

INFORMATION FOR SUCCESS

Cloud Application Foundation Booklet
July 2014



Hardware and Software, Engineered to Work Together



For the past several years, I have had the pleasure to lead the development team of one of Oracle's most popular products, our Cloud Application Foundation, which integrates the Oracle WebLogic application server, the Oracle Coherence in-memory data grid, the Oracle Traffic Director and web tier, and the Oracle Exalogic engineered system into a foundation for cloud computing and Platform as a Service, and serves as the foundation for Oracle Fusion Middleware, Oracle Applications, and Oracle's own cloud.

Why is this space so important to our customers? Oracle Cloud Application Foundation runs some of the world's most demanding application environments. It enables our partners and our customers to deliver applications which extend to mobile devices, accelerate time-to-market through a modern development platform and integrated tools, and simplify operations through native cloud management. Oracle Cloud Application Foundation is the industry standard for high performance, reliability, availability, and security. It helps our partners and our customers solve challenging technical problems like application scaling, multi-tenancy, application continuity, disaster recovery, and more.

Currently, thousands of organizations, across every industry and every continent, are using Oracle's Cloud Application Foundation's WebLogic Server, Coherence, and cloud management and developer tools to deliver next-generation applications on this mission-critical cloud platform. I would like to invite you to review a selection of customers' success stories. There are fortune 500 companies like 7-Eleven and Hyundai Motors, and smaller companies with lofty goals like Grameenphone from Bangladesh that was able to completely transform its business through technology. There are success stories that cover in-depth technical achievements and benefits, such as improving application performance and infrastructure optimization, and others that describe the tremendous business value achieved with Cloud Application Foundation. These organizations are accelerating their business velocity, slashing their operational costs, and driving automation and sales growth.

My team and I are committed to your success by ensuring that our products stay at the cutting edge of technology. In fact, one of the primary areas of job satisfaction for my team is working with our customers to solve application infrastructure challenges.



We are driving innovation across the Cloud Application Foundation product line, while maintaining the stability of the platform for operational efficiency. We've designed the platform to adapt to changing market needs so that as our industry makes a transition to Platform as a Service, Oracle partners and customers can rely on their investment in Cloud Application Foundation to get them there.

Whether you're looking to move to private-, public-, or hybrid-cloud, or to mobile-enable your applications, or to modernize your legacy applications, Oracle Cloud Application Foundation with Oracle WebLogic Server and Oracle Coherence can help get you there, and our team is excited to have the opportunity to work with you as you undertake this journey.

Cameron Purdy,
Senior Vice President,
Product Development, Oracle Fusion Middleware.

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Oracle Customer:**Coopronaranjo R.L.**

Naranjo, Costa Rica

www.coopronaranjorl.com

Industry:

Consumer goods

Annual Revenue:

Under \$100 Million

Employees:

230

Oracle Products & Services:

- SPARC T4
- Oracle Solaris
- Oracle Database, Standard Edition
- Oracle WebLogic Suite

Oracle Partner**Control Electrónico S.A. (CESA)**

www.grupocesa.com

Coopronaranjo R.L. Deploys a Web-Based Architecture and Improves Customer Response Time by 200%

“No other vendor can give us the stability we obtain from a SPARC T4 server running Solaris, combined with Oracle WebLogic Suite and Oracle Database, Standard Edition. The integration is clean and secure, and the processing speed is unmatched.”

— **Henry Carvajal Rojas**, IT Director, Coopronaranjo R.L.

Coopronaranjo R.L. is a cooperative for coffee producers that provides coffee roasting, packaging, distribution, sales, and exporting services. Founded 44 years ago with fewer than 100 members in the Naranjo district, it now has more than 1,500 members, mostly small producers. The co-op manages nearly every phase of coffee production, from planting to providing supplies for processing coffee beans, to roasting and exporting. In addition, it offers agricultural technical support.

Coopronaranjo sells its coffee in the Costa Rican retail market under the Café Naranjo (Orange Coffee) brand and exports bean fruit to the United States and Europe.

Facing a need to optimize its financial, accounting, inventory, and supply processes, as well as improve customer relationships, Coopronaranjo decided to migrate from a client-server architecture to one based on the Web. It chose a SPARC T4 server running Solaris, with Oracle WebLogic Suite as the application server and Oracle Database, Standard Edition as a repository for all information related to its coffee sales and distribution business.

With its new architecture in place, Coopronaranjo has improved customer service by reducing response time to requests twice as fast today. Its 1,500 members use the system, from the time they load information, such as data about harvested coffee beans into Oracle Database, Standard Edition from their offices until the coffee is delivered to customers. With Oracle's SPARC T4, the system now handles approximately 2 million transactions per month, without interruption. Coopronaranjo now has its entire business online and has accelerated the sales process, driving the company's growth in both the domestic and export markets.

Challenges

- Improve transaction processing from the time that data is entered at members' plantations until the product is delivered, while moving from a client-server architecture to a stable, secure, robust, and high-performance Web-based architecture
- Automate uploading of financial, sales, supply, and inventory information, to simplify processes, such as coffee sales and inventory control
- Improve services to customers, including local supermarkets and foreign coffee bean importers, to increase and accelerate coffee sales volume in all markets

Solutions

- Automated sales and inventory transactions, accelerating response times for clients twice as fast

- Deployed an Oracle SPARC T4 server running Oracle Solaris, moving from a batch-oriented client-server system to a Web-based one, using Oracle WebLogic Suite as an application server, providing the co-op's 1,500 members with rapid access to online transactions
- Improved communication among the cooperative's members by moving the accounting application online and managing it with Oracle WebLogic Suite, increasing sales efficiency for the domestic and foreign coffee markets
- Accelerated online sales processes, reducing the time needed to access information on total sales to supermarkets from 40 minutes to 6 seconds
- Enabled members to automate information uploads using Oracle Database, Standard Edition as a repository for 50 gigabytes of data-ranging from the amount of coffee beans harvested to coffee distribution figures, achieving data integrity and security
- Accelerated management of 2 million transactions a month, relying on SPARC T4 server's high processing speed and automatic uploading of data to the server

Why Oracle

Coopronaranjo had used Oracle SPARC Enterprise T5120 servers, but it needed more functionality, such as Web applications management and uninterrupted service to customers. When it came time to choose, it didn't hesitate to migrate to Oracle technology. "No other vendor can provide us with the stability achieved with the SPARC T4-1 server running Solaris, combined with Oracle WebLogic Suite and Oracle Database Standard Edition. The integration is clean and secure, and the processing speed is unmatched," said Henry Carvajal Rojas, IT director for Coopronaranjo R.L.

Implementation Process

Coopronaranjo had worked with Oracle for more than 12 years. In 2010 it acquired Oracle WebLogic Suite as the applications server for its SPARC Enterprise T5120 server, which also hosted Oracle Database, Standard Edition as an information repository. In late 2011, looking for faster transaction processing, it decided to migrate to an Oracle SPARC T4 server, with the help of Oracle Partner CESA.

The company completed implementation in six weeks-on time and on budget. CESA loaded applications in its data center and then deployed the server in Coopronaranjo's data center, connecting the SPARC T4 to the company's existing architecture.

Partner

Coopronaranjo deployed its new architecture with the help of Oracle Gold Partner Control Eléctrico S.A. (CESA). CESA installed the database, Oracle WebLogic Suite, and a third-party accounting management application, which Coopronaranjo improved on by using Oracle Application Express.

It also connected the SPARC T4 server to the company's existing server network, and is virtualizing Oracle Application Server. "CESA did the initial installation in its offices and finished the work in our data center. They gave us good and complete service, with support for all our Oracle products, and they have provided us with excellent response times and a clean integration," Rojas said.

Oracle Customer:**Natura Cosméticos S/A**

São Paulo, Brazil

www.natura.net

Industry:

Consumer Goods

Annual Revenue:

\$1 to \$5 Billion

Employees:

7,000

Oracle Products & Services:

- Oracle WebLogic Suite 11g
- Oracle WebLogic Server, Enterprise Edition
- Oracle SOA Suite for Oracle Middleware 11g
- Oracle Service Bus
- Oracle Coherence

Natura Cosméticos S/A Implements New IT Platform to Handle Nearly 110,000 Orders Daily and Maintain Double-Digit Sales Growth

“With Oracle WebLogic Suite 11g, we bridged the gap between our ERP system and our sales-related applications, which support up to 110,000 orders daily. By combining Oracle WebLogic Server with Oracle Coherence, we achieved even better performance and scalability for our new IT platform by virtualizing our servers.”

— **Mauricio Martinez**, IT Architecture Assistant, Natura Cosméticos S/A

Natura Cosméticos S/A (Natura Cosmetics, Inc.) is Brazil’s largest manufacturer of cosmetics and beauty products, which are distributed via a direct sales model. It ranks fourth in Latin America’s beauty and hygiene industry and 13th in the world.

Natura also has a presence in Argentina, Peru, Chile, Mexico, Colombia, and France—where it operates a store and a satellite technology and research center. Its sales force includes 1.36 million consultants—1.13 million in Brazil and nearly 230,000 abroad.

To maintain double-digit sales growth—which it has attained over the last several years, including a 21% increase from 2010 to 2011—Natura needed to more efficiently integrate its enterprise resource planning (ERP) system with customized Java applications that were critical to its business. By combining Oracle WebLogic Suite 11g with Oracle WebLogic Server, Enterprise Edition, the cosmetics manufacturer ensured scalability through virtualization to handle nearly 110,000 online orders daily by internet.

Challenges

- Integrate the manufacturer’s enterprise resource planning (ERP) system with Java applications that are critical to the company’s direct sale cosmetics and beauty product business
- Ensure efficient processing of approximately 110,000 cosmetic and beauty product orders daily to maintain the company’s double-digit annual growth rate
- Improve performance and scalability of critical applications that support order entry from the company’s 1.36 million consultants who sell directly to customers

Solutions

- Implemented Oracle WebLogic Suite 11g and Oracle WebLogic Server, Enterprise Edition to ensure a robust IT platform that integrates back-office systems with other applications critical to cosmetics sales, making it possible for the manufacturer to maintain double-digit sales growth
- Obtained scalability to support increasing demand for the company’s cosmetics and beauty products and reduced the risk of system overload and order processing delays, which the company had previously experienced
- Eliminated application synchronization issues that threatened the performance of the sales, operations, logistics, and IT departments by eliminating thousands of patches and interfaces between legacy systems and the company’s ERP system

- Achieved clustering and virtualization, leading to better performance for the company's critical systems and enabling it to support higher volumes without having to invest in more hardware
- Streamlined IT management and maintenance, freeing the IT team time to focus on other priorities
- Improved system performance and stability by using Oracle Service Bus and the Oracle Coherence Suite distributed memory cache to strengthen communication between critical applications (such as order entry) and the back office

Why Oracle

“We chose Oracle WebLogic products because we have used Oracle's platforms, servers, and database for years and trust this proven infrastructure with our critical applications. Furthermore, the performance and scalability of this environment ensures a good cost-benefit ratio.” – Mauricio Martinez, IT Architecture Assistant, Natura Cosméticos S/A

Oracle Customer:**Transmed**

Dubai, United Arab Emirates
www.transmed.com

Industry:

Consumer Goods

Employees:

4,100

Oracle Products & Services:

- Oracle Database, Standard Edition 11g
- JD Edwards EnterpriseOne 9.0
 - Financials
 - Inventory Management
 - Advanced Pricing
 - Sales Order Management
 - Procurement and Subcontract Management
 - Custom Self Service
- Oracle WebLogic Server 11g

Oracle Partner:**Global Technology Solutions (GTS)**

www.gtslb.com

Transmed Eliminates Database Downtime While Accelerating Business Processes with Flexible, Secure, Enterprise Application Infrastructure

“Thanks to Oracle, our business no longer suffers the frustrating database downtime that forced us to restart our old servers every day to prevent production systems from crashing. Now, we have the strong, flexible data and resource planning infrastructure that we need to succeed in the region’s highly competitive consumer goods industry.”

— **Samir Harb**, Regional ERP Head/IT Manager, Transmed

Transmed is a regional sales, distribution, and bottling organization, representing major brands, such as Coca-Cola and Procter & Gamble. Transmed operates in Lebanon, UAE, Jordan, and West Africa, with each site acting as a largely autonomous entity and with its own separate IT infrastructure.

Transmed had experienced incidences of downtime and outages due to system stability issues and at the database level. It needed to address this and also to upgrade its enterprise resource planning (ERP) applications to gain the latest functionality, such as support for mobile workforces to ensure it remained at the forefront of a competitive regional sales distribution marketplace.

The company deployed Oracle Database Enterprise Edition 11g and upgraded its existing JD Edwards applications from Oracle to JD Edwards EnterpriseOne 9.0. With its upgraded environment, Transmed has accelerated its sales process, reduced errors, increased customer service quality, and accelerated deliveries. Greater control over pricing has enabled Transmed to attract new customers, while its mobile workforce can now process new orders remotely.

Transmed has also deployed Oracle WebLogic Server 11g, a scalable, enterprise-ready Java Platform, Enterprise Edition (Java EE) application server that enables Transmed to deploy mission-critical applications in a robust, secure, highly available and scalable environment.

Challenges

- Replace unreliable database responsible for more than 200 gigabytes of transactional data related to consumer goods distribution, and eliminate any possibility of downtime—without disruption to sales and distribution business functions
- Simplify storage management to eliminate complexity, increase storage utilization and agility, and maximize administration efficiency
- Accelerate business processes by implementing a more flexible database that handles queries faster, as well as an upgraded ERP system—crucial to a consumer goods company in a competitive market that must deliver products quickly and reliably
- Increase accuracy of order, stock, and financial data by eliminating manual data entry across all areas of the business, including consumer goods production, sales, and distribution
- Accelerate sales order processing and invoice creation for clients that include wholesalers, supermarkets, and grocery stores, as well as healthcare
- Establish a new mobile ordering system to enable salesmen to process orders and take payments for goods online, accelerating customer payments

Solutions

- Eliminated the downtime and systems outages and accelerated database query handling by 50%
- Accelerated consumer goods distribution and sales processes across every department, including logistics, delivery, and warehousing, thanks to increased flexibility and data accessibility
- Ensured streamlined storage management for database administrators with Oracle Automatic Storage Management, eliminating complexity and increasing storage utilization and agility
- Established online ordering and invoicing, thanks to JD Edwards EnterpriseOne 9.0 Supply Chain Management's improved online functionality, increasing efficiency of traveling sales representatives by standardizing mobile ordering processes
- Reduced processing time for new sales orders from three hours to just seconds by automating workflows
- Simplified ordering processes by establishing a mobile sales system integrated with JD Edwards EnterpriseOne applications, enabling sales teams to register new customer orders online from any location
- Reduced sales order processing time from an hour to just seconds, due to increased data availability through Oracle Database, Enterprise Edition 11g and improved workflows with JD Edwards EnterpriseOne Sales Order Management 9.0
- Accelerated the order-to-delivery cycle by 25% to 30%
- Enabled the business to grow its average consumer goods inventory by 10%, year-on-year, while eliminating up to two hours of downtime each day
- Standardized the entire enterprise on JD Edwards EnterpriseOne 9.0 applications to simplify data sharing and reporting

Why Oracle

Transmed demanded a database that would prove more resilient and reliable than its previous database.

"Oracle is in the unique position of being able to supply us with a complete, integrated database solution, applications, and, now even hardware. Rather than having multiple vendors arguing and blaming each other, Transmed Overseas trusts Oracle as a single vendor with a single solution that simply works," said Samir Harb, regional ERP head/IT manager, Transmed.

Implementation Process

Transmed's previous experience deploying Oracle Database Enterprise Edition and JD Edwards EnterpriseOne led to a rapid and smooth rollout. This was critical because any delay during the deployment process would augment one of the issues that the new technology was intended to solve-unacceptable loss of business continuity. Transmed originally deployed Oracle Database Enterprise Edition 11g as a replacement to its old database in September 2011. It then deployed the upgraded JD Edwards EnterpriseOne applications. The process took two months and was completed on time and within budget in January 2012.

Partner

Global Technology Solutions s.a.r.l. is Transmed's preferred IT partner. With the assistance of Global Technology Solutions, Transmed's new JD Edwards EnterpriseOne ERP upgrade went live in just two months.

"GTS is an Oracle partner, specialized in Oracle JD Edwards deployments and highly experienced in deploying Oracle Database and other key solutions in this region. It's extremely good at what it does, knows Oracle technology inside out, and it also knows what is expected from it for Transmed deployments," Harb said.

Oracle Customer:**European Organization for Nuclear Research (CERN)**

Geneva, Switzerland
www.cern.ch

Industry:

Education and Research

Employees:

2,424

Oracle Products & Services:

- Oracle Database, Enterprise Edition 11g
- Oracle Diagnostics Pack
- Oracle Tuning Pack
- Oracle Enterprise Manager 11g
- Oracle Weblogic Server 11g

European Organization for Nuclear Research (CERN) Proactively Monitors Its IT Infrastructure to Support Services Critical to the Large Hadron Collider and Its Experiments

“Oracle Enterprise Manager monitors the components within our Oracle infrastructure, alerting us to any issues before they become a problem, enabling us to focus on scientific research, and helping us keep IT costs down.”

— **Anton Topurov**, Monitoring Service Manager, IT Department, CERN

The European Organization for Nuclear Research (CERN) is one of the world’s largest and most respected centers for scientific research. Founded in 1954 and located near Geneva on the Franco-Swiss border, CERN was one of Europe’s first joint ventures. Today, it has 20 member states. The organization uses the world’s largest and most complex scientific instruments to study fundamental particles and the origin of the universe.

CERN has a 30-year relationship with Oracle and makes extensive use of Oracle software and hardware technologies to support mission-critical applications for most administrative and technical activities within the organization.

Experiencing enormous increases in data volume, CERN looked to optimize its existing infrastructure to best support its scientific research and keep IT costs down. It deployed Oracle Enterprise Manager 11g to proactively monitor all components within its Oracle infrastructure- from hardware to applications-and maximizes availability for scientific research.

Challenges

- Ensure reliable and optimized access to data, including the more than 20 petabytes of data generated annually by CERN’s four big-particle detectors
- Provide an environment with minimized Oracle Database downtime to maximize activity of the particle detectors and the organization’s Large Hadron Collider (LHC)
- Control and optimize the management costs associated with CERN’s growing number of Oracle databases and middleware services
- Deploy an environment that enables CERN to monitor various custom applications

Solutions

- Implemented Oracle Enterprise Manager 11g to monitor physical hardware and software assets as well as the quality and availability of the associated services that rely on those assets for various scientific projects
- Supported proactive monitoring of the Oracle environment to maximize availability of the IT infrastructure required for research
- Ensured efficient monitoring of the Oracle environment, a key component of the infrastructure for the capture, storage, and processing of the vast data quantities-more than 20 petabytes-generated annually by CERN’s LHC

- Simplified monitoring of more than 1,500 targets, including more than 200 databases and 50 cluster targets alone, plus Oracle WebLogic Suite 11g components
- Improved efficiency by grouping databases, hosts, listeners, and application servers together so they can be monitored as a unit, enabling CERN to manage the performance and availability of complete business services rather than individual IT components
- Automated configuration management tasks, such as ensuring database back-ups are up to date, to reduce administrative effort
- Optimized performance management and tuning of CERN's databases, ensuring a high-performance environment for the organization's challenging and extremely demanding research projects
- Gained the scalability and flexibility required to manage the growing Oracle infrastructure without having to proportionally increase the number of administrators
- Implemented a control environment with Oracle Enterprise that will play an important role in monitoring CERN's custom applications, such as its research project budget system

Oracle Customer:**Bank of Xuchang**

Xuchang, China
www.xccb.com

Industry:

Financial Services

Employees:

584

Oracle Products & Services:

- Oracle Database, Enterprise Edition 11g
- Oracle WebLogic Suite

Oracle Partner:**Beijing Gold Tripod Technology Co., Ltd**

www.yuandingsoft.com

Bank of Xuchang Cuts Transaction Response from 20 Seconds to 1 Second, Even in Peak Hours, Improves Overall System Performance by 200%

“Oracle Database, Enterprise Edition 11g and Oracle WebLogic Suite provide the ideal support for the bank’s core business processing. We have improved overall system performance by 200% and reduced hardware, storage, and maintenance costs by 66%.”

— **Zhao Kunpeng**, Department Chief, Technical Information, Bank of Xuchang

The Bank of Xuchang is a Chinese municipal commercial bank approved by the China Banking Regulatory Commission. The bank has ranked third among provincial commercial banks and municipal credit cooperatives for the past five years. It operates more than 20 branches and business premises, including 14 urban branches and 2 county-level branches in Changge and Yuzhou. It provides banking services for individuals and enterprises—including debit and credit, savings, mortgage loans, account transfers, and financial management—and has issued loans of more than US\$1.9 billion to individuals and enterprises since 2007. It also acts as a payment agent.

Challenges

- Improve the availability, security, and stability of a core business system that processes vast quantities of financial data and millions of customer accounts involving multicurrency business transactions
- Provide a stable and efficient database and middleware infrastructure for the bank’s business units—such as debit and credit, savings, and mortgage divisions—across multiple regions
- Support the creation of new financial products and services for customers
- Ensure the system can reliably handle an average of 100,000 transactions every day and up to 200,000 transactions during peak times
- Implement highly efficient, flexible, and scalable hardware and software to reduce system deployment and upgrade costs

Solutions

- Reduced financial transaction response times from 20 seconds to 1 second during peak hours by taking advantage of high performance and seamless integration to eliminate performance issues
- Tripled the amount of customer account data that can be processed concurrently and increased by 5x the number of financial transactions processed concurrently
- Improved overall system performance by 200%, by utilizing fully optimized database functions, such as message queue, log-management, batch processing, and automatic storage management
- Enhanced banking staff productivity by supporting 100% more concurrent system users

- Shortened day-end batch processing for financial transactions, from 180 minutes to 100 minutes
- Cut data backup and recovery times by 40%
- Lowered hardware and storage administration and maintenance costs by 66%
- Cut the cost of upgrading the system by 97% by taking advantage of Oracle's industry-leading techniques and scalability features, such as individual deployment and data compression
- Reduced application development time for new products, such as home loans or savings accounts, by a third and cut development costs by 40%
- Experienced 100% system uptime and no loss of data during and after the data migration from the legacy system

Why Oracle

According to Zhao Kunpeng, department chief, technical information, Bank of Xuchang, the bank chose Oracle Database, Enterprise Edition 11g to support its new core business system, as it had the broadest range of features, the highest security, and the most established capabilities.

"Oracle provides the ideal support for the bank's core business processing," said Kunpeng. "Functions, such as separate deployment, real application cluster techniques, and the message queue mechanism are perfect for our needs. We were also impressed by Oracle WebLogic's excellent Java technique, service-oriented architecture, and object orientation."

Implementation Process

The Bank of Xuchang engaged Oracle Specialized Partner Beijing Gold Tripod Technology Co., Ltd to deploy Oracle Database, Enterprise Edition 11g and Oracle WebLogic Suite.

The implementation began in March 2010. Beijing Gold Tripod Technology implemented and tested the network environment, storage device configuration, and database and middleware products. The company also completed the cross-platform data migration, prepared and tested the database backup strategy and disaster recovery plan, and installed the automatic storage management disk pack for the database.

The new core business system went live in August 2010.

Partner

Beijing Gold Tripod Technology worked with the Bank of Xuchang throughout the implementation. At the beginning of the project, the partner helped the bank assess its previous database system and select a new database that would meet its business needs.

Beijing Gold Tripod Technology then helped the bank prepare a project schedule and data migration plan, and offered professional advice on the hardware purchase, network plan, application development, and disaster recovery techniques.

“Beijing Gold Tripod Technology finished installing and deploying the database and application server on schedule, provided technical support and advice during the application development, and offered professional training for application team members and maintenance staff,” said Kunpeng. “We were impressed by the company’s efficiency and responsible attitude during the implementation and respected the team’s professionalism and dedication. We expect to work closely with Beijing Gold Tripod Technology in the future to ensure the secure and efficient operation of our IT system.”

Oracle Customer:**CetelemEspaña Grupo BNP Paribas**

Madrid, Spain

www.cetelem.es

Industry:

Financial Services

Annual Revenue:

\$1 to \$5 Billion

Employees:

1,200

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud X2-2
- SPARC T4-1
- Oracle Solaris
- Sun ZFS Storage 7420
- Oracle WebLogic Server
- Oracle Coherence

Cetelem España Grupo BNP Paribas

Implements New Products and Services in Minutes, Forecasts Savings of Nearly 4x for System Investment

"We decided to deploy Oracle's engineered systems, Oracle's SPARC servers, and Oracle's Sun ZFS Storage appliances for multiple reasons. The most important being extreme performance, reliability, and scalability combined with optimal total cost of ownership and cost savings. Compared with other vendors' solutions, Oracle-on-Oracle platforms are tuned to perfection and provide the system power that our IT department requires to support sustained business growth, which is mission-critical for our company."

— **Ricardo Fargallo**, Enterprise Architect, Cetelem España

Cetelem is a banking institution, part of the BNP Paribas' personal finance division, specialized in providing consumer, real estate, and car loans; credit cards; saving accounts; and insurance products in more than 20 countries in Europe, in addition to Asia/Pacific and Latin America. Founded in 1953 in France as a financial partner to major retail groups that supported their growth by making consumer credit easily available, it has grown to become a leading consumer-finance bank in continental Europe.

Cetelem España, the Spanish division of the brand, was established in Spain in 1988. Today it is a leader in the Spanish consumer credit market with more than 2.5 million customers and 4,000 points of sale across Spain, growing by 272,000 customers in 2012 alone. As of December 2012, Cetelem España managed 400,000 credit cards, representing more than US\$5 billion in outstanding risk exposure.

Challenges

- Adopt open systems to downsize the corporate systems hosted for Cetelem's subsidiaries in more than 20 European countries, with Cetelem España serving as project leader and pilot implementer to determine the best approach to system architecture and deployment
- Consolidate existing infrastructure and provide a high-performance, scalable, and efficient IT platform for business speed and flexibility and that supports ambitious business growth objectives—including 10% annual growth across Cetelem's business operations in Europe's consumer credit markets
- Standardize and consolidate the group's information technology (IT) infrastructure by moving from traditional application silos to cloud computing with centralized management where computing resources are distributed as needed
- Improve business agility and drive revenue by reducing time to market for new products and services—such as partner-branded consumer loans—from days to minutes
- Ensure business continuity to mitigate risks of business losses—such as penalties incurred by unfulfilled service level agreements with business-to-business customers—by reducing data retrieval times from hours to seconds

Solutions

- Deployed a pre-integrated database grid with Oracle Exadata Database Machine to simplify IT management through database server, storage server, and network standardization and consolidation
- Ensured business continuity with complete redundancy and provided cost-effective scalability on demand
- Consolidated numerous servers and storage systems (72 total elements) to two Oracle Exadata and Oracle Exalogic platforms combined with Oracle's SPARC T4 servers, running Oracle Solaris, and Oracle Sun ZFS Storage 7420 appliance to eliminate duplicate investments, cut hardware costs, and lower software license costs
- Enabled extreme application performance by deploying Oracle Exalogic Elastic Cloud X2-2, executing mission-critical applications 5x to 30x faster, for example, by seamlessly processing 100,000 daily credit card payments, on average—with peak loads of up to 10 transactions per second and 400,000 transactions per day
- Used Oracle WebLogic Server and Oracle Coherence to deploy partner-branded, consumer credit products and services within minutes instead of days, enabling the company to generate revenue without increased IT infrastructure costs
- Gained capability to forecast IT costs without surprises to support sustained business growth above 10% annually
- Enabled visibility and decision-making in real time with unequalled data warehouse and online transaction processing performance
- Improved service quality with better Java performance to fulfill service level agreements for business-to-business customers—who use Cetelem's IT infrastructure to offer consumer credit for household appliances and similar products under their own brands that require contractually agreed upon availability and latency
- Cut data center space, power consumption, and cooling requirements while reducing backup data volume with Oracle Hybrid Columnar Compression by a factor of 4 to 10
- Mitigated risks inherent in implementing, maintaining, and servicing a large IT infrastructure and reduced staffing requirements by relying on a complete, integrated solution from a single manufacturer that offers extreme performance and uniform reliability at a much lower TCO

Why Oracle

“During the first selection round, we eliminated vendors that could not meet our requirements. Oracle not only offered the superior solution, both in terms of performance and scalability, but also presented important economical advantages. We forecast cost savings within three years that will be nearly 4x as high as the combined investment in Oracle technology,” said Ricardo Fargallo, enterprise architect, Cetelem España Grupo BNP Paribas.

Oracle Customer:**KB Kookmin Card Co., Ltd**

Seoul, Republic of Korea
www.kbcard.com

Industry:

Financial Services

Annual Revenue:

Over \$5 Billion

Employees:

1,339

Oracle Products & Services:

- Oracle Database 11g
- Oracle Real Application Clusters
- Oracle Advanced Compression
- Oracle Partitioning
- Oracle WebLogic Server, Enterprise Edition

KB Kookmin Card Co., Ltd Increases Website Sales and Visitors by 16% with Stable, Scalable, Internet Lifestyle and Financial Services System

“Oracle Database 11g and Oracle WebLogic Server enabled us to quickly and safely transfer customer data into a stable and scalable internet services system. We can now provide more innovative lifestyle services and have increased Website visitors and sales by 16%.”

