

INFORMATION FOR SUCCESS

Customers Achieve Extreme Performance at Lowest Cost
with Oracle Exadata Database Machine

May 2011

Hardware and Software, Engineered to Work Together

Enterprise data is growing exponentially, and with this growth comes larger databases and more business users seeking faster response times to increasingly complex queries. Yet organizations are still being asked to lower their IT costs. So how do you prioritize IT investments to ensure support for growing volumes of data and still meet your business users' evolving requirements—such as competing more effectively, reducing IT costs, meeting compliance requirements, or anticipating changing market conditions?

Oracle Exadata changes the game by offering extreme performance for all your data warehousing, online transaction processing (OLTP), and mixed workloads, making it the ideal platform for consolidation onto private clouds. Oracle Exadata is a preoptimized, preconfigured hardware and software solution that is massively scalable, secure, and fully redundant. Its unique architecture and innovative storage software lowers total cost of ownership, increases performance by 10x or more, and reduces the risk of downtime.

This reference booklet contains a sampling of real business results that organizations in a variety of industries worldwide have achieved by implementing Oracle Exadata. In these testimonials you'll learn how customers have used Oracle Exadata to reduce IT costs through consolidation, manage more data on multiple compression tiers, improve the performance of all applications, and make better business decisions in real time.

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

Sincerely,

Jeb Dasteel

Senior Vice President and Chief Customer Officer

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Exadata



BNP PARIBAS

Runs 17X Faster



**1 Exadata ran
17x faster than
4 large UNIX servers.**

ORACLE®

oracle.com/goto/BNPparibas

**BNP Paribas,
3rd largest global bank**

Oracle Customer:**Allegro Group**

Poznan, Poland

www.allegro.pl**Industry:**

Retail

Annual Revenue:

US\$2 billion

Employees:

850

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Partitioning
- Oracle Business Intelligence Enterprise Edition

Oracle Partner:**ISE Gräfenberg**www.ise-informatik.de

“In my view, Oracle Exadata is a great new data warehouse solution. It’s reliable, built on industry standard hardware, lightning fast, and completely scalable.”

Christian Maar, Chief Information Officer, Allegro Group

Allegro Group Ensures Enterprise Scalability with Flexible, Integrated Data Warehouse Solution

Allegro Group is the leading e-commerce company in Eastern Europe and the second-largest online auction business in the world. The company is a property of the international media group Naspers. With more than two dozen e-commerce Web sites across 14 countries in Eastern Europe, Allegro Group enables its 13 million registered users to bid on items ranging from clothes to cars. The company hosts more than 12 million new auctions on its trading platform each day, and business is growing by over 40% every year.

Challenges

- Build a scalable enterprise data warehouse that meets business users’ performance and quality of service expectations
- Deliver a single point of truth with integrated metadata, from data integration through to enterprise reporting tools
- Provide flexible reporting and analysis tools, including sophisticated dashboard functionality for business users
- Enable the company to easily manage tens of terabytes of data in a consolidated database that can scale to support a 65% annual increase in data volume

Solutions

- Selected Oracle Exadata Database Machine for its performance capabilities and scalability
- Leveraged the comprehensive and integrated Oracle Business Intelligence Enterprise Edition and Oracle data warehousing solution to achieve consistent metadata management across all components of the system
- Enabled Allegro Group to deliver standardized and ad-hoc reports, as well as dashboards, to multiple business users
- Gained a flexible solution with the scalability to meet future requirements for storage capacity, processing power, and network bandwidth
- Worked with Oracle Consulting and Oracle Certified Advantage Partner ISE Gräfenberg to efficiently implement the entire Oracle solution in just a few months

Oracle Customer:**Australian Finance Group Ltd.**

Perth, Australia

www.afgonline.com.au

Industry:

Financial Services

Annual Revenue:

US\$292.9 million

Employees:

190

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle E-Business Suite
- Siebel Customer Relationship Management
- Oracle Business Intelligence Enterprise Edition
- Oracle Advanced Customer Services

Australian Finance Group Ltd. Reduces Time to Process Broker Commissions from 37 Hours to 9 Hours

Established in 1994, Australian Finance Group (AFG) 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 - 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, equipment, and leasing finance, as well as personal loans, insurance, and property investment services.

Challenges

- Improve efficiency and provide a better user experience through faster application performance for brokers using the company's FLEX platform to source loan products, file applications, manage customers, and generate leads
- Reduce total cost of ownership by rationalizing existing legacy hardware infrastructure

Solutions

- Engaged Oracle Advanced Customer Services to replace legacy servers with Oracle Exadata Database Machine in two months
- Improved Siebel CRM database performance by eight times
- Reduced the time it took to process monthly commission payments for brokers from 37 hours to 9 hours; significantly reducing the risk of missing a scheduled commission payment
- Reduced the time to update warehouse data at night from nine hours to less than two hours, ensuring that information was up to-date when sales staff started work each day
- Provided the performance to deliver new, on-demand management reports to brokers using Oracle Business Intelligence Enterprise Edition, which helped AFG recruit brokers from large national financial services firms and property groups

"Oracle Exadata Database Machine gives us the storage power we need as we introduce new mortgage products, which will support our business well into the future."

Malcolm Watkins, Executive Director, Australian Finance Group

Oracle Customer:**Avea İletişim Hizmetleri A.S.**

Istanbul, Turkey
www.avea.com.tr

Industry:

Communications

Annual Revenue:

US\$7.5 billion

Employees:

2,600

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Data Integrator
- Oracle GoldenGate
- Oracle Business Intelligence Enterprise Edition

Oracle Partner:**Intellica**

www.iszekasi.com

“Oracle offers the best tools for data integration and data access. We rely on Oracle’s software and expertise in each step of our process. Oracle enabled us to focus on what we really do—transform data, apply business rules, and ultimately help our customers.”

Mustafa Sabri Çikrikci, BI&DW Team, Avea İletişim Hizmetleri A.S.

Avea İletişim Hizmetleri A.S. Optimizes Database Compression, Reporting, and Campaign Analysis

Avea İletişim Hizmetleri A.S., the sole GSM 1800 mobile operator of Turkey, provides services to 97% of Turkey’s population through its next generation network. With roaming agreements covering 199 countries, Avea is growing rapidly and currently serves 11.4 million subscribers.

Challenges

- Create an open telecommunications platform that can integrate new services such as mobile number portability and 3G network services
- Enable fast reporting and immediate access to business data across the company by establishing an efficient and flexible data warehouse
- Improve Avea’s management of telecommunications campaigns by creating more specific target audiences and running more detailed post-campaign analyses

Solutions

- Migrated data from disparate systems with Oracle GoldenGate and created a central repository on Exadata, raising data access performance by a factor of five
- Used the advanced data compression capabilities of Oracle Exadata Database Machine to decrease 40 terabytes of data to a mere 10 terabytes
- Leveraged Oracle Data Integrator to optimize Avea’s Extract Transform-Load (ETL) processes, decreasing the ETL batch window by more than 30%
- Accelerated the company’s reporting performance by three to ten times by integrating platforms, source systems, and operational data stores with Oracle GoldenGate
- Leveraged the advanced visualization and analysis features of Oracle Business Intelligence Enterprise Edition, enabling more efficient and in-depth analysis of data from across the company’s telecommunications operations
- Established a telecommunication-specific data model with party, location, tariff, invoice, subscriber, and customer entities, enabling the company to analyze its promotional campaigns much more precisely
- Automated most data warehouse maintenance processes and lowered the maintenance effort by nearly half

Oracle Customer:**Banca Transilvania**

Cluj-Napoca, Romania

www.bancatransilvania.ro

Industry:

Financial Services

Annual Revenue:

US\$400.61 million

Employees:

More than 5,000

Oracle Products & Services:

- Oracle Exadata Database Machine

“The Oracle Exadata Database Machine enables us to access business data 30 times faster. This translates into faster decision making than our competition, more accurate segmentation of our database, and the ability to focus our attention on new business lines—all of which improve service to our 1.3 million customers.”

