Oracle Autonomous Database Customer Panel

ORACLE
Oracle Global Leaders Program

Moderated by:

Keith Laker
Senior Principal Product Manager,
Oracle

Petrofac

George Eapen
Group CIO
Petrofac

fine hygienic holding

Maroun Sader
Business Intelligence &
Technical Architect Manager,
Fine Hygienic Holding

1188 0.com
Da werden Sie geholfen.

Christian Maar
CEO,
11880 Solutions AG

ORACLE
Oracle Global Leaders Program

Petrofac

Oracle Autonomous Database Customer Panel

George Eapen
Group CIO,
Petrofac

Journey to Autonomous Cloud

George Eapen
Group CIO
Petrofac

Petrofac

Brief about me

Petrofac

George Eapen is the Group CIO for Petrofac, one of the worlds largest O&G EPC Companies with 12000 employees with annual revenue of $5B in 2020 as well as Global Board of Advisor for IBM Security. George was previously Chief Information Security Officer for Petrofac.

- Previously, responsible for defining Cyber Security strategy for Enterprise IT & OT for the General Electric (GE) International as a Chief information Security Officer.

- 16 years of global experience with multiple businesses as Healthcare, Oil & Gas, Digital, etc.., and in diverse domains (Software development, Quality, Auditing, Infrastructure, Operations & Cyber Security).

- Presented over 30+ conferences in the Middle East, USA, Europe including conferences like IBM Think, Microsoft Ignite, Gartner, GISEC 2018, MILIPOL, Cloud MENA, CISO 360, etc.

- Serves as a non-Executive Board member for many Cyber Organizations and Cyber Committees.

- Recipient of multiple awards globally which includes MESA, CXO 50, CISO 30, etc.

- Holding an Electrical Engineering degree from MG University, an MBA from Symbiosis and an Executive MBA from MIT Sloan.

- Serving in the Customer Advisory Board (CXO Council) for Darktrace.

We always bring the right energy

Petrofac

▶ We are a leading service provider to the international energy industry.

▶ Our life of field services run from concept to EPC, through to operations and maintenance and decommissioning, all underpinned by our substantial training capability.

▶ We've got decades of experience. But we're also looking to the future. By connecting our know-how with digital technologies, our delivery is always assured, and we aim to drive ultra-efficient results.

▶ Our flexible execution and commercial models can be shaped to align with your delivery strategy; whether your projects focus on upstream, downstream or renewable and alternatives.

