



Princess House, Inc.

Direct sales company builds flexibility and agility into JD Edwards environment by migrating to Oracle Cloud

Princess House is a 55-year-old privately held Direct Selling company with a vision to grow for at least another 55 years. Over the years, they have evolved in their demographic reach and in their product offerings: from a company with a sales force of middle-America homemakers selling crystal and collectibles, to a home business opportunity that reaches a primarily Latino audience, sharing cookware, serveware, and home products with their friends and families. Today, they serve over 25,000 independent business owners across the United States.

Since 1998, Princess House had leveraged JD Edwards as their financial and procurement system. They wanted to bring additional functionality to the system and transform it into their core Enterprise Resource Planning (ERP) solution. At the same time, they wanted to improve availability and agility. Therefore, they decided to look for a cloud that they could trust to run and support JD Edwards.

Increasing the agility of application dev/test

Princess House had been running their legacy JD Edwards application on IBM AS/400 hardware in their data center. The solution was already tightly integrated into their financial and purchasing operations. They wanted to expand it to include supply chain management as well as integrate it with Softeon, their warehouse management system. By converting to Oracle Linux and upgrading to JD Edwards EnterpriseOne, Princess House was able to maintain existing business processes while modernizing their environment and adding the supply chain management capabilities needed. At the same time, they reduced training time for end-users who were already familiar with JD Edwards.

Princess House also wanted to build more agility and elasticity into the infrastructure that supported dev/test for their enterprise applications. "Our main driver for moving to cloud was to be able to create resources on the fly without the upfront investments, constant capacity planning and hardware renewals that come with running your own data center," said Bassam Alqassar, VP of Information Systems at Princess House.

Alqassar cited additional strategic benefits of not having to manage their own data center. "With cloud we don't have to worry about power, cooling and having enough resources for disaster recovery. We can rely on our cloud vendor to provide a highly available infrastructure while we focus on building and improving the applications we need to run our business."



"With other cloud infrastructure providers, we would have been just another customer, but Oracle has offered a level of personal customer care and partnership that has been invaluable to us."

-Bassam Alqassar, VP of Information Systems

WHY ORACLE?

- Superior support for Oracle Applications on the Oracle Cloud
- One third the cost of competing solution

PROFILE

- Housewares direct sales company
- United States

SOLUTION

- Oracle Cloud Infrastructure
- Oracle Cloud Infrastructure Compute
- Oracle Cloud Infrastructure Database
- Oracle JD Edwards EnterpriseOne





Unparalleled support for Oracle Applications

Princess House chose Oracle Cloud Infrastructure because they knew no other cloud would be able to run and support JD Edwards like Oracle. “We looked at other clouds, but we knew Oracle Cloud Infrastructure was the best choice to run an Oracle solution,” said Alqassar.

In addition, Princess House was impressed with Oracle’s support during their migration. “The support team from Oracle has really been outstanding. That’s why we moved away from other cloud infrastructure providers and their retail model approaches. With them, we would have been just another customer, but Oracle has offered a level of personal customer care and partnership that has been invaluable to us.”

Finally, Princess House saw benefits in Oracle’s low cost and flexibility. “We had explored hosting with a prior partner,” said Alqassar. “But it was 3X more expensive and they were looking for a contractual commitment. With Oracle Cloud Infrastructure, we have the flexibility to go month to month.” The combination of flexible pricing and cloud agility now allows Princess House to easily spin up resources to run different dev/test scenarios much more cost effectively.

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