Leontin Toderici, Chief Operations Officer, Banca Transilvania

Banca Transilvania Accesses Information up to 30 Times Faster, Increasing Competitive Advantage

Banca Transilvania is a leader in the Romanian financial industry and the country's first banking institution to be listed on the Bucharest Stock Exchange. The bank, which has 500 branches, offers retail and business banking services as well as a specialized division dedicated to medical staff. It ranks among the top five recognized brands in the Romanian banking-insurance sector.

Challenges

- Expand the bank's business reporting capabilities, enabling greater analysis of consumer behavior to drive new business
- Ensure the scalability to store an increasing volume of data about banking customers and transactions
- Provide a high level of data security to ensure the privacy of customer financial information
- Generate timely and comprehensive reports for management and third parties to enable more accurate decisions
- Gain greater agility to quickly introduce new services and lines of business, strengthening the company's competitive edge

Solutions

- Deployed Oracle Exadata Database Machine Half Rack to improve data warehousing and online transaction processing, which is essential to factoring interest rates and processing loans
- Improved response time by 20% to 30%, accelerating access to vital business information for bank employees and management
- Doubled the number of reports that bank specialists can leverage for insight, such as consumer behavior and the degree of penetration of certain bank products
- Reduced maintenance costs by 15% to 30%, translating into a considerable savings in the bank's IT budget
- Reduced energy costs by more than 30%, while solving the technical problem of storing large volumes of data and processing it rapidly
- Enabled bank specialists to make decisions faster than their competitors, especially in the area of calculating interest rates
- Enabled bank employees to rapidly develop new products and business lines, delivering a competitive advantage

Oracle Customer:**Bokwang Family mart Co., Ltd**

Seoul, Republic of Korea

www.Familymart.co.kr

Industry:

Retail

Annual Revenue:

US\$1.7 billion

Employees:

1,058

Oracle Products & Services:

- Oracle Exadata Database Machine

Bokwang Family mart Co., Ltd Processes 900,000 Order Transactions in Less Than 10 Minutes

"I believe Oracle Exadata is the best choice for high volume data processing. We can now process up to 900,000 order transactions in less than 10 minutes. Faster data processing has brought great efficiencies to our business."

Im Young-seok, Team Manager, Systems Planning Team, Information System Department, Bokwang Family mart

Bokwang Family mart is South Korea's leading convenience store chain, with 5,000 outlets across the country. The company is aiming to increase the number of outlets to 8,000 by 2015 to ensure customers have easy access to fresh food, groceries, and other items. Bokwang Family mart also has a strong corporate social responsibility ethic. The company uses environmentally friendly packaging for its lunch boxes, sandwiches, hamburgers, and hot dogs; and in March 2010 opened its first 'Green Store', built using sustainable materials. The company also works with local communities to publicize local cultural events.

Bokwang Family mart had an ageing ordering system that struggled to efficiently process stock orders as the number of retail stores increased. It was taking up to 50 minutes to process daily stock orders, about five times longer than the company would have liked. The lengthy order processing time affected deliveries, which meant stores did not always receive stock on time.

In April 2010, Bokwang Family mart implemented the Oracle Exadata Database Machine. The result was a dramatic improved order processing times, so that the company can now process up to 900,000 orders in seven to eight minutes. The order filtering task can be completed in 30 seconds, compared to 15 minutes previously. Retail stores are now receiving the right amount of stock on time for seamless trading.

Slow Order Processing Impacts Deliveries and Sales

For the retail industry, the efficient operation of point-of-sale and stock ordering systems is highly important. These systems must be able to process hundreds of thousands of transactions a day. Any system issues that affect the speed at which orders are processed will have flow-on effects on delivery and distribution times. If stores do not receive stock on time, they will miss out on sales and risk losing customers.

Bokwang Family mart stores order stock throughout the day. Orders are processed daily and sent to a logistics center, which then organizes three deliveries a day, based on location and transportation schedules.

As the number of stores and product ranges increased, Bokwang Family mart found that its ageing ordering system was not processing orders as quickly as it should. It could take up to 50 minutes to process daily stock orders, when ideally the task should be completed in less than 10 minutes. The lengthy order processing time affected delivery schedules, which meant stores did not have stock to sell and began losing out on sales. Logistics costs were also increasing.

Bokwang Family mart had deployed enterprise-class servers and in-memory database systems to address system performance issues, but these solutions did not result in any noticeable improvements in processing speed. After learning about Oracle Exadata at an Oracle seminar, the company decided to deploy the solution to run its ordering system.

Key Benefits:

- Processed up to 900,000 orders in less than 10 minutes, compared to 50 minutes previously
- Completed order filtering and product code checking in 30 seconds, compared to 15 minutes, previously
- Analyzed 16 months worth of order, product, and revenue data in 30 seconds, from five minutes previously
- Achieved on-time delivery, ensuring stock is available in stores for sale
- Ensured adhering to highquality standards for fresh food delivery
- Freed IT staff to focus on fixing system errors

Order Processing and Filtering Times Cut

Oracle Exadata has significantly improved performance since it went live in April 2010.

For example, the ordering system can now process up to 900,000 orders in seven to eight minutes, about three minutes faster than the mandated 10 minutes and significantly faster than the 50 minutes required before Oracle Exadata was implemented.

Orders are also filtered much faster. This task involves collating orders from stores, checking the validity of product codes, confirming the validity of transaction dates, and checking stock availability. Under the old system, this took 15 minutes, but after implementing Oracle Exadata, it is now completed in 30 seconds. The time taken to aggregate and send orders to the logistics center was greatly reduced, giving staff extra time to double check their orders.

“Oracle Exadata has greatly exceeded our expectations,” said Im Young-seok, team manager, systems planning team, information system division, Bokwang Family mart. “We have not encountered a single problem, and our staff is highly satisfied.”

Analysis Time Cut from Five Minutes to 30 Seconds

Oracle Exadata’s clustering capabilities ensure high availability and fast data processing. Bokwang Family mart found the solution so powerful that it uses it for data analysis, as well as online transaction processing.

Together with Oracle Exadata, the point-of-sale ordering system can now analyze up to 16 months worth of order, product, and revenue data in 30 seconds, compared to five minutes in the past.

Delivery Times Improved

Faster order processing times have enabled Bokwang Family mart to set more efficient delivery schedules with the logistics center and consumer product manufacturers. By realizing on-time deliveries, the company can provide customers with the products they want, when they want it.

In addition, Bokwang Family mart can also ensure high quality standards for fresh food products such as lunch boxes that need to be delivered quickly to ensure they do not spoil.

More Time for Error Fixing

With order processing times cut, IT staff has more time to maintain systems and address issues. In the past, if an error occurred during order processing, staff did not have time to check the cause of the error, as they were more concerned about getting orders processed. Now, staff has the time to determine the root cause of system errors and ensure they do not recur.

Streamlined Infrastructure Reduces Costs

Bokwang Family mart has reduced IT costs by streamlining its IT infrastructure. In the past, the company's ordering and analysis systems were run on eight servers, but now both systems can be run on a single Oracle Exadata Database Machine Quarter Rack and six Web servers. The two storage systems previously attached to the ordering and analysis systems have been integrated into the Oracle Exadata Storage Server, further reducing hardware costs.

Bokwang Family mart expects the Oracle Exadata infrastructure to maintain its current level of performance for the next five years without the need to purchase additional hardware. The company is confident the platform will be able to support its planned expansion to 8,000 stores by 2015. It will consider extending Oracle Exadata to other applications in the future.

Why Oracle?

Performance and reliability are the two most important features in an ordering system. Bokwang Family mart was initially hesitant about implementing Oracle Exadata, as there were no local references to vouch for the software's performance. However, a series of tests over three months convinced Bokwang Family mart that Oracle Exadata would deliver the performance, reliability, and high availability it was looking for. The company was also impressed with Oracle's extensive technical support.

Implementation Process

Bokwang Family mart took three months to migrate data, tune the Oracle Database, and set parameters for tables and queries. This ensured the system would perform optimally when it went live in April 2010.