We've delivered contracts and projects in some of world's toughest terrains and always bring the right energy to drive superior performance.
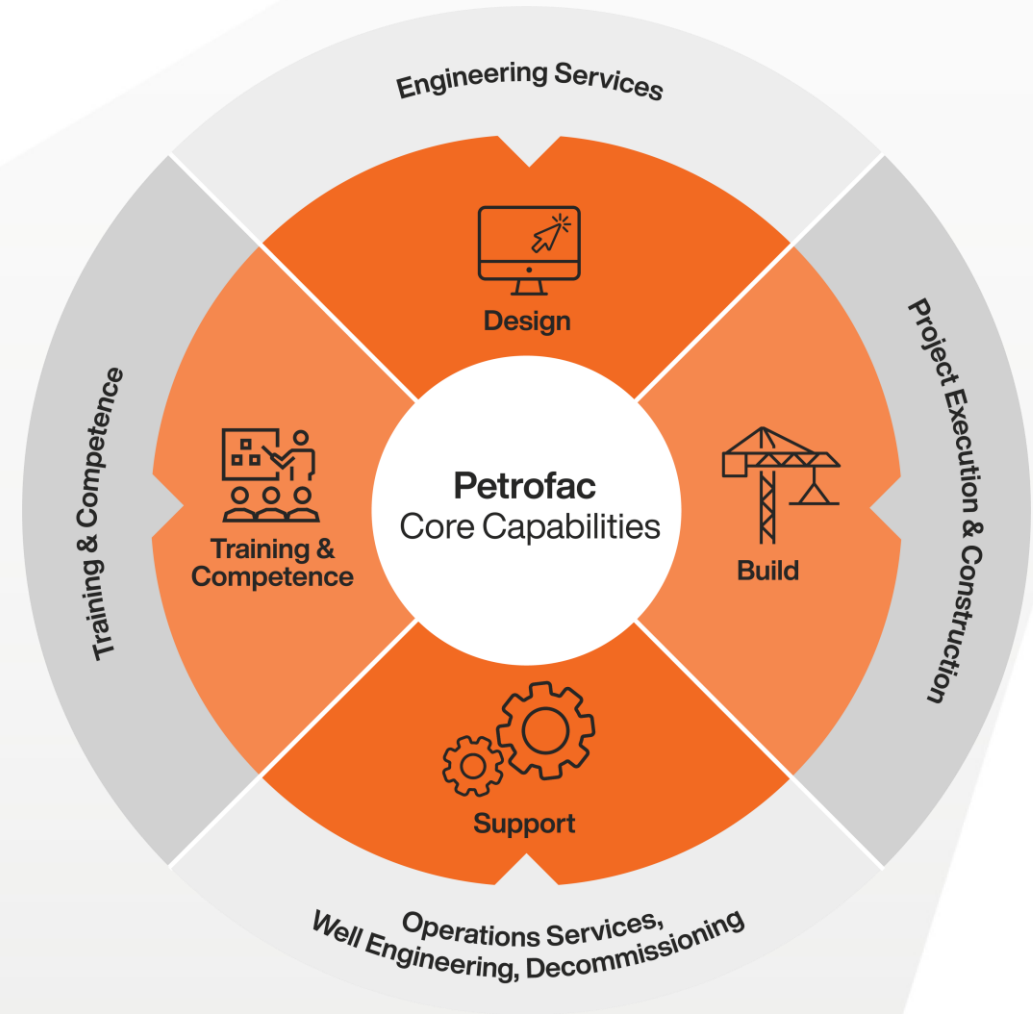
Strong track record; deep capability

Petrofac

#20
ENR Top 250 International contractors of the world

+200
Major projects delivered

11,500
worldwide employees

7 MILLION
Annual engineering man-hours

US$2-3 BILLION
Procurement spend (on average per year)