— **Jeong Bo-gil**, Team Leader, IT Development, KB Kookmin Card Co., Ltd

KB Kookmin Card offers customers credit, debit, and prepaid card services; personal loans and finance options; and a variety of travel and retail services. The company is a subsidiary of KB Financial Group—a comprehensive financial institution that has the largest customer base and branch network in Korea.

In 2011, KB Kookmin Card decided to expand its customer services to include new financial and lifestyle options, such as insurance, travel booking, and online shopping. To support these services, the company implemented Oracle Database 11g and Oracle WebLogic Server, Enterprise Edition.

KB Kookmin Card has built an agile and flexible internet services system that links with external parties, such as travel agents and airlines, and it provides an independent repository for the company’s data. The company can now stay ahead of its customers’ needs and has increased Website visitors and sales by 16%.

Challenges

- Implement an internet system that is managed by KB Kookmin Card, rather than shared and restricted by the parent company’s internet banking system
- Expand and offer new, innovative lifestyle and financial services to customers
- Deploy the system without service interruption and minimize the cost and time required to transfer data to a new database
- Establish a one-source multibrowsing environment that allows customers to access the same data, using related Websites and cell phone and PC platforms
- Develop easy-to-modify applications that can be quickly adapted or expanded, to meet requirements for increased use of mobile internet devices and platforms
- Link the internet system with external parties, such as travel agents and airlines, to improve lifestyle services available to customers
- Provide a highly stable and secure payment service
- Ensure system availability and strengthen real-time data backup and recovery capabilities

Solutions

- Increased Website visitors and sales by 16%, by establishing an independent internet system that provides financial and lifestyle services, such as insurance, loans, travel booking, and golf reservations
- Operated a stable payment service without any issues or unscheduled system downtime

- Prevented a revenue loss of around US\$65 million and helped avoid damage to the company's reputation by maintaining quality customer services while implementing the new system, rather than shutting services down for three days
- Ensured the internet service system remained fully operational even when 15% of the 120,000 daily Web users accessed it simultaneously
- Modified new mobile Web applications in less than three days, using a combined Web application method, rather than taking two weeks to add a single new page or service, using a slower development method
- Used Oracle WebLogic Server, Enterprise Edition to become the first company in Korea's financial industry to offer open, Web-based services
- Provided clients with a consistent user experience when accessing online financial and lifestyle services, and improved Web data management, by establishing one-source, multi-use data
- Enhanced services for customers and promoted credit card membership by developing new applications that allow sales staff to compare card services on their mobile devices and recommend those that best fit their customers' needs
- Enabled sales staff to easily check their sales performance in near real time using newly created mobile applications
- Expanded lifestyle services by enabling real-time links to data from external parties, such as travel agents and airlines
- Launched previously unavailable exclusive services, such as "Today's Shopping", a golf reservation and social commerce service
- Increased system stability by using Oracle Real Application Clusters' dual nodes and enabling active-active backup of each server
- Achieved 100% system availability, ensuring customers are always able to access financial and lifestyle applications

Why Oracle

KB Kookmin Card wanted to implement a system that was scalable, flexible, and stable, and would support mobile platforms. After considering a number of solutions that would allow fast and stable system implementation without interrupting services, KB Kookmin Card decided on Oracle WebLogic Server, Enterprise Edition and Oracle Database 11g.

"The company has been using Oracle's database and WebLogic Server solutions for more than 10 years and has faith in their stability and performance," said Jeong Bo-gil, team leader, IT development, KB Kookmin Card. "Service expandability and flexibility were also important to us and we regarded the Oracle solutions favorably for those aspects, too."

In addition, the company was impressed by Oracle's hybrid columnar compression and partitioning technologies, which will provide performance and cost benefits when it expands the services in the future.

Implementation Process

In August 2011, KB Kookmin Card implemented the mobile infrastructure to underpin the new internet services system. The company then deployed Oracle WebLogic Server, Enterprise Edition and Oracle Database 11g in February 2012. Within a month, the in-house IT team had collected and applied improvements and requests from each department, linked various new projects, and transferred the company's data to Oracle Database 11g. The system went live in March 2012.

“Thanks to Oracle’s stable and professional self-tuning service, the implementation of our internet services system went smoothly,” said Bo-gil. “We are very satisfied with the Oracle products, and the system has been operating without any issues since it went live.”

Oracle Customer:**Reliance Commercial Finance**

Mumbai, India

www.reliancecommercialfinance.com

Industry:

Financial Services

Employees:

2,000

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud
- Oracle WebLogic Suite
- Oracle Advanced Customer Support Services

Reliance Commercial Finance Accelerates Time-to-Market, Improves IT Staff Productivity by 70%, and Enhances Competitiveness

“With the scalable infrastructure and ease of manageability provided by Oracle engineered systems and Oracle WebLogic Suite, we can go to market immediately and increase our competitive edge. We accelerated loan approval process by 3x, improved IT staff productivity by 70%, and enhanced our customer service.”

— **Shashi Ravulapaty**, Senior Vice President and Chief Technology Officer, Reliance Commercial Finance

Reliance Commercial Finance, as presented by Reliance Capital Ltd., provides loans for real estate, commercial and private vehicles, construction equipment, and infrastructure to more than 70,000 customers, including businesses and individuals. The company also offers loans against existing property and investments, such as gold, and provides microfinance services. Reliance Commercial Finance has an operational presence that spans 66 locations in India, and it is one of the fastest growing nonbanking financial companies in the country.

For seven years, Reliance Commercial Finance used Oracle Exadata Database Machine for its core lending application and Microsoft servers with SQL server databases for its loan verification system. With more than 2,000 users—including up to 500 concurrent users—accessing the company’s core applications every day, the legacy IT infrastructure was struggling to process more than 6,000 daily transactions, especially during peak periods, such as the last five days of each month. It was also time-consuming and costly to manage and track customer-loan applications and approvals across multiple systems. The legacy system also increased customer churn and time to market.

To address these issues, the company implemented Oracle Exalogic Elastic Cloud and Oracle WebLogic Suite to ensure high-performance, high availability, and scalability for its core applications. It also enabled seamless integration with Oracle Exadata Database Machine. These implementations accelerated loan transaction speed by 30% and increased IT staff members’ productivity by 70%. In addition, the financial institution improved its competitiveness by accelerating the customer loan approval process by 3x and slashing new application deployments from eight weeks to one day, thereby increasing customer satisfaction.

Accelerates Loan Transaction Speed by 30%, Improves Staff Productivity by 70%

Projecting 30% growth annually, Reliance Commercial Finance needed to ensure high performance, high availability, and scalability for its core applications to support increases in transactions and concurrent users during peak periods. By consolidating nine servers onto the Oracle Exalogic platform and seamlessly integrating the system with Oracle Exadata, it optimized transaction throughput for its core applications and accelerated overall batch processing for loan transactions by up to 30%, thanks to the extreme performance and secure InfiniBand networking technology.

Reliance Commercial Finance also cut operating costs by reducing energy consumption and data-center space requirements. It avoided additional costs for operating systems by running Oracle Linux on Oracle Exalogic. Furthermore, the firm improved system manageability by using Oracle Exadata and Oracle Exalogic’s built-in application-to-disk management capability.

“Our IT staff gained an integrated view of the entire core applications’ life cycle, and the team can now easily manage the system without additional training. We increased IT staff productivity by 70%, allowing more time to focus on strategic projects,” said Shashi Ravulapaty, senior vice president and chief technology officer, Reliance Commercial Finance.

Thanks to Oracle Exalogic’s built-in linear scalability, Reliance Commercial Finance eliminated a single point of failure and ensured high availability and scalability for business applications. Users no longer have to wait until the following day for login sessions and to process customer loan applications. The company can now efficiently run multiple applications and support more than 500 concurrent users during peak loan periods without system downtime.

Accelerates Loan Approval Process by 3x, Increases Customer Satisfaction

Reliance Commercial Finance wanted to accelerate loan approvals and reduce customer turnover because it could take up to three days to approve or deny a loan application due to the multiple systems involved in the process.

“With Oracle Exalogic and Oracle WebLogic Suite’s private cloud capability, our staff can easily view the status of a client relationship and create a credit rating for each loan application without going through multiple systems. We can now approve a loan in one day instead of three. This capability has helped us to increase customer satisfaction and enhance our competitiveness in the loan market,” Ravulapaty said.

Accelerates Time-to-Market and Enhances Competitiveness

With fierce competition in the loan market, Reliance Commercial Finance needed to rapidly deploy new applications for loan products and services and enable faster time-to-market.

Previously, the company would wait at least six weeks to receive a new server and then another two weeks to have it installed. With Oracle Exalogic, it automated application deployments by enabling users to provision applications in just a few clicks and deploy new applications in less than a day without the need for IT team assistance. As such, the company can now market its new loan services quickly to customers and increase its competitive edge.

Reliance Commercial Finance also implemented Oracle WebLogic Suite to optimize Oracle Exalogic performance and maximize system uptime at minimum cost.

“By implementing Oracle Exalogic and Oracle WebLogic Suite, we reduced the complexity of new application deployments and enabled infrastructure on-demand. The resulting scalability was also a perfect fit for our business requirements,” Ravulapaty said.

Challenges

- Ensure high performance, high availability, and scalability of core lending applications to support more than 500 concurrent users and process more than 6,000 daily loan transactions during peak periods
- Accelerate new application deployment and simplify system manageability to improve time-to-market and increase competitive edge
- Improve response time for loan approval process to enhance customer service and reduce churn

Solutions

- Accelerated loan batch processing speed by up to 30% by using Oracle Exadata and Oracle Exalogic's InfiniBand networking technology and running applications on Oracle WebLogic Suite, enabling maximum throughput for core applications
- Increased IT staff productivity by 70% by using Oracle Exalogic's complete application-to-disk management capability
- Reduced churn and improved customer satisfaction by enabling same-day notifications to customers regarding loan approval status, instead making them wait three days
- Ensured high availability and scalability by eliminating a single point of failure—enabling more than 500 concurrent user sessions and processing 6,000 daily transactions during peak loan periods
- Increased competitiveness by rapidly deploying new applications in one day instead of in eight weeks, accelerating time to market for new product offerings
- Reduced complexity of application deployments across multiple locations and maximized system uptime at minimum cost

Why Oracle

Reliance Commercial Finance chose Oracle Exalogic and Oracle WebLogic Suite for its high availability and scalability that could accommodate 30% growth annually and enable rapid application deployments.

“With the scalable infrastructure and ease of manageability provided by Oracle Exalogic and Oracle WebLogic Suite, we can go to market immediately and increase our competitive edge. It also enabled seamless integration with Oracle Exadata, so it was an obvious choice to ensure business continuity,” Ravulapaty said.

Implementation Process

Reliance Commercial Finance implemented Oracle Exalogic and Oracle WebLogic Suite in three months. The company's internal IT team worked with Oracle Advanced Customer Support Services to migrate from Microsoft Windows to Oracle Linux.

Oracle Advanced Customer Support Services provided user training as well as ongoing technical support to ensure the implementation ran smoothly and remained on budget.

Oracle Customer:**National Guard Health Affairs (NGHA)**

Riyadh, Saudi Arabia
www.ngha.med.sa

Industry:

Healthcare

Employees:

40,000

Oracle Products & Services:

- SPARC Enterprise M9000
- SPARC Enterprise M5000
- SPARC T4-2 server
- Oracle Solaris
- Oracle WebLogic Server
- Oracle E-Business Suite Release 12
- Oracle Human Resources Management System
- Oracle Enterprise Asset Management
- Oracle Financials
- Oracle Consulting

National Guard Health Affairs (NGHA)

Integrates Hardware and Software Infrastructure to Improve High Availability and Speed of Critical Applications

“Oracle’s integrated hardware and software was the only way we could meet our project requirements for application speed, scalability, reliability, and availability. The solution’s price and support levels were also very attractive to us.”

— **Khalid H. Al-Zahrani**, Director, Corporate Datacenter, National Guard Health Affairs (NGHA)

National Guard Health Affairs (NGHA) is recognized as an internationally acclaimed center of excellence to enhance individual and public health status. It delivers optimum healthcare to Saudi Arabian National Guard (SANG) personnel, their dependents, and other eligible patients. NGHA also provides excellent academic opportunities, conducts research, and participates in industry and community service programs in the health field.

NGHA operates 53 clinics and five hospitals, the largest of which houses the institution’s main data center. NGHA first began deploying Oracle hardware and applications in 2002. In 2010, it realized that the functionality limits of its third-party human resources (HR) system meant it could not meet the needs of a growing organization.

To meet its requirement for greater capacity and efficiency to serve a rapidly growing employee base, NGHA deployed Oracle technology, including Oracle’s SPARC Enterprise M9000 servers, Oracle’s SPARC Enterprise M5000 servers, Oracle’s SPARC T4-2 servers, and Oracle WebLogic Server. The organization also upgraded its Oracle E-Business Suite Release 12 applications.

The solutions, designed for mission-critical healthcare environments, delivered the enterprise resource planning (ERP) application scalability and health information system (HIS) support that the rapidly growing healthcare organization required. With the new server environment, NGHA freed up 25% of system administration time previously spent managing servers, allowing administrators to focus on other IT priorities. The organization also cut server power and cooling overheads to approximately 35% of previous costs by consolidating 20 stand-alone servers into just 8 servers.

Challenges

- Replace end-of-life, SunFire, hosted ERP environment with more powerful, scalable systems that can support the demands of an expanded employee population, across more hospital and clinical sites
- Enable seamless deployment of mission-critical applications in a robust, secure, highly available environment, ensuring the distributed fault tolerance and redundancy demanded by a highly sensitive, secure enterprise, comprising multiple hospitals and healthcare clinics
- Replace a legacy, third-party HR application to enable the organization to grow rapidly and indefinitely, while supporting centralized, consistent policies and reporting, regardless of hospital or clinic location

- Improve availability, redundancy, and scalability of the Q-CPR HIS application, a specialized healthcare emergency procedure measurement and feedback tool, making care information and patient data more rapidly available to NGHA's 2,500 power users
- Deliver higher availability for ERP and HIS applications across every hospital, clinic, and administrative site in the NGHA by 2013

Solutions

- Installed two Oracle's SPARC Enterprise M9000 servers, running Oracle Solaris, which has a design suited to mission-critical healthcare environments, ultimately delivering the massive ERP application scalability and HIS support required by a rapidly growing healthcare organization that is adding new clinical sites while supporting more than 40,000 employees
- Consolidated 30, end-of-life servers, replacing them with 7 SPARC T4-2 servers and 3 SPARC Enterprise M5000 servers—1 deployed for ERP application development and the other 2 dedicated to the facility's infection-control department, hosting Oracle E-Business Suite and NGHA's own HIS applications
- Deployed a new server environment and freed up 25% of the time system administrators had spent managing servers, allowing them to focus on other IT priorities
- Cut power and cooling overhead to around 35% of previous costs by replacing 20 standalone servers with just 8
- Deployed Oracle WebLogic Server to improve logistics contract management and infection control departments' capabilities across the multisite, healthcare organization
- Replaced third-party HR system with Oracle Human Resources Management System, ensuring that NGHA's 40,000 skilled health professionals benefit from a single consistent instance of employee data, privacy, and security for salary and personal information, resulting in an HR system uptime of 99.8%, and flexibility to meet the demands of employee churn and change
- Hosted mission-critical Q-CPR HIS application on four highly scalable SPARC T4-2 servers, enabling all four major hospitals to use one centralized, unified instance of HIS, while increasing HIS system response time by 40%
- Enabled logistics and finance teams in clinics and hospitals to retrieve critical information 35% to 40% faster, freeing time for strategic planning during an important period of growth and expansion
- Ensured 99.8% availability for all ERP and HIS applications across NGHA sites and laid the groundwork to achieve 99.9% availability by the end of 2012

Why Oracle

NGHA employs many highly skilled and experienced IT experts with in-depth knowledge of the Oracle stack and skill sets built around knowledge of Oracle.

“Oracle is very well known throughout Saudi Arabia and the rest of the world as a strong, stable company with unrivalled technology. At NGHA we have excellent internal skills and many years’ experience working with Oracle products and services, and we enjoy collaborating with Oracle Consulting and Oracle partners to deliver new projects,” said Prof. Majid Al Tuwajjiri, vice president and executive director – information systems and informatics division – NGHA King Saud Bin Abdulaziz University for Health Science.

Implementation Process

NGHA completed its implementation on time and budget.

In just two weeks, the organization deployed and configured two SPARC Enterprise M9000 servers and seven SPARC T4-2 servers running Oracle Solaris, Oracle E-Business Suite, and NGHA’s HIS applications, in addition to three SPARC Enterprise M5000 servers in two separate data centers. System migration from older to new servers took an additional two-day period, during which time NGHA checked to ensure that all existing applications operated as expected, and that all regional sites were securely connected to the central database. Oracle Consulting continues to provide 24/7 support for bugs, patches, and hardware tuning.

Oracle Customer:**Sybron Dental Specialties, Inc.**

Orange, California

www.sybrondental.com**Industry:**

Healthcare

Employees:

4,100

Oracle Products & Services:

- Oracle SOA Suite 11g
- Oracle BPEL Process Manager
- Oracle B2B for EDI
- Oracle XML Gateway
- Oracle WebLogic Server
- Oracle Database 11g
- Oracle E-Business Suite
- Oracle Financials
- Oracle Manufacturing
- Oracle Quality
- Oracle iStore
- Oracle Internet Expenses
- Oracle Human Resources

Oracle Partner:**Zensar Technologies**www.zensar.com

Sybron Dental Specialties, Inc. Automates Business-to-Business Electronic Data Interchange with Service-Oriented Architecture

“Oracle SOA Suite 11g enabled us to completely transform the way we do business. The solution has advantages over other middleware offerings, as it can easily integrate with Oracle E-Business Suite and third-party solutions. With accurate and timely access to data, we can work more closely with our distributors, reduce costs, and support future growth.”

— **Carlos Salazar**, IT Director, Software Development, Sybron Dental Specialties

Sybron Dental Specialties Inc. is a high technology, dental and infection-prevention product manufacturer. The company develops innovative technologies and manufactures and markets products for the dental and medical professions—serving clinicians worldwide and, ultimately, improving the health and beauty of their patients. In the dental space, Sybron addresses endodontics, restorative dentistry, and orthodontic markets. On the medical side, in conjunction with dental products, Sybron offers high-quality, infection-prevention and magnification/illumination products for healthcare professionals.

When Sybron Dental Specialties used older versions of Oracle SOA Suite and Oracle B2B for EDI, it faced many challenges with supporting its processes. The company wanted to upgrade to a more scalable service-oriented architecture (SOA) environment to integrate with its distributors, ease complexity in tracking sales and shipment data, reduce costs, and support future business growth.

To address these challenges, Sybron Dental Specialties chose Oracle Fusion Middleware components, including Oracle SOA Suite 11g, Oracle BPEL Process Manager, and Oracle WebLogic Server to integrate procure-to-pay processes with Sybron Dental Specialties’ 12 distributors, through electronic data interchange (EDI). The company used Oracle SOA Suite to manage processing its dental and medical product transactions via the company’s Website, and it established plans to develop a mobile application for order processing in the future. It also implemented Oracle BPEL Process Manager to successfully process transactions, and reduced the time needed to complete a business transaction by 25%.

Challenges

- Develop IT infrastructure to enable complete information exchange through a Web interface between Sybron Dental Specialties and its distributors
- Reduce complexity in tracking sales and shipment data for the company’s dental, dental implant, and infection prevention products to ensure on-time deliveries
- Ensure faster response to customer inquiries
- Eliminate errors throughout the ordering and production processes
- Embrace industry standards
- Shorten sales cycles

Solutions

- Integrated procure-to-pay processes with Sybron Dental Specialties’ 12 distributors through EDI

- Built an order management platform on Oracle WebLogic Server to deliver maximum performance, reliability, availability, and scalability, and ensure continuous operation for a business-critical, customer-facing system
- Integrated the company's Oracle E-Business Suite modules with Oracle SOA Suite 11g's business-to-business EDI functionality, eliminating the need to manually place and confirm the receipt of orders via phone, fax, and e-mail when doing business with major distributors, and reducing time needed to complete a business transaction by 25%
- Used Oracle SOA Suite to manage processing for dental product transactions via Sybron's Website and established plans to develop a mobile application for order processing in the future
- Used Oracle BPEL Process Manager to successfully process 7,000 transactions per day
- Enhanced customer service by shipping products more quickly and gaining the ability to provide accurate and real-time information in response to customers
- Sent customers their electronic shipping information, enabling them to cut processing time at their receiving warehouses by half, which does not include the time saved through having access to accurate shipment records in the inventory system
- Reduced IT administration effort by enabling just one, part-time employee to manage the entire infrastructure—enabling valuable resources to focus on higher value activities
- Eliminated the need to rekey data into various systems, freeing up staff to focus on other projects and reducing errors
- Created a repeatable standard for communication between internal and external data systems
- Introduced Oracle Database 11g to store large files for critical human resources, financial, and manufacturing business data
- Laid the groundwork to extend existing Oracle B2B for EDI integrations to other distributors and develop new EDI document interchanges
- Worked with Oracle partner Zensar Technologies to establish a service-oriented architecture (SOA) platform to address business and IT structural challenges, progressing toward a centralized, integrated vision in which business and technology work together
- Positioned the company to take advantage of future application upgrades and mobile capabilities by staying on the most current Oracle technology, including SOA technology

Why Oracle

Previously, Sybron Dental Specialties had multiple, disparate systems in place to process EDI. Eventually, it chose Gentran as its main EDI processor. After some time, the company wanted to consolidate its systems, instead of upgrading, and saw an opportunity to take a step forward with an Oracle-based service-oriented architecture. Sybron decided to replace its Gentran solutions with Oracle Fusion Middleware.

“The Oracle solution provided the greatest flexibility, had proven itself in the market, and required very little maintenance,” said Carlos Salazar, IT director, software development, Sybron Dental Specialties, Inc. “We wanted to open up our back-office, riding on Oracle’s vision for Oracle Fusion Middleware, which we saw as the gate of interoperability for other systems. If I had to use one word to describe our Oracle solution, it would be ‘enabler.’”

Implementation Process

When Sybron Dental Specialties embarked on its Oracle SOA Suite 11g implementation, it had been using 10g for a year, but the company wanted to migrate its existing EDI transactions to the latest version.

From October to December 2010, the company tested the newest version to ensure it fit into its overall IT infrastructure. In the second phase, Sybron migrated all EDI transactions to Oracle SOA Suite 11g, which took an additional six months. By June 2011, the company moved all transactions to the newest version, and completed the project on time and within budget.

Partner

Zensar Technologies partnered with Sybron Dental Specialties to implement Oracle B2B for EDI to enable the company’s 12 distributors to exchange EDI. Zensar developed a proof of concept, executed an initial investigation into Oracle’s solutions, and proposed Oracle SOA Suite 11g as the best-fitting product that addressed all Sybron Dental Specialties’ business requirements. Sybron also worked with Zensar for its Oracle XML Gateway expertise. Zensar worked closely with Sybron to complete the implementation in record time.

“Zensar is an SOA specialized partner and has extensive experience and industry knowledge in delivering entire SOA solution stacks to customers globally,” Salazar said. “Our engagement with Zensar reiterates the company’s commitment to deliver Oracle solutions to customers in a timely manner thereby giving them a competitive edge.”

Oracle Customer:**Zuger Kantonsspital AG**

Baar, Switzerland

www.zgks.ch

Industry:

Healthcare

Annual Revenue:

\$100 to \$500 Million

Employees:

850

Oracle Products & Services:

- Oracle License Management Services
- Oracle Database, Standard Edition One
- Oracle WebLogic Server

Zuger Kantonsspital AG Retrieves Patient Data Rapidly and Cost-Efficiently, Optimizes Technology Investment

“Many companies are not compliant in the area of IT licenses. We did not, however, want to run the risk of doing a software project and not being compliant. Our engagement with Oracle License Management Services was a very positive and efficient experience. Unlike our experiences with other software vendors, we were treated like partners.”

— **Ruedi Häberli**, CIO, Zuger Kantonsspital AG

Zuger Kantonsspital has been serving the healthcare needs of the Swiss canton of Zug for more than 155 years. It provides surgical, medical, and gynecological care, as well as intensive care, diagnostics, radiology, and emergency medical services. Every year, the hospital treats approximately 9,600 inpatients and 44,000 outpatients.

Challenges

- Manage medical and patient information for more than 50,000 inpatients and outpatients each year, efficiently and cost-effectively
- Enable hospital personnel to electronically access accurate medical and patient information, where and when it is needed
- Establish cost-effective, long-term archiving, while enabling rapid retrieval of patient information, such as medical history, diagnostic findings, and tests
- Reduce IT and institutional risk by ensuring compliance with Oracle licensing agreements

Solutions

- Engaged Oracle License Management Services to assess and determine optimal usage of Oracle Database, Standard Edition One within the scope of the hospital IT and archiving systems
- Gained better understanding of Oracle license entitlements, leveraging Oracle License Management Services’ unbiased expertise to ensure that the hospital optimizes its Oracle investment without infringing on license entitlements
- Deployed Oracle Database, Standard Edition One as a highly available and secure data foundation for business-critical medical and patient information, accessed by each hospital staff member through single sign-on
- Used Oracle WebLogic Server to retrieve archived information to the hospital information system without the need to keep required data permanently in online mode, reducing IT costs
- Stored multiple diagnostic findings in the hospital’s archiving system, fulfilling the legal requirement to produce and store tamper-proof, mandatory medical documentation
- Enabled physicians to accelerate report creation with automated systems, allowing them to spend more time with patients
- Ensured that expert information generated by numerous medical systems will be available for analysis and comparative findings at any time in the future

- Eased management of software assets through a per-processor, Oracle Database license, eliminating the need to count and license database users

Why Oracle

“We consider Oracle Database to be the world’s leading database and would not use anything else as a foundation for our information and archiving systems. Combined with Oracle WebLogic Server to retrieve archived information quickly and cost effectively and Oracle License Management Services’ assessment to optimize our Oracle investment, we have established the perfect framework to help the hospital meet the healthcare needs of the canton’s population,” said Ruedi Häberli, CIO, Zuger Kantonsspital AG.

Oracle Customer:**Agilent Technologies Inc.**

Santa Clara, California
www.agilent.com

Industry:

High Technology

Annual Revenue:

Over \$5 Billion

Employees:

18,500

Oracle Products & Services:

- Oracle WebCenter Portal
- Oracle SOA Suite
- Oracle BPEL Process Manager
- Oracle Service Bus
- Oracle Business Activity Monitoring
- Oracle WebLogic Server
- Oracle Identity and Access Management Suite
- Oracle Database
- Oracle E-Business Suite
- Oracle iStore
- Oracle Order Management
- Oracle Financials
- Siebel Customer Relationship Management
- Oracle Application Development Framework
- Oracle JDeveloper
- Oracle Consulting

Agilent Technologies Inc. Delivers Web Content and Cuts IT Integration Costs by US\$1 Million Annually with Middleware

“We increasingly rely on Oracle Fusion Middleware to help us address some of our formidable IT challenges. We have created a portal that is driving more meaningful customer interactions, improving and streamlining identity provisioning and management, and cutting the time to build interfaces. It’s saving us US\$1 million annually in integration costs. That is a powerful value proposition.”

— **Rajesh Gathwala**, Enterprise Architect, Agilent Technologies Inc.

Precision is paramount at Agilent Technologies Inc., a world-leading electronic and bio-analytical measurement company. Through its four lines of business—chemical analysis, life sciences, diagnostics and genomics, and electronic measurement—Agilent helps scientists, researchers, and engineers to accelerate innovation. For examples, its products are used to test more than half of the world’s 1.13 billion cell phones and help pharmaceutical and biotechnology companies to analyze disease causes and develop new treatments. Its solutions also help the military to become more flexible and mobile, and support efforts to keep air, water, soil, and food clean and safe.

The company looks to deliver the same precision and innovation to its IT environment. Oracle Fusion Middleware, including Oracle SOA Suite, Oracle Access and Identity Management Suite, and Oracle WebCenter Portal, as well as Oracle Database, Oracle E-Business Suite, and Oracle’s Siebel Customer Relationship Management applications factor heavily into this equation.

Agilent implemented Oracle Fusion Middleware components to reduce IT costs and complexity, accelerate time to value, expand the impact of its enterprise applications, and drive its business forward. It increased electronic measurement customer interactions via the web portal and realized a 60% jump in customer satisfaction with the portal experience. Agilent automated identity provisioning and management capabilities, creating single sign-on and gaining the ability to provision a new employee or consultant for IT access in 20 minutes instead of five days. It also cut the average time needed to build new Oracle Fusion Middleware interfaces and is saving more than US\$1 million annually in integration-related costs.

Getting to Know You

The markets that Agilent serves change rapidly, so it is important that the company maintains a solid understanding of its customers’ needs and requirements. Agilent’s electronic measurement group understood that its web presence offered an increasingly important and valuable way to interact with customers, provide them with personalized information, and gain new insight into market trends. The company’s disparate web presence and customer information silos, however, did not enable the transparency and agility that Agilent needed to fully realize these benefits. The website also did not support the integrated, seamless customer experience to which the company was aspiring.

“We wanted to provide our electronic measurement group customers with a single myAgilent portal where they could seamlessly interact and conduct business with the company, including checking order status, getting news that is pertinent to them, seeing products that are of interest to them, and even participating in discussion forums.

We achieved this objective with Oracle WebCenter Portal, Oracle Identity and Access Management Suite, and Oracle Application Development Framework,” said Balganesh Krishnamurthy, Solution Architect, Agilent.