Bokwang Family mart is South Korea's leading convenience store chain, with 5,000 outlets across the country.

Oracle Customer:**Dialog Semiconductor plc**

Kirchheim/Teck, Germany
www.dialog-semiconductor.com

Industry:

High Technology

Annual Revenue:

US\$218 million

Employees:

380

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Partitioning
- Oracle Premium Support

Oracle Partner:**Hunkler GmbH & Co. KG**

www.hunkler.de

Dialog Semiconductor plc Improves Corporate Database Solutions Using Exadata

“Oracle Exadata Database Machine is tailor-made for our applications that are demanding on computation power and online data aggregation.”

Kariem Yehia, Head of IT, Dialog Semiconductor plc

Dialog Semiconductor creates energy-efficient, highly integrated, mixed-signal circuits optimized for personal mobile, lighting and display, and automotive applications. The company provides flexible and dynamic support, world-class innovation and the assurance of dealing with an established business partner.

With its unique focus and expertise in system power management, Dialog brings decades of experience to the rapid development of integrated circuits for power management, audio, display processing and motor control. Dialog’s processor companion chips are essential for enhancing the performance of hand-held products and the consumers’ multimedia experience. With world-class manufacturing partners, Dialog operates a fabless business model and has its headquarters near Stuttgart, with a global sales, research and development, and marketing organization.

As the company grew, the IT platform that stored the manufacturing data used for quality assurance was reaching its limits. Dialog Semiconductor needed a new solution that would be scalable, innovative, and support the company’s high performance requirements.

The company looked to Oracle and its Oracle Exadata Database Machine and accompanying solutions, based on Sun hardware and Oracle Database 11g Release 2. The new environment is delivering increased performance, as well as enormous technical and economic advantages.

Success on All Fronts

Only two months after the introduction of Oracle Exadata Database Machine, the semiconductor specialist opted for this innovative product, which it hoped would simplify its system administration by reducing the number of configuration steps required. The new system—with its scalability and optimally coordinated system components—significantly accelerates data aggregation tasks.

“We can now complete jobs that used to take two-and-a-half hours in just 15 to 20 minutes,” said Kariem Yehia, head of IT at Dialog Semiconductor. “With Oracle Exadata Database Machine, we can complete jobs concerning data upload, such as the postprocessing of chip measurement results for a significant batch, 10 times faster. Instead of 60 minutes, this task now takes only several minutes.”

While the previous solution had been designed as a single instance database and was, therefore, not highly available, the new architecture has complete redundancy within the cluster. This approach ensures the desired high level of availability. Users see no difference in performance when individual components, such as hard disks, power supplies, or even entire servers, fail.

Built in Scalability

The new environment has been designed to scale with the company’s high growth rate over the next two to three years.

Key Benefits:

- Reduced time required for computer-intensive processes by 90%
- Gained the ability to upload data 10 times faster
- Ensure high availability

Previously, a database administrator required, on average, one hour per day to maintain the legacy solution. With the new integrated environment built on Oracle Exadata Database Machine, the required management time is significantly lower.

Due to the higher capacity of the new system, Dialog Semiconductor also can now add applications, such as business intelligence platforms to the system that would have required an additional hardware before. Additionally, it will be able to implement far more complex algorithms, such as data mining, in future. “This clearly constitutes a competitive advantage for us,” Yehia said.

Why Oracle

Dialog Semiconductor’s decision to go with Oracle was based on the good experience it already had with the company. Dialog Semiconductor had previously consolidated most of its applications on Oracle Database 11g. The company favored the option of receiving all services from one source, according to Yehia.

The choice of Oracle Exadata aligns with Dialog Semiconductor’s creed of placing its bets on innovation, irrespective of whether it is using its own product range or the assets that contribute to the production of such solutions.

Why Hunkler GmbH & Co. KG?

Hunkler GmbH & Co. KG, a trusted partner to Dialog Semiconductor, was a logical choice when the time came to procure the new IT environment. Hunkler has been an Oracle partner in Germany for nearly 30 years, so it has decades of experience with Oracle solutions. As a specialist in Oracle licensing and project consulting, the company provides its customers with comprehensive support in planning, structuring, and operating high-performance database infrastructures.

Implementation Process

Before purchasing the Oracle Exadata environment, representatives of Dialog Semiconductor were able to clarify all open questions in a comprehensive technical discussion with Sun Microsystems and the Oracle team.

The implementation process proceeded smoothly, with the project completed three months. “We carried out comprehensive tests in advance and migrated to the new system on an application-by application basis,” Yehia said. “When it turned out that a production-related hardware fault was adversely affecting the performance, the Oracle project manager—as Dialog Semiconductor’s direct contact person—competently coordinated the steps required to eliminate the fault, so that we were able to adhere the deadline for the migration. Thus, our decision to use a single support contact proved to be correct.”

Oracle Customer:**Enkitec**

Irving, TX

www.enkitec.com

Industry:

High Technology

Employees:

More than 50

Oracle Products & Services:

- Oracle Exadata Database Machine

Enkitec Improves Performance, Scalability, and Management of Hosted IT Services Environment

Enkitec is an IT consulting firm—and Oracle Partner—serving businesses primarily in the Southwestern United States. It provides complex database services, business intelligence, and data warehousing, customer application development, and managed IT services, with a strong presence in the utilities, energy, healthcare, and oil and gas sectors. During the past two years the company has established a reputation for its leading expertise on the Oracle Exadata platform.

Challenges

- Ensure an IT infrastructure that is high performing and highly scalable to support Enkitec's hosted IT services customers, including transaction-intensive businesses, such as utilities and oil and gas companies
- Streamline and optimize management of Enkitec's IT environment for the hosted IT customers to enable highly reliable and cost-effective service
- Meet the needs of customers who want to efficiently consolidate databases from many servers to a single-server environment for better efficiency and easier management

Solutions

- Deployed Oracle Exadata Database Machine as an integral component of Enkitec's hosted IT services environment, offering clients enhanced performance, scalability, and maintainability over legacy platforms
- Consolidated up to 20 servers on a single Oracle Exadata Database Machine, resulting in a reduced server footprint, lower management costs, and decreased cooling, ventilation, and power requirements
- Consolidated two full racks of hardware in the company's hosted IT services environment to a single Oracle Exadata Database Machine, saving data center floor space
- Avoided US\$100,000 in power and cooling retrofits with the deployment of Oracle Exadata Database Machine, compared to the installation of equivalent hardware systems
- Implemented Oracle Exadata Database Machine seamlessly and efficiently, with zero unplanned outages or hardware failures since deployment

"Oracle's Exadata platform gives us the performance, reliability, and security our client's demand. It delivers these results cheaper than lower performing alternatives."

P Wade Nicolas, President,
Enkitec

Oracle Customer:**Finansbank A.S.**

Istanbul, Turkey

www.finansbank.com.tr**Industry:**

Financial Services

Annual Revenue:

US\$1.73 billion

Employees:

11,000

Oracle Products & Services:

- Oracle Exadata Database Machine

Oracle Partner:**IBTECH**www.ibtech.com.tr/index-eng.html

“Oracle Exadata Database Machine made our operations run much faster and enabled us to save four hours per day for our highly qualified banking experts. Once again, we are one step ahead in Turkey’s highly competitive credit card market.”

Alaattin Sabuncu, Department Manager, Card Payment Systems Analytics, Finansbank A.S.

Finansbank A.S. Boosts System Performance for Its 600,000 Monthly Report Queries

Finansbank A.S., established in 1987, is a leading Turkish financial institution. Its accolades include the European Call Centre Awards (ECCA), the Best in Class Banking Web Site award from Interactive Media Awards (IMA), and a reputation as the Turkish bank with the largest network in foreign countries.

