance management modules. IDFC began implementing Oracle Procurement Release 12 in early 2011 and went live three months later in April 2011.

Partner

IDFC worked with Oracle Partner Clover Infotech for the Oracle E-Business Suite and Oracle Database upgrade and the Oracle Procurement implementation. Clover Infotech has worked with IDFC on numerous projects in the past and Clover Infotech provides with ongoing support and maintenance for IDFC’s Oracle applications.

Clover Infotech provided IDFC employees with extensive Oracle E-Business Suite training during and after the financials upgrade and procurement implementation. The partner scheduled user group training for the accounts payable and general ledger modules and provided special training for specific staff members known as “Oracle Champions,” who could then pass on this training to their colleagues.

“Clover Infotech is a long-term partner of the company and knows our business well,” said Ramakrishnan.
“Both the upgrade and extra implementation progressed quickly and smoothly without any major issues. Clover Infotech left no stone unturned and was as enthusiastic about the project as we were. I’d give them at least an 8 out of 10.”

IDFC engaged Oracle Diamond Partner PwC for its PeopleSoft Human Resources implementation. The Partner helped IDFC’s internal IT team develop and refine system processes, map and implement coding, and adapt its own business processes. On PwC’s advice, IDFC changed several of its internal procedures to match Oracle’s global best practices.

PwC also provided around 40 additional internal Oracle Champions with extensive training, who then trained 10 to 15 people each within the subsidiaries.
Instituto Brasileiro de Geografia e Estatística Ensures Data Integrity for Census and Household Surveys

“With the latest version of Oracle Database with Oracle Real Application Clusters and Oracle RMAN, we were able to guarantee success in the online collection of information and results’ disclosure of the first entirely digital Brazilian National Census. In addition, we could put together in a single database all the information collected from the last three national household surveys.”

— Edna Campello, Special Project Coordinator, Instituto Brasileiro de Geografia e Estatística

Instituto Brasileiro de Geografia e Estatística (IBGE) is a public foundation that works closely with the Brazilian government. IBGE offers an updated and complete picture about the country through the production, coordination, consolidation, and dissemination of statistics, geographic cartographic, and environmental data.

Challenges

- Adopt a robust structure to meet the storage demand of data IBGE collects during the National Research of Household Sampling (Pesquisa Nacional por Amostra de Domicílio or PNAD), which the organization conducts annually, and the last census, which was in 2010
- Enable up to 20% of the Brazilian population to respond to the national census through an online platform
- Guarantee integrity of the data collected by IBGE during national surveys

Solutions

- Worked with Oracle Partner MarkWay to implement Oracle Database 11g Enterprise Edition to protect the four terabytes of data collected during the last three PNADs, which comprise a sample of more than 150,000 households per survey, apart from the data collected from Census 2010 online questionnaire
- Made available the Census 2010 online questionnaire, which is hosted in Oracle Database, through the internet with rapid, secure and flexible access, as the citizens were able to navigate, stop, and then return to questions at any moment, picking up right where they left off
- Relied on a real-time backup model, which substituted the once-a-day backup, and on the consistent recovery system of Oracle Recovery Manager
- Assured high availability with Oracle Real Application Clusters 11g, and guaranteed that at least one machine was constantly working, delivering reliable service to database users and IBGE Web site visitors
- Enabled all citizens to follow the data collection and population counting processes through the IBGE Web site, where the institute started publishing census results in November, and received 2.2 million visitors
Instituto Mexicano de la Propiedad Industrial

Increases Handling Trademark Inquiries by 1,000%'

“Oracle Universal Content Management Suite’s structure is unique. It lets us separately manage communication with other applications and databases, and performs content management itself. It’s a stable tool, at an appropriate cost, that lets us develop and provide reliable electronic services.”

— Eugenio Ponce de León, Divisional Director of Systems and Technology, Instituto Mexicano de la Propiedad Industrial

Instituto Mexicano de la Propiedad Industrial (IMPI) is a decentralized federal agency with the goals of protecting and ensuring awareness of industrial property rights in Mexico. The IMPI is responsible for registering and publicizing inventions, distinctive signs, trademarks, and patents. In addition to its Mexico City headquarters, IMPI has five regional offices.

Challenges

• Increase efficiency by automating internal operations and patent and trademark-related procedures and services
• Improve client service by simplifying patent and trademark procedures
• Accelerate services to the public and reduce paper use by digitizing management of necessary documentation for patent and trademark submissions and approvals

Solutions

• Worked with Oracle Consulting to implement Oracle Universal Content Management Suite to develop electronic inquiry services—services that were previously provided in person only—by digitizing and managing documents, ultimately increasing operational efficiency
• Used Oracle Database 11g to manage data for all mission-critical systems, automating patent and trademark transactions, providing consistent, readily available, and accurate data
• Developed a Web site to support newly digitized information with simple and flexible interfaces, making patent-related information easily available online to the public
• Increased number of monthly inquires handled, from 200 inperson consultations to 80,000 electronic consultations regarding patents, trademarks and other matters, providing around-the-clock uninterrupted customer service and high system reliability
• Increased the number of trademark record inquiries handled by 1,000%, scaling from 30,000 to 300,000, monthly
Kcell Boosts Business Intelligence with Data Warehouse Solution

“We had fundamental problems in our data warehouse and required more capabilities. Oracle and Oracle Partner Turkcell Technology helped us with highly efficient resource usage, powerful system monitoring, and perfect stability, without even upgrading our current system’s software or hardware.”

— Abdullah Kip, BIS Dpt. Manager, GSM Kazakhstan OJSC Kazakhtelecom LLP

Kcell is the trademark for cellular communication services delivered in the Republic of Kazakhstan by GSM Kazakhstan OJSC Kazakh telecom LLP, which was established in 1998 and is now affiliated with TeliaSonera (the largest Scandinavian telecommunications group). Kcell serves more than 7 million subscribers in almost 2,500 cities and villages of Kazakhstan.

Challenges

• Redesign the fundamental structure of the data warehouse including number of subscribers, call data records (CDRs), and revenue types to provide insight

• Enable the company to accurately analyze its call data records by establishing a data warehouse that truly reflects the entire call and service usage of the company’s subscribers

• Lay the foundation for detailed churn analyses of all subscribers by creating a suitable data mining infrastructure

Solutions

• Leveraged Oracle Partner Turkcell Technology Research & Development’s expertise in business intelligence for telecommunications network operators and the superior data management capabilities of Oracle Database 11g Enterprise Edition to solve data quality issues within very short deadlines

• Established complete consistency between the company’s source system and its data warehouse to give users insight into basic figures and key performance indicators

• Applied complex transformation algorithms to the company’s data warehouse operations, enabling to run reports in various dimensions (by services, zones, or call types)

• Tuned extract-transform-load (ETL) operations using the advanced features of Oracle Database 11g Enterprise Edition and Oracle Partitioning—such as hash join, partition exchange, tablespace reorganization, and parallelism—to shorten the daily ETL processing time by four hours

• Introduced detailed churn analyses on the basis of a new data mining structure, enabling processing up to 120 different variables for 7 million subscribers in less than four hours

• Managed the workload balance efficiently by implementing a two-node Oracle Real Application Clusters system
**LinkShare Corporation** Manages Large Volumes of Historical Data with Flexible Data Warehouse Solution

“Oracle Exadata has helped us consolidate 15 years of historical data onto a reliable data warehousing solution that enables us to scale for future growth. The solution allows us to guarantee high performance and will play a vital role as we expand globally.”

— Jonathan Levine, Chief Operating Officer, LinkShare Corporation

LinkShare Corporation provides Fortune 500 businesses with a wide range of online marketing services, including search engine marketing, lead generation and affiliate marketing. LinkShare has significantly enhanced the performance and availability of its reporting and analysis services for hundreds of thousands of advertisers and publishers in its network.

**Challenges**

- Enable the company to easily manage huge volumes of historical e-commerce data in a consolidated database that can scale for future growth
- Provide ability to meet the needs of the company’s advertisers and publishers as it continues to expand globally, and as online advertising and e-commerce continue to grow
- Deploy flexible reporting and analysis tools, including sophisticated dashboard functionality for business users

**Solutions**

- Worked with Oracle Partner Pythian to plan, deploy, and manage Oracle Exadata, using Oracle Database with Real Application Clusters to deliver better value to LinkShare Corporation
- Improved processing efficiency with the ability to control space and power demands in the company’s data warehouse, reducing data center floor space and power requirements by 400%
- Achieved an eight-fold increase in database query speed while reducing servers and storage by eight-fold
- Leveraged employees’ existing Oracle transactional environment experience to streamline database and systems management teams—improving operational efficiency
- Used Oracle Enterprise Manager to quickly identify trouble spots, troublesome queries, and ways to keep the transactional databases running smoothly
- Cut in half the average response time for customer queries
- Provided advertisers and publishers direct access to data through an application built on top of Oracle Business Intelligence Suite Enterprise Edition, enabling them to assess trends and analyze historical data
- Enabled advertisers and publishers to analyze the performance of their campaigns in near real-time
MercadoLibre Inc. Replicates Transaction Data in Real Time across Heterogeneous Environments

"Oracle GoldenGate enabled us to carry out our strategy of going from one monolithic database to databases tailored to specific data. This has been crucial, because it enabled us to design the company’s future growth strategy, given the constantly increasing amount of data in our systems.”

— Ramiro Cormenzana, Director of Information and Infrastructure, MercadoLibre Inc.

MercadoLibre Inc. is Latin America’s largest online market, with operations in 13 countries. It provides a platform where millions of people meet every day to buy and sell items, make payments over the internet, create their own e-commerce sites, and buy advertising. Since its launch, the company has had approximately 62 million registered users throughout Latin America.

Challenges

• Replicate large volumes of business data in real time to carry out the company’s strategy of moving from a monolithic platform to a distributed one
• Replicate the database that contains MercadoLibre’s sales, purchasing, and payment transactions among heterogeneous environments to support the growth in the company’s operations on its e-commerce site
• Provide a robust, scalable, easy-to-manage, and nonintrusive data-moving tool, with no negative impact on the company’s database

Solutions

• Worked with Oracle Consulting to implement Oracle GoldenGate, gaining knowledge about the tool, especially in terms of market-related best practices, performance, and training
• Migrated from a platform based on a monolithic database to various product-specific databases, using solutions such as Oracle Database 11g Enterprise Edition, MySQL Classic Edition, and other open source databases, as part of reengineering the company’s infrastructure
• Replicated sales, purchasing, and payment databases in real time among heterogeneous environments, with no negative impact on the performance of the legacy database that serves all countries, compressing this database and increasing its availability
• Implemented Oracle GoldenGate to achieve high-speed replication of approximately 200 million files per day among various platforms, leveraging the company’s e-commerce growth and increasing the availability of buying, selling, and payment services
MetLife, Inc. Saves by Using Disaster Recovery System for Life Insurance and Annuity Financial Reporting

“Oracle Active Data Guard is not an idle backup system waiting for a failure to occur; it delivers real value every single day. We use Oracle Active Data Guard to reduce IT complexity—cutting the administrative effort needed to support our PeopleSoft reporting environment and reducing maintenance and license costs.”
— Asha V. Santosh, Lead Database Administrator, MetLife, Inc.

MetLife, Inc. is a leading global provider of insurance, annuities, and employee benefits programs, serving 90 million customers in more than 50 countries. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia Pacific, Europe, and the Middle East.

MetLife wanted to reduce the cost of supporting its PeopleSoft environment. Its previous architecture used Oracle Data Guard to maintain one copy of the PeopleSoft database for disaster recovery, and there was no option of offloading PeopleSoft reporting from the transaction system.

MetLife determined that Oracle Active Data Guard provided a load balancing and scalable solution where a single copy of the Oracle Database could serve for both disaster recovery and PeopleSoft reporting. The final implementation improved the disaster recovery options by adding two Oracle Active Data Guard standby databases, simultaneously using the standby systems as MetLife’s PeopleSoft reporting environment. The simplicity of Oracle Active Data Guard reduced MetLife’s administrative overhead and maintenance costs.

MetLife also found that it could increase the performance of its PeopleSoft reporting environment by using Oracle Advanced Compression. While previous nightly extracts, running on MetLife’s previous reporting system, would take as much as twelve hours to complete, with the combination of Oracle Active Data Guard and Oracle Advanced Compression, MetLife can complete this process in four hours.

Challenges
• Reduce IT complexity and management costs by streamlining the company’s disaster recovery environment, which ensures the availability of enterprise data, including financial information related to the insurer’s lines of business
• Optimize IT investment while ensuring a highly available disaster recovery environment to protect the insurer’s financial and operational information
• Ensure efficient and accurate financial reporting for annuity and life insurance lines of business to help the company meet stringent insurance-industry compliance requirements

Solutions
• Used Oracle Active Data Guard to create a streamlined environment that includes one active database to write information from the company’s PeopleSoft transaction system, and one standby/replication environment for the enterprise resource planning (ERP) system that also serves as the company’s daily environment for financial and ERP reporting
Eliminated idle redundancy in MetLife’s PeopleSoft environment by offloading financial and ERP reporting to the standby system with Oracle Active Data Guard thereby reducing licensing costs, IT complexity, and management burden.

Ensured a highly available financial reporting and disaster recovery environment that is now used daily, optimizing MetLife’s IT investment.

Used Oracle Active Data Guard to replicate data in real time while the standby database is open for access, something that is not possible with storage remote mirroring.

Cut the effort needed to support Oracle’s PeopleSoft environment and reduced maintenance costs, due to fewer PeopleSoft reporting environments.

Reduced the time needed for batch-trail processing and maintenance.

Optimized disaster recovery environment investment as MetLife now uses the environment daily to support important financial reporting operations—including facilitating year-end financial analysis—as opposed to simply relying on the environment in the event of an outage.

Ensured long-term ability to off-load additional read-only processes to the standby database to conserve resources on the primary database.

Improved environment continuity and resiliency with automatic block corruption repair—an Oracle Active Data Guard feature, whereby data block corruptions on the primary database are automatically repaired using a good copy of the blocks obtained from the standby site.

Used Oracle Advanced Compression to reduce database size and enable MetLife to run nightly extracts in just four hours—a process that previously took 12 hours, daily.
Nextgen Distribution Deploys Database, Server, Storage, and Networking in Two-and-a-Half Hours, Out of the Box

“Oracle Database Appliance is an engineered system where all the components work together. We completed the deployment in two-and-a-half hours out of the box, rather than in 5 to 10 days, if we had chosen a nonengineered solution.”

—John Walters, Managing Director, Nextgen Distribution

Nextgen Distribution is a Value Added Distributor (VAD) and Oracle Platinum Partner in Australia. The company supports Oracle’s channel business by working closely with the Oracle PartnerNetwork to increase adoption of Oracle’s Red Stack solution—an integrated set of offerings that include hardware and software—in the Australian market.

Nextgen Distribution’s sales consultants and technical experts use their deep understanding of the Oracle Red Stack solution to empower channel partners by educating them about new products, supporting them in penetrating specific markets and accessing business opportunities, investing in marketing campaigns, and ensuring Oracle products are delivered to end customers on time.

“The partner channel is responsible for a significant amount of Oracle’s business in Australia,” said John Walters, managing director, Nextgen Distribution. “We were founded to support Oracle’s growth in the market, and one way to do this is to educate, engage, and enable Oracle’s partners to sell the complete stack of Oracle solutions.”

The Need for a Simple, Reliable, and Affordable Database Platform

Nextgen Distribution sees great opportunities in Oracle engineered systems and optimized solutions and expects its distribution business to grow rapidly over the next few years.

“Our aim is to have the business turning over around US$304 million (A$300 million) within four or five years,” said Walters.

After 15 years in the distribution industry and working for fast-growing companies, Walters knows from experience the importance of choosing the right systems from day one.