Today, the company is creating a single view of customers, whether they come in for a discussion forum or to track an order. Agilent also has a single location to manage identities and can analyze how customers are using the company’s web applications. As important, it can serve up personalized content, based on a user’s interactions with the site.

Agilent went live with its MyAgilent portal in the fall of 2012 and realized several important gains in the first six months. First, the electronic-measurement group is seeing more customer interactions via the web portal and there was a 60% jump in customer satisfaction with the site. Users can now log in a single time to access all portal applications and services. Integration with the company’s Oracle iStore and Oracle Order Management applications—Oracle E-Business Suite solutions— enables customers to seamlessly order parts and track order status. In addition, users can seamlessly open service requests via the portal. Agilent is using Oracle Application Development Framework to efficiently create task flows as well as new applications behind the portal.

Agilent is improving time-to-market for new functionality and web applications, with a target of shrinking the development lifecycle by 60% to three-to-four months, versus 8 to 10 months

The MyAgilent portal supports 15 languages, and it had more than 120,000 users approximately 12 months after go live. It is equipped with locale detection using geographic internet protocol mapping to set the correct localization for each page’s language and content. During peak use, the portal supports more than 2 million hits in 24 hours.

Thanks to Oracle Identity and Access Management Suite, each user and customer has a centrally managed identity. As a result, users can log in to the portal via different devices and browsers and still receive their personalized content.

“We plan to continue to expand the portal—which we can easily do with Oracle WebCenter Portal—to include functionality for managing contracts, quotes, configurations, and more. Ultimately, the portal will significantly automate the buying cycle, as well as provide a clear and compelling value proposition to customers in exchange for information that enables us to deliver a more personalized experience,” Krishnamurthy said.

Realizing the Value of Integrated Identity Management

Agilent also uses Oracle Identity and Access Management Suite to manage provisioning and access to its enterprise applications. The IT group manages more than 75 applications, including Oracle E-Business Suite and Oracle’s Siebel Customer Relationship Management (CRM) applications. Many of these systems contain highly sensitive data about financial and intellectual property.

The company had been managing user access with a mix of manual, home-grown, and commercial, off-the-shelf, user-provisioning systems. It created multiple processes across the business units and applications, making user identities difficult and expensive to manage and maintain, while complicating the user experience.

Agilent first used Oracle Identity and Access Management Suite to automate access to Oracle E-Business Suite applications, followed by Siebel modules and other third-party systems. The solution provisions workflow for account requests and modification, automates account and password setup, and enables self-service password reset. It also supports user access reviews, automates transfer and termination detection as well as account deprovisioning, and expands illicit provisioning detection.

Today, the company can provision a new employee or consultant in 20 minutes, which represents an important productivity gain. Previously, it took up to five days to complete provisioning, limiting new employee and consultant productivity during their first days onboard. In addition, the company has reduced its number of identity management-related IT service tickets by 25%, enabling it to better leverage internal, IT human resources for more strategic assignments and cut costs. In addition, since the company uses IT outsourcing services, it can leverage the reduction in service tickets as a bargaining tool to drive down future contract costs.

Reducing Complexity and Integration Costs

Agilent's legacy middleware environment consisted of more than 100 TIBCO-based proprietary software components. The standalone interfaces were difficult to manage, had availability issues, and came with a high cost of ownership. In addition, a typical integration could take approximately months to create, which could delay the time to benefit and realizing return on investment, especially in the case of an acquisition. Scalability was also an issue, especially after an acquisition that increased transaction volume 1.5x.

Agilent used Oracle SOA Suite 11g to create a next-generation middleware platform. It spans 41 boundary systems, has 169 touch points—including Oracle E-Business Suite, Siebel CRM, and SAP, Trade Compliance and other enterprise systems. The migration was a high-risk project for Agilent, as many time-sensitive, near real-time, business-critical transactions used the legacy infrastructure and technologies.

“Our new middleware environment is open and standards-based, which reduces time to market and cost of ownership. It is highly scalable. We are also re-using services, which is further improving our agility and the time to market for new IT solutions,” said Rajesh Gathwala, enterprise architect, Agilent.

The company is saving approximately US\$1 million annually with the new environment, thanks to the reduced cost of ownership related to server consolidation—which was cut in half when moving from TIBCO—and lower support costs. Agilent also cut in half the time to build new interfaces and reduced the IT budget devoted to interface maintenance by 60%.

In addition, it accelerated business transaction processing by 20% and increased throughput by 30%.

Longer term, Agilent looks to use the new SOA platform to streamline business-to-business and partner integrations and publish a directory of services that IT can leverage across the enterprise, further accelerating application development.

Going Mobile

Agilent is focusing on enabling users to access critical applications via their mobile devices. Oracle Fusion Middleware, including Oracle SOA Suite and Oracle Identity and Access Management Suite, is used for integrating mobile apps with enterprise systems. The company has relied on its middleware infrastructure to rapidly build mobile applications, delivering six new mobile services, including field sales and purchase approvals.

“Mobile is an important part of our IT strategy moving forward,” Gathwala said. “With Oracle SOA Suite, we can efficiently reuse services and accelerate mobile enablement. For example, we can quickly build services for mobile applications. Oracle Fusion Middleware plays a critical role in our mobile initiatives and continues to deliver valuable return on our investment.”

Creating a More Robust Application Server Environment

In 2009, Agilent began an initiative to migrate several critical J2EE-based business applications from JBoss to Oracle WebLogic Server. These included the company’s external, customer-facing website, content management system, entitlement management tool, entitlement service, and reference data tool. It looked to move away from JBoss, as it had determined that the cost of managing, maintaining, and developing applications with the platform is high. Oracle WebLogic Server provided high availability and accelerated application development. In addition, it included robust out-of-the-box functionality and administrative tools for rapid configuration as well as lower total cost of ownership.

Challenges

- Deliver more integrated customer service, including providing customers with a single, easy-to-use personalized portal that enables them to efficiently interact and conduct business with Agilent
- Strengthened identity and access management capabilities and automate key processes to improve user convenience and employee productivity
- Simplify and accelerate integration development to speed time to market for new applications, including mobile capabilities
- Reduce IT management costs

Solutions

- Implemented Oracle WebCenter Portal to create a robust personalized portal that enables customers to efficiently interact and conduct business with the company, including checking order status, getting pertinent news, seeing products that are of interest to them, and even participating in discussion forums.
- Created a single customer view—regardless of access device or browser—improving the customer experience and increasing the ability to appropriately personalize content
- Provided users with single sign-on access to the portal and enabled customers to seamlessly order parts, create service requests, and track order status thanks to integration with the company's Oracle iStore and Oracle Order Management applications—both Oracle E-Business Suite solutions
- Gained the ability to provision a new employee or consultant for IT access in 20 minutes instead of five days, while improving overall security
- Reduced the number of identity management-related IT service tickets by 25% with Oracle Identity and Access Management Suite, freeing IT resources to focus on other priorities
- Used Oracle SOA Suite 11g to create a next-generation middleware platform spanning 41 boundary systems and 169 touch points, as well as supporting 20,000 users
- Saved US\$1 million annually by replacing a TIBCO-based integration environment with Oracle SOA Suite
- Cut the average time needed to build new application interfaces in half
- Created interfaces to expose applications to mobile devices in approximately six weeks

Why Oracle

“Oracle Fusion Middleware provides us with versatile solutions—from identity management to web servers—that enable us to reduce IT costs and complexity, accelerate time to value, and drive our business forward. Oracle's out-of-the-box capabilities, administrative tools, and low cost of ownership are extremely appealing and give us the capability to increase our agility in a rapidly evolving market,” Gathwala said.

Implementation Process

Agilent deployed Oracle SOA Suite to replace more than 100 TIBCO interfaces for all Agilent business units, which run many business-critical and time-sensitive transactions. It completed the project in just seven months.

Oracle Consulting worked with Agilent for its Oracle Identity and Access Management Suite implementation. The company benefitted from Oracle Consulting's knowledge of the solution and streamlined access to product development teams. Oracle Consulting employed its Oracle Unified Method, which helps to develop and implement technology-based business solutions with precise development and rapid deployment.

Oracle Customer:

Avero, LLC

New York, New York

www.averoinc.com

Industry:

High Technology

Oracle Products & Services:

- Pillar Axiom 600
- Oracle Database
- Oracle WebLogic Server
- Oracle Solaris
- Oracle Enterprise Manager

Avero, LLC Boosts Performance by 40% for Hospitality Industry Solution While Reducing Storage Costs and Improving Scalability

“The day after we put Oracle’s Pillar Axiom 600 storage system into production, we received a phone call from a high-profile, restaurateur client, who said ‘I don’t know what you did, but it’s amazing. The system is so much faster.’ The investment translated into immediate customer goodwill.”

— **Robert Barracca**, Director of Infrastructure Technologies, Avero, LLC

Avero offers enterprise performance management solutions that enable hospitality industry organizations to sort through mountains of data to drive revenue, improve profitability, and deliver a superior guest experience.

The company, which offers analytical solutions that help restaurants and other hospitality industry organizations to improve profitability, quality, and service, was doubling its customer base, annually. High performance and availability of Avero’s solutions are critical to food and beverage managers, who need to access performance data quickly, so they can focus on operations and customer service. As Avero continued to grow rapidly, it began to rethink its storage requirements to ensure it had the application performance, scalability, and cost-effectiveness that it required, moving forward.

The company, which runs Oracle Database, Oracle WebLogic Server, Oracle’s Sun SPARC servers, Oracle Solaris, and more-selected Oracle’s Pillar Axiom 600 for its new storage environment. It achieved a 40% increase in extract-transform-load (ETL) throughput and application performance on the first day of going live on Pillar Axiom 600. Today, food and beverage managers can get granular restaurant performance data, including sales, food costs, labor costs, and more in the same time that it previously took to deliver the top-line rollups.

In addition to optimizing its database efficiency and performance, Avero’s storage upgrade expanded storage scalability, reduced storage costs, and simplified both IT management and maintenance by eliminating separate storage systems for production, preproduction, and staging environments.

Challenges

- Ensure high availability and performance of the company’s software-as-a-service, analytical applications so that food and beverage managers can quickly access critical business metrics for service, sales, food costs, and labor costs, and focus more on improving performance and delivering a superior customer experience
- Optimize and cost-effectively scale Avero’s storage investment as the business continues to expand its customer base
- Enable IT team members to efficiently manage a rapidly growing IT environment-optimizing productivity while ensuring high levels of availability

Solutions

- Deployed Pillar Axiom 600 and achieved a 40% increase in ETL throughput and application performance on the first day of going live-without changing any application code or database configurations, and using just a portion of the solution’s full functionality

- Enabled food and beverage managers to get critical data about the performance of their hospitality operations faster and earlier in the day, freeing them to spend more time focused on transforming their businesses and taking care of customers through the optimized Oracle Database
- Upgraded application performance, giving Avero the ability to deliver granular restaurant performance data, including sales, food costs, labor costs, and more, to managers in the same time that it previously took to deliver the top-line rollup-improving value of the company's analytical offering
- Improved storage efficiency with Pillar Axiom 600's quality of service capabilities
- Gained the ability to effectively run production, preproduction, and staging environments on a single array without compromising food and beverage analytical applications' performance as the solution prioritizes the production environment
- Reduced storage costs and simplified IT management and maintenance by eliminating the need for separate storage systems for production, preproduction, and staging environments
- Equipped the company to cost-effectively deliver new analytical applications and capabilities to customers, as storage bandwidth to deliver granular performance data is no longer an issue
- Positioned Avero to achieve a 10-fold compression of its storage environment with Oracle Hybrid Columnar Compression
- Enabled the company to immediately add and take advantage of new storage without taking applications offline or compromising performance during installation
- Prepared Avero to serve more customers at the same performance level without adding new storage

Why Oracle

“When we launched the business 12 years ago, we decided to go with best-of-breed hardware and software across the board. We invested in Oracle's Sun servers, Oracle Solaris, Oracle's WebLogic middleware, and of course, Oracle Database. We have seen many advantages to working with a single vendor across our technology stack and consolidating administration through Oracle Enterprise Manager. My Oracle Support also has provided us with world-class support; we find the answers that we need in one spot. The choice, therefore, was easy when it came time to rethink our storage environment. Oracle's Pillar Axiom 600 offered a superior solution, and it would further streamline management,” said Robert Barracca, director of infrastructure technologies, Avero. “We are really looking forward to integrating Axiom management into Oracle Enterprise Manager 12c, which will give us a single pane where we can manage our database, middleware, applications, and storage.”

Oracle Customer:

Consis International LC

Davie, Florida
www.consisint.com

Industry:

High Technology

Employees:

270

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic
- Oracle WebLogic Server
- Oracle Application Express
- Oracle Database, Enterprise Edition

Consis International LC Reduces Infrastructure Costs Using Optimized Technology Platform, Extends Savings to Insurance Industry Customers

“Being able to offer Oracle Exalogic and Oracle Exadata Database Machine to our customers though the cloud lowers our costs and helps to keep our insurance software offerings competitive. We can deliver higher performance and system reliability because our solutions run on Oracle’s robust and reliable platform.”
— **Michael Cerra**, Chief Technology Officer, Consis International

Consis International LC develops software for the insurance market. Since its founding in 1987, Consis has developed products such as ACSEL/X, Acsel/e, iFlex-pro, and Acsel Mobile, which include functionalities for quotations, policy administration, claims administration, collections, sales channels, service channels, coinsurance, reinsurance, and accounting, creating a technology architecture for comprehensive management of the insurance business at corporate and broker levels. The company originated in Venezuela and has offices in Florida, where it is now headquartered, as a base for expansion to México, the Southern Cone region of South America, and Europe. Customers who have installed its software, include major global financial groups in Latin America, the United States, Spain, and other European countries.

To develop its applications, Consis uses Oracle solutions, such as Oracle WebLogic Server; Oracle Application Express; and Oracle Database, Enterprise Edition. Insurers require high performing and scalable solutions to help them manage and make the most of their rapidly growing data stores-which contain information regarding policies, policy holders, insured risks, claims, and more. To enable its solutions and keep up with growing customer demand, Consis has deployed and began operating its insurance software offerings on Oracle Exadata Database Machine and Oracle Exalogic. With Oracle’s engineered systems, the company has reduced its total cost of ownership, which it can pass on to customers, in addition to improved application performance. Consis can now process data more quickly and at a lower cost, an important competitive advantage that has helped it win new business.

Why Oracle

“We chose Oracle Exadata and Oracle Exalogic, running in the cloud, to keep ahead in the highly competitive insurance industry software sector with more attractive prices and a platform that’s always up to date,” said Michael Cerra, chief technology officer, Consis International.

“We could run our applications on other databases and other application servers, but we chose Oracle for its robust and scalable products. Oracle is always the best choice.” Cerra said.

Oracle Customer:**Geofusion**

São Paulo, Brazil

www.geofusion.com.br

Industry:

High Technology

Annual Revenue:

Under \$100 Million

Employees:

51

Oracle Products & Services:

- Oracle Database 11g
- Oracle Spatial and Graph
- Oracle WebLogic Suite

Geofusion Revamps Its Main Product for Continued Growth in the Geospatial Information System Market

“Using Oracle technology helped us achieve a stable and scalable solution, which is essential in the software-as-a-service business.”

— **Pedro Figoli**, Chief Executive Officer, Geofusion

In operation for more than 15 years, Geofusion is the largest geomarketing company in Brazil, providing geographical intelligence (GIS) market solutions. Geomarketing is an indispensable tool for companies that seek assistance in making more precise decisions regarding targeted segmentation or geographic expansion.

In 2001, the company launched the first version of OnMaps—its primary GIS platform—which it offered to customers as a software-as-a-service (SaaS) solution. However, having a large customer base, which has increased 6x in recent years, and an aggressive 60% annual growth target drove the need to upgrade to a more scalable technology platform that could support additional simultaneous users without impacting performance.

By incorporating Oracle Spatial and Graph (an Oracle Database option) and Oracle MapViewer (an Oracle Fusion Middleware component), Geofusion expanded its main solution’s functionality and improved of the ability to manipulate the market data collected and processed by the company, allowing customers to analyze business by proximity, data cross-checking, and to target mapped areas having the greatest purchase potential to help companies make strategic decisions, such as the best locations to open new stores and launch products.

Moreover, by adopting Oracle Database and Oracle WebLogic Suite, the company improved the user experience through faster and better performance, even while handling a large data volumes and managing access by many concurrent users.

Why Oracle

“When we decided to migrate our platform, we looked for scalable products that could robustly support expanding our market presence and significant increases in information without compromising performance. We also needed to ensure compliance with our service level agreements and provide security and reliability to our customers. Another important factor that influenced our decision was market recognition and credibility. Oracle’s products met all of these prerequisites and offered the advantage of being easy to customize and adapt. For example, the optional Oracle Spatial and Graph feature in Oracle Database enables us to handle geographical information in the same way as alpha-numeric data, which simplifies and speeds response time to our customers’ queries or segmentations,” said Pedro Figoli, chief executive officer, Geofusion.

Implementation Process

Geofusion developed the new solution, internally, in eight months. As it was one of the first companies in Brazil to use Oracle Spatial and Graph, the Oracle team worked hard to make several test-cases and references available to Geofusion from outside the country.

“Thanks to Oracle’s great support and its flexible products, we completed the project in less time than it would take to develop a solution built with other geographic information system products,” Figoli said.

Geofusion completed the go-live quickly and easily in a single weekend. “We told our customers that the access changeover for the new solution would be done, and we made it available over the weekend, providing superior technology with more features,” Figoli said.

Oracle Customer:**Hundsun Technologies Inc.**

Hangzhou, China
www.hundsun.com

Industry:

High Technology

Annual Revenue:

\$100 to \$500 Million

Employees:

2,904

Oracle Products & Services:

- Oracle Database 11g
- Oracle Real Application Clusters
- Oracle Tuxedo

Hundsun Technologies Inc. Improves Overall System Capacity 8x, Cuts Application Batch Processing Time Approximately 90%

“Oracle Tuxedo provides a powerful transaction processing engine and virtually limitless scalability, which has improved our system capacity eightfold, enabled our clients to process millions of transactions much quicker each day, and it has strengthened our reputation and competitiveness.”

— **Xu Changrong**, Vice General Manager, Fund and Institutional Wealth Management Department, Hundsun Technologies Inc.

Hundsun Technologies Inc. is a major supplier of financial software and network services to customers in the asset management, banking, communications, e-commerce, fund management, futures, insurance, securities, and trust sectors. Its fund transfer agent system, known as TA System, has been recommended by the China Securities Regulatory Commission as a benchmark financial software program, and is used by more than 86% of fund management companies in China.

By using Oracle Database 11g with Real Application Clusters, and Oracle Tuxedo to underpin the latest version of TA System, Hundsun Technologies improved system capacity eightfold, reducing application batch processing time from 480 minutes to 53 minutes, and cut approved application accounting time from 55 minutes to just 6 minutes.

Powerful Platform Required to Support Millions of Transactions

Hundsun Technologies’ TA System plays a pivotal back-end role in managing and processing transactions, enabling fund management companies to issue new funds, manage investor accounts, transfer shares to investors’ accounts, and calculate equities, dividends, and fees. The system is also a source of data for other business platforms, such as the investment transaction, accounting clearance, valuation, and customer service systems.

Its critical role in fund management operations means A System must be powerful, highly reliable and available, and secure. For example, on the day a new fund is issued, the TA System must process millions of account-opening and other transaction requests. If it fails to complete all application and transaction requests on the same day or errors occur during processing, investors’ money will not be transferred to the fund management company. This would delay the establishment of the new fund and be detrimental to the business.

“Fund management companies must be able to process all the transactions they receive each day in an efficient, timely, and secure manner,” said Xu Changrong, vice general manager, fund and institutional wealth management department, Hundsun Technologies Inc. “For example, the data from these transactions is then fed into other business systems used by sales agents.

“Because of the massive volume of data involved in transaction processing, we needed a stable, reliable, and powerful database platform for our TA System,” he said. “We decided to build the fourth and latest version of our TA System on Oracle Database 11g with Oracle Real Application Clusters, and to use Oracle Tuxedo middleware.”

System Capacity Improved Eightfold

The Oracle platform has significantly improved the performance of TA System. For example, when processing stored basic data, including 8 million account numbers, it now takes 5 minutes to complete account verification tasks—such as checking the integrity and validity of transaction application data, rejecting invalid applications, and generating account validation reports—compared to 38 minutes in the past. Similarly, it now takes 14 minutes to complete critical fund share trading tasks, such as processing a variety of trade confirmations and rights registrations, instead of 121 minutes.

Application batch processing time has also been reduced from 480 minutes to 53 minutes. In addition, it takes just 6 minutes to complete approved application accounting tasks, such as share transfers, compared to 55 minutes, previously.

Fund management companies can use TA System to calculate fees, interest payments, and the revenue obtained by selling shares. This ensures they can settle millions of transactions with hundreds of sales agencies and affiliated banks efficiently and accurately.

The TA System also offers enhanced security, ensuring confidential customer and financial information is protected from unauthorized access.

“On the whole, the adoption of Oracle has improved the capacity of TA System eightfold, strengthening Hundsun Technologies’ reputation in the market as the leading provider of financial software for fund management companies,” said Xu.

TA System Delivers Better Performance for End Client

TA System has enabled one of Hundsun Technologies’ clients to enjoy improved processing performance. Yinhua Fund Management Co., Ltd is one of the top 10 integrated asset management companies in China, based on the total value of managed assets. The company uses TA System to handle fund applications and share transfers. The system takes just 80 minutes to process an average day’s transactions, such as 2 million new accounts, 8 million existing accounts, 3 million fund purchases and application redemptions, and 15 million share fund transfers.

“TA System on the Oracle platform outperforms other similar solutions in terms of stability, performance, and responsiveness,” said Song Xiaogang, senior IT manager, Yinhua Fund Management. “For a fund-management company like ours, with nearly 10 million customers, this high level of performance is crucial as it directly affects our ability to do business and compete effectively.”

Challenges

- Implement a high-performing, stable, and secure database and middleware platform for TA System, which is used by fund management companies to issue new funds, transfer fund shares, and calculate equities, dividends, and fees

- Process large volumes of fund transaction data quickly, to ensure millions of daily transactions can be cleared efficiently and accurately
- Enable fund management clients to support an ever-increasing number of customers and large data volumes, including 8 million account numbers
- Protect sensitive customer and financial data from unauthorized access

Solutions

- Reduced application batch processing time by around 90%, from 480 minutes to 53 minutes
- Cut approved application accounting time by around 90%, from 55 minutes to 6 minutes
- Completed account verification tasks, such as checking the integrity and validity of transaction application data, in 5 minutes, compared to 38 minutes in the past
- Processed critical fund share trading tasks, such as a variety of trade confirmations and rights registrations, in 14 minutes instead of 121 minutes
- Improved the overall capacity of TA System eightfold, enabling fund management companies to settle millions of transactions with hundreds of sales agencies and affiliated banks efficiently and accurately
- Enabled a fund management client to process an average day's transactions—2 million new accounts, 8 million existing accounts, 3 million fund purchases and application redemptions, and 15 fund share transfers—in just 80 minutes
- Provided a scalable solution that can be easily expanded to support large numbers of customers and transactions
- Prevented confidential customer details and fund management information from being unlawfully accessed using access control tables
- Ensured TA System could be integrated with clients' business systems by opting for an open-standards-based database and middleware platform

Why Oracle

Hundsun Technologies chose Oracle Database 11g with Real Application Clusters, as the products offered “a reliable, stable, scalable, and highly available database environment.” The company chose Oracle Tuxedo, as the middleware was highly reliable, and ensured transaction integrity, linear scalability, and configuration-based deployment.

“Oracle Tuxedo's powerful messaging and transaction processing engine ensures the highest possible availability and throughput for the TA System, which will satisfy the current and future needs of our fund management clients,” said Xu.

“Oracle Tuxedo is easy to expand and provides virtually limitless scalability,” he added. “For example, the software can automatically create auxiliary services, according to real-time system loads and throughputs to ensure the reliability and performance of mission-critical applications. These features of Oracle Tuxedo make it possible for us to optimize TA system’s performance.”

When Hundsun Technologies tested the latest version of TA System (4.0) against the previous version (3.0), the company found that TA System 4.0 was nearly 10x more efficient than TA System 3.0 in processing transactions. When data volumes were at average levels, TA System 4.0 was 4x faster than the older version for account verification tasks, batch processing, and post-transaction accounting.

“The test results gave us confidence that the Oracle products would deliver the performance required by fund management companies to handle the increasing number of customers and volume of transactions with ease,” said Xu.

The company also liked the access control tables in Oracle Tuxedo, which would enhance the security of the TA System. In addition, Oracle’s open architecture would also ensure TA System could be easily integrated with business systems and hardware platforms used by Hundsun Technologies’ fund management clients.

Implementation Process

Hundsun Technologies built a clustered database environment based on Oracle Database 11g, with Real Application Clusters. Oracle Tuxedo serves as the transaction middleware. TA System uses the message routing, message queuing, communication, application dividing, and password functions of Oracle Tuxedo.

Hudson Technologies began by installing and deploying Oracle Database with Real Application Clusters before installing Oracle Tuxedo. It could then deploy its TA System 4.0, which went live in December 2011.

Oracle Customer:**Polaris Financial Technology Ltd.**

Chennai, India

www.polarisft.com

Industry:

High Technology

Annual Revenue:

\$100 to \$500 Million

Employees:

13,500

Oracle Products & Services:

- Oracle Tuxedo
- Oracle Database 11g
- Oracle Enterprise Manager

Polaris Financial Technology Ltd. Improves Data Quality across Asset Classes and Markets; Improves Customer's Work Efficiency by 60%

"We chose Oracle as Oracle Database's clustering option would ensure high availability for our brokerage application. We can now provide customers with a stable, secure, and scalable system that improves risk management, cuts operational and licensing costs, and it has increased one customer's work efficiency by 60%."

— **Padmini Sharathkumar**, Global Head, Marketing and Communication, Polaris Financial Technology Ltd.

Polaris Financial Technology Limited is a global leader in financial technology for banking, insurance, and other financial services. With over 25 years of expertise in building a comprehensive portfolio of products, smart legacy modernization services, and consulting, Polaris owns the Intellect® Global Universal Banking (GUB) M180 product suite, providing the world with a service oriented architecture-based application suite for the retail, corporate, investment banking, and insurance sectors. Polaris' customers include 9 of the top 10 global banks and 7 of the top 10 global insurance companies.

Polaris' technology solutions include Intellect GoTx, an integrated brokerage application used by financial institutions—including exchanges, brokers, and banks—to offer brokerage and investment services to clients, such as retail and institutional investors. Intellect GoTx provides access to various markets, external agencies, and data vendors, and enables Polaris' customers to trade in multiple asset classes, including equities, derivatives, and mutual funds.

Challenges

- Implement a flexible, stable, and secure database and middleware platform to support an integrated brokerage application for financial institutions, such as exchanges and banks
- Ensure the brokerage application is user-friendly, fault-tolerant, and provides high performance and fast, stable online transaction processing
- Replace disparate, asset class-based brokerage and trading applications from different vendors, as the applications were prone to data errors, difficult and expensive to scale, and resulted in inefficient risk management
- Enable financial institutions to offer brokerage, trading, and investment services to clients across multiple asset classes and markets, and in the cloud
- Integrate front-, middle-, and back-office functions and risk management features to enable firms and investors to monitor trading transactions and investments in real time

Solutions

- Improved one customer's work efficiency by almost 60%, by automating market risk management and end-of-day processes that were previously completed manually
- Saved licensing, system maintenance, and warranty costs by integrating front-, middle-, and back-office applications to replace disparate systems from multiple vendors
- Reduced customers' in-house training costs and consolidated employees' skill requirements

- Improved quality of financial information by eliminating errors caused by inefficient data synchronization between different asset classes and markets
- Lowered staff and operational costs, and minimized the risk of human error, by generating online statements and automating data reconciliation and integration tasks
- Enabled brokers to manage trading and investment risk more efficiently, and therefore increase trading volumes, by using integrated risk management features to monitor trading positions in real time
- Offered trading in multiple markets and asset classes, including equities, derivatives, and mutual funds, and provided a variety of delivery channels, including the internet and mobile applications
- Ensured the brokerage application is highly scalable and can accommodate new assets or products and integrate with markets and data vendors, such as Reuters and Bloomberg
- Delivered high performance and rapid processing speeds by implementing a purpose-built, distributed, transaction-processing product
- Reduced system maintenance and administration tasks by using diagnostic tools, such as management consoles and a database tuning pack option to quickly identify and fix issues
- Guaranteed 99.999% availability by using a clustered server configuration to ensure the application is fault tolerant and continues operating in the event of a system failure

Why Oracle

Polaris evaluated several products for its Intellect GoTx application.

“We needed a database that could ensure high availability for our mission-critical brokerage application and chose Oracle Database, due to the Oracle Real Application Clusters database option,” said Padmini Sharathkumar, global head, marketing and communication, Polaris Financial Technology Ltd.

Implementation Process

Polaris began developing Intellect GoTx in 2004, and this was first deployed for a customer in 2006. Since then, the company has released six versions of the application, each time adding new asset classes and administrative functionality. Intellect GoTx was initially implemented on Oracle Database 10g and upgraded to Oracle Database 11g in 2010.

“With each upgrade, the system could scale to meet the requirements of new data, applications, business rules, and reporting functions,” said Sharathkumar. “We added multiple, new-asset classes and back-end functions, and Oracle Tuxedo and Oracle Database continued to provide the seamless integration and support required by the application.”