Challenges

- Enhance data warehouse performance for 600,000 monthly financial reporting queries and reduce the average reporting time by at least 30%
- Enable the company to run 600 extract-transform-load (ETL) jobs daily, concurrently with reporting queries and without compromising the performance of the data warehouse
- Facilitate the daily backup of 18 terabytes of financial data instead of limiting backups to weekends
- Reduce time to refresh the data warehouse and manage storage demand for data from a dozen sources—such as a credit card system—while overall volume almost doubles every two years

Solutions

- Used the advanced indexing and data compression tools of Oracle Exadata Database Machine to scale down the size of the data warehouse from 18 terabytes to 9.5 terabytes
- Reduced the average refresh time of the data warehouse from 341 minutes to 250 minutes, enabling users much faster access to the latest data from the company’s core banking and credit card systems as well as a dozen other data sources
- Enabled the bank’s employees to run 600,000 financial reports per month without any constraints, with the average reporting time dropping by 45%, from 31 seconds to 17 seconds
- Provided the bank with the capacity to run all ETL jobs without interfering with ad-hoc reporting queries, thereby stabilizing system performance and enhancing the user experience
- Implemented daily backups and significantly mitigated the risk of losing a whole week’s financial data, analyses, and reports
- Relieved users of Monday morning waiting periods for backups to be completed before they could start work

Oracle Customer:**HISCOM Co., Ltd**

Tokyo, Japan

www.hiscom.co.jp

Industry:

Professional Services

Employees:

70

Oracle Products & Services:

- Oracle Exadata Database Machine

HISCOM Co., Ltd Improves Data Processing Speed by 3,000%, Cuts Batch Processing Time

“Oracle Exadata offers the performance and reliability needed for high-speed and high-volume online transaction processing. We have improved data processing speed by 3,000% and shortened batch processing time by 97%.”

Atsumasa Shimizu, CEO, HISCOM Co., Ltd

Founded in 2003, HISCOM Co., Ltd is the systems integration business of the Hokuriku Coca-Cola Bottling Co., Ltd. HISCOM was established to provide IT services to Hokuriku Coca-Cola Bottling and external clients. These services include planning, design, research and development, and the sale of information systems. The company also runs shared services and call centers.

Hokuriku Coca-Cola Bottling was running a large number of systems, an Oracle Database and a Teradata data warehouse to process and analyze sales and order data from Coca-Cola retailers and vending machines. The amount of data could reach more than 5 million records a month. As the volume of data increased, it started taking longer to store, extract, process, and load it into the data warehouse. Queries and batch processing slowed down, hampering the ability of staff to work efficiently.

To address these issues, Hokuriku Coca-Cola Bottling engaged HISCOM to implement Oracle Exadata. The storage software enabled Hokuriku Coca-Cola Bottling to improve data processing speed by more than 3,000%, which shortened batch processing time by 97% and enabled complex search queries to be completed in five seconds, compared to three minutes in the past. Hokuriku Coca-Cola Bottling also eliminated data warehouse licensing costs.

Processing Growing Data Volumes

In 2005, HISCOM developed an infrastructure based on Oracle Database, Oracle Real Application Clusters, and a Teradata data warehouse to enable Hokuriku Coca-Cola Bottling to process and analyze large volumes of business information. This included order data and itemized sales information from Coca-Cola retailers and almost 6,000 Coca-Cola vending machines.

The data was stored in the Oracle database, then extracted, processed, and loaded into the Teradata data warehouse for analysis.

With data volumes reaching up to 5.35 million records a month, it was taking longer to process data. For example, it took more than ten minutes to return a complex search result, and increasing data volumes caused a risk of incomplete batch processing.

The heterogeneous database and data warehouse environment was also becoming difficult to manage. System specialists were needed to maximize the performance of every component; if there were any changes in the business, various systems had to be configured to enable analysis to take place.

According to HISCOM CEO Atsumasa Shimizu, greater processing power and flexibility was needed. “To analyze growing amounts of data, we needed a high-speed processing solution for our data warehouse,” he said. “We also needed a more adaptable solution to help improve internal control.”

HISCOM also wanted to make stored data available to senior managers and the planning division in real time. Introducing this capability would also see an increase in the number of users.

Key Benefits:

- Improved data processing speed by more than 3,000%
- Shortened batch processing time from 50 minutes to 80 seconds
- Enabled complex search queries to be completed in five seconds, compared to three minutes previously
- Eliminated data warehouse licensing costs
- Provided sales representatives with accurate, up-to-date data that can be used to engage existing and potential customers
- Gave technicians the skills to help clients migrate to Oracle Exadata

Faster Data and Batch Processing

In 2009, HISCOM implemented Oracle Exadata, after a proof-of concept revealed that the software improved data processing speed by 3,000%, compared to using a separate database and data warehouse to complete the same function.

After the solution was deployed, Hokuriku Coca-Cola Bottling experienced significant improvements in data processing speed. Faster data 'reading' has speeded up batch processing time from 50 minutes to 80 seconds, meaning order, logistics, sales, and financial reports can be provided to managers much faster. Complex search queries are now completed in five seconds, compared to three minutes previously.

Licensing Costs Eliminated

There is also no need to extract, process, or load data from the Oracle database to the Teradata data warehouse as these processes are integrated into Oracle Exadata. This has enabled Hokuriku Coca-Cola Bottling to eliminate Teradata licensing fees. Moreover, it can extend processing power by simply adding disks or processing units. This ensures the required performance can be obtained with minimal investment.

Faster Analysis

The Oracle Exadata environment ensures all new data is included in business intelligence analysis. This has improved the timeliness of data and enabled Hokuriku Coca-Cola Bottling sales representatives to engage existing and potential customers with accurate information.

"This could not have been achieved if we had continued to operate our database and data warehouse as separate systems," said Takeyuki Watanabe, director, system division, HISCOM.

Oracle Skills to Assist in Client Projects

The Oracle Exadata implementation at Hokuriku Coca-Cola Bottling provided HISCOM technicians with a good understanding of the product and how to make a smooth transition from Teradata. According to Katsumi Takayori, sales vice manager, HISCOM, the company will use this knowledge to build its systems integration business.

"We will take advantage of the skills gained on the Hokuriku Coca-Cola Bottling project to assist clients planning to implement Oracle Exadata," he said. "We hope to build a closer partnership with Oracle to maximize the performance of the Oracle solution in our clients' sites."

Why Oracle?

Hokuriku Coca-Cola Bottling was running its Oracle database and Teradata data warehouse on two servers. This was one of the reasons why performance was slow, as the hardware was struggling to run two data-intensive applications.

HISCOM had embarked on a server consolidation program on behalf of Hokuriku Coca-Cola Bottling in 2007 to reduce the number of physical servers, as well as cut server licensing and maintenance costs. The company implemented virtualization software to consolidate servers but found it too challenging to move the database and data warehouse to a virtual server.

Oracle Exadata was a possible solution to this problem, as the software could function as both a database and a data warehouse. It also offered powerful data processing capabilities and the high reliability needed for online transaction processing.

HISCOM undertook a proof-of-concept to validate the performance of Oracle Exadata, using actual data and several SQL searches. The result—data was processed 30 times faster—was “far better than we expected”, according to Watanabe, and convinced HISCOM to implement Oracle Exadata.

Founded in 2003, HISCOM Co., Ltd is the systems integration business of the Hokuriku Coca-Cola Bottling Co., Ltd. HISCOM was established to provide IT services to Hokuriku Coca-Cola Bottling and external clients.

Oracle Customer:**Hong Kong Housing Authority**

Hong Kong

www.housingauthority.gov.hk

Industry:

Public Sector

Employees:

More than 8,000

Oracle Products & Services:

- Oracle Exadata Database Machine

“We were looking for a holistic solution capable of delivering quick, dramatic improvement. The results after the implementation of the Oracle data warehouse solution were very impressive. In addition, the solution will also enable us to upgrade smoothly to the new release of Oracle Database, adding an extra dimension to the existing performance benefits.”