“I’ve learned it’s better to overinvest upfront in building a strong foundation platform, rather than deploy financials and supply chain systems when the business begins growing rapidly,” he said. “Implementing new systems can have a huge impact on a distribution business, as any disruptions—whether planned or not—make it harder for vendors, customers, and staff to manage and complete error-free sales transactions.”

Nextgen Distribution wanted a robust, scalable, and reliable enterprise-level database platform that could accommodate organic growth, as well as growth from mergers and acquisitions. The platform also had to support a high volume of sales orders by multiple resellers, often transacting concurrently.

“As the conduit between Oracle and resellers, we wanted to provide a seamless transaction experience for the channel,” said Walters. “This required a solution that integrated with Oracle’s back-end systems—such as the Oracle Partner Store, Oracle PartnerNetwork, and Open Market Model—to ensure reseller orders flow through smoothly from our systems to Oracle’s. Any errors or processing delays can affect the on-time delivery of products to the end customer, which in turn will hold up their implementation plans.”
Nextgen Distribution also needed an affordable, fast-to-deploy solution with minimal support and maintenance costs.

**Deployment Completed, Out of the Box in Two-and-a-Half Hours**

The decision to implement Oracle Database Appliance came from an Oracle presentation on the new product, to which Walters was invited. At the end of the presentation, Walters offered to install Oracle Database Appliance because “the product met all of our requirements for robustness, scalability, reliability, and affordability.”

The switch to Oracle Database Appliance two weeks into a six-week implementation timeframe put immense pressure on Nextgen Distribution and Dataweave, the Oracle Gold Partner Walters engaged to help with the deployment.

“Our aim was to have Oracle Database Appliance up and running by the end of September 2011, as I had offered to make a presentation on our experience of the product at Oracle OpenWorld on October 1,” said Walters.

When Oracle Database Appliance arrived at Nextgen Distribution’s Sydney office on September 20, it took Dataweave approximately two-and-a-half hours to set up the platform. It was the first deployment of Oracle Database Appliance in the Asia-Pacific region.

“Because Oracle Database Appliance is an engineered system, all the components work together,” said Walters. “It meant we did not have to spend days working on getting the database to talk to the storage area network, operating system, and other parts of the architecture. Oracle Database Appliance saved us around 5 to 10 days of configuration work—that was a real bonus considering our very tight deadline.

“It actually took us longer to get Oracle Database Appliance out of its carton and installed into a rack, than it did to power it up and get a database running,” he said.

**Low-Cost Solution Enables More Effective Use of Funds**

Oracle Database Appliance integrates Oracle Database 11g with Oracle servers, storage, and networking in a single box, to lower implementation costs and provide ease of management.

“The price point of Oracle Database Appliance makes it an extremely affordable solution for midsize organizations—like ours—that want enterprise-scale performance in a single box, but that might not have the budget for such a product,” said Walters.

“In Nextgen Distribution’s case, we invested the money we saved in configuration and implementation costs in designing efficient business processes around Oracle E-Business Suite Release 12, which we use to manage financials and supply chain planning.

“I achieved a better result with the same budget because the majority of my implementation funds were spent in the areas of most importance to the business—developing better sales, financial management, and reporting processes,” said Walters. “For a start-up with low cash reserves, this helped our business get off the ground quickly.”
Lower Maintenance Costs, Faster Problem Resolution

Choosing a solution that integrates a database, servers, storage, and networking in one box also lowers database administration, hardware, and storage maintenance costs. A January 2012 report by research firm ORC International comparing Oracle Database Appliance with Microsoft SQL Server found that a database administrator would save 835 hours in the first year of system implementation using Oracle Database Appliance rather than SQL Server, and 669 hours in each subsequent year of the system’s life.

“We save on costs by not having to deal with and pay multiple vendors for support and maintenance,” said Walters. “By opting for a single-vendor solution, we also benefit from more efficient, informed service when we run into problems. Oracle understands how every element in the stack—database, applications, storage, and networking—works together and can provide fixes and patches that take into account the impact on every element.”

Scalable, Flexible Licensing Options

Oracle Database Appliance’s pay-as-you-grow software licensing model offers flexible scalability, which makes it ideal for organizations, such as Nextgen Distribution, that can implement 2 cores when starting out and then scale up to 24 cores as business grows.

“For a company like ours aiming for rapid growth, we’re paying for what we need today at the lower end of the licensing scale, and as we grow the business we can increase the capacity of the box and pay accordingly,” said Walters. “That’s really important for businesses that don’t have the funds to pay upfront for a solution with excess capacity.”

Reliable System Performance

Nextgen Distribution has loaded the Oracle Database element of Oracle Financials onto Oracle Database Appliance.

To date, Nextgen Distribution has found transaction processing to be efficient and reliable.

“Our transaction numbers are fairly low at this stage, as we’re just starting up, but we’re finding the interaction between a user query—such as an order placement—and the result—such as order confirmation—to be very slick,” said Walters. “The query response rate is very good, and we are confident Oracle Database Appliance can support the thousands of transactions and concurrent users we expect. The product’s high availability will also ensure our reseller customers can place their orders quickly and seamlessly.”

Nextgen Distribution plans to use its real-life experience to showcase Oracle Database Appliance to prospective customers. The company has already had expressions of interest from several quarters, including a number of large Australian federal government departments.
Challenges

- Implement a robust, scalable, and reliable enterprise-level database platform to support a start-up reseller business aiming for turnover of US$304 million within four to five years
- Integrate with Oracle’s back-end systems to ensure reseller orders flow through smoothly, to avoid errors or processing delays that can affect the on-time delivery of products to end customers
- Choose a cost-effective, fast-to-deploy solution that can be implemented in six weeks on a limited budget
- Support a high-transaction distribution business that expects to process thousands of concurrent sales orders from a 200-strong reseller network
- Minimize ongoing support and maintenance costs

Solutions

- Engaged Oracle Gold Partner Dataweave to implement Oracle Database Appliance, the first such deployment in the Asia-Pacific region
- Cut installation time from 5 to 10 days, to two-and-a-half hours, by choosing a plug-and-go solution that eliminates the need to configure database, storage, server, and networking components
- Gained enterprise-scale performance in a single box at a price affordable for start-ups and midsize organizations
- Enabled savings gained from a fast implementation to be redirected towards the design of best practice reseller sales, financial management, and reporting processes
- Minimized database administration, hardware, and storage maintenance costs, by choosing an integrated database system
- Benefited from prompt service and fast problem resolution by dealing with a single vendor who understands each component of the database stack
- Ensured scalability for rapid business growth, with a pay-as-you-grow licensing model that can scale from 2 cores to 24 cores
- Will support thousands of reseller transactions and concurrent users, with highly available and expandable database system
- Reduced project risk and cost by completing implementation in 6 weeks, rather than the 12 weeks that it would usually take

Why Oracle

Despite being an Oracle VAD, Walters stressed that Nextgen Distribution was under no obligation to use Oracle products for its database and business systems.
“We considered the JD Edwards EnterpriseOne suite, a Microsoft product, and some other smaller home-grown enterprise resource planning solutions,” said Walters. “Our ultimate solution was to use Oracle CRM On Demand for customer relationship management; Oracle E-Business Suite for financial and supply chain planning; Oracle iStore as the retail front-end; and Oracle Fusion Middleware with application and test and development servers running Oracle Linux.

“Because we advocate an Oracle stack, we leapt at the opportunity to use Oracle Database Appliance to underpin our business systems,” said Walters. “The idea of a high-performance, fully integrated storage, server, and database solution was very appealing. We get the best of Oracle’s three technologies, one support contract, one service organization, and no issues due to incompatible systems.”

Implementation Process

Nextgen Distribution engaged Dataweave to deliver a fully functional enterprise resource planning system based on Oracle E-Business Suite, configured to meet Nextgen Distribution’s specific requirements. The company was given six weeks to complete the implementation.

Two weeks into the implementation, the decision was made to implement Oracle Database Appliance. While waiting for the product to be shipped from Oracle’s U.S. headquarters, Dataweave installed a test environment in Nextgen Distribution’s data center on standard Intel servers to allow the implementation project to proceed.

Oracle Database Appliance arrived at Nextgen Distribution’s office nine days before the company’s implementation deadline. Thanks to the 11-step configuration wizard, Dataweave had Oracle Database Appliance up and running in two-and-a-half hours.

“The preconfigured Oracle Real Application Clusters (RAC) set-up meant we simply chose whether we wanted a single server, a one-node RAC, or a full two-node cluster,” said Norman Weaver, managing director, Dataweave. “We saved around 5 to 10 days in configuration time, as we didn’t have to get the various architecture components talking to each other.”

“We set Dataweave a task that would normally take around 12 weeks to complete—and they did it in half the time, despite having to switch from deploying another system to Oracle Database Appliance two weeks into the project,” said Walters. “Dataweave played a major role in the successful deployment of Oracle Database Appliance.”
ÖBB-IKT GmbH Achieves Savings for ÖBB Railway through Insourcing and Consolidation

“Oracle provides us with the flexible administrative tools required to efficiently consolidate and insource our IT services. With our consolidation and insourcing initiative, we were able to improve our service quality while significantly reducing operational expenses.”

— Christoph Schmutz, Head of Operational Services, ÖBB-IKT GmbH

ÖBB-IKT GmbH operates as the service center for information, communication, and railway technology for ÖBB, the Austrian national railway system. ÖBB-IKT GmbH was founded in December 2009 to bundle critical IT and telecommunications resources—which are critical to successfully running rail and other processes—within the ÖBB group.

Challenges

• Consolidate 170 database servers, 50 locations, and five operating systems
• Minimize support and administrative costs associated with databases that rely on numerous external service providers
• Manage the complex environment consisting of 360 databases with many different versions, 45 terabytes of information in 1.2 million tables, and approximately 42,000 users
• Ensure around-the-clock availability of business systems, required to ensure efficient operation of the ÖBB railway
• Support business processes (such as cargo management, dispatching, system management, operation, and maintenance) by providing specific IT knowledge of the railway industry

Solutions

• Standardized on Oracle Database 11g Enterprise Edition to optimize resource usage
• Optimized system management through the implementation of management packs, which enable insource database administration using only five database administrators, and that allow transparent integration into existing IT service management environment
• Reduced hardware footprint by almost 90%, which helped to cut costs and the maintenance burden
• Standardized and automated IT operations, such as rollouts of updates, central license management, time-controlled database migrations, and more
• Realized an annual savings via process automation, lower maintenance costs, and insourcing of services
• Enabled around-the-clock error-free availability of railway systems
Octagon Research Solutions Expands Offerings to Life Sciences Industry via Service-Oriented Architecture

“With Oracle Fusion Middleware, we’ve created a next-generation platform that enables our life sciences clients to have unprecedented command over their research and development and regulatory submission initiatives.”

— Kirk Gallion, President, Octagon Research Solutions

Octagon Research Solutions is a leading provider of software and services to the life sciences industry. Octagon provides people, processes, and technology required to optimize drug development from data collection to submission. Its regulatory, clinical, process, and software offerings combine deep domain knowledge, cross-functional electronic submission expertise, a holistic process approach, and integrated solutions.

Challenges

- Create an IT platform that forms the foundation for Octagon’s solutions for managing complex, cross-functional, and global clinical research and development projects
- Enable life sciences organizations to seamlessly connect people, processes, and technologies by aligning and automating workflow for processes, such as standards, content management, and regulatory submissions
- Used Oracle Database and Oracle Fusion Middleware to create the company’s ViewPoint Quantum platform that provides a robust foundation for content, task, issue, and resource management and enables life sciences organizations to increase research and development efficiency and productivity
- Provided business process management capabilities—including workflow, issue management, search, and metadata and document storage, as well as integrated connectivity with other content repositories—optimizing efficiency
- Used Oracle BPEL Process Manager to automate and accelerate complex cross-functional processes, such as the completion of regulatory submissions
- Built an application on the new Oracle-based platform, enabling a rules-based process to facilitate management of global regulatory submissions that comply with regional and country-specific requirements
- Centralized understanding of local regulatory requirements and displace labor intensive spreadsheets, disparate and outdated planning tools, and decentralized databases
- Deployed Oracle Real Application Clusters to ensure scalability and reliability needed to support life sciences clients that need around-the-clock global access to clinical and regulatory data
Pacific Lutheran University Improves Database System Speed for Ongoing Data Volume Growth and Mobile Application Deployment

“Oracle Database 11g is a very powerful system. Oracle, in conjunction with our ERP and student system applications, enables us to stay on the leading edge of technology to most effectively serve our students, faculty, and staff.”

— Kathleen O’Donnell, Database Administrator

Pacific Lutheran University (PLU) is a private Christian liberal arts college located in Parkland, a suburb of Tacoma, Washington, that offers bachelor’s and master’s degrees in a variety of academic disciplines. It is affiliated with the Evangelical Lutheran Church in America. PLU has approximately 3,500 students enrolled between the graduate and undergraduate programs. As of 2012, the school employs 283 full-time professors on the 156-acre woodland campus.

The university recently needed to move to the newest releases of Banner—the enterprise resource planning (ERP) and student system software suite from Ellucian (formerly Sungard)—which supports various administrative and student-facing processes including admissions, registration, advising, and financial aid. The latest software releases required a move to Oracle Database 11g and Oracle Linux for continued support. A long-time Oracle Database customer, PLU made the move to the latest version and experienced even greater performance and reliability than ever before, due to non-disruptive patching, no impact to the enterprise resource planning application, and more integrated features. With Oracle, PLU is well-positioned for continued growth as it estimates data volume could rise by 10 gigabytes every five years as the university rolls out new IT systems and services, including mobile applications for students.

Challenges

• Upgrade database to version supported by third party enterprise resource planning (ERP) and student system provider
• Stay current on support and move to a more modern operating system to support ongoing educational needs for students, faculty, and staff
• Position the university for steadily rising data volume growth and prepare for the shift to mobile applications for students

Solutions

• Upgraded to Oracle Database 11g and Oracle Linux to support the university’s Banner ERP system from Ellucian (previously Sungard)—providing uninterrupted, excellent service to 3,500 students, as well as faculty and staff
• Positioned for future growth, as the university’s database has grown from 50 to 60 gigabytes in the last three years and expects to grow by 10 gigabytes every five years
• Put the technology foundation in place to start offering mobile applications to the student population
• Moved to virtualized system with Oracle, reducing ongoing ERP costs by $300,000 over seven years by cutting license requirements
• Improved database system speed and performance, ensuring online administrative and student systems are always up and running for the university’s constituents

• Maintained a consistent level of hardware replacement with Oracle Linux, by eliminating the need to make a major hardware purchase every five to seven years and saving the university hundreds of thousands of dollars over the long term

• Used Oracle Enterprise Manager to enable a small team of four employees to monitor all campus technology systems, ensure optimal performance, and easily maintain an updated patch environment

• Used My Oracle Support to easily open, maintain, and follow service requests as needed

• Improved the university’s ability to enforce stricter security measures

Why Oracle

“What I really love about Oracle is that Oracle either leads the revolution or is very well aware of what is happening and is there to support its customers with new technology and a seamless way of getting there. The upgrade process gets better, stronger, and easier to track.”

– Kathleen O’Donnell, Database Administrator, Pacific Lutheran University

Implementation Process

To move to the latest Banner software release, Pacific Lutheran needed to upgrade to Oracle Database 11g and move to Oracle Linux. The university put together a “sandbox” environment in June 2011 to train its system analysts on the new technology. It built a test server and loaded it by October 2011 for end user testing. Pacific Lutheran went live on December 28, 2011, ahead of schedule.

Since going live, the organization has also benefited from Oracle Premier Support to ensure a high performing system.