>200 MILLION
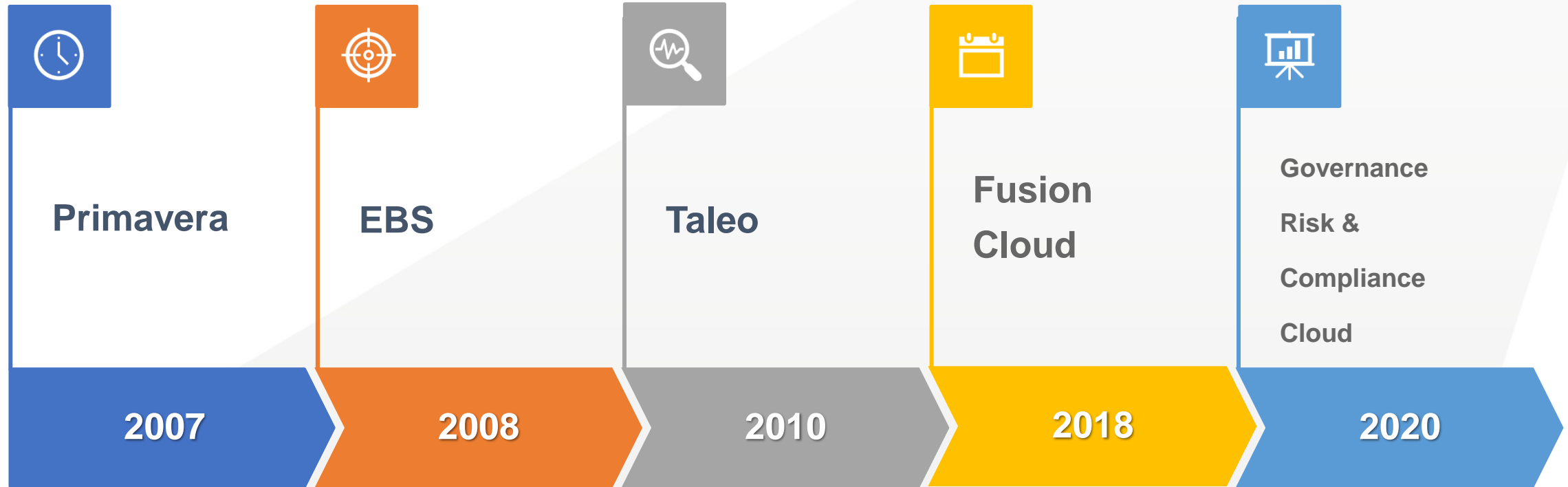Average Annual Direct construction man-hours
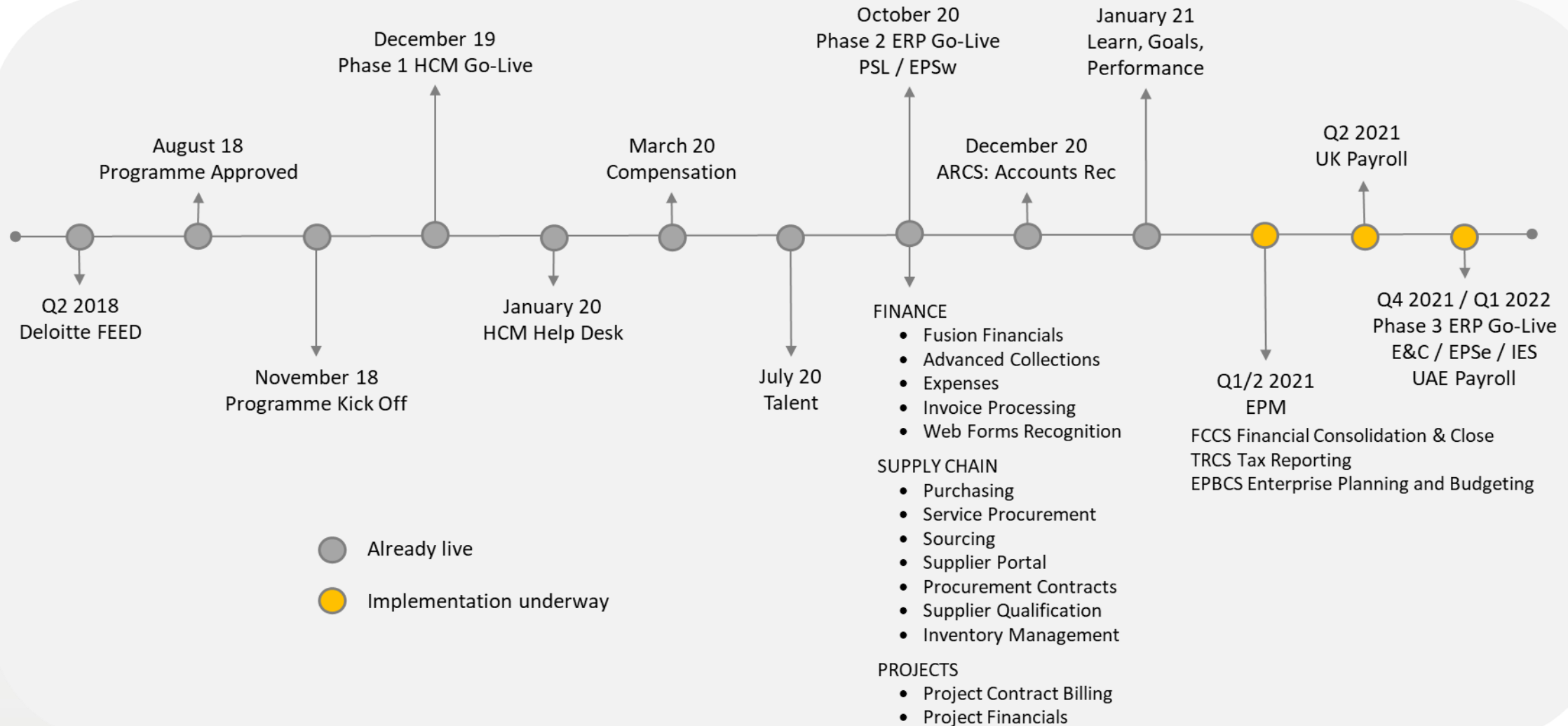
39 year
Track record