Raymond Chu, Head, IT, Hong Kong Housing Authority

Hong Kong Housing Authority Improves Ad Hoc Query Response Time by up to 97%

The Hong Kong Housing Authority (HA) is a statutory body established in April 1973. HA develops and implements a public housing program that seeks to achieve the Hong Kong Special Administrative Region Government’s policy objective of meeting the housing needs of people who cannot afford private rental housing. HA manages over 700,000 residential units, which house approximately 30% of Hong Kong’s population.

Challenges

- Improve the performance of the corporate information system, which collects data from 14 other systems, including the estate management system, and consolidates it in a data warehouse for summary reporting and ad hoc querying
- Increase the speed at which ad hoc requests are processed, which, in some cases, could take days to complete

Solutions

- Migrated the Corporate Information System to Oracle Exadata Database Machine running Oracle Database 11g with Oracle Real Application Clusters
- Improved response times for ad hoc queries such as revenue collection (by estate and collection amount) by 80%; and arrears and revenue trend analysis by 97%
- Achieved average query response times of four to five seconds, ensuring users no longer had to wait minutes or hours for information on the type and location of available housing
- Cut day-end batch processing time by eight hours, from 13.5 to 5.5 hours
- Reduced month-end batch processing time, ensuring senior managers can review developments in public housing trends at the start of each month

Oracle Customer:**Hotwire, Inc.**

San Francisco, CA
www.hotwire.com

Industry:

Travel and Transportation

Employees:

250

Oracle Products & Services:

- Oracle Exadata Database Machine

“Oracle Exadata Database Machine allows us to support increasingly complex analytic work on rapidly increasing data volumes. By removing system performance constraints, it encourages more innovative data use and gives us a significant advantage in the highly competitive discount travel industry.”

Kolin Ohi, Business Intelligence Architect, Hotwire, Inc.

Hotwire, Inc. Enhances Ability to Compete in Online Travel with High-Performance Data Warehouse

Hotwire is a leading discount travel site that works with major travel providers to help them fill seats, hotel rooms, and rental cars that would otherwise go unsold. Travel-value hunters have come to rely on Hotwire for deep discounts on highly respected travel brands. The Hotwire Group also includes CarRentals.com and Travel-Ticker.com.

Challenges

- Provide high-performance environment to support advanced analytics, a key competitive advantage for Hotwire
- Drive data-intensive site features, marketing programs, and data mining to ensure travel industry competitiveness
- Deploy a data warehouse solution that will scale to support increasing growth in data volume, data warehouse users, and complexity of business intelligence demands

Solutions

- Deployed Oracle Exadata Database Machine to improve data warehouse performance and to scale for growing business needs
- Migrated 10 terabyte data warehouse onto Oracle Exadata with Oracle Linux in just six months
- Improved reliability and scalability of system at a low cost
- Cut extract, transform, load (ETL) processing time in half
- Improved query response time by an order of magnitude
- Deployed Resource Manager to enable around-the-clock access to warehouse, even during resource-intensive ETL periods
- Enabled analyses that hadn't been possible on previous system because of data volumes or system resource constraints
- Improved accuracy of models with larger sample sizes
- Provided a platform for analytic innovation, helping Hotwire deliver compelling, personalized travel deals to customers
- Simplified the data warehouse environment, eliminating the need to bring in new expertise by going with a familiar Oracle platform
- Established a solid foundation for future growth to support business needs, including two sister Web sites, Travel-Ticker.com and CarRentals.com

Oracle Customer:**Information Systems Engineering GmbH**

Gräfenberg, Germany
www.ise-informatik.de

Industry:

Professional Services

Employees:

60

Oracle Products & Services:

- Oracle Exadata Database Machine

Information Systems Engineering GmbH

Enables Customers to Achieve Extreme Processing

Information Systems Engineering GmbH (ISE) provides IT consulting and implementation. ISE works with customers to optimize their business processes with a complete service portfolio that ranges from analysis and consulting to IT planning, application development, performance tuning of Oracle Database environments, system administration, and IT infrastructure implementation.

Challenges

- Enable ISE's enterprise clients, which include e-commerce platform providers, logistics companies, and consumer goods manufacturers, to enable extreme performance for both data warehousing and online transaction processing (OLTP) applications
- Support efforts to reduce IT costs through consolidation, manage more data on multiple compression tiers, improve application performance, and make better business decisions in real time

Solutions

- Built first test center in Germany that enabled current and potential customers and independent software vendors to test Oracle Exadata Database Machine live with their own data to assess the benefits it can deliver for their organizations
- Enabled an e-commerce platform provider to load data 35 times faster and achieve an OLTP benchmark that was five times faster than its legacy environment consisting of a four-node Oracle Real Application Clusters configuration
- Enabled a pet food manufacturer to increase query speed by 200% in a test environment using one terabyte of data
- Enabled a logistics company to achieve data loading that was 40 times faster and reporting that was 5 times faster than the company's existing environment

"Our new test facility enables organizations to experience firsthand the extreme processing that they can achieve with Oracle Exadata Database Machine. Most are amazed at how they can achieve reporting that is 20 to 50 times faster with the Oracle solution."

Herbert Rossgoderer, Chief Executive Officer, Information Systems Engineering GmbH

Oracle Customer:**LinkShare Corporation**

New York, NY
www.linkshare.com

Industry:

High Technology

Employees:

132

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Enterprise Manager
- Oracle Business Intelligence Suite Enterprise Edition

Oracle Partner:**Pythian**

www.pythian.com

“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 Manages Large Volumes of Historical Data with Flexible Data Warehouse Solution

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 and 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

Oracle Customer:**Nagase & Co., Ltd**

Tokyo, Japan

www.nagase.co.jp

Industry:

Chemicals

Annual Revenue:

US\$6.4 billion

Employees:

994

Oracle Products & Services:

- Oracle Exadata Database Machine

Nagase & Co., Ltd Cuts Batch Processing Time by One-Third, Improves Regulatory Compliance

“Oracle Exadata Database Machine offers extreme performance processing capabilities, translating to faster response times over our previous Teradata solution, and it’s more affordable. The performance improvements supply our marketing team with consolidated management, and the compliance team has, for the first time, near real-time access to critical information around chemical trading.” **Mitsuaki Ito**, General Manager and Executive Officer, Business Administrative Office–IT Administrative Office, Nagase & Co., Ltd

Founded as a dyestuff wholesale store in Kyoto in 1832, Nagase & Co., Ltd is now a diversified business, importing and exporting chemicals, plastics, electronic materials, cosmetics, and health foods. Headquartered in Tokyo, the company has offices in Europe, North and Central America, the Middle East, and North East and South East Asia.

As a global business, Nagase requires sales and other business information availability in real time. The company had an enterprise data warehouse for querying and batch processing, but found the performance unsatisfactory. For example, overnight batch processing sometimes ran into the next business day, which affected the company’s ability to do business.

Nagase discovered it was cost prohibitive to upgrade its existing Teradata data warehouse. The company was looking for better cost performance in a solution that could be deployed in days once it arrived in the data center. After implementing Oracle Exadata Database Machine, Nagase enjoyed faster query responses and batch processing, and easier, risk-free maintenance. The ability to retrieve information quickly from large stores of data also ensured compliance with international chemical trading regulations.

More Powerful Performance Needed

Nagase’s global operations benefits greatly from having access to real-time information. “Our aim is to anticipate our customers’ needs as early as possible and ensure we have the products on hand to fulfill their requests,” said Mitsuaki Ito, general manager and executive officer of the Business Administrative Office, Nagase.

“Providing our staff, from senior managers to warehouse workers, with real-time sales and business information is essential if we are to take advantage of business opportunities.”

Nagase was using a six-year-old Teradata data warehouse that struggled to complete large batch processing jobs and respond quickly to staff queries.

“Month-end batch processing jobs in particular took a long time,” said Kenji Yoshizawa, general manager, System 2 Division, Business Administrative Office, Nagase. “Sometimes we couldn’t finish batch processing until the morning of the next business day, which made it difficult for our staff to do their work. Our supply chain planning was inefficient as we did not know exactly what products we should be shipping to our customers”

According to Ito, scalability was also important. “Over 40% of our sales come from outside Japan,” he said. “Our head office and overseas offices require access to the same real-time data. As our business grows overseas, we want to know our enterprise data warehouse can also scale.”