“We are very pleased with the high level of customer support and technical assistance Oracle makes available to us. Oracle acts immediately to resolve even the smallest problem, demonstrating a level of commitment that has exceeded our expectations. Our investment in Oracle Premier Support is incredibly valuable, and we wouldn’t think of not having coverage of all our Oracle software,” O’Donnell said.
Paragon Data GmbH Improves Book Trade Performance by Consolidating Databases

“Thanks to our comprehensive Oracle technology stack, we can deliver a secure, high-performance, and scalable infrastructure to our parent company, German Booktrade Holding, and its more than 900 bookstores.”
— Christian Trieb, Senior Database Administrator, Paragon Data GmbH

Paragon Data GmbH acts as an IT service provider that runs the data center for its parent company Deutsche Buchhandelsholding (German Booktrade Holding), which markets renowned book labels, such as Weltbild Plus and Hugendubel. Paragon Data required a high-performance, secure, and stable IT infrastructure to support its parent company’s 900 bookstores.

To meet these requirements, it selected and deployed Oracle’s technology stack—including Oracle Database 11g Enterprise Edition on Oracle Linux, Oracle Real Application Clusters, Oracle Enterprise Manager, and Oracle Partitioning. Today, Paragon Data is known for its profitable, secure, and cost-effective outsourcing solutions, such as server hosting and housing, within the IT services market.

Paragon Data consolidated its legacy IT environments into one high-performance eight-node Oracle Real Application Clusters instance, which significantly improved performance, while reducing its IT management costs by 30% to 40%.

Challenges

• Improve enterprise resource planning (ERP) application and data warehouse performance, even as data from German Booktrade Holding’s 900 bookstores increases exponentially
• Establish a scalable environment to support the bookseller’s point-of-sale systems, avoid bottlenecks during the busy December holiday season, and efficiently run daily book trade operations
• Improve customer service with highly available product and book inventory data
• Streamline IT management to reduce costs and optimize database administrator (DBA) productivity

Solutions

• Established an eight-node instance of Oracle Real Application Clusters to consolidate all parent-company databases—which power ERP applications, as well as the data warehouse—to ensure high availability
• Achieved significant performance improvements, particularly in the 1.4 Terabyte ERP system’s search functionality, which 3,500 employees use daily to minimize wait time for bookstore customers at the point of sale
• Improved report batch processing speed by 20%, so management reports can be provided in a more timely fashion
• Achieved high availability for order processing, time tracking, and accounting applications with Oracle’s cluster environment to avoid downtime and loss of revenue
• Optimized hardware requirements by implementing the Oracle-based cluster environment as Paragon Data requires less hardware, which further reduced costs through less energy consumption and space requirements

• Implemented Oracle Enterprise Manager and other database management tools to automate and streamline IT management, enabling four database administrators (DBAs) to manage 30% to 40% more databases

• Gained the ability to set up additional test databases within one hour instead of days with Oracle VM, improving IT team productivity

Why Oracle
Paragon Data has counted Oracle as a strategic partner since 2003, when the company deployed its ERP environment—unique to the book trade industry—based on Oracle Database.

“We believe Oracle is the technology leader—in particular for database performance and scalability—which is vitally important to us. Where it makes sense, we want to offer our customers the most modern technology possible, and Oracle enables us to meet this goal while ensuring high availability and stability,” said Christian Trieb, senior database administrator, Paragon Data GmbH.

Oracle also offers the complete technology stack—spanning the operating system, database, and management system levels, as well as back-up and virtualization layers. This approach streamlines support and system management.

“Thanks of Oracle’s top technology, we are in a position to provide excellent database services for our customers,” said Udo Würtz, managing partner, Paragon Data GmbH.
Ping Ltd. Gains Productivity for Database Management and Makes Testing More Efficient

“With our upgrade to Oracle Database 11g, we have improved database management performance and simplified administration. This helps our team to deliver premium service and technical support to our clients.”
— Omer Jerlagic, Head, System Integration, Ping Ltd.

Ping Ltd. is one of the leading computer and information engineering companies in Bosnia and Herzegovina. It offers a wide range of IT services, including system and network configuration, installation, and maintenance services for a growing base of private and public companies, government agencies, and higher education institutions.

To help improve internal system operational efficiency as well as the ability to perform upgrades for clients, Ping upgraded directly to Oracle Database 11g, which increased database management productivity, streamlined database testing, and simplified storage management. In addition, My Oracle Support provided Ping with an outstanding support platform that enabled the company to resolve customers’ system problems faster.

Challenges

- Improve overall database management and administration to provide more efficient services, including software implementation and IT support, to its customers
- Simplify storage management and improve overall database performance as a part of PING’s system administration support for its customers, eliminating data loss and slowdowns in database production
- Improve database security to ensure that any database testing problems are resolved before they become major issues and begin to affect customers, who are mainly financial institutions that have crucial data regarding liquidity and risk
- Improve the level of technical support expertise and service that Ping delivers, giving it an edge in an increasingly competitive IT services market

Solutions

- Increased database administrator and developer productivity and improved change and configuration management, patching, provisioning, testing, and automatic tuning with Oracle Database 11g-enabling Ping to deliver a high quality of service to its clients
- Accelerated database testing using Oracle Real Application Testing, reducing costs and enabling faster and safer deployment of new versions of Ping’s applications
- Improved testing cycle, overall, with the ability to test new upgrades and systems using real-life workloads, eliminating post-deployment errors, resulting in more consistent and higher quality services to customers
- Used Oracle Automatic Storage Management to simplify storage management, eliminate data loss, and reduce management burden by automatically balancing the distribution of data in highly dynamic environments
• Enhanced business agility using Oracle Recovery Manager (RMAN) and its active database duplication feature which, when just a small portion of the database is affected, avoids the need to recover the entire data file and helps minimize slowdowns and performance decreases in the production database

• Redirect IT staff’s focus from administrative tasks to customer satisfaction and other revenue-generating activities

• Eliminated issues and potential system downtime while improving system stability by using My Oracle Support’s best-practice advice as well as its health check, security recommendations, and product alerts and notifications

• Improved Ping’s ability to provide clients with quality support for any Oracle product, thanks to MyOracle Support’s knowledge base, which allows quick and easy problem identification when applying customized patches and updates, thus helping to avoid system downtimes and improve overall system stability
**PJSC Trustbank** Streamlines Financial Planning and Budgeting, Improves Efficiency, and Minimizes Risks

“We had recurrent problems with legacy databases and were confronted with a strategic choice in terms of data storage and maintenance. With Oracle Database 11g Enterprise Edition, we achieved security in our business operations while also gaining extra efficiency.”

— Vladimir Gordeev, Deputy Head IT Department, PJSC Trustbank

Since 1995, PJSC Trustbank has offered a wide range of corporate and private banking services in the Republic of Belarus. PJSC Trustbank serves 200,000 corporate and private customers at its 15 banking services centers and its online bank.

**Challenges**

- Support growth and minimize business risks by implementing a scalable database the bank can build upon, without adding to IT costs or IT personnel
- Avoid error-prone and time-consuming manual operations and repetitive tasks within key business processes, such as regulatory reporting and credit card information analysis
- Simplify financial planning and budgeting to accelerate implementation of business goals
- Improve efficiency companywide to enable employees to focus on customer service and new financial products

**Solutions**

- Leveraged Oracle Database 11g Enterprise Edition to establish a single version of trusted data while preventing loss of information
- Achieved substantial improvement in efficiency concerning repetitive tasks, saving 10 employee workdays per month on an average, and freeing employee time to support the development of new banking services—such as reloadable debit cards
- Streamlined financial planning and budgeting by automating a large part of data collection and analysis tasks, providing the foundation for fast implementation of business goals
- Leveraged the performance monitoring capabilities of Oracle Diagnostics Pack to automate database diagnostics, workload captures, and analysis of transient problems, achieving excellent system performance with an uptime of 99.99%
- Used Oracle Change Management Pack to ensure the stability of information systems, as they are now updated once a week
- Worked with Oracle Partner Softclub to achieve seamless implementation in eight weeks
Oracle Customer:
Prodaub – Processamento de Dados de Uberlândia
Minas Gerais, Brazil
www.uberlandia.mg.gov.br

Industry:
Public Sector

Employees:
50

Oracle Products & Services:
• Oracle Database, Enterprise Edition
• Oracle Tuning Pack
• Oracle Diagnostics Pack
• Oracle Real Application Clusters 11g
• Oracle Change Management Pack

Oracle Partner:
Grupo Mult
www.grupomult.com.br

Prodaub – Processamento de Dados de Uberlândia Improves Critical IT System Performance by 50% and Accelerates Customer Service with Database Solution

“With Oracle Database 11g Enterprise Edition, we have a data environment that is easier to manage, and, at the same time, faster and more secure. We have achieved an overall performance improvement of 50% or better—especially for access to administrative data by internal departments, such as human resources, and for external staff, such as public health professionals. This enables us to better serve our staff and the citizens of Uberlândia.”
— Reginaldo Aparecido Mendes, Administrative and Financial Director, Prodaub – Processamento de Dados de Uberlândia

Prodaub – Processamento de Dados de Uberlândia is the organization responsible for managing the city of Uberlândia’s information and communications technology. The city, located in the state of Minas Gerais in the mining triangle region of Brazil, stands out because it is highly accessible by road, rail, and air and is known as a business-tourism destination. It has more than 600,000 inhabitants and is near several key cities, including São Paulo, Rio de Janeiro, Belo Horizonte, Goiânia, and Brasília.

To support the IT department’s growing needs in serving a city with a large number of residents, Prodaub – Processamento de Dados de Uberlândia (Prodaub – Uberlândia Data Processing) required a scalable solution to streamline the city administration’s internal data processing.

Oracle’s solutions enabled Prodaub to achieve superior scalability and high availability for its IT systems and has considerably improved access to city data for public employees working inside and outside city hall.

Challenges

• Acquire a new, more robust database solution to properly serve Uberlândia’s city government, which consolidates an increasing amount of administrative and operational data
• Obtain a stable database to assure continuity of the services to citizens provided by various departments, such as health and document services
• Improve the infrastructure of the portal through which citizens can process documents and obtain payment forms online

Solutions

• Worked with Oracle Partner Grupo Mult to replace Sybase databases with Oracle Database 11g Enterprise Edition—a smooth migration that came in under budget and on time, had no negative impact on users, and ensured a stable and robust database environment to support a volume growth from 420 gigabytes to more than 1 terabyte
• Deployed Oracle Real Application Clusters 11g (Version 11.2.0.2.0) to eliminate problems with database access failures—ensuring high availability and scalability for all of the city’s administrative and operational data accessed by internal staff and the external city hall team
- Gained the ability to identify and monitor data environment performance with Oracle Diagnostics Pack and to fine-tune performance using Oracle Tuning Pack—enabling the IT team to better predict and proactively address problems
- Made it easier to find professionals prepared to deal with the new database’s tools, as workers with Oracle product experience are widely available
- Achieved 50% or greater improvement in performance by migrating the city’s health care system data, ensuring better and faster service to workers in hospitals and health centers, and, as a consequence, to the city’s 600,000 inhabitants
- Attained a 50% or greater improvement in performance with the data migration to Oracle Database 11g, Enterprise Edition for Uberlândia’s Human Resources system, which issues payroll and serves 15,000 employees
- Developed on Oracle Database—right after deployment—a system to issue electronic invoices for taxed services, enabling any company in the city to digitally issue an electronic services invoice (with the same legal validity as the paper version) for municipal taxes imposed on their services (Imposto sobre Serviço, ISS) that comprises the taxes over services (Imposto sobre Serviço, ISS)

Why Oracle
Prodaub chose Oracle Database 11g Enterprise Edition because it is number one in the market in terms of performance, security, manageability, and scalability. In addition, Oracle’s high level of support, its systems to support and manage databases, and the ease of finding professionals in the market with knowledge of the tools contribute to better utilization and administration of the data environment.

Implementation Process
“Oracle Partner Grupo Mult’s team is very competent with great knowledge of Oracle Database and Oracle tools,” Mendes said. “Oracle’s efforts to engage with partners that provide such excellent expertise is fundamental to the success of any endeavor, especially projects of such size and scope as those at Prodaub.”
Purdue University Supports Institutional Research with Web-Based Data Environment, Lowers Ownership Costs and Increases Flexibility

“Oracle Database 11g and Oracle Application Express form the foundation to provide our researchers with a secure and reliable Web-enabled environment that gives them the tools they need to successfully filter and reduce data, as well as to generate hypotheses, without being slowed by weeks or months of software obstacles.”

— John A. Springer, Ph.D., Associate Professor, Department of Computer and Information Technology, Purdue University

Purdue University—founded on May 6, 1896—is a major research institution known for discoveries in science, technology, engineering, math, and beyond. Today, Purdue enrolls the second-largest student body of any university in Indiana as well as the second-largest international student population of any public university in the United States.

The Department of Computer and Information Technology, within Purdue’s College of Technology, exposes students to software development, systems integration, data management, and computer networks. The department deployed Oracle Application Express and Oracle Database 11g in a cloud environment to ensure agility in various research projects—spanning from biomedical to political science—to meet a set of continually evolving requirements. The department uses Oracle tools to build and manage research-oriented, data-intensive applications and can now develop and deploy an application in about two weeks—a process that used to take up to two months.

Further, using the Oracle tools, Purdue University researchers worked with the Susan G. Komen for the Cure® Tissue Bank at the IU Simon Cancer Center (KTB) to develop software that translates tissue samples into a digital data repository with images of stained tissue, viewable under a virtual microscope. This new approach to imaging could help earlier breast cancer detection and enable doctors to more effectively tailor treatments to individuals.

Challenges

- Ensure agility in research projects—spanning from biomedical, to political science—to meet a set of continually evolving requirements
- Reduce time and effort required to deploy application development environments and lower the total cost of technology ownership

Solutions

- Deployed Oracle Database 11g and Oracle Application Express to provide researchers with a database environment that is secure, reliable, easy to use, and quick to deploy, as well as an integrated Web-based development environment to enable the university research community to manage data and build Web applications to support various programs
- Used Oracle Application Express, a rapid Web application development tool for Oracle Database, to build and manage research-oriented, data-intensive applications—enabling the university develop and deploy an application in about two weeks, a process that used to take up to two months
• Worked with KTB to develop, in a cloud computing environment, software that will translate tissue samples into a digital data repository with images of stained tissue viewable under a virtual microscope and annotated with commentary by globally preeminent breast pathologists

• Reduced research costs with High Performance Systems’ (HPS)—part of the Research Technologies division of the Indiana University Pervasive Technology Institute—service, granting researchers greater flexibility in pursuing scientific discoveries during the course of the KTB study

• Gave researchers the tools they need to successfully filter and reduce data, as well as generate hypotheses, without being slowed by weeks or months of software obstacles

• Built a system to enable 10 to 20 clinical proteomics researchers to create cohorts that have similarities—such as age and gender—for comparison purposes in research studies

•Worked with the Purdue University’s Liberal Arts department on a political science/democracy project to build a system that looks across different countries at socio-political factors, such as elections and how parties fared at national/sub national levels, and enabled political scientists to query and examine the data

•Used Oracle Application Express in the College of Technology’s Department of Computer and Information Technology to aggregate information on department courses that will play a critical role in the university’s accreditation process

• Reduced operational costs, hardware requirements, and the software’s total cost of ownership by using a cloud computing environment—enabling university researchers and IT to focus on research programs, rather than on IT management. Used the tool’s collaborative services to make the university more competitive for future research opportunities

Why Oracle

“We were one of the first universities that had a relationship with Oracle Academy [which provides education for secondary schools in the fundamentals of database and Java technology], so the decision to go with Oracle was an easy one,” said John A. Springer, Ph.D., associate professor, department of computer and information technology, Purdue University.

“We have quite a bit of knowledge about Oracle from coursework that we teach, so the familiarity with Oracle, the knowledge that it is going to scale well as we gain more users, face bigger challenges, and add more data was a huge selling point for us.”