31 offices
Worldwide 29 countries

Petrofac Oracle Journey so far

Petrofac

Primavera	EBS	Taleo	Fusion Cloud	Governance Risk & Compliance Cloud
2007	**2008**	**2010**	**2018**	**2020**

Petrofac Oracle Cloud Journey

Petrofac

October 20
Phase 2 ERP Go-Live
PSL / EPSw

December 19
Phase 1 HCM Go-Live

January 21
Learn, Goals,
Performance

August 18
Programme Approved

Q2 2021
UK Payroll

March 20
Compensation

December 20
ARCS: Accounts Rec

Q2 2018
Deloitte FEED

January 20
HCM Help Desk

Q4 2021 / Q1 2022
Phase 3 ERP Go-Live
E&C / EPSe / IES
UAE Payroll

November 18
Programme Kick Off

July 20
Talent

FINANCE
- Fusion Financials
- Advanced Collections
- Expenses
- Invoice Processing
- Web Forms Recognition

Q1/2 2021
EPM
FCCS Financial Consolidation & Close
TRCS Tax Reporting
EPBCS Enterprise Planning and Budgeting

SUPPLY CHAIN
- Purchasing
- Service Procurement
- Sourcing
- Supplier Portal
- Procurement Contracts
- Supplier Qualification
- Inventory Management

PROJECTS
- Project Contract Billing
- Project Financials

⬤ Already live

⬤ Implementation underway

Why Cloud

Petrofac

Before

- Fragmented deployment of the ERP system

- Less visibility on overall business view

- No standard practice across the globe from HR perspective

- Less innovation more operation

After

- More focus on delivering business requirements rather than operations

- More time to focus innovation

- Unified and centralized deployment across the globe

- More control over the business with better view on the overall business situation

Use case before Cloud

Petrofac

- Time consumed on DB operations and infrastructure maintenance

- No proper data warehouse

- No single source of truth

- Fragmented reporting tools

Use case after Cloud

Petrofac

- Autonomous DB becomes our operational data store where we build our complex operational reports

- Team offloaded from heavy operational tasks

- More leverage for ADB scalability to ensure performance

- Analytics cloud on top as well gave us the flexibility to mash up data from different sources

Other benefits of Cloud

Petrofac

- Improved business efficiency

- Reduced operation activities

- More connected enterprise

- Better security architecture

- Ease of access

- More financial visibility and control

- Auto upgrade for the systems rather than having a periodical upgrade projects

Fine Hygienic Holding

Maroun Sader

BI & Technical Architecture Manager

"If you don't have your health, you don't have anything".

Founded in 1958

fine hygienic holding

We are, first and foremost, a wellness company

From our uniquely sterilized tissue products, and skin-friendly baby and adult diapers, to our newest addition to the FHH Family - **innovative personal protective equipment (PPE)**, long lasting germ protection solutions, **natural nutritional supplements** and Nai Arabia 100% **natural Beverages**

Today, Fine is one of the **world's leading wellness groups** and is the MENA region's leading manufacturer of
hygienic products.

BTO POWERING fine

"If you don't have your health, you don't have anything".