Oracle Customer:**Symmetry**

Bristol, United Kingdom
www.symmetry.co.uk

Industry:

High Technology

Annual Revenue:

Under \$100 Million

Employees:

40

Oracle Products & Services:

- Oracle License Management Services
- Oracle Database
- Oracle Internet Application Server, Enterprise Edition
- Oracle WebLogic Suite

Symmetry Uses License Review to Build Strategic Partnership That Meets Strategic Goals

“Working with Oracle License Management Services has transformed our perception of Oracle from a technology vendor to a strategic partner that adds value to our product and our business.”

— **Simon Kearsley, CEO, Symmetry Ltd.**

Oracle partner Symmetry’s bluQube solution is an innovative accounting platform, built on Oracle Database and Oracle Application Server that streamlines financial management for midsize organizations with between 10 and 300 users. In its main customer base of further and higher education institutions, bluQube is a market leader, with a 35% market share.

Oracle License Management Services clarified Symmetry’s embedded software license agreement for Oracle Database and Oracle Application Server and simplified usage tracking and reporting for bluQube. Symmetry decided to enter into a prepaid agreement with Oracle for its embedded licenses. This would also enable the company to give new customers and additional users immediate access to the software by avoiding the delay in applying for licenses. Oracle License Management Services engaged with Symmetry’s technical team to discuss the company’s strategy for re-engineering bluQube as a browser-based solution. As a result, Symmetry has begun embedding Oracle WebLogic Suite into bluQube to deliver seamless interoperability, greater scalability, and real-time integration with its customers’ heterogeneous back-end systems.

Symmetry’s embedded software license agreement with Oracle dated back to the late 1990s and reconciliation relied on the company faxing usage declarations of all bluQube customers and user numbers for each client. The company’s time-consuming internal tracking and auditing systems, combined with a 10% year-on-year increase in revenue, made it hard to maintain an accurate baseline of license usage. The Oracle License Management Services partner services team worked with Symmetry to build a complete list of bluQube customers and licenses purchased and showed the IT team how to streamline on-going monitoring and reporting. Symmetry completed the review in two months with minimal impact on the day-to-day workload of its technical staff. Symmetry now has a dedicated Oracle License Management Services senior consultant who can provide future license guidance and fast-track access to Oracle product development and technical teams.

Symmetry benefited from the Oracle License Management Services review to increase its knowledge of Oracle’s licensing policies. The team’s partner-centric approach and transparent processes increased the company’s understanding of license entitlements and helped Symmetry build a strong foundation for optimizing license usage and management in the future. Symmetry now plans to embed Oracle Business Intelligence Enterprise Edition into future releases of bluQube to enhance reporting capability and give finance professionals and decision-makers self-service access to timely business data.

Why Oracle

Symmetry wanted to streamline license management and reduce time spent on tracking and reconciliation. The company also benefited from the Oracle License Management Services review to gain greater insights into other Oracle products that could enhance bluQube and help grow revenue and market share.

“The Oracle License Management Services consultants were professional, pragmatic, and very commercially aware,” said Simon Kearsley, CEO, Symmetry. “The positive engagement with them led us to embed Oracle WebLogic Suite into our product and select Oracle Business Intelligence Enterprise Edition as the future reporting tool for bluQube. We will approach Oracle first to meet all our new functionality needs.”

Oracle Customer:**Machine-to-Machine Intelligence Corp.**

Moffett Field, California
www.itconvergence.com

Industry:

High Technology

Annual Revenue:

Under \$100 Million

Employees:

700

Oracle Products & Services:

- Oracle WebLogic Server 11g
- Oracle SOA Suite 11g
- Oracle Database 11g
- Oracle VM

Machine-to-Machine Intelligence Corp.

Intelligence Reduces Its Customers' Datacenter Provisioning Costs by 76% Through Flexible, Open-Standards-Based Middleware

"Our Network Virtualization application supports more than 5.7 million users and connects to hundreds of thousands of devices. Oracle Fusion Middleware provides the stability, performance, and open standards we need to continue to scale and help our customers stand up cloud environments, quickly and profitably."

— **William Bathurst**, Director of Development, Machine-to-Machine Intelligence

Machine-to-Machine Intelligence (M2Mi) Corp. was founded in California's Silicon Valley in 2006. The company's software defined networking software helps customers across a wide range of industries to automate the rapid provisioning and decommissioning of various devices—including firewalls, load balancers, and network switches, as well as compliance tasks—in complex grid and cloud infrastructures.

M2Mi supports approximately 5.7 million users in 23 countries, across 30 data centers, on a 24x7 basis. Its Network Virtualization application addresses the integration, interoperability, and security issues that enable the optimization of cloud technologies. Server virtualization enables greater capacity and mobility for M2Mi's customers, but it has also created the need for the more complex virtualization and automation required to adapt networking and security in real time. In addition, as M2Mi prepares to release the next version of its software application, it will integrate with new devices and expand its reach to more than 8 million users over the next 18 months.

To support these complex requirements and the company's projected growth, M2Mi needed a rock-solid platform on which to deliver its Network Virtualization application. It turned to Oracle Database 11g, Oracle SOA Suite 11g, and Oracle WebLogic Server 11g to address these needs. M2Mi uses Oracle's security plug-ins, available in Oracle WebLogic Server and Oracle SOA Suite to easily integrate its application into customers' datacenters while fulfilling their unique security requirements and policies.

Providing Flexibility and Performance for Complex Cloud Environments

M2Mi's Network Virtualization application needed to be able to adapt to customers' environments and best practices rather than force specific policies, processes, or architectures on them. In addition, the company's customer environments are comprised of an extremely heterogeneous mix of commercial and custom-built applications. Knitting these together while trying to scale would have impeded M2Mi's growth and competitive advantage.

The extensibility and built-in support of Oracle SOA Suite, along with Oracle WebLogic Server and Oracle Database 11g, enabled M2Mi focus on its core business—expanding the reach of its Network Virtualization application, which is designed to streamline and transform network and security assets from brittle, manual, and static devices into a single, dynamic, responsive resource that can be provisioned through high-level policies and rules.

"We need top-notch stability and accountability. We can't have any crashes. Our application must be self tuning, and we achieve that with Oracle Fusion Middleware," said William Bathurst, director of development, Machine-to-Machine Intelligence.

M2Mi's application exposes services that must integrate with customers' management infrastructures, regardless of the technology platforms they use. Oracle SOA Suite and Oracle WebLogic Server provide the open integration capabilities the company needs to easily integrate its solution into its customers' datacenters.

This approach enables M2Mi's customers to more easily deploy new technologies in their datacenters with minimal integration and new skills training, because the features can be virtualized alongside the existing architecture and aligned to existing business rules. The interoperability of multivendor virtualization and automation relieves organizations from vendor lock-in, makes network management much less complex, and enables organizations to easily assimilate acquired datacenters with different vendors, operating systems, and appliances.

"We are involved in projects where we essentially are talking to hundreds of thousands of devices. To scale to that degree is quite challenging. Our WebLogic clusters enable us to push transactions from one geographically-dispersed cluster to another to handle the load and enable us to scale," Bathurst said.

Accelerating Datacenter Provisioning and Return on Investment

Leveraging Oracle Fusion Middleware, M2Mi's Network Virtualization application helps its customers manage the complexity and diversity found in their networks. As a result, the company's customers have been able to reduce the time it takes to provision new users from weeks to minutes or hours. They can also more easily deliver new applications with a simple, on-boarding tool. Furthermore, the virtualization of these feature-rich assets into deliverable and measurable services allows for the monetization of network and security assets through value-added services, like service level agreements, advanced security features, and compliance monitoring.

"M2Mi is the only comprehensive network virtualization tool on the market with extensive multivendor support, true network and security virtualization, advanced features, and a proven track record with large, enterprise cloud, public cloud, and telecommunications deployments. Our aggressive technology development—which enabled us to get ahead of the market—was definitely enabled by Oracle's platform," said Sarah Cooper, vice president business development, Machine-to-Machine Intelligence Corporation.

"Our solution is also the first to connect the cloud to mobile and machine-to-machine assets by bridging the datacenter or Ethernet network and the telecommunications operator network. Open-standards-based Oracle Fusion Middleware helps us close that gap," Cooper continued.

With M2Mi's Network Virtualization solution—built on Oracle—its customers can realize revenue much more quickly, in eight hours versus in 28 days, due to more rapid deployments.

In addition, its customers—many of whom are in the telecommunications industry—have been able to eliminate months of end user, on-boarding backlogs within weeks to retain the pipeline and bring in new revenue. The company has enabled its customers to reduce average provisioning costs by 76%.

M2Mi's solution also helps its customers reduce the errors that plague the manual workflows previously used to administer the network and security, resulting in less downtime, and through the extensibility of Oracle SOA Suite, standardize the entire organization on network and security best practices.

“We have achieved a 260% return on our Oracle investment, based on our current number of users,” Cooper said. “In addition, we have greatly reduced the risk for future projects, due to Oracle's standardized architecture and processes.”

Supporting New Devices with Out-of-the-Box Functionality

M2Mi is currently developing Network Virtualization Version 5, which will be further optimized on Oracle SOA Suite and Oracle WebLogic Server. In addition, it will build out full integration for orchestrated network virtualization and provisioning with Oracle Enterprise Manager and Oracle Virtual Machine. Following its delivery of full Oracle Enterprise Manager support, M2Mi will push Network Virtualization V5 to existing enterprise and telecommunications customers, followed by release through channel partners in the US, Europe, and Asia.

“We will depend upon Oracle products for enhanced security functionality and scalability as we expand to cover more and more devices. The ability to expose services and apply business security rules to them is important to us. Oracle provides all of these functionalities, out of the box,” Cooper said.

The company also intends to integrate its solution with several new technologies, including a quantum key generator and encrypted information exchange services for mobile devices. M2Mi's customers will be able to take advantage of these newly supported devices with much reduced integration and deployment timelines and costs, thanks in part to Oracle Fusion Middleware.

Challenges

- Help customers across a wide range of industries to automate the rapid provisioning and decommissioning of applications and various devices—including firewalls, load balancers, and network switches—as well as compliance tasks, in complex, public and private cloud infrastructures
- Scale to support 5.7 million users, and a projected 8 million users over the next 18 months
- Adapt to customers' environments rather than enforce specific policies, processes, or architectures
- Ensure application stability to meet customers' 24x7 requirements

Solutions

- Leveraged the extensibility and built-in support of Oracle SOA Suite, Oracle WebLogic Server, and Oracle Database 11g to enable hundreds of thousands of devices within customers' datacenters to communicate with each other—and automating key network provisioning processes
- Provided open integration capabilities to easily integrate the company's Network Virtualization application into customers' datacenters, regardless of the technology platforms they use
- Enabled customers to reduce average provisioning costs by 76% and more easily deploy new technologies in their datacenters with minimal integration and new-skills training, while ensuring application stability and performance
- Allowed customers to reduce the time it takes to provision new users from weeks to minutes or hours, as well as more easily deliver new applications with a simple on-boarding tool
- Relieved customers from vendor lock-in
- Provided the scalability to support more than 5.7 million users and position the company to release the next version of its software, which will integrate with new types of telecommunications and machine-to-machine devices
- Helped customers reduce errors that plagued the previously-manual workflows used to administer networks and security, and decrease downtime through the extensibility of Oracle SOA Suite
- Realized a 260% return on investment

Why Oracle

M2Mi was attracted to Oracle Fusion Middleware due to its impressive flexibility. It deployed Oracle's WebLogic Server in multiple geographic locations for streamlined load balancing capabilities. The ability to dynamically provision new WebLogic instances, which support M2Mi's application and services, was absolutely critical.

"Our customers are incredibly demanding. They require the highest levels of quality, performance, scalability, reliability, and manageability within mission-critical environments," said Sarah Cooper, vice president business development, Machine-to-Machine Intelligence Corporation. "Oracle helps us meet these demands. It also invests heavily in the Oracle Fusion Middleware suite and provides great visibility into its roadmap."

Oracle Customer:**Neusoft Corporation**

Shenyang, China

www.itconvergence.com

Industry:

High Technology

Annual Revenue:

\$500 Million to \$1 Billion

Employees:

23,000

Oracle Products & Services:

- Oracle Exastack
- Oracle Exadata Database Machine
- Oracle WebLogic Suite
- Oracle Consulting
- Oracle Advanced Customer Support Services

Neusoft Corporation Significantly Improves Social Security System Performance, Cuts Time to Process and Approve Payments to Citizens of 13 Chinese Provinces

“Oracle Exadata is a good fit for our social security application, enabling us to quickly respond to market changes, and help customers reduce risk and achieve the optimal total cost of operations. We have improved batch processing performance for some tasks by up to 15x, cut capital expenditures by 20%, and enabled local and regional governments to process social security payments and approvals 98% faster.”

— **Dr. Zhang Xia**, Senior Vice President, Chief Technology Officer, and Chief Knowledge Officer, Neusoft Corporation

Neusoft Corporation is the largest IT solution and service provider in China. The company provides reliable, high-quality, industry-related software, platforms, and business solutions to customers in the telecommunications, energy, financial, government, healthcare, logistics, manufacturing, and transportation sectors. It is also the largest social security, technical-solution provider in China. It has more than 230 social security customers across 13 provinces, 18 provincial capitals, and 170 cities, covering more than 400 million people.

To meet the challenges of China’s changing social services infrastructure and support an increase in concurrent usage rates and data administration, Neusoft decided to upgrade its social security solution using Oracle Exadata Database Machine and Oracle WebLogic Suite. Neusoft improved the performance of some batch processing tasks by 15x, under test conditions; cut capital expenditure by 20%; and enhanced government public services by enabling social security staff to quickly and easily access and analyze cross-regional pension, healthcare, and funding information.

China’s Changing Social Security Infrastructure

Neusoft’s integrated social security solution is used by the National Ministry of Human Resources and Social Security; as well as city-, regional-, and union-level governments, and governments in provinces, autonomous regions, and municipalities. The solution supports a number of the Chinese government’s subsystems, covering public service, pensions, healthcare, industrial injuries, unemployment, maternity, and funds and finance. It helps governments implement social security policies and improves cross-regional cooperation, administration quality, decision-making and analysis abilities, as well as social security auditing and fund supervision.

The social security solution also deals with service-related inquiries and reports and the issuance of social security cards, as well as providing a convenient and immediate, one-stop public service for Chinese citizens.

China’s social security infrastructure was moving from separate, city-based management to a more centralized, province-based management structure. To support this change, Neusoft wanted to upgrade its social security solution to facilitate greater cross-regional cooperation and enable services, such as cross-regional pension and healthcare payments.

“We wanted to help optimize China’s social security services by developing a system that supported a large number of concurrent users, an increased amount of data administration, and real-time, online analysis and review of social security data,” said Dr. Zhang Xia, senior vice president, chief technology officer, and chief knowledge officer, Neusoft Corporation.

In addition, Neusoft wanted to reduce the number of products used in its previous social security solution, which could result in lengthy diagnosis and troubleshooting, due to the number of vendors involved. It also wanted to cut complex system administration processes and high costs, which were constraining the ability of various governments to develop and offer timely social security services to citizens across the region.

Achieved High-Quality Cross-Regional Services with Oracle Exadata

Neusoft is the first IT partner in China’s social security industry to implement Oracle Exastack—including Oracle Exadata and Oracle WebLogic Suite—to optimize social security services and business operations. The database machine will support cross-regional public services—such as healthcare and pension insurance—business operations, and personnel transfers, by encouraging governments to more easily share integrated and standardized social security information through a national network.

“Using Oracle Exadata, we are helping governments meet the requirements of China’s informatization strategy and promoting governments as forerunners in improving the amount of accurate and accessible online social security information available in the national economy,” said Zhang.

“By integrating cross-regional registration, review, payment, and auditing information for processes, such as unemployment benefits, our solution will help governments modernize social security services management methods and standardize procedures across different subsystems,” she said.

“This will help improve social development by supporting governments’ transformations from service administrators into public service providers. It will also improve public satisfaction by enhancing the transparency of social security services and providing a one-stop shop for information about pensions, healthcare, injury, and unemployment payments.”

Batch Processing Performance and Transaction Times Improve

Under test conditions, Oracle Exadata has improved the performance of some of the social security solution’s batch processing tasks, such as the speed of running data analysis, statistics, and extensive data reviews, by 15x.

“We ran different tests for a number of social security processes,” said Zhang. “The results show we have reduced the time governments will take to process and approve 9,000 social security payments from 400,000 citizen accounts from 10 hours to 12 minutes.

We've also cut the time taken by governments to complete healthcare insurance processing tasks by 99%—from 36 hours to 29 minutes.”

During the tests, Oracle Exadata enabled the solution to process savings carry overs from annual pension allowances contained in 45 million records in one hour, compared to 15 hours, previously. It also reduced query response times for pension payment data from six minutes to less than three minutes, and for medical billing data from seven hours to around 15 minutes.

“The performance improvements will help enhance the satisfaction of social security staff by ensuring the system and application performance meets their requirements,” said Zhang.

“In addition, Oracle Exadata’s superior abilities ensure the system can support more than 400 concurrent users, which are required to service the average city,” she said.

Smart Scan Searches Eliminate I/O Bottlenecks

Neusoft is taking advantage of Oracle Exadata’s Smart Scan and storage index features to quickly and easily conduct real-time, targeted data searches by completing queries in the storage layer, and only returning relevant data.

By accessing data that is only relevant to a particular social security service, region, or office, governments can more efficiently supervise services and related administration, and easily detect any problems related to quality, efficiency, or fraud.

“Oracle Exadata identifies areas of disk storage that don’t contain the values a query is searching for and avoids reading those areas,” said Zhang. “This has eliminated I/O performance bottlenecks in the solution by significantly reducing I/O consumption and data transmission times during data searches and analyses.”

Data Storage Requirements Decreased

Using Oracle Exadata’s Hybrid Columnar Compression, Neusoft has decreased the amount of data storage space required for its social security solution by 80%.

“Implementing cross-regional services will increase the amount of social security data that needs to be stored in the social security solution, and the number of concurrent users,” said Zhang. “By improving the solution’s storage capabilities, we will be able to meet increasing storage requirements over time without needing to add new storage.”

Powerful Tools Reduce Costs

Neusoft also took advantage of Oracle Exadata’s powerful administration tools to ensure efficient disaster recovery and reduce costs.

“Oracle Exadata’s advanced performance and administration features have reduced complex system administration processes and the number of administration and maintenance personnel required.

“Previously, our customers would have required many technical engineers to maintain servers, storage devices, and databases from different vendors, but now they only need maintenance staff from a single supplier,” said Zhang. “The reduction in staff and, subsequently, the costs helps ensure the social security solution can be extended across regions and to grassroots government and community groups.”

By implementing Oracle Exadata, Neusoft has also saved on capital expenditure and the total cost of ownership.

“Compared with traditional hardware environments with separate servers and storage capacity, and without considering operational expense, we have reduced capital expenditure by 20%,” said Zhang. “We also expect to lower the total cost of ownership for our customers by 50%.”

Challenges

- Meet the challenges of China’s changing social security infrastructure, including a move from separate, city-based management to centralized, province-based management
- Facilitate greater cross-regional cooperation to enable services, such as cross-regional pension and healthcare payments
- Develop a system that enables real-time, online analysis and review of social security data to help optimize China’s social security services
- Support high, concurrent usage rates and increased data administration created by centralizing social security information
- Reduce total cost of ownership by minimizing the number of vendors used for the system because having multiple vendors could result in lengthy troubleshooting processes and higher maintenance costs
- Cut complex system administration processes, which were constraining various governments’ abilities to develop and offer timely social security services

Solutions

- Improved the performance of some batch processing tasks by 15x, including the speed of running data analyses, statistics, and extensive data reviews
- Reduced by 98% the time required for governments to process and approve social security payments—from 10 hours to 12 minutes
- Cut by 99% the time for governments to complete healthcare insurance processing tasks—from 36 hours to 29 minutes
- Reduced capital expenditure by 20% and is expected to lower the total cost of ownership for customers by 50%
- Supported an increasing amount of social security data by lowering data storage requirements by 80% using Oracle Exadata’s Hybrid Columnar Compression

- Processed savings carry overs from annual pension allowances 15x faster—in one hour, compared to 15 hours, previously
- Lowered query response times for pension-payment data from six minutes to less than three minutes, and for medical-billing data from seven hours to around 15 minutes
- Ensured the system can support more than 400 concurrent users, which are required to service the average city
- Enabled governments to efficiently supervise social security services and administration, and quickly and easily detect any problems related to quality, efficiency, or fraud, by conducting real-time, targeted data analysis using Oracle Exadata's Smart Scan
- Eliminated I/O performance bottlenecks, by significantly reducing I/O consumption and data transmission times during data analysis using Oracle Exadata's storage index
- Reduced complex system administration processes, and the number of maintenance and administration staff, cutting costs and ensuring the social security solution can be extended to grassroots government and community groups
- Assisted governments' decision-making capabilities by providing accurate, up-to-date, and easy-to-understand cross-regional social security information for detailed analysis
- Enhanced social security staff satisfaction by ensuring application and system performance meets their requirements
- Met the requirements of China's informatization strategy and promoted governments as forerunners in improving the amount of accurate and accessible online social security information available in the national economy
- Supported cross-regional public services—such as healthcare and pension insurance—business operations, and personnel transfers, by encouraging sharing integrated and standardized information across a national network
- Helped improve social development by supporting governments' transformations from service administrators to public service providers
- Improved public satisfaction by enhancing the transparency of social security services and providing a one-stop shop for information about pensions, healthcare, injury, and unemployment payments
- Modernized social security services management methods and standardized procedures across different subsystems by integrating registration, review, payment, and auditing information for processes, such as those used for unemployment benefits
- Became the first IT partner in China's social security industry to implement Oracle Exadata to optimize social security services and business operations
- Consolidated on Oracle Exastack products to ensure the solution operates smoothly and the troubleshooting process can be completed quickly and easily

Why Oracle

For the past 17 years, Neusoft has been building a robust social security solution using Oracle products, such as Oracle Database, to best fit the needs of China's evolving social security infrastructure.

Although most Chinese social security system databases run on traditional UNIX server platforms, Neusoft felt that Oracle Exadata was a better fit for the social security sector.

"We have 17 years of rich experience in the social security industry and fully understand the advantages and disadvantages of using hardware servers that support a database system from a different vendor," said Zhang. "It is critical for us to introduce competition, improve the performance of individual database nodes, cut down overall costs, and reduce system administration and maintenance personnel and expenses by integrating Oracle Exadata."

Neusoft was especially impressed with the outstanding features in Oracle Exadata, including its 96 GB memory, integrated cache and client-cache results, and a high-speed 40 GB network with InfiniBand.

"Oracle Exadata's world-leading capabilities powerfully support the healthy development of China's social security system and will increasingly provide a better hardware option for Chinese users," she said.

Implementation Process

Neusoft began its social security solution upgrade project in October 2011 and conducted the first pilot project with Benxi Social Insurance Bureau in January 2012.

Oracle's technical experts helped Neusoft's software research and development team to migrate its social security solution to Oracle Exadata Database Machine Quarter Rack and Oracle WebLogic Suite, and take full advantage of the database machine's advanced capabilities. In June 2012, Oracle helped Neusoft run tests to optimize the migration and the system, eliminate major technical risks before the social security solution went live, and ensure its staff was fully trained.

"Oracle Consulting and Oracle Advanced Customer Support Services helped our technical team to build up its Oracle Exadata skills," said Zhang. "They also helped solve complex technical problems to ensure the rapid and steady operation of our social security solution."

In August 2012, Neusoft successfully deployed its social security solution to the Social Security System of Inner Mongolia.

Oracle Customer:

Qi Rong Pu Hui (Beijing) Technology Ltd.

Beijing, China
www.qirong.com.cn

Industry:

High Technology

Annual Revenue:

Under \$100 Million

Employees:

80

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle WebLogic Server
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Business Intelligence Publisher
- Oracle BPEL Process Manager
- Oracle GoldenGate
- Oracle E-Business Suite
- Oracle FLEXCUBE Core Banking

Qi Rong Pu Hui (Beijing) Technology Ltd. Cuts Customers' IT Costs by 30% and Increases System Availability Fourfold

“We evaluated other vendors, such as IBM, but recognize that Oracle products are more robust than others in the market. By developing our cloud-based banking solution using Oracle hardware, middleware, and software, we have cut our customers' IT costs by 30% and increased system availability fourfold.”

— **Liang Yingjie**, Chief Technology Officer, Qi Rong Pu Hui (Beijing) Technology Ltd

Qi Rong Pu Hui (Beijing) Technology Ltd. (Qi Rong) is a subsidiary of China Union Financial Service Group (CUFS). The company provides CUFS and other financial institutions with a core banking platform, as well as outsourcing and IT services. It also manages its own data centers in four locations in China.

Qi Rong implemented Oracle hardware, middleware, and software—including Oracle Exadata, Oracle WebLogic Server, Oracle Business Intelligence Suite, Enterprise Edition, and Oracle FLEXCUBE Core Banking—to develop a highly available, managed core banking service (MCBS) solution targeted for midsize banks.

MCBS is a secure, stable, and high-performance software-as-a-service (SaaS) system, which can host a number of specially developed financial modules in a private or public cloud. The system provides Qi Rong's customers with comprehensive, cost-effective, and best-practice solutions for banking services, including core banking, online banking, marketing, and product management. It also enables customers to conduct business analytics.

Challenges

- Meet the needs of an increasing number of banks that are looking to outsource IT management and administration
- Stay ahead of the market competition by providing secure, highly-performing, and cost-effective IT services to midsize banks
- Enable customers to focus on business development, marketing efforts, and improving service capacity
- Ensure banks can provide best-practice financial services to clients
- Meet regulatory requirements for 99.95% availability in core banking systems

Solutions

- Achieved up to 10x faster core banking batch processing speeds and 12x faster data warehousing speeds for MCBS with Oracle Exadata Database Machine, compared to the legacy IBM platform
- Ensured 99.975% availability for the SaaS MCBS solution with Oracle Exadata and Oracle WebLogic Server, easily meeting the mandated 99.95% availability
- Cut customers' IT operational, maintenance, and administration costs by 30% by providing private or public cloud services through an outsourced operational team

- Increased the availability of customers' banking systems fourfold, using Oracle Exadata and Oracle WebLogic Server's clustering technology
- Reduced MCBS customers' disaster recovery time objectives by 40% with Oracle GoldenGate running on Oracle Exadata
- Enabled customers to develop new financial products and services more than 33% faster—in six months, compared to nine months
- Improved reporting environment stability by running Oracle Business Intelligence Publisher on Oracle Exadata
- Streamlined and simplified system management by using Oracle WebLogic Server's service-oriented architecture and made it easier for deploying or managing core banking services
- Ensured banking customers can provide optimal financial services by using a core banking system based on best-practices and 100%-integrated Oracle technology

Why Oracle

Qi Rong evaluated a number of database, middleware, and application software products from local and international vendors for its MCBS solution, including IBM, Digital China, and Kingdee. The company chose Oracle solutions because of its confidence in the strength and vitality of the products.

“As an Oracle partner, we have been devoted to Oracle software since we first implemented Oracle E-Business Suite for a customer in 2004,” said Liang Yingjie, chief technology officer, Qi Rong Pu Hui (Beijing) Technology Ltd. “With our rich experience in the technology industry, we know Oracle products are more robust than others in the market. Oracle also has a better reputation and is a stronger brand.”

Implementation Process

Qi Rong began developing MCBS in October 2010. The company worked closely with Oracle's core solution and software application teams, as well as Oracle Consulting, to ensure a smooth implementation, integration, and verification processes.

MCBS went live in April 2011 running on an IBM platform. The company upgraded to Oracle Exadata in October 2011.

Oracle Customer:**Oasis Investment Company**

Dubai, United Arab Emirates

www.alshirawi.com

Industry:

Industrial Manufacturing

Annual Revenue:

\$500 Million to \$1 Billion

Employees:

6,750

Oracle Products & Services:

- Oracle Fusion Financials
- Oracle Fusion Accounting Hub
- Oracle Identity Management
- Oracle Access Manager
- Oracle Internet Directory
- Oracle WebLogic Suite

Oracle Partner:**Infosys**

www.infosys.com

Oasis Investment Company Streamlines Yearly and Monthly Financial Consolidations—Improves Reporting, Tracking, Security, and Audit Transparency

“Oracle Fusion Financials has given all 35 of our major business units great confidence in our accounting hub—increasing process efficiency, transforming reporting, and instilling solid reliability into all of our financial actions.”

— **Madhukar Nath Chaturvedi**, IT Director, Oasis Investment Company

Oasis Investment Company—the holding company of the Al Shirawi Group—is one of the largest conglomerates for the manufacturing, engineering, trading, marketing, distribution, contracting, and service industries in the Arabian Gulf. With headquarters in Dubai, United Arab Emirates, Oasis Investment Company includes 35 business entities, many ranking among the Middle East’s largest companies.

The company’s products and services include steel and metal fabrication, engineering services, contracting for air-conditioning and refrigeration, water-proofing products and services, interior decoration for commercial complexes and showrooms, printing, plastics manufacturing, technical services, as well as manufacturing electronics and computers, trucks and heavy engineering products, and food products.