Implementation Process

Purdue deployed Oracle Database and Oracle Application Express three years ago for its first cancer research project. It upgraded to Oracle Database 11g within the last year and a half. The university hosts that project at Purdue Discovery Park, which provides various biological services across the campus to help researchers. Purdue hosts the project with KTB at Indiana University. These cloud implementations enable Purdue to focus on research and functionality, rather than on IT support.
**Redknee Inc.** Offers Billing Reconciliation Solution with Enhanced Database Technology to Global Operators

“Both Oracle Database and Oracle Application Server deliver the scalability and reliability we require for our InBill solution. With Oracle as our foundation, we can manage hundreds of millions of records daily and offer our network provider customers the convenience and cost effectiveness of a single wholesale billing solution for voice, content, and mobile virtual network operator segments.”

— **Anthony Lau**, Director, InBill Business Line, Redknee Inc.

Redknee is a leading global provider of communications software products. The company’s revenue-generating solutions provide advanced converged billing, rating, charging, and policy for voice, messaging, and new-generation services to more than 90 communications network operators in 50 countries.

**Challenges**

- Ensure scalability for the company’s InBill wholesale billing solution—which helps communication network operators reconcile costs and charges with partners
- Deliver a flexible solution that adds value to the billing process, including workflow streaming and enhanced reporting, to distinguish the company’s solution in the market
- Provide telecommunications companies with visibility—such as detailed data usage—to optimize winning billing disputes and making decisions regarding wholesale purchasing

**Solutions**

- Built Redknee’s InBill solution on Oracle Database 11g and Oracle Application Server for a highly reliable and scalable solution that enables telecommunications and cable providers to quickly reconcile costs and charges with other carriers and partners
- Enabled providing services through a single solution for voice, content and mobile virtual network operator vertical markets, as opposed to delivering separate products for each segment—reducing expenses and complexity for customers
- Managed, for a single customer, approximately 600 million records in less than eight hours to meet stringent customer data demands
- Ensured the scalability needed to offer the solution as either an on-site deployment or via a software-as-a-service (SaaS) model
- Leveraged multi tenancy capabilities for a SaaS model, keeping customer information separate and secure, avoiding the expense of running a separate box for each customer
- Enabled rapid deployment, rolling out the SaaS-model to new customers in as few as six to eight weeks
- Enhanced data reporting capabilities with Oracle Discoverer to distinguish InBill from other solutions on the market

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**Oracle Customer:**
**Redknee Inc.**
Ontario, Canada
www.redknee.com

**Industry:**
Communications

**Annual Revenue:**
US$48.9 Million

**Employees:**
500

**Oracle Products & Services:**
- Oracle Database
- Oracle Application Server
- Oracle Developer Suite
- Oracle Discoverer
- Oracle Partitioning
**Oracle Customer:**
Robi Axiata Limited
Dhaka, Bangladesh

**Industry:**
Communications

**Oracle Products & Services:**
- Oracle Exadata Database Machine X2-2
- Oracle Database
- Oracle Enterprise Manager
- Oracle Data Mining

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**Robi Axiata Limited**, A Fast-growing Mobile Telecom Leverages Oracle Exadata to Accelerate Customer Insights and Control Costs; Achieves Payback in One Year

“We have witnessed excellent results with Oracle Exadata Database Machine. It has helped us to simplify our IT infrastructure and reduce operation cost. The Oracle Exadata Base Machine has enabled the mobile operator to increase data mining and analytical efficiency to provide better services to Robi customers.”

— AK Monzur Morshed, Chief Technical Officer of Robi

**About Robi Axiata Limited**

Axiata is one of the largest Asian telecommunication companies focused on high growth/low penetration emerging markets. Axiata has controlling interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia with significant strategic stakes in India, Singapore and Iran. Formed in 1997, Robi Axiata Limited, a joint venture of Axiata Group Berhad, Malaysia, and NTT DOCOMO INC. in Japan, is a dynamic and leading countrywide GSM service provider in Bangladesh with 15.2 million customers.

**Executive Summary**

Since its debut in 1992, the Axiata Group has made good on its motto: “Advancing Asia.” The pioneering Malaysia-based mobile telecommunications company has advanced to the point that it now has 168 million individual and business customers in 10 countries, achieving its fast growth by investing in emerging, low-penetration markets previously overlooked or underserved by other operators. In 1997, it entered Bangladesh, where its subsidiary Robi Axiata Limited (Robi) now serves around 15.2 million customers.

Although technology innovation is integral to the parent company’s global strategy, Robi had a specific need for it in Bangladesh, where attracting and retaining customers primarily depend on product and service differentiation rather than price. To execute that strategy, Robi built a business intelligence infrastructure to help analyze customer behavior, target the most profitable customers and respond rapidly to market shifts.

The company’s existing infrastructure, however, lacked the capacity to keep up with Robi’s massive and growing data-processing demands, including analyzing more than 100 million call detail records (CDRs) per day. Robi needed a fast, reliable, and scalable business analytics platform that wouldn’t burden the company with high operating costs.

To achieve the speed, dependability and savings it was looking for, Robi turned to Oracle Exadata Database Machine, a computing platform that uses innovations in smart storage to dramatically boost performance and manage more data. After the Exadata rollout—a smooth process that took just one week—Robi reported significant system performance increases, including exponentially faster data loading and query speeds, and lower system utilization.

In its assessment, Mainstay Partners calculated a range of business benefits from the move to an integrated Exadata-based platform. These included IT savings in the form of avoided hardware and software costs, and significant storage infrastructure savings. Moreover, the faster analytics is eliminating reporting delays, boosting business user productivity, and enabling the company to gain rapid and reliable insights into customer preferences and profitability.

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1 Robi’s legacy data warehouse infrastructure included three low-end HP servers, Oracle 9i Database, in-house ETL tools, Business Objects for OLAP, and other in-house applications.
Key Benefits:

• 60% ROI, and payback within the first year
• Total savings of $2.1 million over three years
• $1.3 million savings to business users through increased productivity
• 7–10x better compression
• 5 percent increase in profitable customer base; 10% boost in customer loyalty
• 5–50x faster query reports
• 15% decrease in utilization

According to Mainstay Partners’ assessment, Robi’s investment in Oracle’s products and services will achieve a 60% return on investment and yield total benefits of US$2.1M (BDT155.9 million) over three years. Furthermore, the investment will pay for itself in less than one year.

Background

Robi Axiata Limited, a joint venture of Malaysia’s Axiata Group Berhad and Japan’s NTT Docomo Inc., introduced the Aktel brand into the Bangladeshi market in 1997 under the name Telekom Malaysia International (Bangladesh). Axiata was one of the first GSM mobile telecommunications companies to enter the country, and was rewarded by capturing a significant portion of the market. “Our aim has always been to create distinct services with local flavor to remain close to the hearts of our customers,” said Michael Kuehner, Robi’s Managing Director and CEO.

But as the eighth-most populous country in the world and with a Next Eleven (N-11) economies designation from Goldman Sachs, Bangladesh became a magnet for mobile telecom companies. Competition intensified; prices for phones and service stabilized at low rates; and service, products, and innovation became the only way to attract and retain customers. Campaigns—and data on how they were working—became more frequent and important. However, increased campaign demands began to strain Robi’s underlying data warehousing and business intelligence system, underscoring its weak processing capabilities and lack of storage space. Robi also noticed that its two biggest competitors both had extensive processing capacity for their commercial activities.

The need to improve its campaigns and compete within these new and technologically more sophisticated parameters prompted Robi to re-examine its entire IT infrastructure, which was essentially added onto and layered over its original 1997 grid. “A cutting-edge technological system had become a necessity for Robi to compete effectively in the market,” Kuehner said.

Robi wanted a system that would address a range of issues, including inadequate data processing capabilities and storage space. The new system needed to support ongoing data analysis of subscribers’ call patterns and usage trends, carry out detailed, segmented customer-cohort analysis, and generate effective and comprehensive post-marketing campaign evaluation reports.

The Oracle Exadata Solution

Oracle Exadata Database Machine represents a breakthrough in information technology, using an innovative software stack and unique architecture built on industry-standard hardware. The system combines servers, storage, networking, and software in a fully integrated platform that is hugely scalable, highly secure, fully redundant, and less costly to operate. As Robi IT executives observed, the result is significantly faster performance for data warehousing applications.
Robi installed an Exadata Database Machine X2-2 Half Rack in May, 2010, consolidating its data warehouse onto one integrated platform. Robi also deployed Oracle Data Mining on its Exadata platform to improve marketing campaigns and gain deeper insights into its customer base. Robi manages the entire stack using Oracle Enterprise Manager.

Because the core system components were built from an integrated Oracle technology stack, Exadata was fast and easy to deploy. Hardware installation took one day; software took another day; and the database and warehouse framework, configured to support Robi’s existing data warehouse structure, took three days. Within one week, Robi had the new system up and running, including migrating all the legacy data. “The migration was remarkably easy, said Rana Shohel, vice president, Robi. “Going with Oracle saved us time in not having to do extensive rewiring of applications into a different environment.”

Operational And Strategic Benefits

Directly after moving to Oracle Exadata, Robi began to see an array of operational and financial benefits, ranging from million-dollar productivity gains among its business clients to a marked rise in customer satisfaction. From a strategic perspective, Exadata has given the company the platform it needs to compete more effectively, support growth, and boost customer loyalty—while at the same time containing IT overhead costs.

![Figure 1: 5–10X Faster Reports](chart)

Significantly Higher System Performance

As a direct result of the performance enhancements from Exadata, Robi can now run reports significantly faster—typically 5–10 times faster, but in some cases as much as 50 times faster than in the previous environment. “We saw first-hand the power of conducting non-index searches and what that could mean for product development and for our customers, and how it could potentially transform our business,” said Shohel.
How Exadata Maximizes Performance

- **Exadata Smart Scan.** The smart storage software in Exadata offloads data-intensive query processing from Oracle Database 11g servers to Exadata’s storage layer for parallel data processing. Because there’s less data moving through the higher bandwidth connections, performance improves significantly as well as concurrency for simple and complex data warehousing queries.

- **Exadata Smart Flash Cache.** With more than 5 terabytes of flash memory per full rack, Oracle Exadata intelligently caches “hot” data and assigns the rest to disk storage, giving organizations the speed of flash with the cost-effectiveness of disk storage. Exadata Smart Flash Cache can process up to 1.5 million random I/O operations per second and scan up to 50 GB of data per second to deliver ultra-high performance for OLTP applications.

The move to Exadata also enabled Robi to avoid reporting delays that it was experiencing when system utilization approached 100% during peak hours. Today, Robi’s utilization rates are running at about 85%, affording the company enough headroom to maintain superior performance. Robi also saw an immediate and substantial drop in data warehouse loading times—from one hour on the legacy system to six minutes on Oracle Exadata, as shown in Figure 3.

**US$1.3M Productivity Savings for Business Users**

The boost in system performance is leading to significant increases in business user productivity. With Robi’s business analysts (about 50) running about 6,000 searches per day, the speedier Exadata platform means users spend substantially less time validating and re-running reports and data. The improvement is expected to save an estimated 3 hours per user per day, translating into savings of more than US$1.3M over three years. The company will benefit by giving business users more time to spend on value generating activities.

### End-User Deliverables Supported by Exadata

<table>
<thead>
<tr>
<th>Business Analytics</th>
<th>Decision Support Analytics</th>
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<tbody>
<tr>
<td>Strategic and Business Decision Support Analytics</td>
<td>Campaign Management</td>
</tr>
<tr>
<td>CRM Analytics (Customer Satisfaction, Complaints, Customer Care Service)</td>
<td>Data for Strategic Analysis</td>
</tr>
<tr>
<td>Financial Reporting</td>
<td>Revenue-Stream Data</td>
</tr>
<tr>
<td>Analytics for Technical and Operational Support</td>
<td>Different Statistics regarding Technical Systems</td>
</tr>
</tbody>
</table>
Deployment Cost Savings
Leveraging Exadata’s pre-integrated infrastructure and dedicated vendor support, Robi saved significantly on deployment time and costs. Robi estimates the Oracle Exadata deployment required about 90% fewer hours to implement compared to a typical data warehousing solution. The integrated system’s overall simplicity, ease of adoption, and streamlined network architecture also contributed to the economical deployment. As shown in Figure 4, Robi estimates it saved US$95K (BDT7.1 million) on implementation costs alone.

![Figure 4: Streamlined Exadata Deployment Yields Savings](image)

<table>
<thead>
<tr>
<th>Deployment Hours</th>
<th>IT Resource Time Cost to Deploy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Comparable Solution Deployment</td>
<td>320</td>
</tr>
<tr>
<td>Oracle Exadata Deployment</td>
<td>40</td>
</tr>
<tr>
<td>Estimated IT Deployment Savings</td>
<td>280</td>
</tr>
</tbody>
</table>

Lower System Ownership Costs
By consolidating its data warehouse and analytics operations on a single integrated Exadata system, Robi will garner significant savings in the form of avoided hardware outlays and lower software licensing costs, the assessment showed. “All the hardware and software components are engineered to work together, be managed together and supported together, resulting in lower total cost of ownership and lower ongoing costs,” Shohel observed.

According to the assessment, Robi will avoid an estimate $250K in hardware costs by consolidating multiple systems onto Exadata, and will save approximately $250K on lower software and licensing costs.

![Figure 5: Handling More Data with Lower Utilization](image)

<table>
<thead>
<tr>
<th>eBIS at a Glance</th>
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<tbody>
<tr>
<td><strong>Old</strong></td>
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<tr>
<td>* ~100m CDRs/day</td>
</tr>
<tr>
<td>* 75m customers</td>
</tr>
<tr>
<td>* 20 data sources</td>
</tr>
<tr>
<td>* 15 BO licenses</td>
</tr>
<tr>
<td>* 5 TB of storage</td>
</tr>
<tr>
<td>* 100% system utilization (peak hours) causing huge delays in reports generation</td>
</tr>
<tr>
<td>* 10–12 marketing campaigns per quarter</td>
</tr>
<tr>
<td>* In-house simple data extraction and data mining tools</td>
</tr>
<tr>
<td>* Limited analysis and data retention</td>
</tr>
</tbody>
</table>
US$200K Storage Cost Avoidance

Robi will also benefit from using Exadata's compression capabilities to cost-effectively scale out system capacity when needed and extend the life of its storage infrastructure. Robi’s IT administrators observed that most Oracle Exadata tables can be maintained at 2X compression levels with no loss of performance, and that less frequently accessed information can be stored at 7X to 10X compression without impacting performance. Extended storage capacity will mean that Robi can avoid near-term purchases of additional storage equipment—a benefit that will save the company an estimated US$200K over three years.

Improved Customer Insights

At the end of the day, the performance advantage provided by Exadata is about getting business insights into the hands of decision makers in a more timely fashion. Today, business decision makers at Robi are accessing customer data and running more complex market analytics faster than ever before. The result is accelerated response to market shifts, a more complete view of the customer (through a profitability matrix), and better support for marketing campaigns and business initiatives.

Benefits Summary

According to Mainstay’s projections, Robi’s investment in the new Oracle Exadata platform is expected to generate total business and IT benefits of approximately $2.1M over three years, as shown in Figure 6. The largest portion of the benefits will come from ongoing business user productivity increases, with additional benefits coming from avoided hardware and software cost avoidance and system deployment savings. Robi is expected to breakeven on its investment in less than one year and is on track to earn a 60% ROI over three years.