Key Benefits:

- Gained a powerful, scalable data processing system with 10 times the capacity of the legacy solution at a lower cost
- Enabled senior officials to receive a query response in three to five seconds
- Provided sales representatives with responses to queries in under 10 seconds
- Cut batch processing time by one-third
- Gained the capability to store 10 years' worth of data and retrieve the relevant information in 20 to 30 minutes
- Eased the IT maintenance task by adopting a widely-used technology platform

Faster Query Response Times and Batch Processing

After witnessing the performance of Oracle Exadata Database Machine at an Oracle event, Nagase undertook a proof-of concept. The results were impressive enough to convince the company to implement Oracle. For example, the search time for the real-time query test was cut from six minutes to 2.5 seconds, while batch processing time for large data queries reduced from 30 minutes to 13.4 seconds. "Speeding up processing times even as our data volumes grow is always a goal for the Information Systems Division," said Ito.

"Senior officials need a response within three to five seconds, while sales representatives don't want to wait any longer than 10 seconds," said Ito. "Oracle Exadata Database Machine enabled us to meet these requirements easily."

He added that batch processing times for monthly reports have also been cut by one-third.

Regulatory Compliance Strengthened

Japan has tightened already strict regulations governing the trade of chemicals in and outside the country.

With toxic substance and environmental control under high scrutiny in recent times, Nagase is confident it can comply with such new regulations. The Oracle Exadata Database Machine has no problem housing 10 years' worth of data and extracting the required information in 20 to 30 minutes, depending on the parameters.

"We now have a solution that ensures we can meet the strict data retention and retrieval requirements," said Ito.

Easier, Risk-free Maintenance

The biggest benefit for the Information System Division is the improvement in efficiency between the database and storage servers.

"Funding technical experts who could maintain our previous Teradata platform was costly," said Ito. "It is much more cost effective with Oracle Exadata Database Machine, as we can leverage our existing Oracle skill sets and save costs by eliminating our stovepipe Teradata system. Furthermore, there were not many technicians available who had the knowledge and experience to manage non Oracle information systems. It was quite a risk for the business.

"We can run mixed workloads with both our critical business and information systems running on Oracle Exadata Database Machine," said Yoshizawa. "Because we have used Oracle Database for more than 15 years, we know how Oracle products work. Our ability to maintain our information infrastructure has been significantly improved."

Global Standardization Required

Nagase plans to standardize on Oracle Exadata Database Machine globally, to leverage the processing power necessary to consolidate its subsidiary operations. Currently, each country operates by its own rules. Standardizing on a common platform and processes would solve operation and governance issues. This will enable the company to strengthen the management of its global operations.

Why Oracle?

Nagase initially considered upgrading its Teradata data warehouse. However, the company found the upgrade too expensive. Moreover, if it wanted to increase capacity, the cost would be even higher. A new solution was needed.

Oracle was selected after a number of Nagase executives attended an Oracle Exadata summit in February 2009.

According to Ryosuke Sasaki, leader of the Corporate Planning Office, IT Planning Team, at Nagase: "I was very impressed by the extreme performance and fast implementation time of Oracle Exadata Database Machine. I thought we could certainly use a solution like that."

Osamu Oda, systems engineer, IT Management Section, Systems and Logistics Management Division, Business Administrative Office, Nagase, also agreed. "I thought a data warehouse needed a special server to perform properly, but Oracle Exadata Database Machine completely changed my mind."

Another reason for selecting Oracle was the competitive price. "Even though the Oracle Exadata Database Machine half-rack offered 10 times more capacity than our previous Teradata solution, it was more competitively priced than upgrading our legacy platform," said Ito.

He added that Oracle's credentials as a "stable and reliable world class company that is the global market leader in data warehousing" gave Nagase confidence that the Oracle solution could handle the company's commercially-sensitive management information.

Implementation Process

After using Oracle database solutions for 15 years, Nagase has confidence and deep experience in implementing Oracle solutions. The Nagase IT team was able to quickly deploy Oracle Exadata Database Machine, a job they completed in December 2009.

Nagase & Co., Ltd is a diversified business importing and exporting chemicals, plastics, electronic materials, cosmetics, and health foods.

Oracle Customer:**Polk**

Southfield, MI
www.polk.com

Industry:

Automotive

Employees:

1,330

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Partitioning
- Oracle Enterprise Manager

Polk Cuts Analysis Time from Several Minutes to a Few Seconds with Database Machine

Polk is a leader in automotive information and marketing solutions. The company, collects and interprets data, and provides extensive automotive business expertise to help its customers understand their market positions, identify trends, build brand loyalty, win new business, and gain competitive advantages.

Challenges

- Improve database performance to meet the challenge of providing real-time analysis of global automotive markets to manufacturers and other customers
- Ensure scalability to store and process rapidly expanding data volumes
- Provide customers with more in-depth analysis of automotive markets by incorporating other types of analytical data with spatial mapping demographics data

Solutions

- Enhanced customer experience by using Oracle Exadata Database Machine to improve data quality and accelerate data processing time
- Realized a tenfold improvement in database query speed with Oracle Exadata Database Machine
- Reduced turnaround time for approximately 80% of automotive industry reports from up to five minutes to just seconds
- Supported a much higher level of concurrent analyses, enabling 50 to 100 data warehouse queries to run simultaneously
- Improved concurrency and response time to enable more robust analytic reporting for customers
- Reduced storage costs by using Oracle Exadata Database Machine's Hybrid Columnar Compression to compress data 10 to 15 times
- Used Oracle Partitioning to efficiently segment tables and indexes into smaller, more manageable components to drive improved database performance and availability

"With Oracle Exadata Database Machine, the bulk of the reports that were taking up to five minutes now just take seconds. The speed, response, and performance improvement is just astounding."

Douglas Miller, Director of Global Database Development and Operations, Polk

Oracle Customer:**SoftBank Mobile Corporation**

Tokyo, Japan
mb.softbank.jp

Industry:

Communications

Annual Revenue:

US\$19.4 billion

Employees:

6,300

Oracle Products & Services:

- Oracle Exadata Database Machine

SoftBank Mobile Corporation Improves Database Query Performance by up to Eight Times

“Oracle Exadata Database Machine has enabled SoftBank Mobile to create a data warehouse with up to eight times the processing capacity of our previous data warehouse while reducing our overall database running costs by 50%.”

Keiichiro Shimizu, Senior General Manager, Planning Management Department, Information Systems Division, SoftBank Mobile Corporation

Established in 1986, SoftBank Mobile Corporation is a leading mobile telecommunications service provider based in Tokyo, Japan. It offers a range of mobile services that run on Wideband Code Division Multiple Access (W-CDMA) and Universal Mobile Telecommunications System (UMTS) 3G networks.

Driven by the popularity of smart phones, SoftBank Mobile has achieved the highest growth in Japan’s mobile phone market over the past two years, attracting more than 200,000 subscribers per month.

This increase in subscribers from a previous average of 50,000 per month strained the company’s data warehouse.

“We quickly realized that with this expected increase, we would run out of storage capacity by the end of March 2010,” said Keiichiro Shimizu, senior general manager, planning management department, information systems division, SoftBank Mobile Corp.

“Performance problems started to occur; it was taking us 25 hours to analyze the data log each day.”

Database Performance Increased Up to Eight Times

In January 2009, SoftBank Mobile conducted an Oracle Exadata Database Machine proof-of-concept test with a data volume based on an expected future increase in transactions.

During this test, the company’s data warehouse performance improved by up to eight times.

As a result, SoftBank Mobile determined it was able to replace 36 Teradata racks with just three Oracle Exadata racks.

The new data warehouse, running on Oracle Exadata, is connected to the customer care and billing system, which runs on Oracle Database. It can store up to 150TB of data, an increase in capacity of 150% on the previous Teradata solution.

