Deloitte Center of Excellence for Oracle Engineered Systems

Proving the Business Value of Next Generation Data Centers
Not just higher performance, but *extreme* performance—from every Oracle Engineered System.
Innovating Data Centers to Match the Speed of Business

To compete in a fast-evolving global economy, organizations are putting unprecedented pressure on their existing data centers. These data centers have been forced to expand by adding servers, storage, and networking gear from multiple vendors, increasing integration overhead in the process. By doing business the old way, companies have added extra layers of costs, complexity, and risk. Agility, competitiveness and innovation have suffered as a result.

Businesses are now rethinking this build-from-scratch architectural paradigm as they struggle with implementation delays, steep ownership costs, and poor scalability. There is a better way. A new breed of data center designed around pre-integrated, pre-optimized, and pre-certified modules is gaining traction, helping organizations dramatically reduce business risk, lower costs, and rapidly scale to drive growth and innovation—all while delivering extreme speed and throughput.

Today, customers can see how this high-performance platform works in real-life conditions at the Deloitte Center of Excellence for Oracle Engineered Systems. Deloitte launched the Center of Excellence in the Summer of 2013, integrating the facility into its existing Deloitte Solution Center in Hermitage, Tenn. The Center of Excellence has since become a valuable proving ground for Oracle Engineered Systems, enabling clients to directly compare the platform’s performance, manageability, and business value against traditional multi-vendor data center architectures. Moreover, the Center of Excellence is demonstrating the even greater value clients can achieve by combining Oracle technology with Deloitte’s pre-configured, extensively tested industry solutions, which help speed deployments, reduce risk, and realize value even faster.
“The most valuable thing about Deloitte’s Center of Excellence is the fact we now have an end-to-end, live platform for our Analytics Accelerator for Insurance (AAI) solution—not just a slide deck or a pre-recorded video. I can come to the table, login to our Oracle Engineered Systems environment and do a live demo that really rings true to our clients.”

Tami Frankenfield, Director, Deloitte Consulting LLP, Information Management

Inside the Center of Excellence
Since opening, Deloitte’s Center of Excellence has hosted more than 100 demos, proof of concepts, and benchmark tests that have validated Deloitte’s pre-configured industry solutions deployed on Oracle Engineered Systems. Clients regularly visit the Center of Excellence to examine the hardware and software solutions up close, while others opt to monitor the Center’s tests and development efforts from locations around the globe. The Center of Excellence also serves as a hands-on training facility for Deloitte’s technical and consulting teams, bolstering the skills and competencies of its global Oracle Engineered Systems practice.

Deloitte is using the Center of Excellence to augment several pre-built industry solutions, including its Oil & Gas Business Intelligence Accelerator and the Analytics Accelerator for Insurance. In addition, Deloitte’s ready-to-use SolutionPrint™ offerings are being enhanced and certified to run in the Oracle Engineered Systems environment. Currently, Deloitte delivers SolutionPrints™ for Aerospace and Defense, Health Care, High Technology, Retail, Life Sciences, Manufacturing and Master Data Management.

Oracle Exalytics In-Memory Machine (for business intelligence and enterprise performance management applications). A full range of Oracle applications and technologies have been loaded into the Center’s infrastructure, including Oracle Fusion Middleware, Oracle E-Business Suite, Oracle’s PeopleSoft, Oracle’s JD Edwards and Oracle Cloud Solutions.

Reduced Risk
Oracle Engineered Systems combine best-of-breed hardware and software components designed, engineered, and tested to work together. This inclusive “in-a-box” architecture, featuring advanced in-memory and data-compression technologies, helps clients achieve extreme performance levels that enable them to tackle Big Data with unprecedented speed. It also allows companies to reduce risk by streamlining IT and scaling operations quickly to handle business growth.

