Performance Boosts and other important benefits right out-of-the-box, no changes required

Oracle Exadata Database Machines deliver extreme performance boosts for all customer workloads like SAP Business Suite (i.e. SAP ECC 6.0, SAP CRM 7.x) and SAP BW 7.x. Oracle Exadata customers can also run Oracle Databases with multiple workloads, SAP and non-SAP, on a single Oracle Exadata Database Machine. The fact is: It is simple and fast to implement, the Exadata Database Machine is ready to tackle the largest and most important database applications and often run them 10 times faster or more. The key is system engineering, using industry standard hardware from Sun and the intelligent database and storage software from Oracle.

Oracle Exadata Database Machine is certified by SAP since July 2011 and SAP customers can use Oracle Exadata Database Machine for their SAP applications. Exadata is an easy-to-deploy solution for hosting the Oracle Database and runs SAP unchanged providing better performance out-of-the-box, consolidates SAP NetWeaver applications, and reduces the number of vendors to just two; SAP and Oracle. Oracle Exadata also allows better support, fast online migration, DBaaS deployment platform, advantages of the Enterprise Database Cloud Solution with a rapid deployment of its infrastructure, and lower costs through consolidation.

Over time many more SAP customers worldwide have purchased and deployed Exadata Database Machines. The following shows some customers around the world that have implemented Oracle Exadata Database Machine across different industries and highlights some challenges and solutions they faced in various environments.

Expansion requires a “Datacenter of the Future”

The challenges for a chemical and fertilizer company in India with approximately half a billion USD in revenue listed the following: implementing a new future oriented and scalable solution that helps to force planned expansion into the APAC region. Hardware reaching end of life and was not supporting growth. In addition, the need for increased storage requirements was also an issue.

So, the company realized a detailed comparison of traditional systems versus engineered systems was required. A PoC which focuses on SAP ECC and BW running on Exadata Database Machine cleared up any last doubts and the benefits for the company are enormous. A company spokesman said, “Oracle Exadata Database Machine is central for us building up a datacenter of the future. As a high performance platform to support our user growth we are able to fulfill our plans ideally”. Other benefits include an efficient database consolidation, storage savings and significant performance gains.

Next example, a core consumer finance company in Japan found advantages by deploying Exadata Database Machine. In this case the management expects cost reduction in IT through consolidation of databases and a migration from Unix to Linux for SAP ECC. A smooth migration process to Oracle Exadata (with R/3 Load) is in the plan and also the replacement of the Itanium HP UX system. It is clear that with the new platform the finance company is able to continue the growth and consolidation of SAP, increasing the performance of processes and enabling more complex data queries.
Why more SAP Customers worldwide deploy Oracle Exadata Database

Another customer example in Japan involves the import and export sales of Japanese chemicals, plastics, electronic materials, cosmetics and health foods. The Oracle Exadata Database Machine was first used successfully for the company’s non-SAP environment and now is also used for the SAP environments. "Due to very good results in non-SAP decision was made to go for SAP ECC with Exadata Database Machine with X3 Half Rack”, a spokesman said. The main goal was to consolidate all databases and to benefit from the return of investment through cost reduction and replacement of the Windows platform. In summary the ECC system was facing various demands to increase performance, minimize downtime and ensure business growth.

Customer requires Real-Time Business

Meanwhile, in North America, a US media and entertainment company has different challenges which Oracle Exadata Database Machine perfectly solved. First the customer requires a kind of real-time business. Second there are I/O problems or issues with the current infrastructure and especially demanding SLAs. The customer was looking for a suitable IT architecture with a future growth path, inclusive private cloud offering DBaaS with charge-back and rapid provisioning. "Before making our final decision we checked SAP HANA as an alternative. We clearly saw that Oracle Exadata Database Machine fulfills all important demands, which we built up”, a spokesman from the company said.

Another US customer from the health care sector chose the same solution. In this example a technology refresh for SAP BW was needed. The IT staff wanted to make sure they had a very dense database consolidation platform that would scale for a global roll-out. The company is extremely happy with their choice with implementing Oracle Exadata. Not only was the performance of the application exceptional, but it fit within the strategic corporate goals to provide the optimal platform for consolidation and standardization.

Next example in the US, a global consumer packaged goods company selected Exadata for their SAP BW. There were significant performance problems running BW on x86 and Microsoft Windows. The IT team from the Fortune 500 Company evaluated Oracle AWR reports and recommended Exadata for SAP BW. The statement from the company spokesperson: "Now we are able to continue the growth and can consolidate SAP workloads, increase the performance of business processes and reduce the overall platform cost."

In other parts of the Americas, SAP customers deploy the Oracle Exadata Database Machine to solve other challenges and requirements. For example, a company from the energy sector in Brazil is using Exadata to deliver better performance and provide a smoother integration of their SAP environment. Query time improved by a factor of 25 and the load time decreased by a factor of 10 as compared to the same activities ran on the previous hardware.

Faster Time-to-Market

EMEA Region, a large insurance and financial services company wants faster time-to-market with new products. From an IT perspective they needed to reduce the complexity of dozens of databases running on multiple operating systems (IBM AIX, Linux, MS Windows and Solaris). With Exadata Database Machine the customer is now able to realize database consolidation of their SAP and non-SAP systems, with less effort and a decreased number of licenses. Oracle Exadata helps the company to achieve greater success by requiring less time-to-market and reducing IT complexity.

Another example from EMEA, a B2B retailer with 10,000 employees has the task to reduce IT costs and to solve business problems. The company minimized costs by consolidating 46 databases into two Exadata Machines. User I/O is no longer a major wait event and batch jobs now run in one-third the time. All of this with no application changes required. The retailer now gets, as a spokesperson said, "much better performance of the out-of-the-box".

The last example from our many SAP customers, which buy and deploy Exadata Database Machine, is a large French company from the electricity sector. The main point being that the company had performance issues while running ECC batch jobs. Trying to solve this problem Oracle Exadata and two other alternatives were evaluated. A PoC to validate Exadata convinced the customer. The SAP customer is clearly benefiting from the new Oracle IT infrastructure, "Thanks to Exadata for SAP the IT landscape is now highly consolidated and optimized and also compatible with our future demands”, a spokesman stated.