Faster Performance at a Lower Cost

The intelligent storage software in every Oracle Exadata Database Machine enables the company to offload processing from its database server to the storage servers. This provides significant database performance improvements by reducing database server CPU consumption while eliminating network bottlenecks.

For example, it now takes only seven hours to analyze call records and customer logs each day, compared to 25 hours previously.

This enables SoftBank Mobile to serve customers faster based on common call details records and customer logs, which has strengthened the company’s marketing power.

Key Benefits:

- Replaced 36 Teradata data racks with three Oracle Exadata racks
- Increased storage capacity for data warehouses to 150TB, an increase of 150% on the previous capacity
- Improved database query performance by up to eight times
- Reduced database running costs by 50% and operational costs by more than half
- Analyzed call detail records and customer logs from each day in seven hours rather than 25 hours

Operational Costs Reduced

SoftBank Mobile's operational costs have been significantly reduced since the introduction of Oracle Exadata Database Machine.

"Oracle Exadata Database Machine has enabled us to create a data warehouse with up to eight times the processing capacity of our previous data warehouse, while reducing our overall database running costs by 50%," Shimizu said.

The introduction of Oracle Exadata Database Machine has also helped increase staff skills by eliminating proprietary technology and utilizing over 100 Oracle master engineers.

"It's also much easier to get access to engineers that have the relevant experience working with this system, and our operational costs are less than half what they were previously," said Shimizu.

Why Oracle?

SoftBank Mobile initially considered updating its existing data warehouse but decided it would be too costly. The company then compared five solutions before selecting Oracle Exadata Database Machine.

According to Yuji Watanabe, deputy manager, operations department, business base management department, information systems division, SoftBank Mobile Corp, Oracle Exadata Database Machine is an open and high performing system.

"The technology is also based on Oracle Database, a simple architecture that we understand, so we knew we would succeed implementing the system," he said.

Masaki Matsuoka, project manager, information systems division, business base management department, project promotion department, SoftBank Mobile Corp, travelled to the United States in March 2009 to observe the system at one of Oracle's test centres.

"The system processed a data volume exceeding one trillion items within a few seconds," said Matsuoka.

Implementation Process

The implementation took just three months after system analysis and base design phase, and was completed in May 2010. The Oracle Development and Oracle field teams fully supported this project.

SoftBank Mobile Corporation is a leading mobile telecommunications service provider based in Tokyo, Japan. It offers a range of mobile services that run on WCDMA and UMTS 3G networks.

Oracle Customer:**Sogeti USA LLC**

Dayton, OH

www.us.sogeti.com

Industry:

Professional Services

Annual Revenue:

US\$2 billion

Employees:

2,000

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Financials
- Oracle Human Resources
- Oracle Assets
- Oracle Internet Expenses
- Oracle Accounts Payable
- Oracle Accounts Receivable
- Oracle Time and Labor

“As an IT consulting services provider, we know a successful project when we see one, and our migration to Oracle Exadata was a huge success. We have consolidated OLTP applications and enhanced reporting, while improving productivity and reducing costs.”

Manohar Reddy, Sr. Manager of Applications, Sogeti USA LLC

Sogeti USA LLC Improves Performance and Productivity of Critical Business Systems

Founded in 1967, Sogeti is a leading provider of IT consulting services. It is a member of the Capgemini Group, one of the world's largest consulting services firms, and has 20,000 experts in 15 countries. Sogeti USA LLC is headquartered in Dayton, Ohio, with local branches in 23 cities across the United States. It specializes in enterprise IT solutions including application development, infrastructure services, business information management, testing, advisory services and engineering services.

Challenges

- Support growing business with scalable, cost-effective business systems
- Improve performance of company's OLTP applications
- Move from a batch-reporting to a real-time reporting model to better meet the needs of its clients
- Reduce time for customizing code and optimizing queries
- Consolidate multiple database instances to simplify administrative tasks, and reduce infrastructure costs
- Decrease periods of unavailability of its business systems

Solutions

- Migrated Oracle E-Business applications onto Oracle Exadata and aggregated all Oracle database instances into a single instance, providing superior performance and reliability and simplified administration
- Reduced the weekly tape backup from four hours to five minutes, enabling the switch to daily backups on disk and database replication in the cloud
- Provided real-time reporting for critical key performance indicators such as sales performance, financial KPIs, HR KPIs, account performance and project performance tracking.
- Improved system reliability, enhancing productivity of the business users and enabling them to provide better support to their IT services customers
- Reduced the number of servers required and simplified software licensing, resulting in meaningful cost savings
- Improved accuracy of measuring profitability for each cost center and practice area
- Reduced dependence on IT staff for reporting, enabling them to focus on more value-added activities

Oracle Customer:**TUI Nederland N.V.**

Rijswijk Zh, Zuid-Holland,
The Netherlands
www.tui.nl

Industry:

Travel and Transportation

Annual Revenue:

US\$1.3 billion

Employees:

2,200

Oracle Products & Services:

- Oracle Exadata Database Machine

TUI Nederland N.V. Improves Service and Online Sales with Data Warehousing Solution

TUI Nederland N.V. was formed in 1995 by a merger of the nation's two leading tourism companies at the time, Arke and Holland International, and is now one of the leading travel agencies in The Netherlands. TUI Nederland includes approximately 220 travel agencies.

Challenges

- Improve database performance to meet the challenge of providing real time information on travel opportunities despite ever-changing travel pricing, taxes, and availability details
- Improve online transaction processing (OLTP) performance to optimize online sales, by improving customer experience on the company's Web sites

Solutions

- Deployed Oracle Exadata to improve database performance significantly in terms of speed and scalability
- Upgraded to a high-performance data warehouse that enables online customers and agencies to see the most up-to-date and accurate travel details such as pricing, taxes, and availability
- Enhanced customer experience by using Oracle Exadata to improve data quality and speed up processing time, enabling TUI Nederland's Web sites to provide customers with up-to-date availability information for each specific travel option before the booking process begins
- Optimized online sales with the OLTP functionality by providing faster transaction processes, resulting in more online conversion and higher sales
- Accelerated information processing, enabling TUI Nederland to process changes in price and availability in a few hours, a process that previously took up to several days to complete

"TUI Nederland selected Oracle Exadata because it is the only solution that meets our database requirements—including online transaction processing. The performance and scalability of Oracle Exadata enables our travel agents to find answers to complex questions quickly, leading to greater efficiency, improved service levels, and ultimately a better market proposition."

Eli Lysen, Senior Manager ICT,
TUI Nederland N.V.

Oracle Customer:**Turkcell iletisim Hizmetleri A.S.**

Istanbul, Turkey

www.turkcell.com.tr

Industry:

Communications

Annual Revenue:

US\$5.8 billion

Employees:

2,900

Oracle Products & Services:

- Oracle Exadata Database Machine

“It was a never-ending race to match the company’s requirements for business performance and capacity. After the test migration, users were so happy that they did not let us go back. With Oracle Exadata Database Machine, we have outperformed expectations and we have prepared Turkcell for future growth.”

Ferhat Sengönül, Data Warehouse Specialist, Turkcell iletisim Hizmetleri A.S.

Turkcell iletisim Hizmetleri A.S. Reduces Mean Reporting Time Tenfold for More Than 50,000 Reports

Turkcell iletisim Hizmetleri A.S., a leading global system provider for mobile communications (GSM) in Turkey, has more than 34 million subscribers. Established in 1994, Turkcell created the first GSM network in Turkey and is the first Turkish company to be listed on the New York Stock Exchange.