Figure 6: Benefits by Category—Three-Year View
Shanghai Infoservice Technology Co., Ltd Cuts Deployment Time with Embedded Database System

“The main appeal of Oracle Database was the solution’s open standards, which made the database easy to embed into our automotive applications and systems used by our customers. Oracle support and technicians are also readily available, which ensures independent software vendors like Infoservice can reduce product development time and risk.”
— Johnson Wang, Vice President, Shanghai Infoservice Information Technology Co., Ltd

Shanghai Infoservice Technology specializes in automotive business management software for automobile sales and after-sales service. Its customers include 20 of the world’s leading car manufacturers, such as Audi, Ford, Honda, Saab, Toyota, and Volkswagen, and 5,000 dealerships.

Challenges

- Select a cost-effective and widely used database platform to build automotive business management applications, which include solutions for leads-to-sales management, service parts inventory, order, warranty, logistics, call center, dealer training, and international distribution systems
- Ensure automotive applications can be easily integrated with different backend systems used by car manufacturers and dealers to reduce system implementation time
- Deliver a high quality solution to support its customers’ businesses and provide a positive experience for car owners

Solutions

- Embedded Oracle Database 11g Enterprise Edition as the platform underlying Shanghai Infoservice Technology automotive management applications
- Selected Oracle Embedded Database for its superior scalability, which supported the rapidly growing automobile industry
- Benefited from Oracle Database’s open standards, which enabled the company to integrate its automotive management applications with Oracle E-Business Suite and other third-party systems used by its car manufacturing and dealership customers
- Achieved average implementation time of six months for most customers, compared to seven months for other databases. Reduced application research and development cycle time by 20%, enabling Infoservice to deliver complete, turnkey systems and subsequent upgrades to the market much faster
- Benefited from Oracle’s royalty-based embedded license, which minimized development costs, reduced risk, and allowed Infoservice to offer enterprise-class data management at an affordable cost with its products
- Enjoyed easy access to technical support, as Oracle experts are more readily available than those of other database vendors. Built the foundation for incorporating Oracle Application Server and Oracle WebLogic Suite in the future
**Oracle Customer:**
Shanghai Sihua Technologies Co., Ltd
Shanghai, China
www.sihuatech.com

**Industry:**
High Technology

**Oracle Products & Services:**
- Oracle Berkeley DB
- Oracle TimesTen In-Memory Database
- Oracle Database
- Oracle Coherence

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**Shanghai Sihua Technologies Co., Ltd** Supports 267% Increase in Concurrent Users with Embedded Database System

“Our customers require systems that can be relied on to deliver high quality video, music, and television content to many hundreds of thousands of consumers. Oracle’s embedded databases offer the robust performance, stability, scalability, and security that ensure our content distribution platforms meet the demanding requirements of our customers.”

— *Zhidong Wang*, Vice President, Shanghai Sihua Technologies Co., Ltd

Shanghai Sihua Technologies (also known as OneWave Technologies) develops and deploys content management and delivery platforms for broadband and television network providers. The company offers management systems for delivering on-demand content, with a content delivery network solution that integrates with back-end systems for live encoding and decoding in television broadcasting.

**Challenges**

- Improve response times for the company’s content streaming solutions to ensure rapid and seamless delivery of videos, music, and television programs to consumers
- Ensure high redundancy for databases that contain critical data, such as consumers’ registration details, subscription choices, and billing information
- Support large numbers of concurrent users, to ensure a positive viewing and listening experience

**Solutions**

- Incorporated Oracle Database, Oracle Berkeley DB, and Oracle TimesTen In-Memory Database in its content management and distribution systems, which are used by some of China’s largest broadband and television content providers
- Saved 20% in software licensing costs by embedding Oracle database products in its content delivery solution
- Achieved rapid content delivery times, enabling broadband providers and television stations to provide consumers with music, videos, and television programs on demand
- Increased the number of concurrent users that can be supported in peak time by approximately 267%, from 1,500 to 4,000
- Protected information, such as subscriber details in the event of a system failure, by embedding highly redundant databases to run content streaming platforms
- Ensured high availability by implementing Oracle Coherence, which redistributes data management services if a server fails
- Selected Oracle databases for their automatic storage management capabilities, which eases maintenance
- Built the foundation to evolve from a single node to distributed database deployments in the future
Sistema de Aguas de la Ciudad de México
Improves Water Production and Distribution and Reduces Consumption by 10%

“To achieve our goals, we needed accurate, organized information. We couldn’t reach our ecological goals, particularly for water savings, without a professional information system, like the one obtained with the combination of Oracle’s Siebel CRM and Oracle Business Intelligence.”
— Francisco Nuñez, Executive Director, Customer Services, Sistema de Aguas de la Ciudad de México

Sistema de Aguas de la Ciudad de México (SACM) is a public agency within the Ministry of Environment and Natural Resources. It provides public services in Mexico City, including drinking water, drainage, sewer services, and wastewater treatment and reuse. SACM has 24 offices serving 10 million residents of Mexico City, with 2 million customer accounts.

Challenges

• Improve water distribution to 2 million customers to make more efficient use of this natural resource
• Forecast consumption and develop a strategy for setting water rates according to the needs of each area, to better coordinate production with distribution
• Reduce water consumption by improving data management and analysis and utilize this information to develop public awareness strategies

Solutions

• Implemented Oracle Database, Enterprise Edition, consolidating information about water consumption and billing for 2 million customers, and organizing data for more efficient use
• Improved information management with Oracle’s Siebel Customer Relationship Management (CRM), gaining better understanding and insight regarding customer behavior, as well as detecting excesses and failures in water consumption for better planning
• Developed marketing strategies and awareness campaigns for sustainable water consumption and management, distributing information on consumption behavior 10 million people
• Used Oracle Business Intelligence Standard Edition to determine consumption trends for each area of the city based on localized needs
• Reduced water consumption in Mexico City by 10%, or 3,000 liters (approximately 800 gallons) per second, complying with the city’s Green Plan
**Solihull Metropolitan Borough Council** Saves More Than US$1.6 million in Efficiencies Gained from Enterprise Applications and Database Upgrades

“Oracle E-Business Suite is a critical component of our IT platform. Our upgrade to Oracle E-Business Suite Release 12.1 and Oracle Database 11g went incredibly smoothly, meeting both planning and budgetary goals. Thanks to the Oracle upgrade, implemented by our in-house team, the council saved more than US$1.6 million in one financial year.”

— **Steve Halliday**, Head of Information and Communication Technology, Solihull Metropolitan Borough Council

Solihull Metropolitan Borough Council provides a full range of council services for the town of Solihull, England, including health and social care, government social benefits payments, transportation, streets and parking, education, environmental health, refuse and recycling, and housing. It covers 89,000 households across the borough.

The council strives to understand customer needs while delivering a greater number of public services for less cost. Its customers increasingly expect personalized services, rather than a one-size-fits-all approach. However, a year-on-year income reduction—including a 25% decrease in government funding projected over the next two years—required the council to employ more creative and sophisticated approaches to improve efficiency.

Solihull initiated a strategy to move key functions related to customer contact from the back office to the front office, rolling out Oracle E-Business Suite applications as the cornerstone of its administrative operations. This enabled the council to improve operational efficiency and reduce costs by moving 80% of back office operations to the front office, saving more than US$1.6 million with the upgrade to Oracle E-Business Suite Release 12.1 while also improving customer satisfaction with greater personalized services, including a self-service Website.

To protect and extend the value of these applications while improving its support options, Solihull Metropolitan Borough Council upgraded to the latest release of Oracle E-Business Suite Release 12.1, on time and within budget. The upgrade enabled the council to eliminate a number of customizations and meet several legislative requirements. Solihull also upgraded to Oracle Database 11g to help increase system speed, enhance operational efficiency, and improve customer satisfaction.

**Challenges**

- Implement more creative and sophisticated approaches to improving constituent service with additional efficiency, despite a small staff, and address a 25% reduction in government funding over two years
- Meet increasing expectations for personalized services among the 89,000 households served by the council by providing staff with a single view of each resident and adding online, self-service options
- Optimize support costs and protect the investment in existing Oracle applications, while providing a strong platform for future needs
• Upgrade existing infrastructure with minimal disruption and downtime
• Improve system performance, particularly for lengthy transaction processing, such as payroll, and for better user response times

Solutions
• Upgraded smoothly to Oracle E-Business Suite Release 12.1 as an in-house project, staying within budget while reducing customizations
• Upgraded to Oracle Database 11g as an in-house project in combination with a hardware upgrade and migration to the Linux operating system, delivering system speeds that are four times faster and improving task processing speeds by up to 900%
• Achieved a cost savings of more than $1.6 million in one financial year with the upgrade
• Enabled the council to automatically address changes to key legislative requirements, particularly in human resources, which has regular changes to payroll and pension requirements
• Improved operational efficiency and reduced costs by moving 80% of operations previously run in the back office to the front office and removing a mainframe
• Saved tens of thousands of dollars with Oracle Internet Expenses by automating car charges for essential government car users, who charge back to the council expenses for using personal cars for council business
• Used Oracle TeleService to obtain a single view of each customer’s interaction with the council to improve customer service
• Designed customer-facing, self-service Web applications to provide 24/7, personalized, transactional services, which reduced costs
• Enhanced refuse program with improved, CRM-integrated, online service, enabling customers to book bulky-refuse collections in specific time slots and report the exact location of illegal waste dumps and missed collections with an interactive online map linked to the collection workflow
• Reduced costs by providing shared IT services, based on Oracle E-Business Suite Release 12.1 for Lichfield District Council, Solihull’s local schools, and Solihull Community Housing

Why Oracle
Solihull Metropolitan Borough Council has invested in Oracle as the cornerstone of its IT architecture. The Council also plans to upgrade to Oracle Fusion applications in the future, based on its past, positive experience with Oracle.

“Oracle was the right choice for us when we first invested, and the company continues to deliver. It has provided a great platform for growth and future development,” said Steve Halliday, head of information and communication technology (ICT), Solihull Metropolitan Borough Council.
“As a small English, local government authority, we have only a modest ICT capacity. But by upgrading entirely in-house, we have shown what can be achieved at minimal cost with the Oracle products. We are delighted to have delivered updates entirely in-house, and Oracle provided excellent support for any service requests we raised along the way. Staying current on our applications brings material cost savings. Oracle E-Business Suite Release 12.1 is our core strategic enterprise application suite for administration and support services, as we have made a decision to maximize our return on investment in our systems and our people.”

Implementation Process

Solihull Metropolitan Borough Council upgraded to Oracle E-Business Suite Release 12.1 over one year. In early 2010, the internal team conducted a gap analysis between Oracle E-Business Suite Release 11 and Release 12.1. Then, it put together a sandpit environment to test the system, beginning the roll out in May. Over the summer, it conducted a conference room pilot. By autumn, it had eliminated all customizations. In November, the council carried out user acceptance tests and intensive application testing.

The council completed final roll-out over Christmas, to minimize downtime impact to users. The following Christmas, the council upgraded to Oracle Database 11g. Planning, testing, and migrating took a few months and the council completed the upgrade in four days.
Suddenlink Communications Improves Customer Data Management Quality and Performance

“With Oracle Data Integrator as our standard for data replication outside of the data warehouse, we have improved data quality and performance, which ultimately helps us better serve our customers.”

— Fred Linnenbrink, Director, Oracle Database Administrator Group, Suddenlink Communications

Suddenlink Communications, a subsidiary of Cequel Communications Holdings, is the eighth-largest cable broadband company in the United States, with approximately 1.3 million residential customers and thousands of commercial customers in Arkansas, Louisiana, North Carolina, Oklahoma, Texas, West Virginia, Missouri, and Arizona.

Challenges

- Enable Suddenlink to bring the processing of customer billing data in house, which required accurate and rapid replication of data from a DB2 database to an Oracle Database
- Improve ability to handle the vast amount of customer data required to compete effectively in the broadband cable market
- Manage increased competition in the cable industry by delivering a superior customer experience, in part by improving the company’s customer on boarding and billing processes

Solutions

- Deployed Oracle Data Integrator to replace a legacy data replication tool used to migrate data from a third-party billing system into Oracle Database while ensuring data quality
- Upgraded to Oracle Database 11g and deployed Oracle Real Application Clusters to improve system performance
- Accelerated data model maintenance, which previously led to up to four hours of downtime each month and now requires only 10-to-15 minutes of downtime
- Increased stability of customer data by deploying a service oriented architecture and standardizing access for the 10 applications that require customer data
- Ensured that customer systems have more synchronized data regarding customers’ service choices and billing rates to accelerate customer on boarding
- Re-architected data marts, reducing size of the indexes, which were previously up to 100 gigabytes, to improve performance and make the migration of customer data easier and faster
- Improved tracking and resolving errors during data migration
- Reduced 15-to-20 hours weekly needed to resolve errors down to only three errors that have required manual intervention
Suprajit Engineering Limited Upgrades Enterprise Applications, Completes Month-End Financial Reports Twice as Fast, Generates Instant Business Intelligence Reports

“Upgrading to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g has helped us streamline our automotive cable sales, manufacturing, and purchasing processes; complete month-end financial reports twice as fast; and comply with IFRS and the Indian government’s reporting regulations.”

— Shankar Ram, Head – IT, Suprajit Engineering Limited

Suprajit Group, a leading manufacturer of automotive cables, includes Suprajit Engineering Limited, Suprajit Automotive Limited, and Suprajit Europe Limited. Suprajit Engineering, incorporated in 1985, manufactures up to 150 million automotive cables each year and supplies a wide range of global and domestic automotive customers, including BMW, General Motors (India), Jaguar, Nissan, and Volkswagen. The Group also provides product development, manufacturing solutions, and logistical support worldwide.

Between 2002 and 2006, Suprajit Engineering grew 30%, each year. It acquired three companies, opened several new manufacturing plants, and incorporated Suprajit Automotive Limited. To meet its changing business needs and integrate enterprise resource planning (ERP) data from its multiple locations, Suprajit Engineering implemented Oracle E-Business Suite and Oracle Database in 2006.

However, as the company continued to expand and the amount of cable manufacturing and sales information grew, it realized it needed to upgrade its Oracle products to take advantage of faster processing speeds and advanced features, such as forms personalization and compliance with International Financial Reporting Standards (IFRS).

Suprajit Engineering was also aware that its legacy Oracle products had reached end-of-life and it couldn’t rely on patches to fix any problems, so in April 2010 the company upgraded to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g.

“Upgrading to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g has helped us streamline our automotive cable sales, manufacturing, and purchasing processes; complete month-end financial reports twice as fast; and comply with IFRS and Indian reporting regulations,” said Shankar Ram, head – IT, Suprajit Engineering Limited.

Month-End Financial Reports Completed Twice as Fast

With Oracle Financials Release 12.1.1, Suprajit Engineering cut the time taken to complete its month-end financial reports, such as generating balance sheets and posting profit and loss from the manufacture and sales of automotive cables, from four or five days to two days.

“Previously, we had to generate our month-end financial reports on a location-by-location basis, then three or four people had to consolidate this information manually,” said Ram. “After integrating financial information from all our offices and manufacturing plants, it only takes two people two days to complete monthly reports.”
“We can also instantly generate financial batch reports that comply with Indian reporting standards, such as VAT, excise, and service tax reports, and have significantly reduced the time it will take to generate IFRS reports when they become mandatory in 2012.”

Suprajit Engineering also plans to use Oracle Financials’ advanced sub ledger accounting feature to create more customized details in its accounting journal entries. By adding bespoke entries, such as cable manufacturing inventory categories, the company will be able to better analyze its business position.

Consolidated Inventory Information

Suprajit Engineering uses up to 7,000 tons of steel and 1,500 tons of PVC per year to manufacture 150 million automotive cables, such as those used in brakes, throttles, and gear shifts. The company is using Oracle Purchasing Release 12.1.1 to better monitor the movement of raw materials into and between manufacturing plants.

“Oracle Purchasing enables us to consolidate gross inventory information from multiple manufacturing plants,” said Ram. “Previously, each plant had a separate report showing the inventory it received. We had to manually consolidate this information to get an overall view of the company’s raw materials and add extra data, such as excise, VAT, and education tax to bring the inventory reports up to Indian reporting standards.