Challenges

- Consolidate financial information across 35 diverse business units, ranging from metal fabrication plants to printing facilities, to radically reduce the time for closing monthly and annual accounts across the group
- Automate financial report management and accelerate financial visibility to drive more agile and informed decision-making across a heterogeneous group with many diverse businesses and reporting requirements
- Invoke multiple security access levels for financial reporting across the group through stronger authentication processes and identity management, and enhanced data transfer encryption
- Provide authorized users with universal mobile device connectivity to Oracle E-Business Suite and Oracle Fusion Applications for more a flexible, remote-worker platform

Solutions

- Deployed Oracle Fusion Financials to consolidate financial functions across 35 business units in manufacturing and connected industries, such as water-proofing, printing, and electronics, accelerating time required for account closings from up to three weeks—or more than 200 worker days each month—to a rolling process that is completed daily
- Integrated Oracle Fusion Accounting Hub reports with existing Oracle E-Business Suite applications, providing full financial visibility across each of the 35 diverse business units—spanning manufacturing, engineering, trading, marketing, distribution, contracting and service industries

- Drove more informed C-level and financial management's decisions with real-time dashboards that replaced static spreadsheets
- Enabled real-time tracking of sales targets for each business unit against actual sales activities and expenses and achieved real-time monitoring of active market performance-for example steel or plastics revenue activity-through Oracle Fusion Financials, providing competitive intelligence and rapid, strategic decision-making
- Defined multiple levels of secure access for 100 Oracle Fusion Accounting Hub users and 750 Oracle ERP applications users with Oracle Identity Management and Oracle Access Manager
- Ascribed granular levels of user functionality and responsibility, mapped to each user's needs across business units-ensuring that employees can access the data they need to do their jobs, while ensuring security
- Used Oracle Identity Management single sign-on and Oracle WebLogic Suite platform to ensure secure, scalable local and remote data access, additional data encryption from clients to servers, and full compliance with the ISO 37001 information security code for policy practices

Why Oracle

After assessing Oracle Fusion Applications, Oasis Investment Company determined them to be the only natural fit for its 35 business units and existing technology footprint. Oracle also offered a complete technology stack and a strong track record of integrity and successful deployments in the region.

"Oracle has a great reputation, good solutions, and an excellent image, regionally," said Madhukar Nath Chaturvedi, IT director, Oasis Investment Company. "Oracle created a personal project management team that checked in with us twice weekly and updated us hourly during critical deployments. Oracle's support, project management, and technical know-how are second to none."

Implementation Process

Oasis Investment Company mandated a fixed-term deployment and budget. The company began deployment in late February 2012 and completed the initiative in mid-July 2012, on time and on budget. The company trained 55 users on Oracle Fusion Financials for four days, and then it used knowledge transfer to train all other finance managers and administrators, streamlining deployment.

Partner

Infosys, an Oracle Diamond Partner, spearheaded and managed the Oracle Fusion Application deployment process. Oasis Investment Company selected Infosys for its unrivalled Oracle Fusion Application specialization and implementation experience in the region.

“Infosys is very knowledgeable about Oracle’s robust solutions. The team demonstrated great expertise in integrating our existing technology footprint with Oracle Fusion Financials, the only financial management solution capable of seamlessly improving our efficiency, decision-making, and ability to scale and innovate,” Chaturvedi said. “The performance of Oracle’s technology has been excellent. Our budgets and schedules are fixed; we have an excellent working relationship, service and support with Infosys, and we are very happy with our partner choice.”

Oracle Customer:**TechNova Imaging Systems (P) Ltd.**

Mumbai, India

www.technovaworld.com

Industry:

Industrial Manufacturing

Annual Revenue:

Over \$5 Billion

Employees:

1,200

Oracle Products & Services:

- JD Edwards EnterpriseOne 9.1
 - Customer Self Service
 - Supplier Self Service
 - Inventor Management
 - Transportation Management
 - Warehouse Management
 - Procurement and Subcontract Management
- SPARC T4
- Oracle Solaris
- Oracle WebLogic Server
- Oracle Consulting

Oracle Partner:**Wipro Ltd.**

www.wipro.com

TechNova Imaging Systems (P) Ltd. Generates Reports 3x Faster, Enhances Decision-Making, and Boosts Competitive Edge

“We chose Oracle Optimized Solution for JD Edwards EnterpriseOne, as Oracle’s integrated hardware and software platform is a perfect fit for our manufacturing environment. We complete reporting up to 3x faster, have enhanced inventory visibility and improved management decision-making. We also have a mobility option for future business innovations.”

— **Piyush Kapadia**, Chief Information Officer, TechNova Imaging Systems, Ltd.

Established in 1971, TechNova Imaging Systems (P) Ltd. (TechNova) is a leading global manufacturer of total imaging solutions for the graphic arts industry. TechNova offers complete, integrated solutions that include consumables, systems, software solutions and services for the print, publishing, packaging, textile, engineering, signage, and photo industries. The company is also the pioneer of the Go Green revolution in the Indian printing industry.

TechNova has four major lines of business, with three lines specializing in imaging-product manufacturing, such as digital and analog printing plates and processing chemistry. The company’s trademark digital print media products include offset laser and inkjet printing applications. The fourth line of business focuses on marketing digital imaging solutions for the prepress printing segment.

In 2001, TechNova implemented Oracle’s JD Edwards 7.3.3 as the enterprise resource planning (ERP) platform for its three manufacturing lines. With support for JD Edwards 7.3.3 scheduled to end, TechNova wanted to reinforce its IT strategy and determine the right ERP platform for future business support.

TechNova decided to adopt a big-bang approach and overhaul the entire IT ERP infrastructure platform. The company implemented the Oracle Optimized Solution for JD Edwards EnterpriseOne running on SPARC T4 with Oracle Solaris and Oracle WebLogic Server. The solution provided a highly available, secure, and scalable ERP platform, and enabled the company to complete reports up to 3x faster, enhance inventory visibility, and improve operational efficiency for supply chain operations.

TechNova was the first company in India to deploy Oracle Optimized Solutions for JD Edwards EnterpriseOne.

Ensures High Availability While Reporting up to 3x Faster

TechNova was using multiple vendors, including IBM servers and Microsoft products, to support its ERP platform. The company also needed to upgrade its legacy operating system and database, which were at end of their support and could no longer support the ERP system. It was also time-consuming to manage multiple-vendor systems and coordinate with each vendor to resolve issues.

By implementing Oracle Optimized Solution for JD Edwards EnterpriseOne, TechNova transformed from a multivendor IT environment into a single-vendor platform, ensuring full, strategic support from Oracle and eliminating future lapses in assistance from multiple vendors.

“Oracle Optimized Solution for JD Edwards EnterpriseOne is a complete, fully tested, and tuned architecture, and we know what to expect right out-of-the box. With a single point of contact for resolution of all issues, it is much easier to manage and meet our business requirements with multiple locations and websites. It saves us time and costs,” said Piyush Kapadia, CIO, TechNova Imaging Solutions, Ltd.

Using JD Edwards EnterpriseOne running on SPARC T4 with Oracle Solaris, TechNova gained a reliable, secure, and scalable ERP platform and ensured 24/7 availability for its business-critical supply chain operations, as the system can scale up to 1,200 users. It also accelerated the data processing speed for its ERP system. As such, managers can generate critical reports, such as manufacturing work orders, production planning, and financial reports, up to 3x faster.

Improves Data Accuracy and Enhances Decision-Making with Real-Time Data

Before implementing JD Edwards EnterpriseOne 9.1, TechNova used an older version of JD Edwards to record manufacturing transactions and used in-house applications and spreadsheets to record other transactions, such as financials, and administration. It was time-consuming and error-prone when consolidating all business transactions, causing significant time lags to produce plant performance reports each year.

With JD Edwards EnterpriseOne 9.1, TechNova is moving towards integrating all business transactions (excluding human resources)—including manufacturing, financials, and procurement—into a single JD Edwards ERP platform. The company now has real-time data instead of waiting for two to three days for information. This deployment also enhanced data accuracy across all four lines of business and provided better support for management decision-making.

“Our integrated ERP platform gives our management team more confidence in business data and decision-making. We have also seen a big cultural shift as staff members will now be accountable for data being up-to-date in the system. This is a huge benefit for us,” Kapadia said.

TechNova is also building dashboards for plant and finance managers that will enable instant access to manufacturing activity data to enhance decision-making for back-end operations and the shop floor. The new ERP platform will also provide managers with dashboards to view their current activities and pending approvals, and it will help provide faster responses and better service to customers.

“For example, a shop floor manager may involve a senior manager in a decision for modifying a customer’s order which requires extensive searches and inquiries in various systems. With the JD Edwards EnterpriseOne dashboard, shop floor managers access real-time customer order data and can confidently make a decision,” said Madhu Parmar, technology adviser, TechNova Imaging Solutions, Ltd.

Enhances Inventory Management and Improves Cash Management

With JD Edwards EnterpriseOne Inventory Management, TechNova achieved an integrated view of inventory across 15 regional distribution centers, channel partners, and customers.

“Previously, our distributors and channel partners would hold respective inventories to service their customers, resulting in multiple locations for handling and storing inventory. With an integrated ERP platform, we can now fulfill inventory and servicing needs at each regional distribution center. It enabled us to control and optimize inventory levels across all dealers instead of the distributors, and it improves total cash flow management,” Parmar said.

Also, Technova uses JD Edwards EnterpriseOne Supplier Self-Service for order management efficiency and to minimize inventory costs. The company is working to simplify and integrate its workflows, such as for purchasing approvals, by using JD Edwards EnterpriseOne Procurement and Subcontract Management. This enables staff to focus on more strategic tasks and improve operational efficiency. Finally, TechNova’s customers can now place orders and view the status and shipment dates through JD Edwards EnterpriseOne Customer Self Service, significantly improving customer experience.

Gains Control Over Supply Chain Operation, Increases Staff Productivity

In a bid to deliver better quality of service and enhance its competitive edge in the industry, TechNova offers same-day delivery for orders placed before 10 a.m., and next-day delivery for orders placed after that. In addition, TechNova needed to ensure the delivery truck has the correct entry gate pass, as each state has a different entry requirement for cross-border transportation within the country.

“By customizing JD Edwards EnterpriseOne Transportation Management to our manufacturing environment, we have the ability to execute our delivery promise. We now simply need to print the entry pass and give it to the transporters, eliminating the complexity of paperwork and increasing staff productivity,” Parmar said.

In addition, TechNova’s IT team also customized JD Edwards EnterpriseOne Transportation Management to simplify the complex billing processes for each state across the country and gained the ability to customize invoices for overseas and domestic customs requirements.

“For example, we can merge the bills for all lines of business into a single export invoice for overseas customers but bill separately for local customers. With JD Edwards EnterpriseOne, we have the flexibility and the capability to control our business better,” Parmar said.

Enables Anytime, Anywhere Access; Increases Competitive Advantages

Using Oracle WebLogic Server, TechNova’s staff can access real-time data anytime, anywhere, rather than needing a dedicated office-based computer or laptop.

It also seamlessly integrates with Oracle JD Edwards EnterpriseOne and enhances mobility for future business innovations. For example, TechNova plans to build an e-commerce platform and sell its consumer products in a business-to-consumer or business-to-business environment.

“We believe we are the only company in India to offer vendor-managed inventory at the customer site. With Oracle WebLogic Server and customized JD Edwards EnterpriseOne Warehouse Management, our vendors or customers have greater visibility into their transactions and can instantly view the materials status on site. This delivers an unparalleled competitive advantage as no other competitors are offering the same service and capability in our industry,” Kapadia said.

Challenges

- Improve operational efficiency for digital imaging manufacturing and marketing lines of business with an upgraded ERP system and single-vendor environment
- Ensure high availability and scalability of the ERP platform to support business growth and enhance competitiveness in the graphic communications industry
- Improve data accuracy and increase management confidence in quality of reporting

Solutions

- Produced business-critical reports up to 3x faster by implementing Oracle Optimized Solution for JD Edwards EnterpriseOne deployed on SPARC T4 running Oracle Solaris
- Achieved high availability and scalability for the ERP platform to support a 24/7 supply chain across all locations and future growth of the supply chain
- Simplified system management and reduced costs with a single-vendor solution
- Gained real-time data visibility across manufacturing, sales, and marketing departments by seamlessly integrating transactions for manufacturing, financials, and procurement
- Improved reporting accuracy, boosting management confidence and enabling more informed decisions
- Enhanced inventory visibility across 15 regional distribution centers, channel partners, and customers—gaining better control over inventory allocation and improving cash flow management
- Improved the customer experience by enabling customers to place orders and view shipment statuses online
- Increased staff productivity by automating processes for cross-border transportation
- Streamlined complex billing for each state and provided flexibility for invoicing to meet overseas and domestic customs requirements
- Enabled anywhere, anytime access to data and increased mobility for future business innovations, thanks to Oracle WebLogic Server

Why Oracle

With JD Edwards EnterpriseOne 7.3.3 coming to an end of support, TechNova evaluated other ERP vendors, including SAP. The company decided to stay with JD Edwards EnterpriseOne and selected Oracle Optimized Solution for JD Edwards EnterpriseOne for its integrated hardware and software platform with single-vendor support.

Furthermore, Oracle's recommitment to providing ongoing support to existing JD Edwards customers after 2013, cemented TechNova's IT strategy to continue with JD Edwards. TechNova also chose Oracle WebLogic Server over IBM for its seamless integration with JD Edwards EnterpriseOne's architecture.

"JD Edwards EnterpriseOne is the perfect fit for a manufacturing environment, as no other vendor can offer the same manufacturing capabilities. With Oracle Optimized Solution for JD Edwards, we gained a high-performance, highly available, secure, and scalable ERP platform that can support our growth and enhance our competitive edge," Kapadia said.

Implementation Process

As TechNova was the first company to implement Oracle Optimized Solution for JD Edwards EnterpriseOne in India, the company adopted a balance-transfer approach for implementing the solution. It began the migration for JD Edwards EnterpriseOne and then deployed SPARC T4 and Oracle WebLogic Server to ensure minimal disruption to business continuity. The company next cleaned up database gaps between current and historic data in the past 10 years before moving into a production environment.

TechNova worked with Oracle Consulting from India and Oracle's Denver team for testing and periodic review with stakeholders. Oracle Consulting also performed system health checks and provided solutions to resolve issues and improve system performance during the implementation period. The new system went live in August 2013, and it is operating smoothly with users trained and prepared for the new environment.

"We are impressed with the excellent support and prompt response from Oracle's Denver team. With its expertise and experience in JD Edwards environment, it provided useful insights and enabled us to address our challenges quickly," Kapadia said.

Partner

TechNova worked with Oracle partner Wipro Ltd. for the implementation of Oracle Optimized Solution for JD Edwards EnterpriseOne and Oracle WebLogic server. Wipro provided support for onsite configuration, issue monitoring, mitigation, network system audits, and module customization.

"We've had a good working relationship with Wipro since our first JD Edwards implementation in 2002. The team has enabled us to migrate to the new Oracle environment successfully and optimize our IT infrastructure," Kapadia said.

Oracle Customer:**Sui Southern Gas Company Ltd.**

Karachi, Pakistan
www.ssgc.com.pk

Industry:

Oil and Gas

Annual Revenue:

\$1 to \$5 Billion

Employees:

5,258

Oracle Products & Services:

- Oracle WebLogic Server

Sui Southern Gas Company Ltd. Cuts Time to Connect New Gas Customers by 80%, Improves Transaction Response Time by 20%

“We tried a couple of application servers but only Oracle WebLogic Server could efficiently support our smart-grid project. We have cut the time for delivering services to new customers by 80% and enabled them to access their gas bills in real time.”

— **Kashif Qadeer**, Deputy General Manager (IT), Sui Southern Gas Company Ltd.

Sui Southern Gas Company Ltd. (SSGC) is Pakistan’s leading integrated gas company. It transmits and distributes natural gas to 2.2 million customers in 1,200 towns and villages over a network of 37,000 kilometers. SSGC also builds and supplies gas meters, and it is conducting several smart-grid pilot projects.

Challenges

- Integrate three, siloed COBOL customer systems into one database to provide a single, accurate view of gas customers
- Cut batch processing times, so gas bills are generated overnight through a single system and don’t affect daytime operations
- Reduce the time to connect gas services for new customers and provide bills online
- Support building a smart grid to match gas supply with customer demand

Solutions

- Reduced the time to connect gas at a new customer’s premises by 80%—from 100 days to 20 days
- Enhanced staff efficiency by cutting transaction response times by 20% and using a single platform to store gas customers’ contact and account data and to generate 100,000 bills and process 1.2 million transactions, such as meter readings and adjustments, in two hours, at night, compared to five hours previously
- Enhanced customer service by allowing customers to access their gas accounts online and by delivering 2,000 bills a day through the self-service Web portal
- Cut operational costs and provided more responsive service through a single interface for gas customers’ queries, instead of accessing data in separate systems
- Increased profitability by achieving a return on investment within six months of implementation
- Strengthened customer loyalty by providing them with consistent responses when they call the contact center, responses that are based on accurate, consolidated data
- Enhanced business control, insight, and decision-making by delivering daily management updates of financial figures and company performance, data that wasn’t previously available

Why Oracle

SSGC has a long history with Oracle Utilities Customer Care and Billing and Oracle Financials. Although the company was very happy with Oracle Utilities Customer Care and Billing, it needed a consolidated, real-time middleware system to improve services, support advanced projects, such as its gas-smart grid pilot, and to help realize Oracle Utilities Customer Care and Billing's full potential.

"We had poor experiences with other vendors' application server support services," said Kashif Qadeer, deputy general manager (IT), Sui Southern Gas Company Ltd. "We were confident Oracle had the skills and resources, and that only an Oracle system could fulfill our ambitions.

"Oracle Utilities Customer Care and Billing allowed us to accurately reconcile our accounts for the first time, but since moving to Oracle WebLogic Server, we can finally realize its full potential," he said.

Implementation Process

SSGC completed the implementation of Oracle WebLogic Server and its Oracle Utilities Customer Care and Billing upgrade in July 2012. It recovered the cost of investment within six months.

Since moving Oracle Utilities Customer Care and Billing to Oracle WebLogic Server, SSGC has also deployed other Oracle products, such as Oracle Utilities Meter Data Management and Oracle Utilities Smart Grid Gateway.

"We are now using Oracle throughout," said Qadeer. "We use Oracle Utilities Customer Care and Billing as the front-office application and Oracle E-Business Suite at the back end, with Oracle WebLogic Server sitting in between."

SSGC is now turning to Oracle Application Integration Architecture to harmonize its systems more effectively.

Oracle Customer:**Hong Kong Housing Society**

Causeway Bay, Hong Kong
www.hkhs.com

Industry:

Professional Services

Annual Revenue:

\$100 to \$500 Million

Employees:

1,300

Oracle Products & Services:

- Oracle Unified Business Process Management Suite
- Oracle WebLogic Suite
- Oracle Application Development Framework

Oracle Partner:**Six Facet Ltd.**

www.sixfacet.com

Hong Kong Housing Society Shortens Expenditure-Approval Time by 30% and Strengthens Governance Control Through Automated Business Processes

“We selected Oracle Fusion Middleware over our legacy business process solutions for its better local support, higher performance, availability, reliability, and flexible enterprise architecture. It also cost-effectively integrates with existing Oracle applications, like JD Edwards EnterpriseOne and PeopleSoft. We’ve automated our business activities, reduced approval process time by 30%, and strengthened internal financial control.”

— **C.W. Miao**, Head of Information Technology, Hong Kong Housing Society

Hong Kong Housing Society provides quality, affordable housing and related services for the people of Hong Kong. It was formed in 1948 with a donation of approximately US\$22,600 (£14,000) from the Lord Mayor of London’s Air Raid Distress Fund. HKHS used the funding to build accommodations for people left homeless by the Second World War.

HKHS identifies the housing needs of different community sectors and develops housing options to meet these requirements. Since its inception, HKHS has built approximately 67,000 units under different housing models, including rental housing estates, rural public housing, urban improvement, and senior citizen residences.

Challenges

- Standardize and automate 12 processes for procure-to-pay approvals to strengthen internal governance for housing projects
- Establish a more flexible and stable enterprise architecture to replace its legacy system—which had experienced system downtime during peak periods—and reduce long-term IT maintenance costs
- Reduce administrative and development costs by up to 25% by automating approval processes for expenditure commitments, such as contract awards, contract payments, and staff annual leave applications

Solutions

- Reduced approval times for housing contract awards, contract payments, and annual leave applications by 30% by automating approval processes through web, mobile, and e-mail functionality, thanks to Oracle Unified Business Process Management Suite
- Enhanced housing-project-expenditure-record accuracy by quickly reflecting actual and committed expenditures through standardized and automated processes
- Strengthened governance by automating workflow processes, such as defining approval limits based on job titles and roles, and including dynamic out-of-office, by-pass delegation and approval-communication features
- Provided a highly available and stable enterprise platform by implementing Oracle WebLogic Suite, improving system performance and enabling faster housing-project-expenditure approval processes

- Enabled 1,000 end users, including process approvers across different divisions and sections, to easily use the automated approval system, thanks to Oracle Application Development Framework's support for intuitive task flows

Why Oracle

HKHS' legacy business process solutions often experienced downtime during peak periods and did not meet its service-level agreement. HKHS decided to replace its legacy system with Oracle Unified Business Management Process Suite, Oracle WebLogic Suite, and Oracle Application Development Framework to provide a more flexible, reliable, and cost-effective enterprise architecture that enables integration with existing Oracle applications, like JD Edwards EnterpriseOne and PeopleSoft.

"We selected Oracle Unified Business Process Management Suite because it provides excellent system performance and greater stability—at a lower cost. Oracle WebLogic Suite provides a rich platform for running Java EE applications, and Oracle Application Development Framework greatly reduced our development effort. These Oracle solutions enabled us to improve and automate our business processes and reduce long-term IT maintenance costs." said C.W. Miao, Head of Information Technology, Hong Kong Housing Society.

Implementation Process

HKHS began implementation for Oracle Unified Business Process Management Suite, Oracle WebLogic Suite, and Oracle Application Development Framework in early 2012, and went live in April 2013. Oracle partner, Six Facet Ltd, worked with a HKHS team to complete implementation on time and on budget.

HKHS's internal team included one manager responsible for overall project management, a project leader for design and implementation, and four project team members who assisted with user acceptance testing, data conversion, reconciliation, and rollout support to HKHS's 1,000 users.

Partner

HKHS engaged Oracle partner SixFacet as the implementation and ongoing support service provider. SixFacet worked closely with HKHS team to ensure a smooth rollout of the new business processes, conducted end-user training and provided post implementation support.

"We are very happy with SixFacet's commitment and expertise in providing us with a solution that fully addressed our business needs. We will continue to work with SixFacet for continuous process improvement," Miao said.

Oracle Customer:**Engineers Australia**

Canberra, Australia

www.engineersaustralia.org.au**Industry:**

Professional Services

Annual Revenue:

Under \$100 Million

Employees:

170

Oracle Products & Services:

- Oracle Business Process Management Suite 11g
- Oracle SOA Suite 11g
- Oracle WebLogic Suite 11g
- Oracle WebCenter Content 11g
- Oracle Business Intelligence Publisher 11g
- Oracle Database 11g
- Oracle E-Business Suite Release 12.1
- Sun ZFS Storage 7120
- Sun Blade 6000
- Oracle VM

Oracle Partner:**Red Rock Consulting**www.redrock.net.au

Engineers Australia Improves and Automates Business Processes and Completes Engineer Enrollments up to 90% Faster with Middleware Platform

“Oracle offered a more comprehensive, cost-effective, and long-term solution than other vendors. By implementing Oracle Business Process Management Suite 11g and Oracle SOA Suite 11g, we have redefined business processes, ensured seamless integration for our eChartered system. We’ve cut the time to complete engineers’ enrollments by up to 90% by moving from paper-based to online processes.”

— **Richard Holmes**, Management Information System (MIS) Renewal Program Manager, Engineers Australia

Established in 1919, Engineers Australia is the national forum in Australia to advance engineering and the professional development of its members. With more than 100,000 members, spanning all engineering disciplines, Engineers Australia is the largest and most diverse professional body for engineers in Australia. The organization offers its Australian and international members a range of services and seeks to advance the science and practice of engineering, cultivate lifelong learning by its members, promote the contribution of the profession as widely as possible, champion professional and ethical conduct, and take the lead in advocacy of the profession.

Engineers Australia needed to replace its aging legacy IT infrastructure, redefine its business processes, and develop new online and customer relationship management (CRM) functions to improve the services it provides to engineers.

The organization’s system, which it calls eChartered, went live in November 2012. It provides new online self-service capabilities that improves the user experience for Engineers Australia members and replaces many cumbersome manual processes. In 2012, the organization implemented Oracle Business Process Management Suite 11g and Oracle SOA Suite 11g, running on Oracle WebLogic Suite 11g, to support the development of its eChartered system.

Engineers Australia moved from paper-based to online processes, improved monitoring, management, and visibility of its chartered engineer processes, and ensured seamless integration for eChartered, thereby reducing the time and effort required to manage members’ enrollments, assessments, and registrations. It now completes the enrollment processes 90% faster, while staff can generate assessment reports in seconds rather than taking 45 minutes, as was the case previously. The organization also has cut the time to develop new system modules by three to four weeks.

Business Transformation Requires New IT Infrastructure

As the country’s largest and most diverse professional body for engineers, it is vital that Engineers Australia monitors and manages its engineers’ enrollment, registration, renewal, and training as efficiently and cost-effectively as possible. In 2009, the company began to evaluate its legacy IT platform with an eye toward improving the quality and efficiency of its membership enrollment and chartered status certification program. It also wanted to ensure that the fee for a chartered assessment is cost neutral for the organization.

Engineers Australia was managing an aging application system that a small IT vendor developed specifically for the organization. The system's functionality was clunky and outdated, and many processes—such as recording engineers' enrollments and assessing their competency and training submissions—were managed manually. The legacy system was not designed to be an interface that engineers used to complete chartered assessments. Rather, it was designed for administrative staff to track and record key milestones, such as Engineers Australia membership, chartered status, and revenue streams for chartered status.

External consultants reviewed Engineers Australia's legacy application systems and IT infrastructure. They identified a number of issues, including a lack of support for end-of-life products, insufficient functionality for engineers engaging with the organization through the internet, and the high cost and effort of maintaining and developing new services for the specialized infrastructure. The consultants recommended that Engineers Australia enhance the services it offers to engineers by re-engineering its business processes, moving its membership accounting processes from the legacy system onto Oracle E-Business Suite, and incorporating CRM functionality.

In 2010, Engineers Australia launched a management information system (MIS) renewal program to improve the value of the member experience by re-engineering its main business processes and encapsulating them in new applications.

“We wanted to develop better web-based, self-service processes for our engineers,” said Richard Holmes, MIS renewal program manager, Engineers Australia. “We needed to replace the legacy system with commercial, off-the-shelf (COTS) applications and powerful middleware products to cut the cost and effort of IT development and maintenance and ensure seamless system integration.”

Supporting the eChartered Project

Engineers Australia divided its MIS renewal program into several development projects. The organization first addressed its chartered status certification program by creating eChartered, a system that implements the chartered assessment process in accordance with the MIS renewal program architecture.

To become chartered, an engineer must enroll with Engineers Australia and submit up to 18 written documents demonstrating competency in various engineering disciplines. Engineers Australia sends the competency documents to independent assessors, then it confirms with the engineer whether the competency reports have been approved or further work is required.

During the eChartered project, Engineers Australia implemented Oracle BPM Suite, Oracle SOA Suite, and Oracle WebCenter Content. It used Oracle WebLogic Suite's highly available infrastructure to replace the legacy system with automated and web-based procedures.

Engineers Australia also used Oracle BPM Suite to redesign and standardize processes involved in achieving chartered status.

The middleware product removes manual work, improves staff members' control over and visibility into enrollment, approval, and registration processes, and streamlines processes.

Engineers Australia also used Oracle SOA Suite's loosely coupled, services-based architecture to integrate with different systems and applications, including Oracle E-Business Suite Release 12.1, Oracle WebCenter Content, Oracle Business Intelligence Publisher, and a third-party content management System for the web user interface. In addition, the organization implemented a data feed to Salesforce.com's cloud-based CRM software.

The Oracle-based solution's hardware includes Oracle's Sun ZFS Storage 7120 appliance, six Sun Blade X6270 servers, a Sun Blade 6000 chassis, and Oracle VM.

"By consolidating with a primary vendor for hardware, middleware, and applications, we have a partner we can rely on for strategic advice and technical support," Holmes said. "It's good to work with a vendor who understands our business and can help us achieve our goals."

Completing Enrollments up to 90% Faster

Engineers Australia has saved staff and engineers a significant amount of time and effort by automating manual tasks, such as processing engineer enrollment forms.

"For example, in the past it took engineers up to 30 minutes to print and complete a paper enrollment form, then mail, e-mail, or even deliver it by hand," Holmes said. "Once we received the form, it would take up to 20 minutes to manually re-enter the data in the legacy system. Now, an engineer can enter information online in less than five minutes, and it immediately flows from the website into the corporate database via Oracle BPM Suite without manual intervention. It also ensures forms aren't held up in the post."

By more efficiently managing and monitoring chartered engineer processes—and integrating to back-end applications such as Oracle E-Business Suite Release 12.1—Engineers Australia has significantly improved staff workflow and the services it provides to engineers.

"We've completely redefined our processes, based upon the needs of staff and engineers and implemented these on Oracle BPM Suite," Holmes said. "This ensures processes are carried out correctly and consistently and do not progress to the next step before previous stages are completed."

Minimized Time Required for Assessments

The new eChartered system also reduced the time to submit and approve engineers' competency documents. Previously, engineers had to print and mail or e-mail their completed competency documents to Engineers Australia staff for approval—a process that could take up to 20 minutes. Engineers Australia staff would then mail the submitted document to an assessor. Once finished, the assessor had to mail an approval or a request for additional information from the engineer.