Oracle Engineered Systems take the guesswork out of data center deployments. Oracle’s entire stack—hardware, software, firmware, cables, and so on—has been pre-tested and pre-optimized so that the typical implementation (and all the tuning and testing that goes along with the project) takes a fraction of the time of traditional multi-vendor deployments. This means clients reduce the risk of missing launch deadlines (or experiencing outright failures), and start capturing the value of new technology-enabled business capabilities sooner.
Lower Costs
Deloitte’s Center of Excellence also shows clients how Oracle Engineered Systems can save money by simplifying management tasks such as application deployment and hardware and software upgrades. The smaller Oracle footprint uses less power, requires fewer IT administrators, and needs less floor space. What’s more, because Oracle Engineered Systems are inherently more efficient, it takes fewer processors to equal the performance of traditional multi-vendor platforms. This means companies can run their data centers with fewer software licenses and save millions in operating costs over time.

Deloitte’s Center of Excellence at Work
The Center of Excellence is one of the latest efforts by Deloitte to help clients maximize value from their Oracle investments. In addition to showing off the performance edge of Oracle Engineered Systems, the Center serves as a development and testing environment for solutions, enabling engineers to configure and troubleshoot enterprise systems before migrating them to the client’s production site. By pre-certifying these industry solutions on Oracle Engineered Systems and streamlining common implementation tasks (system testing, tuning, and integration), clients can see deployments accelerated by weeks or months.

Deloitte is committed to helping clients deploy Oracle Engineered Systems in creative ways to discover new areas of efficiency, enable innovation, and compete better in their markets. Following are some examples of how the Center of Excellence combines Deloitte’s expertise and solutions with Oracle Engineered Systems to drive success across industries.

Empowering the Insurance Industry
To stay competitive, insurance companies constantly need to create more accurate risk and pricing models. As part of the effort, business users have to consolidate and analyze massive amounts of data from many different sources—a huge time sink for teams of actuaries, business analysts, and data scientists. Deloitte is helping top insurance companies do this job faster and better with the help of Oracle Engineered Systems and Deloitte’s pre-built Analytics Accelerator for Insurance (AAI).

Deloitte’s Center of Excellence demonstrates how insurance companies can become more effective and efficient at managing and analyzing the data they need to grow and profit. Deploying the latest AAI solution software on Oracle Engineered Systems, the Center shows off a range of “blueprints” that give insurers a holistic view of their information along with effective ways to organize data, segment customers, and set rates.

Deloitte’s Center of Excellence insurance platform deploys market-leading Oracle Business Intelligence applications and utilizes Oracle Exalytics to deliver ultra-fast performance that reduces wait time and boosts productivity. In practice,

FAST VALUE REALIZATION
Deloitte’s pre-built SolutionPrint™ offerings running on Oracle Engineered Systems can dramatically compress project timelines, so clients realize value sooner compared to traditional deployments:

- Design to procurement process: from 3–4 months to just 1–2 weeks;
- Infrastructure installation and setup: from 2–3 weeks to 3–5 days
- Application installation: from 2–3 weeks (plus months to configure application) to 2–3 days.
More manufacturers that formerly ran commodity IT platforms are looking at Oracle Engineered Systems to speed processes, deliver business analytics in real time, and help scale out operations.

Deloitte has found performance improvements of between 25% and 50% from moving to the Oracle Engineered Systems infrastructure. Oracle Business Intelligence applications also streamline ad-hoc reports and give contact center reps 360-degree customer visibility.

One insurer who was running Oracle Business Intelligence applications ran into performance bottlenecks when it tried to get more granular data out of a traditional commodity server platform. This is where the Center of Excellence added value, enabling the client to test out the new AAI solution on an Oracle Exadata and Oracle Exalytics platform and see the difference first hand. The gains proved considerable and well worth the investment.

**Manufacturers Accelerate Value with Deloitte SolutionPrint™ on Oracle Engineered Systems**

Helping manufacturers stand out in their markets has been one of Deloitte’s core competencies for decades. The difference now is the greater role technology plays in streamlining the factory floor and the supply chains and distribution networks that surround it. Deloitte has been at the forefront of helping manufacturers innovate with technology solutions that integrate critical flows of information, from planning and forecasting to ordering, production and logistics.