“Now, we can immediately generate a variety of information, such as consolidated received-goods reports showing the inventory that has been moved in and out of each manufacturing plant. This enables us to maintain an accurate register of accessible raw materials—so we can see if we need to order more inventory to manufacture the required number of cables—and ensure our inventory-related taxes are paid correctly.”

Oracle Purchasing also enables Suprajit Engineering to generate quarterly, consolidated received-goods reports using back-dated data, which was not possible under the previous version.

Streamlined Purchasing Processes

Whenever staff at Suprajit Engineering’s manufacturing plants order raw materials or fixed assets, such as PVC for coating cables or machines used in cable manufacturing, the purchase must be approved by a manager at the company’s corporate level. Before upgrading to Oracle Purchasing Release 12.1.1, to check the status of a purchase request, staff had to scroll through a list of purchase orders line by line, which could take up to 90 minutes. Now, information regarding the request, such as how long it has been waiting to be approved, is available automatically.

“Staff can search for a specific purchase request and see its status immediately,” said Ram. “Corporate managers also receive daily e-mails with information about purchases that are still waiting for their approval, encouraging them to respond to requests that have been waiting for more than a few days.”
Personalized Forms Reduce Human Error

Upgrading to Oracle E-Business Suite Release 12.1.1 enabled Suprajit to personalize a range of manufacturing, inventory, and purchasing forms to reduce the risk of human error and ensure staff enter the correct information—for examples, forms used in completing work-in-progress (WIP) assembly and for goods received notes.

Forms can be personalized by removing options, such as the ability to terminate a transaction in the WIP assembly completion form, or ensuring staff enter certain data before completing a form.

“When filling in a goods received note for steel wire or other manufacturing composites, staff now have to enter the vendor’s reference number before they can move to the next page of the form,” explained Ram. “Previously, they could leave this field blank—which made it hard to match inventory with the correct purchase order—but now that field is mandatory.”

Faster Response Times

By upgrading to Oracle Database 11g, Suprajit Engineering has reduced the number of transaction requests queued in its database during peak times from 200 or 300 to less than 10.

“Previously there was always a backlog of requests late in the afternoon or during month-end, as staff tried to record information about what inventory it had used, or how many cables had been sold,” said Ram. “The system would often slow down or even freeze, which was frustrating as it took longer to enter information.

“Now, the database can handle a greater number of concurrent requests while maintaining fast response times, which gives users peace of mind, as they can enter their data quickly and easily.”

Faster and More Detailed Business Intelligence

Oracle Database 11g has also enabled Suprajit Engineering to take advantage of Oracle E-Business Suite features that it wasn’t able to use before. The company can now access detailed information about the manufacturing and sales of its automotive cables from across its manufacturing plants and instantly drill down to see specific data, such as purchases made by different customers, rather than taking up to a week to compile the same information.

“Each of our business functions, such as sales and manufacturing, now has its own dashboard, and from there we can generate different reports and tables showing top-level summaries of our operational and financial results, like total profits or sales,” said Ram. “We can consolidate this information from all our locations, or break it down to see the profit and loss from each manufacturing plant, for example, or learn how many brake cables we have sold.

“Previously, it would have taken two or three people five or six days to collate this information, and we wouldn’t have had access to so much detail. Now that Oracle Database 11g underpins our ERP platform, we can instantly access as much or as little detail as we want from any of our ERP modules,” he added.
Challenges

• Meet the needs of an expanding automotive cable manufacturing and sales company that had grown an average of 30% a year and opened new manufacturing plants

• Upgrade to the latest version of Oracle E-Business Suite, to take advantage of faster processing speeds and advanced features, such as forms personalization

• Comply with IFRS and Indian government reporting regulations

• Streamline automotive cable sales, manufacturing, and purchasing processes

• Integrate financial and inventory information from across multiple cable manufacturing plants and sales locations

Solutions

• Engaged Oracle Partner Sonata Information Technology Ltd. to upgrade to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g to provide a robust and supported ERP application and database with advanced features and faster processing speeds

• Reduced the time taken to complete month-end financial reports, such as posting profit and loss from the manufacture and sale of automotive cables, from four or five days to two days, and the number of staff required from three or four to two

• Instantly generated financial batch reports that comply with Indian reporting standards and significantly reduced the time it will take to generate mandatory IFRS reports in 2012

• Maintained an accurate register of accessible raw materials and ensured inventory-related taxes are paid correctly, by better monitoring of inventory movement using consolidated and back-dated received goods reports that could not be generated automatically in previous systems

• Viewed the status of purchase requests immediately, rather than taking up to 90 minutes to search for the relevant request, line-by-line, from a list of purchase orders

• Sent managers daily e-mails with information about which purchases are still waiting for their approval and encouraged them to respond to requests that have been waiting for more than a few days

• Ensured staff entered correct manufacturing, inventory, and purchasing information and reduced the risk of human error, by creating a range of personalized forms with mandatory fields, such as work-in-progress assembly completion forms

• Decreased the number of transaction requests queued in the database during peak times from 200 or 300 to less than 10

• Enabled users to enter sales and manufacturing data quickly and easily by handling a greater number of concurrent requests while maintaining fast database response times
• Provided immediate access to specific details for cable purchases made by different customers from across multiple manufacturing plants and sales offices, rather than previously taking two or three people five or six days to compile the same information

• Positioned to use the advanced sub ledger accounting feature in Oracle Financials Release 12.1.1 to create more customized detail in accounting journal entries

Why Oracle
Suprajit Engineering was very comfortable with Oracle’s products and services and was sure it wanted to upgrade to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g, rather than considering products from another IT vendor.

“We’ve always been pleased by the level of service and advice Oracle has provided,” said Ram. “In this instance, the Oracle support officer took a special interest in our upgrade, as I believe we were the first organization in southern India to implement Oracle E-Business Suite Release 12.1.1. He worked with Sonata to make sure any issues were dealt with quickly and the upgrade was as smooth as possible.”

Implementation Process
Suprajit Engineering engaged Oracle Partner Sonata Information Technology Ltd. to upgrade its Oracle E-Business Suite and Oracle Database in October 2009.

As Suprajit Engineering planned to take advantage of the forms personalization feature in Oracle E-Business Suite Release 12.1.1, the Oracle products required very little customization and the upgrade ran smoothly and on schedule.

The system went live in April 2010.

Partner
During the upgrade, Sonata Information Technology Ltd. re-implemented some existing customizations and migrated historical data from the legacy products to Oracle E-Business Suite Release 12.1.1 and Oracle Database 11g.

The company also provided training on the new applications’ advanced features to Suprajit Engineering’s core IT team, which then trained staff across the company’s multiple locations.

“We were more than happy with Sonata’s services,” said Ram.
**Tallink Grupp** Boosts Production System Performance by 20%, Maximizes Capacity, Scalability, and Agility

“Oracle Database technology and management tools provide unparalleled performance for our business management and reservations system, which is critical to our ability to retain market leadership in the Baltic region.”

— **Toomas Suurmets**, Head of IT Infrastructure Division, Tallink Grupp

Tallink Grupp is one of the leading shipping companies in the Baltic region, offering passenger, car ferry, and freight services. The company’s 19 vessels operate seven routes between Estonia, Finland, Sweden, Latvia, and Germany. In 2009-2010, Tallink transported 8.4 million passengers. The group also operates the Tallink Hotels chain with four hotels in Tallinn and one in Riga.

**Challenges**

- Maximize performance and stability of new, mission-critical, customer-facing, reservations and business management system used around-the-clock by 800 employees to handle passenger bookings, cancellations, pricing, promotions, customer relations, and loyalty schemes
- Deliver continuous reductions in system support overhead while handling increasing passenger and freight volumes and setting new benchmarks for travel standards in the Baltic region
- Build a database architecture that can scale and adapt with changes in the passenger ferry business

**Solutions**

- Chose Oracle Database 11g as the platform for operating the new system to benefit from industry-leading security, scalability, and reliability, and ensure unrivalled management, storage, and transaction processing for a demanding real-time environment
- Used Oracle Tuning Pack to proactively tune database, identify and resolve problems early, and ensure near-100% uptime
- Benefited from Oracle Tuning pack to increase performance of reservations system by 20% without increasing IT support staff
- Handled transaction spikes with optimal database performance at check-in and vessel departure times, and during the busy summer holiday season without system slow down cut
- Began migration from third-party operating system to Oracle Linux to gain support from Oracle for the entire stack
- Started upgrade to Oracle Clusterware to avoid risking service disruption by ensuring automatic failover to surviving node
- Planned to implement Oracle Partitioning to optimize data storage and ensure rapid information search and retrieval
- Started evaluating additional technologies from the Oracle portfolio as needed to ensure continuous business efficiency improvements
Terminales Río de la Plata S.A. Automates, Saves Hours in Reconciling Ship-Loading Data

“Having high-availability applications is vitally important to our company, and Oracle’s point-to-point solution helps us address challenges in a fully integrated way. No other vendor could have given us such a complete solution.”
— Sergio Alberto Cejas, Manager of IT Services, Terminales Río de la Plata S.A.

Terminales Río de la Plata S.A. is one of Argentina’s leading port operators, constituted by DP World, the Latin American Infrastructure Fund, and other international partners. Located in Buenos Aires, the company operates cargo and passenger terminals 24 hours a day at its 4.6 million-square-foot facility.

Challenges

- Standardize the company’s technology platform to accelerate responses to customers, suppliers, customs, and the federal public revenue administration (AFIP)
- Integrate the terminal’s operating services, business applications, and financial applications to improve the value chain and reduce lost revenue
- Automate existing manual controls for reconciling ship-loading records to improve employee productivity

Solutions

- Implemented Oracle Linux and Oracle VM to quickly deploy new in-house developed software, restore failed services, and avoid application downtime—vital requirements for shipping operations
- Worked with Oracle Partner Ayi y Asociados to implement Oracle SOA Suite and Oracle WebLogic Suite, integrating the terminal’s operating services with business and financial applications, achieving greater fluidity in the marketing chain, and balancing processing loads between high-availability servers
- Simplified IT services management with Oracle VM, improving availability and optimizing server management
- Implemented Oracle Database 11g Enterprise Edition with Real Application Clusters on Oracle Linux in just three months, achieving high availability and accelerating data import times from five hours to 30 minutes
- Complied with Argentinean regulations, such as general customs resolution 2984 and general AFIP resolution 2904, by tightly integrating the company’s computing systems
- Reduced time needed for reconciling shipping lists, customs manifests, and the contents of containers for each ship from two hours to a few minutes by automating manual controls and improving employee productivity
Therap Services, LLC Builds Secure, Scalable Foundation for Its Health Services Documentation Solution

“Our clients in the social enterprise and health services sectors demand high levels of availability and security from our documentation solution because of the stringent regulatory and security requirements they face. Oracle Database and Oracle’s Sun Fire servers enable us to deliver on these requirements, while ensuring the scalability we need to continue to support our rapid growth.”  
— Richard Robbins, Chief Executive Officer, Therap Services, LLC

Therap Services, LLC is a Web-based service organization that provides an integrated solution for automating the documentation and communication needs of agencies providing support to people with disabilities, especially developmental disabilities. It provides an electronic alternative to the immense amount of paper work that many care providers complete manually. The company serves customers in 45 U.S. states, as well as in several Canadian provinces.

Challenges

- Ensure a secure and highly available foundation for the company’s Web-based health services documentation solution to ensure compliance with customer requirements and government regulations, such as the health insurance portability and accountability Act (HIPPA)
- Ensure IT scalability to support rapid growth, as the company has doubled in revenue annually in recent years

Solutions

- Deployed Oracle Database 11g Enterprise Edition as the data foundation for the company’s Web-based solution, enabling the high levels of security and reliability that agencies in the social enterprise and health services sectors require
- Ensured that the company has complete audibility in terms of who views and changes records to facilitate compliance with HIPAA and other regulatory requirements
- Achieved high levels of reliability for the hosted solution with Oracle GoldenGate, which facilitates replication between two locations—ensuring that health services agencies have access to the system when they require it for vital filings
- Gained the ability to support rapid growth, storing more than one million records without strain on the system
- Continued to expand the company’s hosted infrastructure with Oracle’s Sun Fire X2270 M2 and Sun Fire X4270 M2 servers, which are more energy efficient and enable faster processing—demonstrating a ten-fold increase in processing speed over legacy systems during the testing phase
- Relied on Oracle Sun Fire servers to help the company efficiently manage growth—increasing costs at a lower rate than the company is increasing sales
Think Passenger, Inc. Boosts Scalability, Social CRM, and Business Intelligence through Application Grid Technology

“With Oracle Database 11g, Oracle Coherence, and Oracle WebLogic Server 11g as the backbone of our infrastructure, we can now amplify our engaging community activities and increase the scale of the insights and business value they generate.”
— Bhatt Vadlamani, Chief Technology Officer, Think Passenger, Inc.

Think Passenger, Inc. enables the world’s leading brands to connect, create, and communicate with key stakeholders online, on mobile devices, and through social networks. Think Passenger communities provide real-time customer insights, which increase the efficiency of market research and cost-effective product and service innovation.

Because of the way consumers communicate on social networks and through mobile devices, Think Passenger’s customers—leading enterprises across many industries—are finding that they must examine traditional segmentation models to improve their marketing success. The typical demographic segmentation—such as age, income, family or no family—is not enough to enable marketers to create high-touch campaigns that reach consumers in their current communication channels. Companies also must look at their customers’ social profiles—the social media communities where they participate, level of activity, participation and communication methods, and whether they are on Twitter or blog—to better understand their customers and meet their needs.

Think Passenger used Oracle solutions—including Oracle Database 11g, Oracle Real Application Clusters 11g, Oracle WebLogic Suite, Oracle Coherence, and Oracle Business Intelligence Enterprise Edition—to create a social brand intelligence ecosystem that integrates third-party social forums with Think Passenger’s private-brand communities. The company now provides its customers with dashboards that help them glean intelligence from unstructured user data and to segment social communities based on any criteria for easier data analysis—ultimately leading to enhanced decision-making.

Challenges

• Create a social brand intelligence ecosystem for chief marketing officers in various industries by using open standards to integrate third-party social forums and analytics solutions with Think Passenger’s private brand communities

• Empower customers to poll consumers more frequently and leverage social profiling information—for example, whether or not a consumer is active on Facebook or Twitter—to make more informed marketing decisions

• Provide customers with dashboards that help them segment social communities, based on any criteria they choose for easier data analysis

• Generate social brand intelligence from unstructured, user-generated content in the Think Passenger platform by slicing and dicing via dynamic social profile data, including comments, photos, Facebook “likes,” and more

• Meet performance demands and deliver a highly scalable and fault tolerant social-brand-intelligence platform to global enterprise customers by replicating databases across multiple global data centers
• Support the company’s new channel partnership program to incorporate clients’ private, online communities into their social media practices

Solutions
• Implemented Oracle application grid technologies to boost scalability, social customer relationship management (CRM), and business intelligence capabilities
• Embedded Oracle Database 11g, Oracle Coherence, and Oracle WebLogic Server 11g within the company’s own application infrastructure, making the private, social-network application more easily compatible with clients’ existing infrastructures
• Used Oracle Data Guard for data replication across three global data centers—helping meet performance demands and ensuring around-the-clock uptime
• Used Oracle Real Application Clusters to enhance performance and fault-tolerance—reducing system downtime occurrences from once weekly to only three times a year
• Migrated from open source tools to an Oracle WebLogic Java-based cluster for high-performance computing
• Deployed Oracle Coherence to improve in-memory performance and distribute caching capabilities to help alleviate bottlenecks, reduce data contention, and improve application responsiveness
• Migrated from custom reporting and analytics tools to Oracle Business Intelligence Enterprise Edition for all social-brand-community reports and analyses—eliminating Excel-based processes and putting real, actionable information into the hands of business operations team members
• Used Oracle Database to implement a data mart—storing common data used by Think Passenger and its partners—that feeds directly into Oracle Business Intelligence Enterprise Edition to take unstructured user-generated content and turn it into real analytics that help drive customers’ marketing decision-making

Why Oracle
“As we continued to expand globally, we understood there is no other feasible option for ensuring that our multiple data centers are always up and running. The only known technology I can trust is Oracle. There is simply no other vendor capable of delivering the robust capabilities and performance levels we require,” said Bhatt Vadlamani, chief technology officer at Think Passenger, Inc.