Depending on the assessor and the postal system, this process could take weeks.

Now, engineers can submit their competency documents online in just a few minutes. An assessor can log in to the system, immediately see a list of competency documents that need approval, and select and assess a document online. Once they are finished, Oracle BPM Suite registers that this part of the process is complete.

“The process is now so much faster that we can ask two assessors, rather than just one, to check each competency document, minimizing the risk of assessment errors and ensuring that we provide engineers with the best possible service,” Holmes said.

Visibility of Long-Running Chartered Processes

Depending on the engineer’s experience, chartered status can take up to six years. Oracle BPM Suite supports this long assessment time by enabling Engineers Australia to design several different checkpoints and human workflow interactions throughout the qualification process. For example, the organization can determine whether an assessor can review the competency document, or if the engineer needs to send more information.

“We now have visibility into the entire competency assessment process, no matter what stage an engineer is at,” Holmes said. “This ensures that we don’t have to spend time checking engineers’ details and can help them on the next stage of their qualification journey.”

Completing Reports 45 Minutes Faster, Reducing IT Costs

Engineers Australia can now ask an engineer’s employer to approve a sponsorship payment by logging into eChartered for a formal online approval. The engineer also can seek online verification from a senior engineer regarding the competency document by eChartered e-mailing a link to the senior engineer to the website to view and confirm the submitted details. This would not have been possible previously, as it was too time-consuming to send, follow up, and receive documents by e-mail or mail, and then enter the relevant data into the legacy system. Now, verification is received online and the process immediately registers as complete in eChartered.

“Once the assessments and verifications are complete, Oracle BPM Suite automatically requests a report from Oracle Business Intelligence Publisher, confirming competency or providing details about why competency has not been granted,” Holmes said. “Previously, it would have taken staff up to 45 minutes to create a report manually—especially if approval wasn’t granted—and send it to the engineer. Now, the details populate automatically in a standardized report and are e-mailed to the engineer straight away.”

As soon as an engineer is notified that competencies are adequate, they can return to the website and apply for a final professional interview required to be a chartered engineer.

Oracle BPM Suite is also integrated with Oracle WebCenter Content, enabling Engineers Australia to store documents associated with competency assessments, such as engineers' resumes and statutory declarations, in a central repository. This eliminates manual collation and ensures vital documents are not lost.

"We no longer have to print and file the engineers' documentation, and can ensure the documents are accurate and up to date," Holmes said. "Automated online processes also eliminate risking data entry errors and ensure Engineers Australia presents a professional image by using standardized templates for reports and forms. We have also saved approximately US\$20,000 per year on paper and postal costs."

The organization anticipates it will further reduce staff and administration overhead costs as it continues to minimize manual tasks.

Streamlined Credit Card Payment Processes

Engineers Australia is using Oracle SOA Suite to integrate Oracle E-Business Suite Release 12.1 with the eChartered website, saving engineers and accounting staff significant time when processing credit card payments for enrollment, assessment, and professional interview fees and further minimizing the risk of human error.

Previously, an engineer would call, e-mail, or submit card details on paper forms for processing, which staff would manually enter into the legacy system. Now, submit payment approvals through the payment gateway. The invoice and payment receipt feed straight into Oracle Financials without manual intervention. This is faster and more secure than manual processing.

"Oracle SOA Suite's loosely coupled architecture also ensures we can continue to provide efficient services to our engineers and members by enabling the website credit card payment system to remain active even if there is a problem with the back-end applications," said Holmes.

Accelerating Module Development Time by Three or Four Weeks

Using Oracle BPM Suite and Oracle SOA Suite significantly reduced the time to develop new services for engineers. By reusing portions of code developed for eChartered's pricing, the organization cut the time to develop similar pricing for its second project, eRenewals, by several weeks.

"It would have taken a month or two to develop pricing from scratch, but by developing reusable pricing processes and functions, we only have to spend a couple of weeks developing the module components specific to each project," Holmes said. "Reusing the same generic functionality for each project will save us significant IT administration, maintenance, development, and testing costs."

Oracle BPM Suite has also made each process more visible to administration and call center staff, enabling them to provide a better service to engineers.

“Now, if an engineer calls to find out how their enrollment or approval process is going, call center staff can easily login to the system and provide that information,” Holmes said. “In the past, they had to ask an IT technician to access that information before calling the engineer back.”

Engineers Australia can easily create virtual servers for the development and test environments using Oracle VM. This ensures the organization has resources and environments to efficiently develop and test new features or services throughout the software development lifecycle.

Challenges

- Replace commercial, off-the-shelf products for an aging application system developed by a small IT vendor to reduce the time and costs for IT development and maintenance
- Avoid costs for supporting end-of-life products and maintaining and developing new services for a specialized infrastructure
- Improve services to engineers and existing members by redefining business processes and providing online support, rather than relying on manual processes
- Enhance visibility into membership services for administration and call center staff

Solutions

- Cut time required for enrollment from up to 30 minutes to less than 5 minutes with online rather than mailed enrollment forms
- Saved administration staff up to 20 minutes to process each engineer’s enrollment, by eliminating human error and the need for manual intervention
- Submitted engineering competencies to assessors in a few minutes online, rather than taking more than 20 minutes to post, e-mail, or deliver paperwork by hand
- Enabled engineers to receive e-mail notifications of approvals immediately, rather than taking weeks by post
- Minimized risk of assessment errors and time to approve competencies, by enabling two assessors to check documents online rather than one working from hard copy
- Delivered assessment reports to engineers in a few seconds, rather than 45 minutes, using Oracle BI Publisher to generate reports of approvals or details of why approvals were not granted
- Cut US\$20,000 on paper and postal costs by eliminating printing and posting letters and assessment reports
- Used a loosely coupled SOA-based architecture to integrate with Oracle E-Business Suite and Salesforce.com’s cloud-based CRM software, ensuring the online credit card payment function remains active even if there is a problem

- Reduced time to develop pricing by three to four weeks, by reusing processes, services and code from the eChartered project
- Ensured the chartered engineers process is transparent and managed efficiently throughout the six years that it can take for an engineer to achieve chartered status through Oracle BPM Suite
- Ensured important documents, such as engineers' resumes, photos, and statutory declarations are managed efficiently by implementing Oracle WebCenter Content
- Enhanced members' satisfaction by enabling call center staff to see the progress of an enrollment or assessment during a call, rather than relying on the IT team

Why Oracle

Engineers Australia wanted to implement best-in-class COTS products and a powerful middleware platform to support its MIS renewal program and develop its new eChartered system.

The organization assessed two top-tier middleware vendors. As an existing Oracle customer, Engineers Australia already had confidence in Oracle's products. After assessing the other products and reading several product-related reports from technology research firm Gartner, the organization decided Oracle offered the highest performing and most cost-effective solution.

"The Gartner reports made it clear that it was important to work with a primary vendor that had an end-to-end solution—hardware, middleware, and applications—for ease of integration, cost-effectiveness, and support," Holmes said. "We kept this in mind when evaluating solutions, and it was a key reason in our decision to choose Oracle."

"Once we engaged with Oracle, it quickly became our preferred vendor. Oracle offered a more comprehensive product footprint and we were very impressed by the extensive toolset in Oracle BPM Suite. We were also confident Oracle offered the best solution in terms of product development to support our long-term plans," Holmes said.

Implementation Process

Engineers Australia began installing Oracle BPM Suite, Oracle SOA Suite, and Oracle WebLogic Suite in September 2011. The organization also extended its licensing agreement for Oracle Business Intelligence Publisher, Oracle WebCenter Content, and Oracle Database .

Engineers Australia upgraded to Oracle E-Business Suite Release 12.1, including Oracle Financials, in January 2012. It went live with the new eChartered system supported by Oracle BPM Suite, Oracle SOA Suite, and Oracle WebLogic Suite in November 2012.

Engineers Australia has begun its second project, eRenewals, and will use Oracle BPM Suite and Oracle SOA Suite to develop new processes for its membership and migration skills assessment services.

Partner

Engineers Australia engaged Oracle Platinum Partner Red Rock Consulting to implement the Oracle Fusion Middleware products and upgrade Oracle E-Business Suite.

“Red Rock helped us implement the products and build the additional functionality and integration required for the eChartered system,” Holmes said. “Red Rock played a major role in the Oracle E-Business Suite implementation. We grew together as a team as we worked on the middleware, and, as a result, it was a very positive experience.”

Oracle Customer:**Sterci S.A.**

Geneva, Switzerland

www.sterci.com

Industry:

Professional Services

Employees:

120

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud
- Oracle WebLogic Server 11g
- Oracle Tuxedo 11g
- Oracle Active Data Guard
- Oracle Consulting

Sterci S.A. Processes 3.65 Million Financial Messages with 57% Lower Total Cost of Ownership by Using Engineered Systems

“With the incredible throughput of 3.65 million financial messages per hour, we believe that our GTExchange® powered by Oracle Exadata, Oracle Exalogic, and other Oracle technologies is the world’s fastest product in the payment arena.”
— **Frédéric Viard**, Marketing and Pre-sales Director, Sterci S.A.

Sterci S.A., a privately owned company headquartered in Geneva, is a leading provider of financial messaging solutions with branches in Zurich, Frankfurt, London, Paris, Toronto, New York, Riyadh, and Singapore. Every day, the world’s largest banking groups, financial institutions, monetary authorities, and corporations rely on Sterci GTSuite® to improve efficiency and business agility while reducing costs and risks. An official partner of SWIFT—Society for Worldwide Interbank Financial Telecommunication, the worldwide financial network cooperative owned by banks—with full accreditation for GTSuite®, Sterci is also ISO 9001:2008 certified by the Swiss Association for Quality and Management Systems (SQS).

Sterci’s GTSuite® is a comprehensive portfolio of solutions for financial messaging, enterprisewide reconciliation, integration of business flows, and market data management. GTExchange®, the company’s high-performance financial messaging solution, is designed to support multiple networks and provide an open, service-oriented architecture for integration, transformation, message management, and connectivity.

Challenges

- Provide financial institutions, monetary authorities, and corporations with higher message throughput for the real-time processing of their cross-border payments and financial flows
- Manage rapidly increasing payment data volumes arising from significant mergers and acquisitions among key players in the financial services industry and the introduction of payment factories and messaging hubs
- Enable financial institutions, monetary authorities, and corporations to comply easily with new messaging standards, financial market initiatives, and government directives, such as Single Euro Payments Area (SEPA)

Solutions

- Deployed Oracle Exadata Database Machine to operate the company’s GTExchange® messaging solution with extreme performance for all types of database workloads in a system architecture that has no single point of failure
- Deployed Oracle Exalogic Elastic Cloud X2-2 as a data center building block to provide the highest performance, reliability, availability, and scalability for GTExchange®, improving the customer experience by dramatically reducing application response time and improving usability
- Delivered a total cost of ownership (TCO) that is 57% lower over five years than the TCO of a proposed system made by a competitor of Oracle

- Provided financial institutions, monetary authorities, and corporations with unmatched performance for real-time electronic financial and securities transactions—including message entry and repair, template creation, routing, printing, SWIFT relationship management application (RMA), supervision, and monitoring—while easing compliance with financial services industry standards and regulations
- Achieved an impressive 365% improvement on message throughput, compared to the previous environment—going from 1 million message flows per hour to 3.65 million message flows per hour
- Won a contract, based on Oracle Exadata benchmarking, to switch several million financial messages per day from the application to SWIFT and from SWIFT to the application for a large, top-tier bank, including the handling of the bank's internal application-to-application message flows
- Enabled the rollout of the resulting GTExchange® project for the top-tier bank with more than 2,000 concurrent users across 160 countries over a period of two years, anticipating a peak of traffic with 1.2 million financial messages per hour and expected growth of 15% per annum
- Ensured maximum resilience and quality of service by allowing real-time synchronous replication to remote stand-by databases for recovery purposes with Oracle Active Data Guard because the strict requirements for payment applications do not permit any failure
- Enabled the company to replace outdated legacy messaging products of major banks with GTExchange® and GTX Thin Client following a structured approach based on Oracle Tuxedo 11g, Oracle WebLogic Server 11g, and Oracle Database, Enterprise Edition 11g to eliminate deployment risks
- Teamed up with Oracle Consulting on a proof of concept and benchmark test to address mass volume processing requirements in Sterci's GTExchange®, using Exalogic's quick deployment, reliability, and manageability capabilities to reduce system complexity and complete the proof of concept within two weeks

Why Oracle

“Oracle Exalogic and Oracle Exadata deliver outstanding performance and have a far lower total cost of ownership than competing systems. The deployment enabled us to win a large, top-tier bank, where we will be responsible for managing the global financial messaging infrastructure across 160 countries,” said Etienne Savatier, associate partner, international sales and partnerships director, Sterci S.A.

Oracle Customer:**Bundesagentur für Arbeit**

Nuremberg, Germany

www.arbeitsagentur.de

Industry:

Public Sector

Employees:

More than 100,000

Oracle Products & Services:

- Oracle Enterprise Manager 12c
- Oracle WebLogic Server

Bundesagentur für Arbeit Ensures Labor Market Services Availability and Performance with Advanced Middleware Management

“Our IT infrastructure is growing at a rapid rate. Manual deployments and updates are time consuming and leave our organization more vulnerable to errors. Oracle Enterprise Manager 12c, our strategic management platform for all Oracle products, enables us to manage and monitor our application deployments and their underlying infrastructure components in a consistent and proactive manner.”
— **Gebhard Herget**, Senior Architect, Bundesagentur für Arbeit

With a network of more than 700 agencies and branch offices nationwide, Bundesagentur für Arbeit (BA), the German federal employment agency, is the leading provider of labor-market services in Germany. With more than 100,000 employees, BA is the largest German government agency and one of the largest employers in the country. Its most important tasks include job and training placement, career counseling, and providing income replacement benefits—such as unemployment compensation and insolvency payments.

Supporting more than 6 million customers and a rapidly growing IT department, BA needed an application infrastructure and management solution that could help to increase IT efficiency while decreasing complexity. To provide a comprehensive solution for its Oracle application platform, the agency decided to deploy Oracle WebLogic Server and Oracle Enterprise Manager 12c.

The combination of Oracle WebLogic Server and Oracle Enterprise Manager 12c provided BA with the availability, scalability, and performance to meet critical requirements, such as on-time job placements and compensation provisioning—while significantly reducing IT administration costs.

BA can now manage thousands of Oracle WebLogic Server instances—expected to grow to more than 10,000 instances in the near future—across the test, stage, and production environments within its data centers. Oracle Enterprise Manager 12c also improves the availability, performance, and service levels of deployed applications through proactive monitoring of the applications as well as their underlying infrastructure.

Moreover, it allows BA to generate ad-hoc views and custom reports for visualizing the health of its Oracle Fusion Middleware environments, reducing user incidents, accelerating problem resolution, and expediting deployment of a service-oriented architecture infrastructure.

With a single IT management solution, BA can rapidly address performance and availability issues anywhere in its application stack, avoiding emergencies that could have a negative impact on business processes and customer satisfaction.

Oracle Customer:**Danish Tax Authority (SKAT)**

Copenhagen, Denmark

www.skat.dk**Industry:**

Public Sector

Oracle Products & Services:

- Oracle SOA Suite for Oracle Middleware
- Oracle WebCenter Portal
- Oracle Business Intelligence Suite, Enterprise Edition Plus
- Oracle WebLogic Server
- Oracle VM
- Oracle Database

Oracle Partner:**Systematic A/S**www.systematic.com

Danish Tax Authority (SKAT) Monitors Newly Deregulated, Online Gambling Market with Help from IT Platform

“With our Oracle-based solution, we can quickly and efficiently validate that gaming providers pay appropriate taxes and winnings based on the country’s tax code. The combination of Oracle WebCenter Portal and Oracle Business Intelligence Enterprise Edition enables us to manage very large data volumes and to easily analyze and understand the information captured about completed games.”

— **Thomas Høineg Larsen**, Chief Project Manager, Danish Tax Authority (SKAT)

Danish Tax Authority (SKAT) is the Danish tax authority under which the Danish Treasury calculates and collects taxes and levies charges. The agency also manages property valuations and debt settlements.

Beginning January 1, 2012, gambling companies could receive licenses to provide Danish citizens with online games, such as roulette, poker, bingo, and other forms of betting. SKAT needed to create a new department to supervise gambling enterprises to ensure they followed the rules and paid the correct taxes. It used Oracle Fusion Middleware and Oracle Database to effectively monitor these new gaming sites, collecting large data volumes from gambling suppliers, processing the information, and presenting it to tax agents through an easy-to-navigate Web portal.

Challenges

- Introduce a cost-effective IT platform to manage the newly deregulated, Danish online gambling market and ensure that the gambling suppliers pay the correct taxes
- Choose a portal solution that supports an agile development methodology and that can be used in other areas within SKAT
- Implement a business intelligence solution that can handle large data volumes about completed games, process and present the information in an optimal way, and make automatic controls that ensure correct taxes and correct winnings are paid and legislated laws are properly followed

Solutions

- Implemented a cost-effective IT platform, based on Oracle Fusion Middleware and Oracle Database to enable SKAT to monitor the online gambling market and also offline games, like slot machines—with controls over gambling suppliers and their rule compliance, and to collect the appropriate amount of taxes from them—while processing and analyzing large data volumes from the suppliers
- Deployed Oracle WebCenter Portal and Oracle WebLogic Server to define, monitor, and deploy Web services and create a Web interface that allows tax agents to download reports, gambling statistics, graphs, and other information
- Relied Oracle WebCenter Portal to support the agile development methodology (known as Scrum practices) that were used in the project, and evaluated Oracle WebCenter’s fit as a portal framework for other areas within SKAT

- Used Oracle Business Intelligence to collect, process, and present information from gambling suppliers, make tax calculations, and set up automatic controls to ensure gambling suppliers follow the rules—such as paying the correct amount of money to the players
- Worked with Oracle partner Systematic to help develop the solution and implement the platform in three months, without any delays

Partner

Oracle partner Systematic was the main contractor on the project and was responsible for development and operations of the solution. The development process was conducted using agile methods (Scrum practices) —to fulfill the customers need for a fast deployment.

The agile process was facilitated by the Oracle products, and it was possible to create very early releases that still contained the necessary functionality.

Oracle Customer:**National Informatics Centre**

New Delhi, India

www.nic.in

Industry:

Public Sector

Employees:

5,000

Oracle Products & Services:

- Oracle Database
- Oracle Real Application Clusters
- Oracle Active Data Guard
- Oracle Partitioning
- Oracle Forms
- Oracle Reports
- Oracle WebLogic Suite

National Informatics Centre Consolidates 432 Databases, Improving System Response, Data Security, and Availability

“Oracle Database provides a highly available, scalable, and secure database platform that centralizes our computer-aided Administration of Registration Department system across 38 districts. We have improved response time, enhanced data security, and reduced costs, enabling the Registration and Stamps Department to provide a better service to its 84 million customers.”

— **KLN Rao**, Deputy Director General, National Informatics Centre

The Indian Government’s National Informatics Centre (NIC) supplies technology services to government agencies and departments. It steers e-governance implementations at national, state, and district levels, improving government services by implementing online solutions, such as websites and electronic information systems.

NIC has provided extensive technology services to Andhra Pradesh’s Registration and Stamps Department. The department manages land, marriages, and social services and associated documentation across 38 districts. NIC’s computer-aided Administration of Registration Department (CARD) project, which began in 1997, has centralized all of the department’s information, including land and duty rates and stamp vendors’ details onto a three-tier architecture, based on a central application server in the Hyderabad head office. CARD is among the most successful e-governance projects in India.

Challenges

- Consolidate and upgrade 432 databases from 38 registration districts across the state of Andhra Pradesh onto Oracle Database to ensure high availability, scalability, and security for information pertaining land rates, marriage documentation, and more
- Minimize system downtime and performance degradation in subregistrars’ offices to improve query performance, and simplify system management tasks
- Implement a disaster recovery site to ensure business continuity for vital citizen services
- Develop a unified look and feel for interfaces and reports generated by the CARD application to accelerate user adoption and proficiency

Solutions

- Minimized risk of single point of failure across 38 registration districts by upgrading 432 databases onto one Oracle Database
- Gained flexibility to scale database workload by adding nodes to Oracle Real Application Clusters as data volumes grow, ensuring scanned documents, such as photos and citizen thumbprints, are available for viewing or reference
- Ensured high availability for CARD application in the event of a server failure at the subregistrar offices, thanks to Oracle Real Applications Clusters’ failover capabilities
- Enabled faster response to user queries by using Oracle Partitioning to divide large information sets, such as marriage records, into partitioned data

- Maintained existing user interface and minimized user training by seamlessly migrating 150 legacy forms to Oracle Forms and 100 legacy reports to Oracle Reports within three months—eight months faster than planned—thanks to Oracle WebLogic Suite
- Guaranteed data security for the 432 databases upgraded across 38 districts by using Oracle Active Data Guard's backup and recovery features, enabling real-time data protection and availability
- Increased department's annual revenue from US\$110 million in 1998 to US\$811 million in 2013, in part due to growth in the number of registrations facilitated by having a web-based, centralized architecture

Why Oracle

Following a detailed evaluation of database product offerings from multiple vendors, NIC selected Oracle as its preferred supplier for its ability to consolidate multiple databases, improve security and system response, and reduce costs.

“After looking at other vendors and products, we determined that Oracle provided the only creditable relational database, supported by Oracle Forms and Reports, to manage this complex and comprehensive project and improve the services we provide to over 84 million customers,” said KLN Rao, deputy director general, NIC.

Implementation Process

The CARD project to computerize the department's services began at two test sites in 1997. Internal change management was one of the key challenges, and it was critical to initiate the project in a decentralized manner. Having achieved initial computerization, the department expanded the project, making the CARD application web-based and extending its reach to additional internal and external stakeholders. The implementation strategy was aimed to address the functional, technical, and change management challenges in line with users' adoption pace.

The subregistrar offices in the district of Hyderabad went live with the new centralized architecture in August 2012. A phased migration of all 432 databases in subregistrar offices across 38 districts took place between December 2012 and May 2013, and it involved transferring large volumes of legacy data to a central server. The implementation was completed on time and within budget.

Oracle Customer:**Norway Post AS**

Oslo, Norway
www.posten.no

Industry:

Public Sector

Annual Revenue:

\$1 to \$5 Billion

Employees:

20,000

Oracle Products & Services:

- Oracle SOA Suite
- Oracle WebLogic Suite

Oracle Partner:**Accenture**

www.accenture.com

Capgemini

www.capgemini.com

Norway Post AS Post Improves Customer Service and Saves Major Annual Costs by Boosting Call-Center Productivity

“Thanks to Oracle’s cloud integration solution, our cloud CRM service works great with our on-premise, back-end systems. The advantages are significant, including major cost savings.”

— **Trond Guneriusen**, Service Manager, Internal Integration, Norway Post AS

Norway Post AS, founded in 1647, is the Norwegian postal service. The company, owned by the Norwegian Ministry of Transport and Communications, manages mail distribution throughout the country and has businesses in other parts of the Nordic region. In 2002, Norway Post changed its corporate structure to become a joint-stock company in preparation for Norwegian postal market deregulation.

Challenges

- Streamline operations and reduce costs, including IT expenses for the company’s five customer-service call centers in response to shrinking revenues, as the volume of mail has fallen 40% since 1999
- Enable customer-service representatives to more efficiently and accurately help customers, including answering questions, tracking missing or delayed mail, and making compensation payments
- Increase customer and employee satisfaction
- Expand insight into customer behavior and preferences and use the information to improve service and product offerings
- Create a solution that is easy to roll out to new organizations as Norway Post acquires additional companies

Solutions

- Implemented Oracle SOA Suite and Oracle WebLogic Suite to integrate the company’s cloud-based, Salesforce.com, customer-relationship management (CRM) system with its customer-service call centers’ on-premise, back-end systems—such as those used to manage customer lists, addresses, financial and procurement systems, and a mail-tracking solution—so employees can access them from a single, user interface and deliver faster and more thorough assistance
- Cut time needed to access customer and tracking information from back-office systems—improving customer and employee satisfaction
- Saved major costs annually, thanks to improved call-center productivity
- Achieved additional significant savings in time and effort and improved data quality by ensuring that information changes made in the integrated, back-end system are automatically synchronized in all other integrated systems, thanks to Oracle SOA Suite
- Expanded customer insight through more efficient customer-service call centers, enabled by cloud integration—which improves services and increases customer satisfaction and the company’s profitability

- Created a solution that makes it easy for companies that Norway Post acquires to implement—accelerating time to value
- Eliminated previous skepticism toward integration between cloud computing and on-premise back-end systems to facilitate more benefits from this type of solution by using it in other parts of the organization

Why Oracle

“We chose the Oracle solution for cloud-integration middleware because of its high reliability and flexibility. We had used Oracle extensively for a long time, so it was also a matter of making the most of our investment in our Oracle-based strategic integration platform,” said Trond Guneriussen, service manager, internal integration, Norway Post AS.

Partner

Accenture implemented the cloud integration solution and Capgemini implemented Norway Post’s specific configurations into the cloud solution.

Oracle Customer:**The Singapore Land Authority**

Singapore
www.sla.gov.sg

Industry:

Public Sector

Employees:

550

Oracle Products & Services:

- Oracle BPEL Process Manager
- Oracle WebCenter Content
- Oracle WebLogic Suite
- Oracle CRM On Demand, Enterprise Edition

Oracle Partner:**Mahindra Satyam**

www.mahindrasatyam.com

The Singapore Land Authority Saves US\$11.5 Million in Application Costs for 70 Government Agencies Through Geospatial Data Sharing

“Without our GeoSpace portal, developed using Oracle solutions, 70 government agencies would need to spend a total of US\$9 million on application development and US\$2.5 million in annual maintenance to enjoy the data sharing capabilities and benefits that this portal offers.”

— **Chan Chin Wai**, CIO, The Singapore Land Authority

The Singapore Land Authority (SLA) is a statutory board under Singapore’s Ministry of Law. SLA’s key business functions include managing government-owned land and buildings, land sales and leases, acquisitions, and allocations. The authority is the leading geospatial agency in Singapore, and it hosts the national geospatial information database.

Using Oracle’s internet, database, and middleware technologies, SLA developed GeoSpace, a portal that provides powerful integrated data and metadata searches for textual and spatial data. The portal enables more than 70 agencies in Singapore to discover, share, and analyze over 360 layers of geospatial data provided by 34 government departments, saving a total of US\$9 million in application development costs and US\$2.5 million in annual system maintenance costs.

The Need for Integrated Geospatial Data

Government agencies, such as the Land Transport Authority, Urban Redevelopment Authority, and Health Promotion Board, rely on accurate, current geospatial data to allocate and manage land and provide the best possible amenities to the public. Between 2001 and early 2011, SLA used its land information exchange network (LandNet) system to share land data between departments.

Although LandNet served its purpose by providing Web-based access to a central repository of geospatial data, it lacked a fully functional service-oriented architecture (SOA), needed for the capability to decentralize access to Web-based data and metadata-based search and evaluation.

“For Singapore public agencies to make better decisions on planning, operations, and service delivery, we needed to enhance the geospatial information’s potential by linking and integrating geospatial and textual data from various sources,” said Ng Siau Yong, director, geospatial division, Singapore Land Authority. “This would allow it to be quickly discovered, evaluated, assessed, and analyzed by multiple government agencies.”

Realizing the Vision of Collaborative Government

In 2009, the SLA established the Singapore Geospatial Collaborative Environment (SG-SPACE), a national collaborative initiative to create and sustain an environment where geospatial data, policies, and technologies are integrated to foster innovation and knowledge, and share geospatial data between government, businesses, and the community.

The underlying technical platform supporting this operation is GeoSpace, a portal that provides powerful integrated data and metadata searches for textual and spatial data.

The portal enables 70 agencies in Singapore to discover, share, and analyze more than 360 layers of geospatial data provided by 34 government departments. This data includes maps and other documents that define geographic locations or objects and their boundaries.

The Web-based application—which integrates with geographic information systems (GIS)—enables staff at these agencies to analyze population figures, types of terrain, and other land-related information to provide graphically richer and more comprehensive transport, health, and infrastructure services to the people of Singapore.

SLA developed GeoSpace using Oracle WebCenter Portal 11g to create the portal, harvest metadata, and provide a framework to enable online discussion forums over a real-time, map-based collaboration platform. Oracle WebLogic Server 11g is used as the application server.

Oracle SOA Suite 11g, Oracle Service Registry 11g, and Oracle Service Bus 11g, were used to register and provide SOA capabilities for geospatial services and modular applications programming interfaces (APIs), such as creating a system for registering and consuming map and geospatial processing services. This architecture, powered by Oracle Service Bus 11g, enabled the integration of heterogeneous services in a seamless manner, and offered standard features, such as reusability, governance, monitoring, auditing, and reporting of all data services and APIs.

GeoSpace is the first portal of its kind to provide one-stop search for spatial and nonspatial data. The portal is linked with the Singaporean government's textual data repository—which mainly contains structured textual data, such as national statistics, survey results, and socio-economic information—using a customized Oracle Database and Google Search appliance to provide powerful geospatial and location search capabilities.

The portal could also enable officers from different Singapore government agencies to create online forums and discuss common issues using a map-based collaboration application. Further, it could offer online and offline data modeling capabilities that would enable government officers across the 70 agencies to generate different views of geospatial data, and integrate data, such as field photographs, textual information, satellite imagery, and sensory data, from other sources.

“GeoSpace plays a part in helping realize Singapore's vision of an integrated government, by enabling agencies to share data, processes, and systems to deliver innovative services to the public,” added Ng.