Now more manufacturers that formerly ran commodity IT platforms are looking at Oracle Engineered Systems to speed processes, deliver business analytics in real time, and help scale out operations. In addition, many companies are combining the Oracle Engineered Systems platform with Deloitte’s pre-built Oracle solution: Deloitte Consulting Oracle Manufacturing SolutionPrint™ (DCOMS). The result is ultra-fast performance from the hardware, cost savings from simplified management, and accelerated projects that leverage Deloitte’s expertise and pre-built DCOMS process architectures.

Deloitte is now testing the power of Oracle Engineered Systems and DCOMS at Deloitte’s Center of Excellence—and proving to manufacturers that the innovative platform delivers a new level of performance and ROI. Recently, a fast growing Canadian contract manufacturer with 17 facilities turned to Deloitte to determine if Oracle Engineered Systems would make sense for its operations. The Center staged direct comparisons of Oracle Exadata and a competing platform. The tests included more than six simulations that ultimately proved Oracle Exadata’s performance edge over the rival platform and a 40–50% speed boost over the legacy environment.

The client has since migrated its Oracle’s JD Edwards solution to Oracle Exadata, allowing it to handle an expected tripling of users. Reports that took 20 hours to complete now take minutes, and the company gained cost savings through application license costs tied to processors. Deloitte and Oracle also demonstrated the

![FASTER REPORTS](chart)

After moving its Oracle’s JD Edwards solution from a commodity server platform to Oracle Exadata, this contract manufacturer reduced the time to generate key reports from 20 hours to just minutes.

![40%–50% SPEED BOOST](chart)

A series of simulations directly comparing Oracle Exadata with a competing platform, staged at the Deloitte CoE, proved Exadata’s performance edge to one manufacturer.
power of having one vendor across all layers of the infrastructure—eliminating finger pointing and speeding support services.

**Demonstrating the Power of Big Data**

Today, there is more data flowing through enterprises than most companies know what to do with. In the energy industry, for instance, sensors embedded in oil wells send terabytes of data into organizations—but too often it goes unanalyzed and unexploited for business advantage. Consumer packaged goods (CPG) companies face the same challenge: The data is just too “big” to harness effectively.

This is where Oracle Engineered Systems—and Oracle Exalytics in particular—can make a difference. Deloitte’s Center of Excellence is equipped to show how Oracle Engineered Systems, in combination with Deloitte expertise and solutions, can turn big data into highly useful enterprise analytics that can be deployed across the business for maximum impact.

Until recently, companies relied on data warehouse to store for different kinds of raw information. But for the most part, they used the data to run retrospective operational reports. While these helped with decision-making, they failed to unlock the full value of the data. That requires a high-performance, real-time platform like Oracle Exadata coupled with Oracle Exalytics.

Deloitte’s Center of Excellence features both platforms, tightly integrated and fully loaded with enterprise analytics solutions that show clients how to “cross the chasm” from a basic reporting system to real-time, in-memory analytics engine. Using the Center of Excellence, oil and gas industry clients can see how streams of oil field data can be predictively analyzed to boost output and forecast production. CPG clients can see first hand the power of predictive modeling to minimize out-of-stocks and lost dollars.

Moreover these clients witness how quickly models can be built with Oracle Exalytics—about 65% faster on average—which saves millions of dollars over time. Finally, Deloitte’s Center demonstrates how the Oracle platform can be optimized and tuned in hours, thanks to Oracle Engineered Systems’ native integration.

**Proving the Value of Business Intelligence for Major Retailer**

One of the biggest names in the department store business, this long-time Deloitte client recently completed a major Oracle E-Business Suite deployment spanning North America. Now, the client wanted to look at how it could boost financial planning capabilities by replacing its homegrown planning system with a state-of-the-art enterprise performance management (EPM) solution. The retailer’s choice: Oracle Hyperion EPM.

At the Deloitte CoE, clients can witness first hand how quickly models can be built with Oracle Exalytics—about 65% faster on average—which saves millions of dollars over time.