Partner
Think Passenger worked with Oracle Specialized Partner Ascentt—an experienced provider of high quality, customer-centric implementations of Oracle Business Intelligence solutions—on the implementation.
Ascentt focuses on driving a higher user adoption rate, lower project costs, and fewer implementation risks. The company believes in creatively using technology to build innovative solutions that address industrywide business challenges.

“We initially had some challenges in implementing the Oracle solution, so we brought Ascentt on board, and, within two weeks, they had the platform up and running ahead of schedule,” Vadlamani said.
Trafigura Guarantees Availability, Scalability, and Database Performance across Global Trading Business

“With Oracle Real Application Clusters, we have unlimited scalability and improved performance. This scalability is unique to Oracle. We could not have achieved it with another vendor.”
— Dean Logan Wood, Global Head of Database Technology, Trafigura

Trafigura is the world’s third-largest independent oil trader and the second-largest independent trader in nonferrous concentrates. With 67 offices in 44 countries worldwide, the company handles every element involved in sourcing and trading crude oil, petroleum products, renewable energies, metals, metal ores, coal, and nonferrous concentrates for industrial consumers.

Capitalizing on its resource trading and investment expertise, Trafigura has also diversified into asset management through its wholly-owned subsidiary Galena Asset Management, which develops offshore hedge funds and has more than US$1.2 billion in funds currently under management.

Currently trading more than 9 million tons of concentrates each year and more than 2.5 million barrels of crude and oil products every day, Trafigura is rapidly expanding through acquisition.

Trafigura needed to implement an infrastructure to cope with its continued growth and business diversification. It chose to consolidate all its databases onto Oracle to ensure full disaster recovery, improve performance, and provide unlimited scalability for future growth.

Challenges

• Consolidate all legacy systems as part of strategic plan to move from a mix of Microsoft SQL Server and Oracle Database to standardize on Oracle to ensure full disaster recovery, improve performance, and provide unlimited scalability for future growth
• Introduce the infrastructure to redevelop and move all trading applications for oil and gas commodities to Oracle Database over a five-year period
• Ensure that databases are able to manage the rapidly-increasing volumes of data and information as Trafigura expands its oil-and-concentrates trading business through acquisition
• Build a scalable platform with full-disaster-recovery capability to manage growth as business expands and diversifies on a global scale
• Guarantee full availability of business-critical applications across global offices through fully achievable service-level agreements
• Maximize use of server and storage infrastructure
• Reduce costs of administering multiple databases and improve quality of IT support for internal business units
Solutions

- Migrated existing Oracle databases onto a high availability, clustered, disaster recovery environment, providing onsite failover within minutes, instead of relying on offsite backups.
- Moved 36 Oracle production databases previously deployed on Windows and Linux to the new Oracle Database grid infrastructure to provide improved performance and guaranteed failovers in the fast-moving oil and nonferrous concentrates trading markets.
- Hosted business-critical applications for trading oil, gas, and ferrous and nonferrous composites, as well as data warehousing and business-critical reporting on Oracle databases—guaranteeing high availability worldwide.
- Used Oracle Partitioning to manage 28 terabytes of data and support a growth volume of 20% to 30% per year.
- Improved system reliability with Oracle Real Application Clusters and Oracle Active Data Guard and reduced maintenance window from up to one day to less than two hours.
- Enabled the company to better support acquisitions and react to the global trading market with the ability to increase the volumes traded on demand.
- Streamlined the process for implementing a new application or bringing a new acquisition into the organization with new applications fully provisioned within hours rather than days, as before.
- Consolidated 20 servers to 7, improving performance while also increasing the number of databases supported tenfold, to more than 200.
- Significantly reduced the overhead required to maintain and manage databases and servers through 99% automation and reduction in the number of servers.
- Expected to achieve a full return on investment within three years.

Why Oracle

Trafigura made the strategic decision to move all of its databases and core applications onto Oracle Database 11g. The move to grid computing is part of a strategic plan to ensure that the organization has the capability, capacity, and ability to respond to market demands as it continues to grow rapidly via acquisition.

"We looked at expanding our Microsoft estate but decided that would have been the wrong direction to take," said Dean Logan Wood, global head of database technology, Trafigura. "Oracle provides a much more mature solution. It offers greater enterprise capability and is more suitable for large-scale environments. We now have the infrastructure in place to meet our requirements as a fast-moving and rapidly-growing business. As we continue to acquire energy sector assets, we can quickly integrate those new businesses into our portfolio."
Transmed S.A.L Lebanon Increases IT Infrastructure Reliability, Accelerates Sales Order Processing

“The new Oracle Database is fantastic. It’s reliable, and we don’t have to worry about hardware faults because Oracle Real Application Clusters 11g Release 2 ensures it stays up and running. We’re also very impressed with JD Edwards EnterpriseOne 9.0. Our business processes are much faster post-upgrade, and we’ve been able to establish online features, such as mobile sales.”

— Said Arnous, Group Financial Controller, Transmed S.A.L Lebanon

Founded in Lebanon in 1946, Transmed S.A.L Lebanon sells and distributes consumer goods, including major brands from Procter & Gamble, Mars, and Clorox. The company has expanded to include operations in the United Arab Emirates, Syria, Jordan, and several African countries. Each subsidiary acts as its own entity, with its own separate IT infrastructure.

Transmed S.A.L Lebanon was using a SQL database in its head office in Lebanon. As the company expanded, the database became unreliable and cumbersome, so it replaced it with Oracle Database 11g Enterprise Edition with Real Application Clusters 11g Release 2. Transmed S.A.L Lebanon has not experienced a single day of unplanned downtime. As important, IT processes across all departments have become much faster. Further, the new database also enabled Transmed S.A.L Lebanon to establish a disaster recovery site, ensuring business-critical data is secure.

The company also wanted to standardize its IT across all subsidiaries. Because many of the regions it operates in are politically unstable, Transmed S.A.L Lebanon wanted to make sure each subsidiary had its own separate infrastructure, but could also share data easily. It decided to standardize on Oracle’s JD Edwards enterprise resource planning (ERP) applications and upgraded an existing JD Edwards EnterpriseOne deployment to Version 9.0 as part of that standardization.

New online functionality in Version 9.0 has enabled Transmed S.A.L Lebanon to establish a mobile sales system. Key employees, such as sales teams, can now create new sales orders and process delivery payments online.

In addition, the company deployed Oracle WebLogic Server, a scalable, enterprise-ready Java Platform, Enterprise Edition (Java EE) application server. The WebLogic infrastructure supports deployment of many distributed applications, enabling Transmed to deploy business-critical applications in a robust, secure, highly available, and scalable environment. Transmed also deployed Oracle WebCenter Portal to provide a more dynamic customer service experience and a more productive environment for employees while leveraging IT assets already in place.

Challenges

- Replace unreliable SQL database to reduce periods of downtime (sometimes lasting three hours) caused by database errors
- Accelerate business processes by implementing a more flexible database system and an upgraded ERP system—crucial to a consumer goods company in a competitive market that must deliver products quickly and reliably
• Increase data accessibility across departments, including logistics, delivery, warehousing, sales, and distribution to improve employee efficiency

• Establish mobile sales system to enable sales staff to process orders and take payments for goods online

• Secure critical data in case of power outages, natural disasters, or violence in the region

• Deploy new database without disruption to the business

• Simplify storage management to eliminate complexity, increase storage utilization and agility, and maximize administration efficiency

• Standardize operations in all regions to ensure users can share data more easily

Solutions

• Increased IT infrastructure stability by deploying Oracle Database 11g Enterprise Edition and a UNIX operating system

• Simplified and accelerated supply chain, delivery, and sales order systems by upgrading existing JD Edwards EnterpriseOne applications to Version 9.0

• Eliminated unplanned downtime by deploying Oracle Real Application Clusters 11g Release 2

• Accelerated consumer goods distribution and sales processes across departments, including logistics, delivery, and warehousing, due to increased flexibility and data accessibility from the upgraded database

• Ensured streamlined storage management for database administrators with Oracle Automatic Storage Management (Oracle Database 11g Enterprise Edition feature that eliminates complexity and increases storage utilization and agility)

• Reduced sales-order processing time from one hour to just seconds due to increased data availability through Oracle Database 11g Enterprise Edition and improved workflows through JD Edwards EnterpriseOne Sales Order Management 9.0

• Established online ordering and invoicing, thanks to JD Edwards EnterpriseOne 9.0 Supply Chain Management’s improved online functionality

• Ensured security of business-critical data by establishing a high-availability disaster recovery configuration built on Oracle Active Data Guard

• Protected business from downtime caused by potential dangers, such as unreliable power supply and bomb threats, by implementing responsive backup-and-restore functions at disaster recovery site

• Standardized entire business across all regions on JD Edwards EnterpriseOne 9.0 applications to simplify data sharing and reporting

• Supported deployment of many distributed applications with Oracle WebLogic Server, ensuring a robust, scalable platform for company growth
- Deployed Oracle WebCenter Portal for a dynamic customer service experience and a more productive environment for employees
- Achieved fast, problem-free implementation with support of Oracle Partner Global Technology Solutions

Why Oracle

Based on its past success with Oracle’s JD Edwards EnterpriseOne applications, Transmed S.A.L Lebanon wanted to standardize applications across the entire business. As a growing business, it knew it needed to deploy a new database solution that was reliable and scalable, and the IT team felt Oracle Database 11g Enterprise Edition was the obvious choice.

Implementation Process

Transmed S.A.L Lebanon, in a particularly competitive environment where fast delivery and reliability is critical, could not afford even a single day of downtime during implementation. Fortunately, Global Technology Solutions was familiar with Transmed S.A.L Lebanon and the Oracle portfolio, so the implementation was smooth and problem-free. The solution went live on time, and Transmed S.A.L Lebanon did not experience any major business disruption.

Partner

Established in 2004, Global Technology Solutions (GTS) operates across Europe, the Middle East, and Africa out of offices in Lebanon and Cyprus. An ERP consulting company, GTS is licensed to sell and implement Oracle application and technology products in the region, with a primary focus on the Gulf Cooperation Council (GCC) countries, Eastern Mediterranean, Cyprus, and North Africa. GTS is a key provider of JD Edwards applications and has established a solid footprint in the Middle East through many successful implementations and affirmative customer feedback, thus achieving Oracle Specialized Partner status in JD Edwards EnterpriseOne.

GTS is Transmed S.A.L’s preferred partner, and the two companies have worked together for many years, culminating in the implementation of a new ERP solution in Jordan.

“GTS is a specialized JD Edwards partner with a proven track record of successful implementations in the EMEA region. Transmed S.A.L selected GTS because of its qualified resources and deep knowledge of Oracle products,” said Said Arnous, group financial controller, Transmed S.A.L.
ValeShop Meeting Projected 60% Growth in Benefit Card Demand with Improved Scalability and Reliability for Financial Transactions

“With Oracle Active Data Guard, we replicated our database in three different places to ensure high availability and reliability for Oracle Database, Enterprise Edition which processes all transactions carried out with our magnetic cards.”
— Helton Moreira, Systems Director, ValeShop

Specializing in electronic payment methods, benefits and card transactions, ValeShop provides complete solutions for many business sectors. Businesses that issue employee benefit cards rely on ValeShop’s services for transaction capture, payment processing, and development of exclusive products, such as private-label payment cards and specialized cards for food, fuel, and fleet management purposes, thus setting standards for the corporate benefits market.

Since its creation in 2008, ValeShop has concentrated its operations in the Brazilian Federal District and in the states of Minas Gerais and Goiás. The company is now expanding into new markets in Brazil, and it projects a 60% increase in the number of cards—which currently total 200,000. To support expansion, ValeShop strengthened its IT environment with upgrades to Oracle Database, Enterprise Edition and Oracle Application Server, Enterprise Edition, achieving the scalability, stability, and performance needed to meet increased product demand while maintaining a high level of customer service.

Challenges

- Achieve a scalable data environment to support an aggressive growth plan of a 60% increase in the number of magnetic employee benefit cards in 2012
- Manage IT infrastructure—which previously had been outsourced—internally to ensure greater stability, security, and availability for the benefit card processor’s services, including electronic voucher funds for food, fuel, and fleet management
- Replicate the IT environment to ensure high availability and performance for the database, which processes all transactions carried out with the company’s benefit cards
- Upgraded the existing versions of Oracle Database, Enterprise Edition and Oracle Internet Application Server, Enterprise Edition, for a more robust, high-performing, and scalable environment capable of supporting growth beyond 2012 projections
- Internalized IT environment management for increased stability and security
- Replicated the IT environment with Oracle Active Data Guard at two data centers in the cities of São Paulo and Brasilia, ensuring restoration in approximately one hour—a process that had previously taken between 12 hours to one day
- Developed an online portal using Oracle Internet Application Server, Enterprise Edition to enable client organizations to administer cards offered by ValeShop
- Reduced authorization time for card transactions by half, enabling the database to perform more actions in less time, and enabling ValeShop to add more customers to the database without affecting service levels
• Deployed Oracle Linux to increase return on investment, as the product is compatible and easily integrated with other Oracle products, and comes with low-cost Oracle Linux support

Why Oracle

“We prepared for ValeShop’s expansion by upgrading our Oracle solutions, as our database environment was failing to keep up with our growth.” said Helton Moreira, systems director, ValeShop. “With Oracle, we have managed to cover several IT requirements with stable and scalable products, and gained the ability to easily find highly-qualified professionals who demonstrate knowledge and experience in working with Oracle products and solutions.”

With Oracle, ValeShop’s separate IT components interact with each other perfectly to create an integrated, seamless, and comprehensive IT environment that supports the scalability needed to facilitate growth for the company’s business. ValeShop’s processing back office was completely developed with Oracle Forms and Oracle Reports, and the data environment now operates on Oracle Database, Enterprise Edition replicated through Oracle Active Data Guard. The online customer interface is built on Oracle Internet Application Server, Enterprise Edition, with Oracle Linux ensuring optimum performance at reduced costs for all products and applications.
VelQuest Corporation Helps Customers Reduce Cycle Time for New Products by 50% to 75%

“Oracle Database 11g, as the backbone of our SmartLab solution, enables our customers to save millions of pieces of paper, reduce the cost of record keeping, enhance data security, and streamline regulatory compliance.”
— Ken Rapp, Chief Executive Officer, VelQuest Corporation

VelQuest Corporation provides a suite of configurable, off-the-shelf software products to help regulated industries transition from labor-intensive, paper-based operations to automated, efficient systems with greater confidence in compliance.