Challenges

- Manage 250 terabytes of data in an enterprise data warehouse that includes more than 500 Oracle databases and currently has more than 150 new databases under development
- Accelerate the development of 3,000 distinct reports of critical business data with 50,000 monthly report runs to support the analysis of up to 1,5 billion call data records generated by the company’s customers, daily
- Ensure scalability and business continuity in the telecommunication sector where data volumes double annually

Solutions

- Used Oracle Exadata Database Machine to reduce the size of the company’s data warehouse to 25 terabytes with hybrid columnar compression and simplified the system architecture from ten storage cabinets to one full rack
- Future-proofed the company’s storage capabilities by leveraging the effortless scalability of Oracle Database, enabling the company to scale linearly by simply adding racks
- Reduced the mean time for producing a report tenfold—from 27 minutes to just 3 minutes—and doubled reporting speed (reports completed in less than five minutes) from 45% to 90% of all reports, substantially enhancing the user experience for more than 300 users
- Lowered the number of reports requiring four or more hours to complete, from 87 reports to only one report
- Leveraged the expertise of Oracle Consulting to implement Oracle Exadata in just five days, without any interface change

Oracle Customer:**Yamazaki Baking Co., Ltd**

Tokyo, Japan

www.yamazakipan.co.jp

Industry:

Retail

Annual Revenue:

US\$7.43 billion

Employees:

16,060

Oracle Products & Services:

- Oracle Exadata Database Machine

Oracle Partner:**Sumisho Computer Systems****Corporation**

www.scs.co.jp

Yamazaki Baking Co., Ltd Processes Sales Data 30 Times Faster, Improves Factory and Business Operations

“Building our own data warehousing machine with a different architecture would have required a large-scale remodeling of our IT infrastructure. However, with Oracle Exadata Database Machine, we made the transition quickly, easily, and cost effectively, which helped us achieve dramatic improvements in database performance.”

Makoto Fukumoto, Assistant General Manager, Information Systems Department, Yamazaki Baking Co., Ltd

Founded in 1948, Yamazaki Baking makes bread, sweet buns, Japanese and Western confectionery goods, prepared rice, side dishes, biscuits, rice crackers, jams, and desserts. These products are sold through supermarkets and convenience stores, as well as the company’s own network of outlets and bakeries, which sell food products made onsite and offsite. The company’s 20 nationwide factories produce around 4,500 food items a day. These items are delivered from each factory to about 100,000 stores, with deliveries scheduled up to three times daily.

The company’s aim is to ensure timely production and delivery of food products to consumers. To guarantee efficient production and deliveries to its wide distribution channel, Yamazaki Baking relies heavily on the use of data analytics to complete daily business operations reports.

However, as its data volumes increased, it took progressively longer to generate these reports, creating inefficiencies in day-to-day business and limiting the ability to undertake ad hoc analyses. Complicated searches had to be aborted when systems timed out, which frustrated sales and other staff.

To resolve these issues, Yamazaki Baking engaged Oracle Partner Sumisho Computer Systems Corporation to deploy Oracle Exadata Database Machine. For the first time, the company can generate three years’ worth of sales results in five minutes, 30 times faster than in the past.

“Building our own data warehousing machine with a different architecture would have required a large-scale remodeling of our IT infrastructure,” said Makoto Fukumoto, assistant general manager, information systems department, Yamazaki Baking.

“However, with Oracle Database Machine, we made the transition quickly, easily, and cost-effectively, which helped us achieve dramatic improvements in database performance.”

Faster Query Response Times

Yamazaki completes 3.5 million transactions per day, which are aggregated and analyzed from different perspectives, such as by product, store, and delivery.

“Without a proper understanding of daily production, next-day shipments, and the percentage of new products among the shipments, we can’t run effective factory operations,” said Fukumoto. “Furthermore, managers at the head office need to know the production status of all our factories and require up-to date data for trend analyses.”

Key Benefits:

- Enabled three years' worth of sales results to be generated in five minutes, 30 times faster than in the past
- Guaranteed responses in a few seconds, instead of long delays due to system time-outs
- Provided up-to-date production and distribution data to factory staff to help them improve operational efficiency at 20 factories
- Gained a high-performing solution that does not require regular tuning or daily maintenance
- Accommodated future growth, as the Oracle solution has capacity to expand

Legacy System Background

In 2000, Yamazaki Baking introduced a UNIX-based system to extract, collect, and analyze different types of sales data. This reduced the time required for data aggregation from two days to two to three hours.

In 2003, the company adjusted the system to provide store sales data. However, an increase in the number of users affected system performance, so the company moved from UNIX to a 32-bit version of the Microsoft Windows operating system in 2005.

Access to analytical information is based on an employee's job title and description. For example, sales staff may want to analyze sales trends following a promotional campaign, while business managers may want to undertake a year-on-year comparison of sales. Due to the variation in analysis needs, it was too costly to create data marts to comply with each request.

Instead, the company created static reports for each product, business area, and sales type. For queries outside this range, users could create ad hoc reports. Some staff members even wrote their own SQL code to conduct complicated searches.

For users to successfully carry out ad hoc analysis, a fast data retrieval time was necessary.

"However, as the number of users reached more than 2,000 and the amount of data increased, it became harder to tune the database for faster performance," said Kazuya Ueda, manager of the system development group in the information systems department at Yamazaki Baking. "Sometimes the system timed out if we conducted a complex query.

If we wanted to improve the performance of the Oracle9i Database, we would have to add memory, but with a 32-bit version of Windows, we were limited to 4GB of memory."

Performance Improved by 30 Times

In 2010, Yamazaki Baking upgraded to Oracle Exadata Database Machine to overcome these issues.

Oracle Exadata Database Machine is a complete, highly tuned database environment that does not require any additional tuning to speed up search functions. Because the data throughput rates are so fast, the company had the option to remove indexes, reducing the need for index management and gaining back valuable storage space. This also reduced expensive storage costs.

"Oracle Exadata does not need complex tuning, reducing the need for daily operational management," said Masahito Yamaji, systems engineer in Yamazaki Baking's system development group, information systems department.

High-speed processing is now possible without the need to split tables. In the past, Yamazaki Baking manually aggregated the previous month's sales data from extracted tables.

Oracle Exadata Database Machine ensures necessary data is in one table, which enables three years' worth of sales results to be generated in a single query. This was unheard of in the company's old hardware environment. The operation can now be completed in five minutes, 30 times faster than in the past a 3,000% improvement in performance.

Database Queries Returned within Seconds

Feedback from business users in the sales department has been positive. Database queries are returned in just a few seconds, allowing these users to excel at their jobs. Moreover, they are now able to ask questions against even larger data sets, providing better insight into new trend analysis.

Prior to implementing Oracle Exadata Database Machine, queries often timed out at the end of the month, when the system was processing large data loads. This meant users were unable to make calculated business decisions based on factual data.

“We now need to tell more users about Oracle Exadata Database Machine so they too can benefit from the smart scans of Exadata software and increase performance,” said Fumio Matsuyama, systems engineer, system development group, information systems department, Yamazaki Baking.

Why Oracle?

Yamazaki Baking initially looked at building its own data warehousing machine. However, the company realized that it would have to make large-scale changes to its existing IT infrastructure to accommodate this solution. There were also issues with the solution itself, its pricing, and the fact that it did not integrate with the existing client tools.

Oracle Exadata Database Machine proved to be a better, faster solution. “It uses the same architecture as Oracle Database, and was easier and more cost-effective to implement,” said Fukumoto. “It was ready in days, instead of the months that it would have taken to build our own version.”

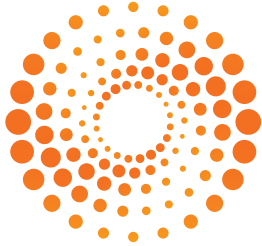
Fukumoto said he was surprised that such a small unit could deliver such high performance. “We chose a half rack and the portion we actually use is only half of it, so it is small enough to fit in one quarter of the rack space. There is plenty of capacity left so we have the option to use it as a test and development environment, and expand it to other groups within Yamazaki Bakery.”

Implementation Process

Yamazaki Baking engaged Sumisho Computer Systems Corporation (SCS) to implement the Oracle solution. SCS is an Oracle Partner known in Japan for the expertise of its engineers.

Yamazaki Baking makes bread, sweet buns, Japanese and Western confectionery, prepared rice, side dishes, biscuits, rice crackers, jams, desserts, and prepared foods. The company's products are available at more than 100,000 outlets across Japan.

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