**BIG DATA CPG AND RETAIL INSIGHTS SOLUTION**

Consumers are more informed than ever before — and with access to a world of information at their fingertips, they are getting harder to sell to and harder to keep loyal. The key to being a leader and succeeding in the future is capturing all available data and generating right-time analytics to respond faster and more accurately to customers, channel partners and distributors.

Seeing this opportunity, Deloitte developed the Big Data CPG and Retail Insights Solution utilizing Oracle Endeca Information Discovery Software, Oracle BI Mobile Software, and Oracle R Data Mining Software. Companies can see this powerful business analytics solution in action at the Deloitte Center of Excellence. Operating on an integrated Oracle Exadata and Oracle Exalytics platform, the solution captures, extracts, manages and analyzes data with unprecedented speed and flexibility, giving companies the insights they need to become a true Analytic Enterprise.
Deloitte’s Center of Excellence combines Oracle technology with pre-configured and well-tested Deloitte services for each industry that can help clients move from development to deployment faster—with greater performance, predictability and reduced risk.”

Jeffrey Davis, Principal, Deloitte Consulting LLP, and Global Oracle Leader

But there were concerns that the EPM system could face performance bottlenecks given the massive data dimensions involved. The client wanted to see if running the EPM solution on Oracle Engineered Systems would deliver the level of performance the retailer needed. The client turned to Deloitte to help assess this opportunity and demonstrate the performance of the Oracle Engineered Systems platform—specifically Oracle Exalytics In-Memory Machine.

Deloitte’s Center of Excellence again served as a valuable testing ground for the proposed solution, helping reduce the client’s perceived risk of investing in the Oracle Exalytics platform. Results from the Center’s proof of concept clearly showed the platform’s performance edge and gave engineers the opportunity to test different configurations and work through technical issues before migrating the solution to the retailer’s data center.

Success at this major retailer lays the groundwork for building similar solutions across other industries. Having proved the feasibility of Hyperion running on Oracle Engineered Systems, Deloitte is confident that more clients will want to test the solution’s performance for themselves—and Deloitte’s Center of Excellence stands ready to help out.

What’s Next
Deloitte continues to invest in its Center of Excellence for Oracle Engineered Systems. In the months and years ahead, Deloitte will seek to expand and update the Center’s hardware and software and certify more Deloitte pre-built industry solutions for the Oracle Exadata, Oracle Exalogic, and Oracle Exalytics platforms. More important, Deloitte will continue to encourage clients to take advantage of the Center to evaluate investments in Oracle Engineered Systems and maximize the business value of these solutions.

UNMATCHED ORACLE EXPERTISE
Deloitte’s experience in Oracle solutions has earned the firm more than 30 Oracle Excellence Awards over the past seven years. In both 2012 and 2011, Deloitte was the only nominee to take six top honors in each year’s competition—more than any other systems integrator.
FACT: Since 2002, Oracle has won more awards for customer support than any other technology company.

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To learn more about Oracle’s engineered systems, visit oracle.com/us/products/engineered-systems or call +1.800.ORACLE1 to speak to an Oracle representative.

OUTSIDE NORTH AMERICA
Visit oracle.com/us/corporate/contact/index.html to find the phone number for your local Oracle office.

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To learn more about Oracle’s engineered systems, visit oracle.com/us/products/engineered-systems or call +1.800.ORACLE1 to speak to an Oracle representative.

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ABOUT DELOITTE’S ORACLE ALLIANCE
Deloitte is a Diamond-level member of the Oracle PartnerNetwork (OPN) and has held a relationship with Oracle for more than two decades. Deloitte Touche Tohmatsu Limited member firms throughout the world provide access to over 12,000 professionals who collectively possess deep industry and functional knowledge across Oracle’s full line of applications and technology. Reflecting its commitment to client satisfaction, Deloitte has been consistently recognized by analysts as a leader in Oracle implementation-related services.

ABOUT ORACLE PARTNERNETWORK
Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle’s partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle products and solutions and has evolved to recognize Oracle’s growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success.