Challenges

• Develop a platform to enable life sciences companies, like AstraZeneca, Bristol-Myers Squibb, and Pfizer, to automate paper-based regulatory compliance processes
• Help pharmaceutical customers ensure the security of laboratory data and reduce the cycle time for bringing new products to market

Solutions

• Used Oracle Database 11g to build the SmartLab product line—which captures all laboratory data at the source in real time and seamlessly links procedures with the data capture process
• Enabled customers in the life sciences industry to use the Web-based system to automate quality assurance processes
• Leveraged the superior security functionality in Oracle Database to ensure data protection and compliance
• Provided Web-based access to critical laboratory data, helping VelQuest’s customers—some with SmartLab Oracle databases as large as 300 gigabytes—to improve green business practices by minimizing paper use and reducing travel costs
• Freed 30% to 40% of customers’ employees to work on valuable research programs instead of paperwork
• Provided compliance flags or alerts for quality assurance auditors or laboratory managers, enabling VelQuest’s customers to address product quality issues more quickly
• Helped customers reduce cycle time by 50% to 75% to bring important pharmaceutical products to market more quickly
• Enabled VelQuest’s customers to publish a 10-times-lower compliance risk equation—indicating a reduction in laboratory investigations and/or rework
• Leveraged the flexibility inherent in Oracle Database tools to tailor functions on a per-customer basis, eliminating the need for custom programming
• Standardized on Oracle, reducing support and maintenance costs for VelQuest and its customers
Vodafone Group plc Embraces Proactive Support, Improving Pan-European Database Performance to Ensure Reliable Mobile Communications for 391 Million Customers

“With the proactive support capabilities available through My Oracle Support—integrated into Oracle Enterprise Manager 12c—we have vastly improved our Oracle Database management. We have improved response times by more than 50% and are much more proactive, fixing issues before they become a problem for our customers.”

— Peter O’Brien, Manager of Technology and Infrastructure Services, Oracle Competence Centre, Vodafone Group plc

Vodafone Group plc is one of the world’s largest mobile communications companies with a significant presence in Europe, the Middle East, Africa, Asia Pacific, and the United States. Vodafone provides a wide range of communications services, including mobile voice, messaging, data, and fixed broadband to 391 million registered mobile customers.

Vodafone has three main data centers in Europe, in Germany, Italy, and Ireland. Operations teams based in those data centers and at the head office in the United Kingdom are responsible for 80% of Vodafone’s Europe, the Middle East, and Africa (EMEA) infrastructure. In Europe, Vodafone has 3,650 Oracle Databases running business critical applications, including online Web services, online Vodafone shops, automatic teller machines (ATM) for prepaid mobile top-ups (refills), and billing platforms.

Vodafone needed to find a way to manage its vast and critical database estate more effectively without increasing staffing levels. It wanted to become more proactive in database management to improve overall system stability and availability. Vodafone worked with Oracle Premier Support to more effectively use the configuration-driven proactive support services that are available in My Oracle Support and tightly integrated into Oracle Enterprise Manager 12c.

Following a successful pilot in Ireland, Vodafone is now adopting Oracle’s proactive support services across all of EMEA so that it can more proactively manage its significant Oracle Database estate. The company has work underway to roll out Oracle Enterprise Manager 12c and Oracle Configuration Manager to support this initiative. Oracle’s proactive capabilities help to release Vodafone database administrators (DBAs) from administrative tasks to focus on other revenue-generating activities.

**Challenges**

- Improve Oracle Database estate visibility and management—across 3,650 databases ranging up to version 11g—to provide more reliable services to other internal departments across the business
- Provide reliable and innovative communication services such as mobile workforce management and unified communications for business customers and travel apps and mobile internet for consumers on a global scale
- Improve IT management reporting to ensure that any database configuration problems are flagged and resolved before they become major issues and begin to affect customer experience
• Improve system availability and stability to ensure that the business-critical applications running on Oracle Databases including billing, online Web services, and retail are always available to support front-line services, including business and consumer mobile communications services and applications

• Speed problem resolution to provide a more efficient business support service by enabling faster access to the knowledge provided by Oracle’s 18,000 customer support specialists

Solutions

• Worked with Oracle Support to carry out a pilot across 108 Oracle database environments to prove the benefits of adopting the configuration-driven proactive support services available in My Oracle Support and tightly integrated into Oracle Enterprise Manager 12c

• Proved that the pan-European implementation of Oracle Enterprise Manager 12c and Oracle’s proactive support services will enable just 85 DBAs across Europe to manage the company’s 3,650 Oracle Databases in a more proactive and effective way, ensuring more stable service by fixing issues before they start to adversely affect mobile communications services

• Developed a comprehensive plan to implement a broader rollout of these proactive support services across the entire Vodafone EMEA database estate

• Identified 120 business-critical services across Vodafone in Europe, including billing, online customer services, and online shopping, and developed a clear plan to ensure the critical databases running these services are managed proactively and given top priority

• Mitigated business risk and improved system stability by acting upon the best practice advice given by My Oracle Support health checks and patch recommendations

• Implemented a detailed roadmap for upgrading databases across Vodafone with a clearer visual understanding of the estate provided by My Oracle Support inventory reports and upgrade plans

• Improved management and scheduling with patch plans and deployment procedures to reduce database patch and upgrade time by 50% to 60%

• Reduced time to upload necessary configuration details when creating a service request from up to two hours to just 15 minutes and improved overall response times on queries by at least 50% by associating configurations to a service request

• Provided a visual reference to changes made by DBAs across the entire database estate for the first time, helping to diagnose any problems caused by configuration changes immediately with the help of configuration history, and configuration change capabilities

• Implemented an automated and structured approach to all upgrades and removed many manual processes, such as manually identifying which one-off patches are required by using upgrade plans and upgrade plan validation with automated checking and processing—reducing risk by fixing problems before and after the upgrade
- Reduced the maintenance planning phase which previously took between four hours and three days by 50% to 60% through the use of patch plans to organize overall project and patch plan validation to provide automated checking and processing

- Reduced the overall time that DBAs spend on administrative tasks to free them up to concentrate on business-generating activities, such as designing improved IT solutions that contribute directly to business value and innovation

Why Oracle

“The proactive support services embedded in My Oracle Support, and tightly integrated into Oracle Enterprise Manager 12c, are invaluable,” said Peter O’Brien, manager of technology and infrastructure services, Oracle Competence Centre, Vodafone Group plc. “They provide free, practical advice and guidance that helps us proactively assess and maintain the stability of our Oracle Databases.”

Implementation Process

Vodafone’s Oracle Competence Centre team completed a successful pilot in embracing and adopting Oracle proactive support services. Vodafone partnered closely with Oracle Support to conduct the pilot in the third quarter of 2011.

The scope of the pilot included 108 Oracle Database environments, 16 of which were Oracle Real Application Clusters environments. The core pilot team included two personnel from Vodafone and two from Oracle Support. Vodafone dedicated a few hours per week—an investment quickly recouped—through faster service request logging, as well as enhanced configuration and change management capabilities. Oracle Support and Vodafone carried out the engagement primarily through phone and Web conferences, with one site visit to Vodafone’s Irish Data Center by Oracle Support personnel.

Vodafone installed and configured a new instance of Oracle Enterprise Manager 12c and provisioned the necessary agents on the target hosts. Vodafone used the Oracle Enterprise Manager 12c Harvester to yield configuration information from the repository and transmit it back to Oracle for display and use within My Oracle Support.

Vodafone will take the knowledge gained from this successful pilot to roll out these proactive support services across the entire Vodafone EMEA region.

One of the key lessons Vodafone learned is that for IT Operations staff to truly adopt and benefit from Oracle’s proactive support services and capabilities, they need to be embedded and integrated into existing IT management processes. Today, Vodafone has a clear plan in place to deliver on that objective.

Vodafone will initially focus on embedding Oracle’s proactive support services into its existing IT change management processes and procedures, thereby streamlining and automating previously manual and error prone tasks and activities. This will free up much needed DBA time and energy to focus on other business generating activities.
West Virginia Network Provides Superior IT Support to Colleges and Universities Despite Small Staff, High-Volume Workload

“Oracle Support gives us the definitive answers we require to provide our schools with the IT support they need to more effectively serve their students, faculty, and staff. We could not operate at the rate we have, with our heavy workload and small staff, without Oracle Premier Support.”
— Denise Gwinn, Lead Database Administrator, West Virginia Network

West Virginia Network (WVNET) is a dynamic service organization providing telecommunications and computing services within West Virginia. WVNET was created in 1975 to provide central computing facilities and wide-area network communications linking its “central site” computing resources in Morgantown with the campus computing systems at most of the colleges and universities throughout the state. The organization has since grown to provide services for K-12 schools, government, and nonprofit agencies.

WVNET provides application and database support for many of the states’ public colleges, universities, and technical colleges. The organization hosts 11 of the schools’ databases—encompassing test, preproduction, and production environments—and supports eight other schools remotely. In addition, it supports databases for the West Virginia Department of Health and Human Resources (DHHR) and operates its own in-house databases. Two years ago, the state’s two-year technical schools separated from the four-year schools with which they were previously associated—adding to the number of technology systems requiring support. At the same time, WVNET’s staff had shrunk, from about 75 to 46 employees. WVNET needed excellent support to ensure it could continue to provide superior service to its constituent organizations. The organization relies on Oracle Premier Support to help monitor systems, apply critical patches, and accelerate issue resolution—keeping key systems up and running for students, faculty, and staff statewide.

Challenges

- Deploy a centralized monitoring tool tied to all databases that enables the organization to more easily monitor all internal databases, as well as those it runs for West Virginia colleges and universities, and the DHHR
- Ease migration of Oracle systems from OpenVMS to AIX/Linux
- Rectify system performance or availability issues more quickly to ensure that critical education systems stay up and running at all times

Solutions

- Relied on Oracle Premier Support to work through challenges experienced when moving Oracle Databases—for numerous admissions, registration, financial aid, administrative, and learning management systems, including Blackboard—from OpenVMS to AIX/Linux operating systems
- Used Oracle Configuration Manager across 33 hosted database instances and approximately 20 remote databases, attaching configuration data to all service requests and reducing the time needed to submit service requests by half. Identified critical patches and automated patch downloads
• Used Oracle Premier Support to help absorb decreases in headcount, enabling WVNET to maintain its pace with just 46 employees. Learned about new product capabilities through Oracle Support and shared best practices among supported schools.

• Worked with Oracle Support in the case of a system failure to get critical systems back up and running within an hour, enabling students, faculty, and staff statewide to access the information they need at any time.
WINd HellAs teleCommuniCAtIoNs s.A.

Oracle Customer:
WIND Hellas Telecommunications S.A.
Athens, Greece
www.wind.com.gr

Industry:
Communications

Annual Revenue:
US$1 to US$5 Billion

Employees:
1,580

Oracle Products & Services:
- Oracle Database, Enterprise Edition
- Oracle Real Application Clusters
- Oracle Partitioning
- Oracle Tuning Pack
- Oracle Diagnostics Pack
- Oracle TimesTen In-Memory Database
- Oracle WebLogic Server, Enterprise Edition
- Oracle SOA Suite for Oracle Middleware 11g
- Siebel Customer Relationship Management (Siebel CRM)

WINd Hellas Telecommunications S.A.
Standardizes on Single Vendor Technology Suite to Support Driving Market Share while Lowering Costs

“Consolidating on Oracle technology gives us the agility we need to differentiate ourselves through continuous service innovation while containing costs.”
— Dimosthenis Nikolopoulos, IT Operations and Program Office Director, WIND Hellas Telecommunications S.A.

WINd Hellas Telecommunications S.A. is a leading communications provider and sole convergent operator in Greece, with more than 4 million customers and 400 retail stores. The company’s commitment to customer service, in addition to a US$206 million infrastructure investment, has enabled it to achieve more than 20% of the market share for Greece’s alternative fixed, internet, and mobile markets.

WINd Hellas wanted to provide unbreakable performance for its critical front- and back-office processes, such as customer service and financial and human resources management. The company built its business on Oracle Database 11g, Oracle WebLogic Server, Enterprise Edition, and Oracle SOA Suite for Oracle Middleware 11g, so it signed an unlimited license agreement (ULA) for these technologies.

The ULA gives WINd Hellas agility to develop and deploy innovative new service capabilities on its Oracle platform in line with customer and business demand. Consolidating on a pre-integrated technology suite from a single vendor enables the company to optimize application performance while lowering total cost of ownership.

Challenges

- Ensure around-the-clock availability, as well as unrivalled performance and manageability for Wind Hellas’ third-party enterprise resource planning (ERP) back-office systems, billing solution, and Oracle’s Siebel sales, marketing, and customer relationship management applications, on which the company operates its fixed line, mobile, and internet services
- Build seamlessly integrated, end-to-end automated process flows between diverse vendor products to optimize efficiency, enhance customer service, and reduce operating costs
- Gain rapid and unlimited access to the technologies needed to bring to market new service packages, bundled mobile and internet offerings, alternate pricing options, and special pricing promotions to meet changing consumer needs and trends ahead of competitors in a dynamic, cost-driven communications environment
- Leverage long-standing investment in Oracle’s market-leading infrastructure to develop innovative, convenient, and personalized ways for customers to manage their accounts with WINd Hellas, to reduce churn and boost customer lifetime value
- Simplify management of Oracle licenses for the database and middleware systems underpinning critical business processes
- Avoid time-consuming usage monitoring to avoid risk of noncompliance with the license agreement
• Increase budgeting accuracy and accounting flexibility through predictable license costs

Solutions

• Benefited from the unparalleled availability and scalability of Oracle Database 11g Enterprise Edition and real-time failover capabilities of Oracle Real Application Clusters to build unbreakable reliability for Wind Hellas’ ERP back-office systems and its customer-facing billing, sales, marketing, and customer relationship management (CRM) processes

• Optimized system performance and streamlined support and management by using Oracle Partitioning, Oracle Tuning Pack, and Oracle Diagnostics Pack to detect and resolve system problems proactively, preventing revenue loss due to system downtime or restricted access

• Benefited from the high-performance caching capabilities of Oracle TimesTen In-Memory Database to ensure sub second response times, rapid order transaction processing, and fast inquiry response during live customer interactions online or through the contact center—maximizing service quality and customer satisfaction

• Deployed Oracle WebLogic Server, Enterprise Edition to scale out customer-facing applications horizontally and dynamically to meet growth in services offered to customers and client numbers without impacting access speed and response time

• Benefited from Oracle WebLogic Server’s pre-engineered integration with Oracle Database to build a unified management environment across the entire middleware and database stack

• Used tools in Oracle SOA Suite for Oracle Middleware 11g to link and route workflow through Siebel CRM and third-party billing applications into seamlessly integrated order-to-pay processes and to make amendments according to changes to business rules, current promotions, the terms of each customer’s individual contract, and new regulatory requirements

• Signed a three-year ULA for Oracle Database, middleware, and service-oriented architecture (SOA) technologies to gain flexibility to build and deploy new service features and capabilities without restraints, regardless of the numbers of processors and users

• Gained predictable technology costs for three years, which improved budgeting accuracy

• Saved time by consolidating license renewals for each Oracle technology agreement into just one

• Benefited from the Oracle ULA with the ability to circumvent WIND Hellas’ three-month procurement cycle, which would have delayed launch time for new offerings in a competitive communications environment, where being first to market is critical to reducing churn and increasing market share

• Expanded use of Oracle SOA Suite for Oracle Middleware 11g by building AESOP, a new online portal that will give customers self-service access to their accounts and enable them to amend address and bank account details, sign up for new pricing plans, upgrade to additional services, and purchase new mobile phones, tablets, and accessories
• Capitalized on the ULA to further WIND Hellas’ strategy to standardize on Oracle’s pre-integrated database, middleware, and SOA technology to build new applications and functionality across the enterprise

• Reduced IT cost of ownership by maximizing use of the existing in-house Oracle specialists

Why Oracle

WIND Hellas is a long-term user of Oracle Database, middleware, and SOA technologies to underpin its back-office and customer-facing operations. Oracle will continue to serve as the company’s strategic IT partner as it furthers its goal to increase its share of the competitive telecommunications market in Greece.

“Entering into a ULA will enable us to capitalize on our investment in Oracle’s unbreakable technology to develop and deploy innovative, new offerings to customers rapidly and with no additional costs,” said Dimosthenis Nikolopoulos, IT operations and program office director, WIND Hellas Telecommunications S.A.