

FEMSA INTEGRATES IT MANAGEMENT AND IMPLEMENTS 160 NEW DATABASES TO SUPPORT EXPANDING OPERATIONS



Fomento Económico Mexicano
S.A.B. de C.V. (FEMSA)
Mexico City, Mexico

Industry:

Consumer Goods

Annual Revenue:

US\$15.1 billion

Employees:

100,000

Oracle Products & Services:

- Oracle Database Enterprise Edition
- Oracle Grid Control
- Oracle Partitioning
- Oracle Advanced Compression

Implementor:

Oracle Advanced Customer Services

Fomento Económico Mexicano S.A.B. de C.V. (FEMSA), a leader in the Latin American beverage industry, conducts operations through three subholding companies, including Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA), which is the world's largest public Coca-Cola bottler in terms of sales. This unit serves 215 million consumers in nine countries – Mexico, Guatemala, Nicaragua, Costa Rica, Panama, Venezuela, Colombia, Brazil, and Argentina – and has 31 bottling plants serving 1.6 million businesses, offering 100 beverage brands, including Coca-Cola, Sprite, Fanta, Nestea, and Minute Maid. Another subholding company, CEMSA Comercio, S.A. de C.V. (FEMSA Comercio), owns and operates the more than 8000 stores in the OXXO chain in Mexico and Colombia. The company's third unit, FEMSA Cerveza, specializes in beer and owns 20% of Heineken stock.

Challenges

- Support the shared services environment—data center infrastructure operation and administration, storage and networking, for the company's various beverage business units
- Identify IT issues quickly and efficiently to minimize infrastructure-related problems and maintain uninterrupted daily beverage sales and distribution operations
- Improve the performance, functionality, and maintenance of existing databases and implement new databases to keep up with the company's rapidly growing transaction levels

Solution

- Implemented Oracle Grid Control and Oracle Database with Oracle Advanced Customer Services for comprehensive IT environment management and a holistic view of the organization
- Used Oracle Grid Control to improve infrastructure management and visibility into the company's business units
- Installed 160 new databases, in addition to the 20 already installed, to efficiently manage 25 terabytes of information from bottling, distribution, sales, and packaging areas
- Ensured the scalability needed to process 500,000 daily purchase orders from retailers, enabling accurate and on-time fulfillment
- Cut data storage costs by reducing the size of the packaging database by 40% and the size of the human resources database by 50% using Oracle Advanced Compression

“By Implementing Oracle Grid Control, we have a comprehensive holistic view of all aspects of our system—from administration, to support, to maintenance. We are functioning at high capacity and providing a high level of satisfaction, achieving levels that only Oracle Database can provide.”

– Pedro Francisco Elizalde Pérez,
Director of Infrastructure
Operations, Fomento Económico
Mexicano S.A.B. de C.V. (FEMSA)

FEMSA INCREASES THE PRODUCTIVITY OF ITS DATABASE ADMINISTRATORS BY 500%

Challenges

- Train the company's database administration (DBA) team how to ensure high availability for large volumes of data from distribution, brands, and beverage sales
- Detect and quickly resolve database performance problems to ensure continuity of regional business operations
- Provide for DBAs' transfer of knowledge and practical skills

Solution

- Worked with Oracle Advanced Customer Services to train DBAs on Oracle Database for improved information availability, visibility, and efficiency

- Executed Oracle Advanced Customer Services' 10-month knowledge transfer plan, significantly expanding proficiency and efficiency in managing FEMSA's databases
- Reduced DBA learning curve from up to three years to at most, nine months
- Increased IT team productivity by 500%, using only three DBAs to manage 180 installed databases
- Acquired knowledge needed to integrate existing enterprise resource planning and database platforms with the advice of Oracle Advanced Customer Services and the Excellence Center for SAP, increasing system efficiency and accuracy.

"Oracle Advanced Customer Services adapted to our needs. The transfer of knowledge and skills enabled us to make great gains in system performance and achieve a 500% increase in DBA productivity."

– Pedro Francisco Elizalde Pérez,
Director of Infrastructure
Operations, Fomento Económico
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