Improving Service, Cutting Costs with Innovative Web Applications

SOA—created using Oracle solutions—provides government agencies with reusable GeoSpace data services, tools, and APIs to reduce the time and cost of delivering new services and applications, and it helps avoid duplicating tasks.

The geospatial cloud capability offered by GeoSpace helps government agencies avoid capital expenditure to establish a GIS infrastructure for building their own geospatial applications. They can consume geospatial data and application services directly from GeoSpace to rapidly develop internal systems with minimum cost and effort.

“Without GeoSpace, 70 government agencies would need to spend a total of US\$9 million in application development costs and US\$2.5 million in annual maintenance costs to enjoy the data sharing capabilities and benefits that this portal offers,” said Chan Chin Wai, CIO, Singapore Land Authority.

“We can make changes to applications 30% faster than previously, due to GeoSpace’s robust SOA framework. In addition, we have eliminated data duplication and reduced storage costs by around 60% (US\$1.2 million) by implementing rules—such as a ‘data service format matrix’, which enables an automatic refresh and publication of data services according to preset rules to ensure information is only created once and can be used multiple times.”

SLA and other agencies have created several innovative applications using the GeoSpace system as a foundation. The OneMap portal, for example, enables citizens in Singapore to use maps to discover bus routes, find property prices by area, search for emergency services, and even identify the best areas for bird watching.

Another application from Singapore’s National Environmental Agency is helping Singapore fight dengue fever by disseminating near-real-time data on infection clusters.

“These applications not only help improve the productivity and efficiency of public officers, they offer insight and spatial analytics that enable them to make more informed decisions and better serve the people of Singapore,” said Ng.

Reducing Time and Effort Required to Share Relevant Data

GeoSpace makes it easy for agencies to share spatial data, such as maps, and nonspatial data—such as documents and images—by providing several customized, Web-based geocoding and data modeling tools. This helps reduce the cost of publishing and consuming data shared using GeoSpace.

Agencies also use integrated tools to prepare and package geospatial and textual data before sharing it with other agencies. In addition, information is always up-to-date because it is updated daily, rather than quarterly, as with the previous system.

The number of government departments providing spatial and nonspatial information online has jumped from 14 to 34 since the SLA introduced GeoSpace, an increase of 142%. GeoSpace has also encouraged 1,500 agency staff to use the portal, up from the 363 staff sharing information before the solution was deployed.

Future Plans

GeoSpace is an important part of the Singapore Government's 'iGov 2015' plan to improve electronic service delivery to citizens. It also forms a major part of the foundation for Singapore's National IT Master Plan, to improve all central IT services and applications managed by government.

"Government agencies have started building their own geospatial systems using GeoSpace's APIs and Web services," said Chan. "These include applications, such as a slope analyzer, time series analyzer, and site suitability analyzer."

Challenges

- Eliminate duplication of geospatial data—such as maps, and documents that define geographic locations—and nongeospatial data, such as textual documents and images, across government agencies in Singapore
- Unlock vast amounts of geospatial data by linking and integrating data from various government departments and other sources, so it can be discovered, evaluated, and assessed by multiple agencies
- Enable 70 government agencies to share and analyze geospatial and nongeospatial data
- Develop innovative Web-based applications that improve services that the government provides to Singaporeans

Solutions

- Enabled 70 government agencies in Singapore to discover, share, and analyze more than 360 layers of geospatial data provided by 34 government departments
- Saved government agencies a total of US\$9 million in application development costs and US\$2.5 million in annual maintenance costs, by deploying SOA to take advantage of reusable data
- Enabled agencies to make changes to applications 30% faster than before due to GeoSpace's robust SOA framework
- Cut storage costs by 60% and eliminated data duplication, by implementing rules to ensure spatial information in GeoSpace is only created once and can be used multiple times
- Ensured up-to-date geospatial information is always available for agency staff to analyze, by updating it daily rather than quarterly
- Increased the number of government departments in Singapore providing online spatial and nonspatial information from 14 to 34, an increase of 142%
- Reduced the cost of publishing and consuming geospatial data and nongeospatial data, and made it easier to share across multiple agencies, by using customized, integrated, Web-based geocoding and data-modeling tools

- Encouraged 1,500 agency staff to use the portal by improving data sharing, compared to 363 staff sharing data before the solution was deployed
- Improved productivity, served the Singaporean public more effectively, and enabled staff to make better informed decisions by developing richer and innovative Web services
- Allowed different government officers to potentially collaborate and work more effectively by discussing common issues through online forums
- Provided online and offline data modeling capabilities that could enable government officers to generate different views of geospatial data and integrate data from other sources

Why Oracle

The SLA's initial LandNet solution was the first geospatial system in the world to use Oracle Database with Real Application Clusters, which enabled the agency to deploy a single Oracle Database across pools of servers to provide protection from unplanned server outages.

As GeoSpace potentially needed to serve hundreds of data services and thousands of tools and API services used by several agency applications, adequate monitoring, faster service response, and high service availability were critical to its success. SLA decided to remain with Oracle technologies as it could see Oracle Service Bus 11g offered the reliable infrastructure it required.

The authority then chose Oracle WebLogic Server 11g as a stable application that can quickly adapt to and support potential changes in GeoSpace. It chose Oracle WebCenter 11g, as it was imperative that GeoSpace was highly integrated with the rest of the architectural components but still provided social-media-style collaboration and portal features, such as real-time, map-based communication, discussion forums, and document sharing.

Implementation Process

SLA began the GeoSpace project in 2009. It completed the system design, development, and testing in December 2010 and successfully rolled out GeoSpace on April 1, 2011.

The implementation was completed on schedule and within budget.

Partner

SLA engaged Oracle Specialized Partner Mahindra Satyam to provide system integration, development, testing, maintenance, and operational services during the GeoSpace project.

SLA was happy with Mahindra Satyam's services during the implementation, as the team met all the project's needs and requirements. Mahindra Satyam continues to provide SLA with services for system enhancements, new applications, facility management, and helpdesk support and maintenance for GeoSpace.

Oracle Customer:

Federal Agency for Information and Telecommunications (Bundesamt für Informatik und Telekommunikation BIT)

Bern, Switzerland
www.bit.admin.ch

Industry:

Public Sector

Annual Revenue:

\$100 to \$500 Million

Employees:

1,100

Oracle Products & Services:

- Oracle WebLogic Server, Standard Edition

Oracle Partner:

rudolph ag

www.rudolph-ag.ch

Federal Agency for Information and Telecommunications (Bundesamt für Informatik und Telekommunikation BIT) Improves Performance and Availability of Critical Applications, Automates Upgrades and Patches

Federal Agency for Information and Telecommunications, known as Bundesamt für Informatik und Telekommunikation (BIT), provides IT and telecommunications services to the Swiss federal administration. BIT seeks to streamline internal business processes, manage IT solution implementation, and offer support to ensure that government IT resources are used securely, cost-effectively, and efficiently. The organization provides services in four, strategic IT areas—consulting, solutions, infrastructure, and education—and it focuses on aligning its services to government needs as they evolve. BIT implements e-government and online applications, builds administrative computer centers to manage data scanning, office automation, e-mail, and printing, and it delivers IT training and seminars to ensure technology is used properly by government employees.

As the IT service provider for the Swiss states, BIT must operate efficiently and guarantee a low total cost of ownership (TCO) for its systems and IT infrastructure, as it receives tax payer funds. In addition, it must ensure high availability of all systems because it maintains many business-critical applications for the government and its citizens.

To address these challenges, BIT selected Oracle WebLogic Server Standard Edition and implemented an automated operating concept to deploy patches, upgrades, and new software versions, thereby reducing TCO for its infrastructure. Oracle WebLogic Server's standards-based architecture enabled Oracle partner rudolph ag to efficiently develop the new tool for automating patches and upgrades.

Challenges

- Guarantee lean processes and a low IT TCO to optimize use of tax payer funds, while ensuring high performing, stable, and highly available IT systems for the Swiss government and its citizens
- Manage hundreds of Java-based applications necessary for federal administration—such as applications that coordinate Swiss Customs or the Swiss population census—on approximately 1,200 public servers efficiently and inexpensively
- Reduce the cost of Oracle WebLogic Server version upgrades and accelerate the process
- Automate required administrative tasks in a complex application environment, which includes seven versions of Oracle WebLogic servers
- Guarantee high availability and performance, as well as timely updates for business-critical applications—such as the electronic declaration system for Swiss Customs—which have to be available 24/7 for thousands of users
- Minimize the time required for manual security updates to hundreds of servers, including large-scale, quarterly updates to Oracle WebLogic Server, which runs on hundreds of host servers

Solutions

- Met Swiss government requirements for high performance and high availability of its business-critical applications with Oracle WebLogic Server
- Achieved very low TCO through automated implementations and upgrades
- Reduced the time required to deploy 150 applications across several hundred servers, from multiple days per server to 30 minutes per server, with the help of the new automated operating concept and tool developed by Oracle partner rudolph ag
- Improved IT team productivity, enabling the seven staff members managing the systems, platforms, and applications running on Oracle WebLogic Server to spend time focusing on other priorities, such as special applications for Swiss federal agencies
- Ensured, by dispersing customs' applications across 35 servers, that all customs declarations for national and foreign transportation vehicles can be handled quickly at any given time to avoid unnecessary border delays
- Upgraded the Swiss customs' electronic declarations system to Oracle WebLogic Server using the new operating concept in record time, reducing the effort per server from three to five days down to less than 30 minutes
- Reduced costs through significant time savings as a result of the accelerated implementation process for Oracle WebLogic Server
- Decreased annual administrative effort for approximately 100 servers from 2,400 hours to 50 hours

Why Oracle

BIT selected Oracle WebLogic Server for its reliability and broad functionality. In addition, Oracle provides long-term continuity and professional support during the implementation process and beyond.

Business-critical processes and sophisticated applications require modern, comprehensive IT solutions. Oracle WebLogic Server met the requirements perfectly, in terms of stability, availability, and performance.

Partner

Oracle partner rudolph ag applied its comprehensive knowledge and years of experience with Oracle WebLogic Server to BIT's project. It planned, implemented, tested, and documented the new IT infrastructure concept at BIT. The project went live in June 2011. Since then, rudolph ag has provided 24 installation packages for various Oracle WebLogic Server versions and applied required patches.

Oracle partner rudolph ag provided BIT with extensive knowledge during its Oracle WebLogic Server deployment, and delivered excellent service to the organization. Additionally, rudolph ag supports and understands the business interests and needs of BIT, ensuring that projects run as efficiently as possible.

Oracle Customer:**SPAR Austria Group (SPAR Österreich-Gruppe)**

Salzburg, Austria
www.spar.at

Industry:

Retail

Annual Revenue:

Over \$5 Billion

Employees:

77,000

Oracle Products & Services:

- Oracle WebLogic Server, Enterprise Edition
- Oracle Consulting

SPAR Austria Group (SPAR Österreich-Gruppe) Increases Application Performance by 20% and Reduces Operational Costs by 30%

“We moved our application server platform from IBM WebSphere to Oracle WebLogic Server, Enterprise Edition server because we needed to ease IT administration and ensure 24/7 availability of our intranet and e-commerce applications. The migration met our needs entirely, and we significantly reduced system complexity and total cost of ownership. We also boosted application performance by 20% and cut operational costs by 30%.”

— **Bernhard Hübl**, Product Developer, SPAR Austria Group (SPAR Österreich-Gruppe)

The SPAR Austria Group (SPAR Österreich-Gruppe), a 100% privately owned Austrian company, founded in 1954, is one of Austria’s biggest, most modern and most innovative trading companies. The group’s core business in Austria and abroad (Northern Italy, Slovenia, Hungary, the Czech Republic, and Croatia) is the food retail business. With its subsidiary Hervis, SPAR has been successful in the sports retail business for more than 40 years. The SPAR Austria Group includes SES Spar European Shopping Centers, Austria’s biggest developer, builder, and manager of shopping centers in the country. With 41,000 persons working in Austria alone, SPAR is one of the largest employers in Austria, and with more than 2,700 apprentices the country’s largest apprentice trainer. According to Nielsen, SPAR holds a market share of 29.9% in Austria.

Challenges

- Establish a unified, single-vendor, middleware tier to deploy enterprise applications in a grid architecture for greater efficiency, significant cost reduction, improved performance, better quality of service and quicker response in customer and partner interactions—from grocery supply management to in-store purchases and online shopping
- Drive business value with around-the-clock availability of retail tools—such as point-of-sale software and online shopping platforms—that help address new customer segments, bring more customers into the stores, automate the purchase of supplies, and provide the best online service experience
- Enable document exchanges with suppliers to share data on production planning and forecasting, promotion tracking, and product sales for improved enterprise collaboration and greater operational efficiency
- Make it easier for the centralized IT division to support 24/7 retail operations across six Central European countries where internet shopping introduces higher service standards and customers expect instant product availability and gratification

Solutions

- Used Oracle WebLogic Server Administration Console—an integrated tool that provides the starting point for essential operations, administration, automation, and management, access to all the functions of Oracle WebLogic Server, and built-in intelligence—to help prevent human-caused configuration errors and manage a quickly growing IT environment without employing more IT specialists

- Deployed Oracle WebLogic Server, Enterprise Edition to replace IBM WebSphere as part of a vendor and license unification strategy, reducing the time and effort required to develop, deploy, and manage server-based business applications—resulting in 30% lower operational costs and 20% better performance in the IT domain
- Migrated all critical applications from IBM to Oracle WebLogic Server, Enterprise Edition 11g within only six months to optimize integration with Oracle products that SPAR has deployed in the past—such as Oracle Database and Oracle SOA Suite—and simplify managing and upgrading retail-specific Java applications, such as online catalogs and shops and coupon registry systems
- Achieved an estimated 30% savings in the total cost of ownership over five years—by reducing acquisition and support costs and skill-training requirements for IT staff—with Oracle’s Unlimited License Agreement offerings and the all-in-one approach to its application server platform
- Achieved 24/7 availability for customer-facing applications with multiple WebLogic Server instances running simultaneously and working together, allowing application processing to continue when a server instance fails—ensuring that online stores are always available for customers to browse and place orders
- Deployed the corporate intranet platform, based on Oracle WebLogic Server, Enterprise Edition, enabling employees and franchisors to access supply and demand information in real time—including data for volume, inventory levels, prices, and promotions—and use that information to drive consumer choices with regard to food products, wines and spirits, and textiles
- Reduced IT complexity with Oracle WebLogic Server functions common to all applications—such as connection, security, and integration—enabling IT to deliver greater value and increased agility while developers concentrate efforts on supporting key organizational goals, such as expansion of SPAR supermarkets and shopping malls across Central Europe

Why Oracle

“We are focusing on the growth of our e-commerce business as part of a multichannel retail marketing and sales strategy. The need for 24/7 application availability and accessibility continually increases the pressure to reduce IT costs and extract the maximum business value from our existing and future IT investments. A critical deciding factor in selecting Oracle as a strategic IT vendor is Oracle’s cohesive approach to its application server platform design, which enables us to reduce total cost of ownership in the long term,” said Bernhard Hübl, product developer, SPAR Austria Group.

Implementation Process

SPAR Austria Group engaged Oracle Consulting to provide a series of small proof-of-concept workshops to showcase the benefits of the Oracle WebLogic Server and integration with the existing infrastructure, map the migration processes, and transfer knowledge to SPAR’s IT staff.

Oracle Customer:**Pickles Auctions**

Sydney, Australia
www.pickles.com.au

Industry:

Retail

Annual Revenue:

\$1 to \$5 Billion

Employees:

600

Oracle Products & Services:

- Oracle BPEL Process Manager
- Oracle WebCenter Content
- Oracle WebLogic Suite
- Oracle CRM On Demand, Enterprise Edition

Oracle Partner:**Intelligent Pathways**

www.intelligentpathways.com.au

Rubicon Red

www.intelligentpathways.com.au

Pickles Auctions Processes up to 100,000 Web Transactions per Day, Achieves 99% Availability with Loosely-Coupled, Middleware Architecture

“We chose Oracle Fusion Middleware over other products because its best practice, open standards better met our long-term needs. The highly available middleware architecture and infrastructure ensures we can provide customers with a fast, reliable Website, and we update product, marketing, and sales information immediately, rather than waiting overnight.”

— **Harry McKenzie**, Chief Information Officer, Pickles Auctions

Pickles Auctions is Australia’s largest independent auctioneer. The family-run company manages 22 branches across the country and sells more than 250,000 lots each year, including motor vehicles, industrial goods, salvaged vehicles, household merchandise, computer equipment, and more. It sells on behalf of the Australian Government, state governments, insurance companies, fleet and lease companies, local councils, and the general public. Pickles Auctions has grown rapidly in the past 10 years and, in 2011, signed a deal with one of Australia’s largest vehicle manufacturers to sell cars to 250 dealers on its behalf.

Pickles Auctions needed to improve the stability and reliability of its main auction Website. The company implemented Oracle BPEL Process Manager and Oracle WebCenter Content, running on Oracle WebLogic Suite, to provide powerful, scalable, and highly available support. BPEL Process Manager also supports the new online marketplace, Pickles Plus. In addition, Pickles Auctions deployed Oracle CRM On Demand, Enterprise Edition to support a growing volume of customer records.

Oracle BPEL Process Manager integrates Pickles Auctions’ legacy system with its main Website. By decoupling the legacy IT system from the main Website, Oracle BPEL Process Manager ensures 99% availability for the site, and easily supports up to 100,000 auction-related transactions per day. The loosely coupled architecture enables IT staff members to maintain and develop back-end systems without affecting the performance and availability of the main site, and to flow updated product information to the Website immediately. Oracle WebCenter Content enables marketing staff to easily manage and update content for the main Website themselves.

Growing Online Business Demands Powerful, Reliable IT Infrastructure

Pickles Auctions runs online and onsite auctions, and also offers products at a fixed price. The company operates two Websites. The main Website enables customers to register for onsite auctions and view lot descriptions, as well as take part in auctions without attending in person. It also holds the online auctions. The new PicklesPlus Website is an online marketplace for auctions and fixed-price clearance goods. It allows customers to buy a variety of consumer products in online auctions or at a Buy Now price.

As business grew, the main Website became increasingly unstable and unreliable. The site was intrinsically linked to the legacy auction system, which stored information about all the company’s stock. This caused further reliability problems, since if the IT system went down, the Website went down with it.

“We needed rock-solid middleware products that would help manage and support 200 million Website hits, 350,000 unique visitors, and around 1.4 TB of auction-related data every month,” said Harry McKenzie, chief information officer, Pickles Auctions. “We also needed to ensure the Website was scalable and reliable, to avoid a significant loss in revenue.”

Streamlined Integration Ensures Up-to-Date Auction Information

Pickles Auctions has implemented Oracle BPEL Process Manager and Oracle WebCenter Content, running on a clustered Oracle WebLogic Suite. Oracle BPEL Process Manager mediates between the company’s legacy IT system and its main Website.

By pushing real-time updates about auctions and products from the legacy system to the main Website, Oracle BPEL Process Manager ensures product and auction information on the main Website is accurate, easily accessible, and always up to date.

“Information about all of our auction stock is entered into the legacy system and then propagated across to the main Website, using Oracle BPEL Process Manager,” said McKenzie. “Bids are taken from the Website, and customers can register to form a relationship with us or to attend an auction. All of this information is then transported back to the legacy system.

BPEL Process Manager also integrates between the online auction site, Pickles Plus, the company’s finance system, and third-party vendors.

“We also use Oracle BPEL Process Manager to interface with third-party vendors including motor vehicle manufacturers and lease companies,” added McKenzie. “This streamlines hundreds of transactions involving auction stock throughout the day. Oracle BPEL Process Manager standardized the way we communicate with vendors and increased our business efficiency, which has improved relationships with customers, stock suppliers, and third-party vendors.”

By using a loosely coupled, standards-based integration approach, Pickles Auctions also has the flexibility and agility to adapt to business changes, such as integration with new systems or new vendors.

Decoupling Website from Legacy System Provides 99% Availability

By decoupling the main Website from the legacy IT system, the main Website is no longer encumbered by any issues in the legacy system. This has enabled Pickles Auctions to achieve 99% availability for the site.

“Separating the Website and the legacy system means the Website remains available even if the legacy system goes down,” said McKenzie. “We’ve only had two periods of unscheduled downtime in 18 months—neither of which were the fault of the Oracle infrastructure—compared to the site being unreliable in the past.”

Pickles Auctions can now easily process up to 100,000 auction-related transactions per day through Oracle BPEL Process Manager. Supported by the services-based middleware architecture and infrastructure, the main Website maintains the performance and reliability required to support up to 7,000 requests per minute during peak periods (such as before a highly anticipated auction), far more than would have been possible in the past.

The company can now maintain and develop the back-end system independently without affecting the performance or availability of the main Website.

“This is a major benefit, as it means we can focus on improving the supporting system without worrying about the Website and affecting a customer’s ability to view auction information,” said McKenzie.

“The robust performance and high availability mean our customers can confidently register for auctions and access online data about products,” he added. “By providing a reliable, up-to-date auction Website, we have improved customer satisfaction, maximized revenue, and enhanced market competitiveness.”

The clustered Oracle WebLogic Suite environment supports high availability and reliability through a robust platform for Oracle BPEL Process Manager and Oracle WebCenter Content. It also provides the scalability and reliability to meet the increase in Website transactions as the company grows. The recent upgrade to the clustered WebLogic Suite environment was part of a hardware upgrade, which improved overall system performance, stability, and availability.

Easier Content Management

In the past, Pickles Auctions used a shareware product called InfoGlue as its content management system.

“It was very difficult to publish content using InfoGlue, especially during peak times when traffic would cause the main Website to slow down and occasionally fail, which was not ideal for our auction business,” said McKenzie. “We also relied on the IT team to publish content, which distracted them from core technical duties.”

The company now uses Oracle WebCenter Content to manage marketing campaigns and sales information. The productivity of marketing staff has improved, as they can now easily manage around 300 pages of data on a regular basis themselves, rather than relying on the IT department.

“In the past, marketing changes had to be completed overnight rather than during business hours, so the process didn’t affect the Website’s stability,” said McKenzie. “This meant it could take up to 12 hours for new marketing data to appear on the Website. By using Oracle WebCenter Content to put marketing staff in control of content management, changes made to auction and marketing data are reflected immediately, and we can ensure our customers are well informed.

“We’ve had no issues since we implemented Oracle WebCenter Content,” added McKenzie. “It’s a very good product.”

Improved Customer Relationship Management

In 2011, after signing a contract with one of Australia’s largest vehicle manufacturers to sell cars to their dealer network, Pickles Auctions realized it needed to replace inefficient manual customer relationship management (CRM) processes. Previously, the company was using spreadsheets to record customer and dealer information. It needed a consolidated CRM system to meet its contractual obligations.

To support the growing number of customers, the company implemented Oracle CRM On Demand, Enterprise Edition. The system is used by 20 users across five departments and supports more than 10,000 customer records.

“Our staff members are finding it easier and more efficient to manage customer information now that we have an integrated CRM system,” said McKenzie. “Data is more accurate and up to date.

“The implementation was very successful—we had Oracle CRM On Demand, Enterprise Edition up and running in about a week,” he added. “The whole system has exceeded our expectations. Oracle CRM On Demand, Enterprise Edition has proved to be a very cost-effective, mature, and robust CRM solution.”

Challenges

- Ensure the main auction Website remains highly available, even if there are problems with the legacy IT system
- Support 200 million Website hits, 350,000 unique visitors, and around 1.4 TB of auction-related data every month, and enable the Website to scale as the company grows
- Update auction and product data automatically between the Pickles Auctions System and the Website, while ensuring both can be managed separately
- Enable staff to publish marketing information at any time, rather than relying on the IT team
- Replace inefficient manual customer relationship management (CRM) processes with a new CRM system

Solutions

- Achieved 99% availability for the main Website by loosely coupling it with the legacy system through Oracle BPEL Process Manager, supporting up to 100,000 auction-related transactions per day
- Enabled 20 users in five departments to maintain more than 10,000 customer records

- Ensured customers are well informed by updating sales and marketing data on the Website immediately by using Oracle WebCenter Content, instead of taking 12 hours to upload overnight
- Improved marketing staff productivity by enabling easily updating 300 pages of auction data, rather than relying on the IT department
- Enhanced relationships with suppliers and third-party vendors by using standards-based integration to ensure stock and product data is always accurate
- Protected revenue and enhanced market competitiveness by improving the Website's reliability, availability, and stability
- Reduced the number of customer complaints by ensuring easy registration and product and price information access before each auction
- Gained flexibility and agility to adapt to business changes, such as by integrating with new systems or new vendors
- Improved system availability, reliability, stability, and performance by migrating Oracle WebLogic Suite into a clustered environment, which will also support anticipated business growth in the future
- Managed customer information more efficiently by replacing manual CRM processes with a consolidated online system

Why Oracle

Pickles Auctions considered products from several IT vendors, but chose Oracle Fusion Middleware because its best practice, open standards better met the company's long-term needs.

"We wanted a robust, highly available infrastructure to improve system reliability, stability, and performance," said McKenzie. "We could see that by significantly improving the integration between our legacy auction system and the main Website, the Oracle middleware products would fully support our requirements."

Implementation Process

Pickles Auctions began upgrading its main Website in early 2010. The company implemented Oracle BPEL Process Manager and Oracle WebCenter Content deployed on Oracle WebLogic Suite, as part of the Website upgrade. The new Website went live in August 2011.

In February 2013, Pickles Auctions upgraded Oracle WebLogic Suite to run in a highly available clustered environment to improve the availability and reliability of Oracle BPEL Process Manager.

Partner

Pickles Auctions engaged Oracle Specialized Partner Intelligent Pathways to help with the Oracle WebLogic Suite clustering. The company also worked with Oracle Specialized Partner Rubicon Red to address a specific integration requirement using Oracle BPEL Process Manager.

“Both partners were very good,” said McKenzie. “They met all our needs and were always responsive and helpful.”

Oracle Customer:**Globalia Corporación Empresarial S.A.**

Llucmajor, Spain

www.globalia-corp.com

Industry:

Travel and Transportation

Annual Revenue:

\$1 to \$5 Billion

Employees:

12,000

Oracle Products & Services:

- Oracle Coherence
- Oracle Management Pack for Oracle Coherence
- Oracle JRockit
- Oracle WebLogic Server
- Oracle Service Bus
- Oracle Database
- Oracle Consulting
- Oracle Java Mission Control

Globalia Corporación Empresarial S.A.

Accelerates Hotel Bookings, Boosts Sales by 40% with In-Memory Data Grid Solution

“From the outset, Oracle Coherence exceeded our high expectations. It enabled us to reengineer our core system for hotel bookings and deliver quotes that are innovative and pioneering for the Spanish tourism industry. Our return on investment was immediate—since we saved money immediately after go-live and delivered a highly successful summer campaign with strong sales growth. We have already started to redesign additional systems that will leverage Oracle Coherence technology.”

— **Vicente Guerola Molina**, Director, Business Development, Globalia Corporación Empresarial S.A.

Globalia Corporación Empresarial S.A. (Globalia), founded in 1997, is a leading tourism group in Spain, based on revenue and number of employees. Globalia is a collection of independent companies, such as tour operators, travel agencies, hotels, an airline, cruise lines, and an airport management company.

Challenges

- Meet increasing, ever-changing, tourism-sector business demands with agile IT systems that can manage tourism revenue accounting and customer interactions from business-to-consumer (B2C) or business-to-business (B2B) channels
- Provide availability, response times, and scalability to meet specific tourism and leisure industry demands—such as activity peaks during the summer season, Christmas, and long weekends that generate 80% of annual revenue, and complex hotel sales promotion systems that put a huge burden on underlying IT infrastructures
- Support a new business unit designed to expand Globalia’s business to the worldwide tourism and leisure market by establishing front- and back-end IT systems that can sustain business growth with ambitious service-level agreements (SLA’s)
- Optimize response times to meet group and third-party SLA’s for Welcome, the company’s proprietary, hotel-booking system, so that it serves 95% of requests in less than 700 milliseconds—ensuring that users don’t abandon searches not answered within 2 seconds

Solutions

- Deployed Oracle Coherence, Oracle JRockit, and Oracle WebLogic Server to move business logic from database to middleware tier, reducing IT costs and enabling new business models, based on expanded system capabilities—such as Globalia’s powerful, proprietary B2C and B2B channel for selling hotel rooms
- Used Oracle Coherence to reengineer proprietary hotel booking platforms, responsible for daily revenue of up to US\$1.35 million, with a year-on-year growth rate of 100%
- Established a future-proof system that is dimensioned to support 2.5 million B2C and B2B requests per day—such as bookings, confirmations, and cancellations for air and ground travel, hotel rooms, and more—and provide linear scalability for expected growth, while the previous systems were limited to 100,000 requests per day

- Introduced a data grid that supports highly complex business rules for sales promotion, which boosted sales by 40% for the 2012 summer campaign, compared to the previous year's seasonal sales
- Guaranteed low latency for B2C and B2B counterparts—who will reject Globalia's product offerings if they do not receive an immediate response to requests—providing an average response of 100 milliseconds for a request involving 80 hotels, while the old system required up to 30 seconds to process requests during peak hours
- Eliminated database outages due to system changes—such as updates for improved promotions—and reduced database usage by 40%, enabling database utilization for other purposes, such as administering data for the group's tour operators Travelplán and MK Travelplán, which meet tourism demands in Spain and North America
- Made it easier to roll out new promotions with Oracle Coherence's ability to make modifications while the cluster is in production mode, reducing time-to-market for new products and services from days to minutes
- Used Oracle Enterprise Manager Cloud Control's Grid Control feature with Oracle Management Pack for Oracle Coherence to manage and monitor the entire system—nine physical servers, with four dedicated to the company's proprietary hotel booking platform, that host 28 Oracle Coherence nodes for 30 gigabytes of live data—which has been configured with customized alerts to detect potential problems, such as low cache hit rates
- Used Oracle Database as the main source of information, with efficient data loading when a cluster needs to be initialized from scratch, as well as data synchronization to update information when the cluster is running
- Worked with Oracle Consulting to achieve a successful go-live within four months in June 2011, in time to deal with summer tourism

Why Oracle

“We trust in Oracle for mission-critical systems and considered Oracle Coherence to be the best approach. The data grid, aligned with our strategy to move business logic from the database to the middleware tier, offers all the features that we need to meet our technical and business requirements. Oracle executed a 15-day, proof of concept that demonstrated Oracle Coherence's ability to meet and exceed our requirements,” said Vicente Guerola Molina, director, business development, Globalia Corporación Empresarial S.A.

Oracle Customer:**Hong Kong Air Cargo Terminals Ltd (Hactl)**

Hong Kong
www.hactl.com

Industry:

Travel and Transportation

Employees:

2,600

Oracle Products & Services:

- Oracle WebLogic Suite
- Oracle Database, Enterprise Edition 11g
- Oracle Business Intelligence Suite, Enterprise Edition 11g
- Oracle Data Integrator 11g
- Oracle Consulting

Hong Kong Air Cargo Terminals (Hactl)

Processes Shipping Manifests 60% Faster, Accelerates Information Searches by More Than 30%

“Based on Oracle WebLogic Suite and Oracle Database, Enterprise Edition 11g, the new cargo management system can handle more than 1,000 concurrent users and complete more than 1.7 million transactions per day. We can process shipping manifests up to 60% faster, significantly improving our customer services.”

— **Cindy Ng, General Manager**—Information Services, Hong Kong Air Cargo Terminals Ltd.

Hong Kong Air Cargo Terminals Ltd. (Hactl) operates the world’s-largest, single, independent cargo handling facility, with a maximum capacity of 3.5 million tons of cargo per year. In 2010, the company handled a record 2.9 million tons for more than 100 airlines and 1,000 freight forwarders. Located at SuperTerminal 1 in Hong Kong’s Chek Lap Kok Airport, Hactl currently handles 70% of the air cargo throughput in one of the world’s busiest cities.

Hactl relies on its cargo management system, which it named Community System for Air Cargo (COSAC) to track cargo as it passes through the terminal. In early 2012, the company completed the upgrade of its cargo management system, renaming it COSAC-Plus. The new system, based on Oracle Database, Enterprise Edition 11g and Oracle WebLogic Suite, can support more than 1,000 concurrent users and complete more than 1.7 million transactions each day. As a result, Hactl lowered shipping manifest processing times by up to 60%, reduced scheduled downtime during system upgrades and implementations, and can now search for information more than 30% faster.

New Airport Doubles Tonnage Handled by Cargo Management System

Hactl’s services handle physical cargo, documentation, ramp management, crew transportation services, and intermodal transport services. The Oracle-based COSAC system connects Hactl with airlines and freight operators, as well as government authorities, such as Airport Authority Hong Kong, the Customs and Excise Department, Civil Aviation Department, and Census and Statistics Department. Customers can use COSAC to lodge cargo documents and track cargo.

The COSAC system was initially launched in 1976 at Hong Kong’s former international airport, Kai Tak, and has been upgraded several times. After Hactl moved to SuperTerminal 1 at Chek Lap Kok airport in 1998, staff used the legacy COSAC2 system to manage cargo data from a 3,500-compartment, multilevel, container storage system, along with 10,000 compartments accommodating loose cargo.

“Cargo tonnage almost doubled after the move to Chek Lap Kok, combined with an increase in demand for data from customs, airlines, and the International Air Transport Association’s initiatives such as Cargo2000, e-Freight, and e-AWB,” said Cindy Ng, general manager—information services, Hong Kong Air Cargo Terminals Ltd. “To improve efficiency and cope with the increase in the volume and complexity of data, we needed to develop a next-generation cargo management system, and provide a robust and agile platform for our customized cargo management services.”

Hactl is one of two cargo operators based at Chek Lap Kok, with a third operator due to start business in 2013. The increased competition meant Hactl needed to improve the overall efficiency and flexibility of the COSAC system to retain existing customers and attract new business. The company also wanted to offer end-users a more powerful and flexible interface.

In addition, Hactl needed to ensure the transition to the new system and any subsequent upgrades were completed quickly and smoothly. It wanted to avoid excess downtime or other problems that might affect its ability—or the ability of its customers—to provide transport and cargo handling services 24 hours a day.

“COSAC has been the backbone of Hactl’s operations for 36 years, and we continue to invest significantly in ensuring the system is fully up to date and totally robust,” said Ng. “When you handle critical operations round the clock for more than 100 airlines and 1,000 freight forwarders, failure is not an option.”

Shipping Manifests Processed Up to 60% Faster

Redesigning COSAC-Plus to run on Oracle has enabled Hactl to lower document processing time by up to 60%, despite supporting 1,000 concurrent users, conducting more than 1.7 million transactions per day.

“We can now process shipping manifests, which contain thousands of house waybills—which are contracts between shippers and agents for transporting cargo—up to 60% faster than the previous system,” said Ng. “By delivering a faster response to end-users, we have significantly improved our services and customer satisfaction.”

By lowering transaction processing times, Hactl has also enabled its customers, such as airlines and freight forwarders, to more quickly identify and correct errors in the shipping manifests.

“In the air cargo industry, every second counts, so the faster we process shipping documents and information through COSAC-Plus, the sooner our customers can identify and rectify any problems in the paperwork,” said Ng. “This allows cargo to be cleared sooner, without affecting shipment-release times.”

Information Searches Accelerated by More Than 30%

The electronic cargo manifest for each aircraft can consist of thousands of items, making a rapid data entry and search system essential. Using the upgraded, Oracle-based COSAC-Plus, Hactl staff, airline users, freight forwarders, and government departments can now customize the system’s user interface to better suit their requirements. This has improved the speed at which users can search for information by more than 30%.

“By moving to Oracle products, we have enabled COSAC-Plus to optimize functions and customize data fields,” said Ng.

“The system can also handle photographs of cargo, which increases the visibility of different items and is extremely popular with customers.”

Oracle Database, Enterprise Edition 11g and Oracle WebLogic Suite have also enabled COSAC-Plus to offer users online help and a choice of English and simplified or traditional Chinese.

“Offering simplified or traditional Chinese in the cargo management solution helps our staff use the system more easily, as well as making it easier for us to work with more businesses in mainland China,” said Ng. “This will help us expand our customer base, which will be especially important once the new cargo operator enters the market in 2013.”

In addition, 95% of the 3,500 people trained to use COSAC-Plus rated the new system as “good” or “very good.”

“Thanks to the user interface customization options, COSAC-Plus makes it easier for our end-users to enter and search for cargo information quickly and accurately,” said Ng. “This is improving the efficiency of the system, boosting customer satisfaction, and will help us remain competitive.”

Scheduled Downtime Reduced During System Upgrades

By using Oracle Database, Enterprise Edition 11g and Oracle WebLogic Suite to upgrade its Cargo Management System to COSAC-Plus, Hactl has reduced its scheduled system downtime during new implementations and upgrades.

“We can now implement changes and upgrades to the Web-based system without taking it completely offline, ensuring we can provide cargo management services 24 hours a day, seven days a week,” said Ng.

Enhanced Business Intelligence Helps Predict Future Cargo Demand

Hactl has implemented Oracle Business Intelligence Suite, Enterprise Edition 11g, to provide an insight into cargo shipment trends and customer behavior. It allows Hactl to better understand customer needs, and to develop strategies for handling cargo at peak times and during the anticipated changes brought about by increased competition.

“Our Oracle-based COSAC-Plus system allows us to more easily understand the trends of cargo movements across different continents and different airlines, which is important in an industry that is constantly changing according to the global economy,” said Ng.

Challenges

- Improve the efficiency, capacity, and uptime of the COSAC-Plus cargo management system, to handle increases in the volume and complexity of data

- Prepare for increased competition in 2013 from a third cargo operator at Hong Kong's Chek Lap Kok airport
- Enhance the system's user interface to help improve cargo data entry and searching processes
- Reduce processing times for shipping manifests, to allow customers, such as airlines and freight forwarders, to recognize and correct mistakes faster
- Develop rapid data migration methodology for transferring millions of cargo records from the previous system to COSAC-Plus in a very short timeframe without affecting services

Solutions

- Supported 1,000 concurrent users conducting more than 1.7 million cargo transactions per day
- Reduced processing times for shipping manifests by up to 60%, allowing cargo to be cleared sooner without affecting shipment release times
- Accelerated information searches by more than 30%, and enabled users to quickly identify and correct errors
- Achieved a 95% user satisfaction rate by allowing customers to customize functions and data fields, and by providing photographs of cargo
- Maintained cargo management services 24 hours a day, seven days a week, by reducing scheduled downtime during upgrades and new implementations
- Improved competitiveness by supporting simplified and traditional Chinese, so the company can more easily expand its business to customers in mainland China
- Gained better insights into cargo shipment trends and customer needs, and developed strategies for handling cargo at peak times and during anticipated changes brought about by increased competition
- Migrated customers successfully to COSAC-Plus in small windows of only several hours, spread across four months, using tools such as Oracle Database Integrator

Why Oracle

Hactl chose Oracle, not only for the performance capabilities of Oracle WebLogic Suite, but also for the support from Oracle Consulting and Oracle University when training developers.

"We had already deployed other open and proven technologies from Oracle, such as Oracle Database, Oracle WebLogic Server, and Java in COSAC-Plus' predecessors, and wanted an offering that would integrate best with our existing applications," said Ng.

"To manage critical, 24/7 operations for the world's busiest air cargo hub, we needed the performance and specific benchmarks that Oracle WebLogic Suite could provide, and these weren't met by open source or other offerings," Ng said.

Although the Oracle technology provided the performance and reliability Hactl needed, the company's close work with Oracle Consulting was the key to the implementation's success.

"We engaged Oracle Consulting to provide professional project management and specialized architectural and database designs," said Ng. "As well as professional skills, the passion and strong bonds the team brought to the project added a differentiating value, which led to a successful implementation and data migration."

Implementation Process

COSAC-Plus was developed by Hactl Solutions Ltd. (HSL)—an independent company established in 2009 to provide full air cargo management solutions for all sectors of the industry. HSL began developing the Cargo Management System in July 2009, working closely with Oracle Consulting on the project for three years.

Hactl migrated its customers to the new system in batches between December 2011 and April 2012 to ensure they didn't experience a lengthy downtime.

"Without the luxury of extended downtime during the upgrade, we used Oracle Data Integrator 11g to migrate millions of records in short windows of only three to four hours," said Ng. "This approach allowed us to contain and rectify any issues before moving ahead."

"COSAC-Plus is our single largest investment since the building of SuperTerminal 1, but this is an international airport so we simply cannot stop the cargo system for long periods to perform an upgrade," Ng continued. "Thanks to Oracle Data Integrator and the support of Oracle Consulting, we began the migration phase early in the morning on the day after Christmas, and it ran smoothly until all our customers were moved across by April."

Oracle Customer:**Sascar**

São Paulo, Brazil
www.sascar.com.br

Industry:

Travel and Transportation

Annual Revenue:

\$100 to \$500 Million

Employees:

850

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud
- Oracle WebLogic Suite 11g
- Oracle SOA Suite
- Oracle Coherence

Oracle Partner:**Service IT Solutions**

www.service.com.br

Sascar Consolidates Fleet Management Infrastructure and Accelerates Customers' Data Access

“Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud deliver real-time data for our management reports while serving as the platform for our proprietary fleet management and telemetry applications. With Oracle, we can offer more efficient vehicle monitoring and better fleet security to our clients.”

— **Cristian Simons**, Systems Development Manager, Sascar

Sascar specializes in real-time vehicle monitoring solutions, with innovative and scalable technology, that allow significant savings due to better fleet use, with reduced operating costs and increased productivity and profitability for transport.

The company uses its proprietary software and GSM/GPRS and satellite technologies to track and monitor vehicles, providing information that helps clients in fleet, risk management, and transportation industries to improve security and productivity. Sascar draws has more than 200 representatives in 23 Brazilian states, and offers 24/7 telephonic assistance through a call center with 200 operators and online support to monitor over 230,000 active vehicles. This enables its customers' transport and logistics managers to track transport-locations in real-time, online.

Sascar has 116,000 registered customers across 15,000 companies and must handle approximately 5,000 users accessing its web portal simultaneously. To support this high transaction volume, the company initiated an IT infrastructure modernization project, including the replacement of approximately 70 servers with Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud.

In addition to supporting Sascar's mission-critical systems—which monitor vehicle paths and routes, speed, mileage, cargo, passengers, and motorcycle transport—Oracle Exadata and Oracle Exalogic provide the foundation for Oracle WebLogic Suite 11g and Oracle SOA Suite, accelerating responses to customer inquiries about vehicle location.

By consolidating its applications into a more robust IT infrastructure with greater performance, stability, and agility, Sascar increased data processing speeds and simplified IT maintenance—essential for a company focused on real-time vehicle monitoring.

Reinforced Infrastructure for Higher Performance

Vehicle information collected by Sascar currently generates up to 5,000 messages per second. The old infrastructure could not keep up, sending approximately 20% of the messages to a backup queue, which was prone to cause processing delays. The new system is built to scale to 50,000 messages per second, 10x the previous amount handled.

The newly consolidated IT infrastructure on Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud also helped Sascar address many structural IT problems, like lack of storage space and poor core business system performance.

Upon migrating to Oracle Exadata Database Machine, the company implemented Oracle Hybrid Columnar Compression, achieving a 10x data volume compression ratio—supporting Sascar's daily 6-gigabyte data growth and reducing costs by minimizing the need to acquire new storage systems approximately by 50%.

With a focus on delivering quality customer service, the company increased its processing capacity by consolidating all Java applications onto Oracle Exalogic Elastic Cloud—substantially increasing system availability and providing customers with easy access to cargo and fleet information. The improved application response time is important for Sascar’s customers, as they rely on data regarding things such as excessive speed and braking to make decisions that may reduce fuel consumption, cause less wear of the vehicle, decrease in road accidents, and improve maintenance schedules.

“Oracle Exalogic Elastic Cloud is tailor-made for running Oracle WebLogic Suite and Oracle SOA Suite—on which we run our client-facing web platform—as well as other tools we use to determine vehicle positioning and routes over the past few hours, days, or months,” said Cristian Simons, systems development manager, Sascar.

High Availability and Security

With the Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud implementation—the first project that combined the two platforms in Latin America—Sascar improved business-critical application response times when offering customers access to the data they need.

Sascar’s trackers collect vehicle data through the global positioning system (GPS), and its approximately 60 million vehicles’ positions are transmitted daily through the global system for mobile communications (GSM/ GPRS) network to the company’s data center, where Oracle Exadata Database Machine decodes and stores the information.

According to Simons, many of Sascar’s clients operate like air traffic controllers, planning risk management for load transportation from the moment of departure until arrival at the destination. “Each company must have a large volume of real-time information—such as about vehicle location, departure and arrival, and load/unload data—at hand to support the rapid decision-making needed to recover vehicles or loads when goods are lost due to traffic accident or theft. With Oracle, we can provide our customers with instant access to the vehicle data they need to have complete transport and logistics management.” Simons said.

By adopting a stable and superior IT infrastructure with Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud, Sascar is positioned ahead of the competition in delivering their solutions.

Challenges

- Create a stable IT infrastructure with superior performance, allowing the company to focus more on improving its proprietary systems—which underpin all Sascar’s operations
- Accelerate data processing for Sascar’s critical applications, which must provide real-time telemetry data to 15,000 companies for 230,000 vehicles and process 5,000 messages per second

- Expand storage capacity to support increasing amounts of customer and fleet data for the launching data services on smart phones and web

Solutions

- Replaced approximately 70 servers with Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud, boosting performance and availability of the company's mission-critical systems for vehicle monitoring and load and fleet management
- Replaced older applications with a modern, Java-based system built on Oracle WebLogic Suite and Oracle SOA Suite that has significant capacity for growth
- Achieved significant data compression with Oracle Hybrid Columnar Compression, reducing the need to add storage systems to support growth in data services online and on smart phones
- Improved IT security with Oracle Exadata Database Machine's ability to auto-diagnose system breakdowns, enabling the IT department to take corrective action before the company's mission-critical systems are affected
- Integrated and reconciled vehicle monitoring, load and fleet management, and telemetry data to provide high-quality, consistent load and route information to customers

Why Oracle

After considering alternatives on the market, Sascar selected Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud due to their excellent cost-benefit ratio.

"In addition to the technology benefits of data compression, memory, and processing capacity, Oracle Exadata and Oracle Exalogic Elastic Cloud enabled us to reduce a large number of servers, saving physical space and reducing maintenance costs," said Cristian Simons, systems development manager, Sascar.

Implementation Process

Before implementing Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud, Sascar carried out a number of proofs of concept.

"We tested Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud capabilities using applications developed especially for this purpose. In addition to proving a significant performance improvement, we rolled them out without any business disruption," Simons said.

Partner

Oracle partner Service IT Solutions supported Sascar in migrating to Oracle Exadata Database Machine and Oracle Exalogic Elastic Cloud.

"Service IT Solutions professionals understood our business demands, as well as the Oracle solutions that we adopted, which helped us to put our resources to better use," Simons said.

Oracle Customer:**Schneider National, Inc.**

Green Bay, Wisconsin

www.schneider.com

Industry:

Travel and Transportation

Annual Revenue:

\$1 to \$5 Billion

Employees:

18,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1.1
- Oracle Human Resources
- Oracle Incentive Compensation
- Oracle Learning Management
- Oracle Financials
- Oracle Purchasing
- Oracle iReceivables
- Oracle Order Management
- Oracle Order Management Integration Pack for Oracle Transportation Management, Oracle E-Business Suite, and Siebel CRM
- Oracle Transportation Management
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Hyperion Financial Reporting
- Oracle WebCenter Content
- Oracle WebCenter Portal 11g
- Oracle WebCenter Capture
- Oracle Identity and Access Management Suite
- Oracle Identity Manager
- Oracle Identity Manager Connector
- Oracle SOA Suite 11
- Oracle BPEL Process Manager 11g
- Oracle Enterprise Service Bus

Schneider National, Inc. Implements Next-Generation IT Infrastructure to Continue Leadership in Transportation and Logistics Industry

Schneider National, Inc., a leading provider of truckload, logistics, and intermodal services, serves more than two-thirds of the FORTUNE 500 companies. Its customers rely on Schneider National's transportation and logistics solutions to transport their products reliably, cost-effectively, and safely to markets in 28 countries.

Challenges

- Create a next-generation IT platform to efficiently and consistently manage the quote-to-cash process across the company's various business units and support long-term growth objectives
- Improve ability to provide drivers, customers, and business partners with convenient access to the information and services they need
- Improve back-office processes to support greater operational efficiency and profitability

Solutions

- Used Oracle applications, middleware, and development tools to create a next-generation IT platform to drive profitability, reduce costs across all divisions, and position Schneider for continued growth
- Leveraged Oracle SOA Suite to integrate Oracle E-Business Suite, Siebel CRM, Oracle Transportation Management, third-party, and custom applications
- Built 400 BPEL processes that generate over 60 million composite instances across five SOA clusters
- Leveraged Oracle B2B for EDI with over 900 trading partners
- Leveraged Oracle Data Integrator and Oracle SOA Suite to set up a shipment hub that provides real-time shipment data to enterprise applications handling more than 500,000 updates per day
- Enabled secure access to enterprise applications
- Implemented a centralized repository for digital content and documents that drives dynamic enterprise portals
- Enabled drivers to quickly update their benefits, view online training, and check their pay statements
- Provides customers and partners with convenient access to the information they need
- Enables more streamlined monitoring and management of software and hardware
- Enabled more consistent processes across functional areas, ranging from sales and operations to finance, improving order accuracy, profitability, on-time service, and payables management
- Reduced days for sales outstanding significantly

- Oracle Business Rules
- Oracle Business Activity Monitoring
- Oracle B2B for EDI
- Oracle Data Integrator
- Oracle Application Integration
Architecture Foundation Pack
- Oracle Enterprise Manager
- Oracle Application Development
Framework
- Oracle JRockit
- Oracle WebLogic Suite
- Oracle Coherence
- Oracle Database 11g
- Oracle Real Application Clusters 11g

Why Oracle

One of Schneider's guiding principles for its enterprise transformation project, which it calls "Quest," was to use Oracle products wherever possible. Oracle's ability to deliver solutions from the operating system and core application server levels, all the way to the application layer was an important factor in Schneider's decision process. It also provided a common set of development tools and that simplified the IT environment and its management.

Oracle Customer:

South East Central Railway
 Bilaspur, India
www.secr.indianrailways.gov.in

Industry:

Travel and Transportation

Annual Revenue:

\$1 to \$5 Billion

Employees:

40,000

Oracle Products & Services:

- Oracle Database
- Oracle Audit Vault and Database Firewall
- Oracle WebLogic Suite

Oracle Partner:

KPIT Cummins
www.kpit.com

South East Central Railway Consolidates Eight Business-Critical Applications onto One Platform, Reduces Data Management Staff by 95%

“We had used Oracle products for nearly 10 years and were confident in selecting Oracle Database because it is a technically proficient, cost-effective, and seamless database solution. We’ve improved processing speed, saved license and maintenance costs, and reduced data management staff by 95% while improving data accuracy. In addition, we’ve improved staff and customer satisfaction.”

— **Lokesh Vishnoi**, Deputy Chief Signal and Telecom Engineer (Construction), South East Central Railway

South East Central Railway is part of India’s state-owned national railway system and is India’s busiest railway zone, having carried over 130 million passenger journeys between FY2012 and FY2013, and it transports around 150 million metric tons of freight each year. In particular, it transports high volumes of coal, iron, steel, and cement, which are essential to India’s infrastructure development program. The company’s staff of 40,000 manages the railway’s daily maintenance, provides 24-hour support, and interfaces with other railway zone offices to secure Indian Railways’ national operations across its vast regions.

Challenges

- Consolidate eight, business-critical applications, such as payroll, finance, revenue, and personnel management, into a single database platform to reduce costs and optimize use of limited staff resources
- Upgrade the existing database platform to improve system performance, simplify data management tasks, and strengthen data integrity and security to enhance railway services
- Improve customer and staff satisfaction by increasing transactional performance, such as accelerating passenger ticketing and access to booking status and availability

Solutions

- Reduced staff resources required for enterprise data management tasks by 95%—from 300 to 15 staff members—by consolidating eight, business-critical applications onto a single database platform
- Enabled faster and easier access to data, such as ticket availability, by upgrading to Oracle Database 11g, improving staff satisfaction and work efficiency across different railway zones
- Accelerated data processing time for providing passenger ticketing and accurate and up-to-date booking status and availability, improving customer satisfaction
- Cut software licensing and maintenance costs through database consolidation
- Enhanced corporate and transactional data security with Oracle Audit Vault and Database Firewall’s robust security features
- Provided employees at remote locations with the ability to access up-to-date data online, rather than relying on information on their own PCs, by implementing Oracle WebLogic Suite, enabling them to print up-to-date salary statements and financial reports and improving data accuracy and staff productivity

Why Oracle

South East Central Railways had used Oracle Database since 2004 for its various business-critical applications. In 2012, the company decided to upgrade to Oracle Database 11g with Oracle WebLogic Suite.

“We decided to upgrade to Oracle Database 11g as South East Central Railway had successfully used Oracle products for years and wanted to implement the enhanced features of the new version for our data center. We needed to seamlessly transition to a three-tier architecture, and we knew that Oracle could deliver a superior performance for us, simply and quickly,” said Lokesh Vishnoi, deputy chief signal and telecom engineer (construction), South East Central Railway.

Implementation Process

South East Central Railway implemented a three-tier architecture consisting of a database server, application server, and a wide-area network connecting terminals in head office with remote locations. It completed the upgrade, including data migration, in five days. The new database platform went live—on time and within budget—in April 2012.

Partner

South East Central Railway engaged Oracle partner KPIT Cummins for predeployment design and development and assistance with implementation, including data migration and license purchasing. KPIT Cummins delivered user acceptance testing and training during implementation, and it continues to provide postdeployment support.

Oracle Customer:**Standard Forwarding LLC**

East Moline, Illinois

www.standardforwarding.com**Industry:**

Travel and Transportation

Employees:

680

Oracle Products & Services:

- Oracle Application Development Framework
- Oracle WebCenter Capture
- Oracle WebLogic Server
- Oracle WebCenter Content
- Java Platform, Enterprise Edition

Oracle Partner:**Redstone Content Solutions**www.redstonecontentsolutions.com

Standard Forwarding LLC Cuts Invoicing Costs by US\$350,000, Annually, with Robust and Scalable Content Platform—Transforms Customer Self-Service

“The combination of Oracle Application Development Framework, Oracle WebCenter content management solutions, and Redstone Content Solutions’ expertise enabled us to elevate customer service to new levels, while improving operational efficiency. We’ve cut invoicing costs by more than US\$350,000 annually and can provide better service to more customers, while using the same resources.”

— **Kevin Mishler**, IT Director, Standard Forwarding LLC

Standard Forwarding LLC is a less-than-truckload (LTL) carrier with 17 terminals throughout the Midwest. A wholly owned entity of DHL Freight, the road-freight arm of Deutsche Post DHL, Standard Forwarding provides overnight service within and between Illinois, Iowa, Wisconsin, Indiana, Minnesota, southern Michigan, and cities in Missouri and Nebraska. It operates a modern fleet with 325 tractors and 790 trailers. In 2012, it was named Great Lakes/Midwest LTL Carrier of the Year for the fifth consecutive year in Mastio & Company’s annual Value and Loyalty Benchmarking Study.

Over the years, technology—including onboard systems and track-and-trace capabilities—has been fundamental to the company’s continued success. Standard Forwarding, seeking to improve the efficiency of its document-intensive invoicing process and to expand self-service functionality for customers, worked with Oracle Partner Redstone Content Solutions to transform its invoicing process and customer-service capabilities. Standard Forwarding deployed Oracle WebCenter Content to automate the paper-based invoice creation process, saving approximately US\$350,000 annually in processing, paper, and personnel costs. Redstone Content Solutions also created and helped Standard Forwarding launch a new, easy-to-navigate Website with expanded capabilities that enable customers to conveniently manage every phase of the shipment lifecycle from a single location. Redstone Content Solutions used Oracle Application Development Framework (Oracle ADF), Oracle WebCenter Capture, Oracle WebLogic Server, and Oracle WebCenter Content to build the powerful new solution.

Challenges

- Extend the company’s leadership role in the transportation industry by continually improving operational efficiency and customer service and support capabilities
- Reduce the cost of compiling and posting invoices for the company’s LTL transport services by eliminating a paper-based process that required terminals to ship documentation to headquarters for scanning and processing
- Minimize administrative process duplication to improve operational efficiency and the company’s ability to provide cost-competitive, transport services
- Expand Web-based, self-service capabilities for customers, increasing convenience and putting important details about their shipments at their fingertips when they need them
- Provide a reliable, scalable, and easy-to-use and manage Website and content management environment

Solutions

- Automated document capture required for invoicing with Oracle WebCenter Capture, accelerating invoicing for the company's LTL services
- Saved the company more than US\$350,000 annually in invoice processing and personnel costs
- Created a consolidated, image repository for bills of lading, shipment delivery receipts, and other company records, reducing physical storage costs and accelerating access to documentation
- Used Oracle ADF, Oracle WebCenter Content, and Oracle WebLogic Server to create a new Website with expanded self-service capabilities that let customers manage the entire shipment lifecycle, from quoting through delivery confirmation, via a single location
- Gave customers the power to track their shipments online, reducing calls to the customer service department and enabling them to focus on more complex inquiries
- Enabled the company to continue to provide high-quality customer service with the same number of personnel, even as volume has increased significantly
- Developed the Website using Oracle's standards-based integration framework, making it easy to integrate with other systems, including the company's proprietary enterprise resource planning (ERP) applications, and ensuring the ability to seamlessly add new functionality, moving forward
- Created a modular architecture to deploy, update, and conduct maintenance on a single module without impacting other parts of the Web-based solution

Why Oracle

Standard Forwarding selected Oracle's WebCenter solutions because they offer a complete, open, and integrated portfolio of content, portal, and Web experience management technology in a single suite-enabling scalability and streamlined deployment of new capabilities in the future.

Redstone Content Solutions relied on Oracle ADF, which is built on top of Java Platform Enterprise Edition, to create the company's new content environment. Oracle ADF significantly improves developer productivity with integrated infrastructure solutions for various layers of the application environment.

Partner

Redstone Content Solutions has been Standard Forwarding's strategic consulting partner for nearly seven years. Redstone helped Standard Forwarding to scope and build the company's new Website, including the many applications that pull information from Standard Forwarding's enterprise resource planning environment.

“As an integral part of our team, Redstone Content Solutions has been instrumental in helping us get to where we are today—using Oracle technology and tools to build a world-class Website, packed with self-service functionality that puts all of the services our customers need at their fingertips. We consider Redstone to be an extension of our marketing, customer service, and IT teams,” said Kevin Mishler, IT director, Standard Forwarding.



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Hardware and Software, Engineered to Work Together

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