Jumbo Rolls

Tissues

Baby & Adult Care

Healthy Beverages

Fine Solutions

Fine Guard

Motiva Supplements

FHH Cloud Transformation Journey
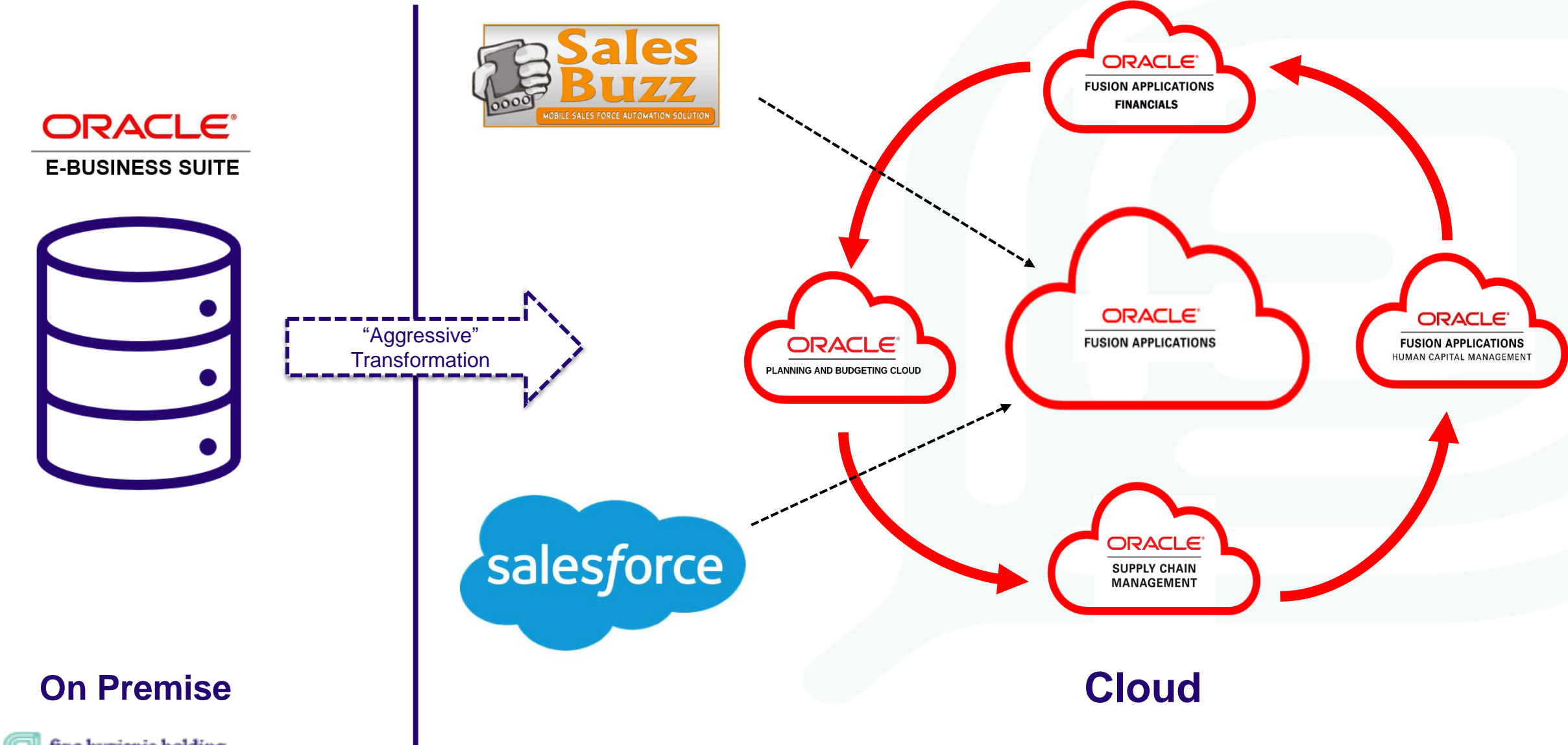
Previous Structure

- **Scalability**: Scaling up on-prem systems is a time-consuming and resource-intensive task, as it usually entails purchasing and installing new hardware, downtime is always required

- **Cost**: Maintaining On-premise requires expensive maintenance

- **Speed**: Multiple data sources requires data to travel through complicated networks, limiting efficiency

- **Connectivity**: connecting multiple resources is time consuming due to limited hardware

DB 1

DB 2

DB 3

Slow Extract Load

Data Warehouse

Slow Transform

Limited Reporting
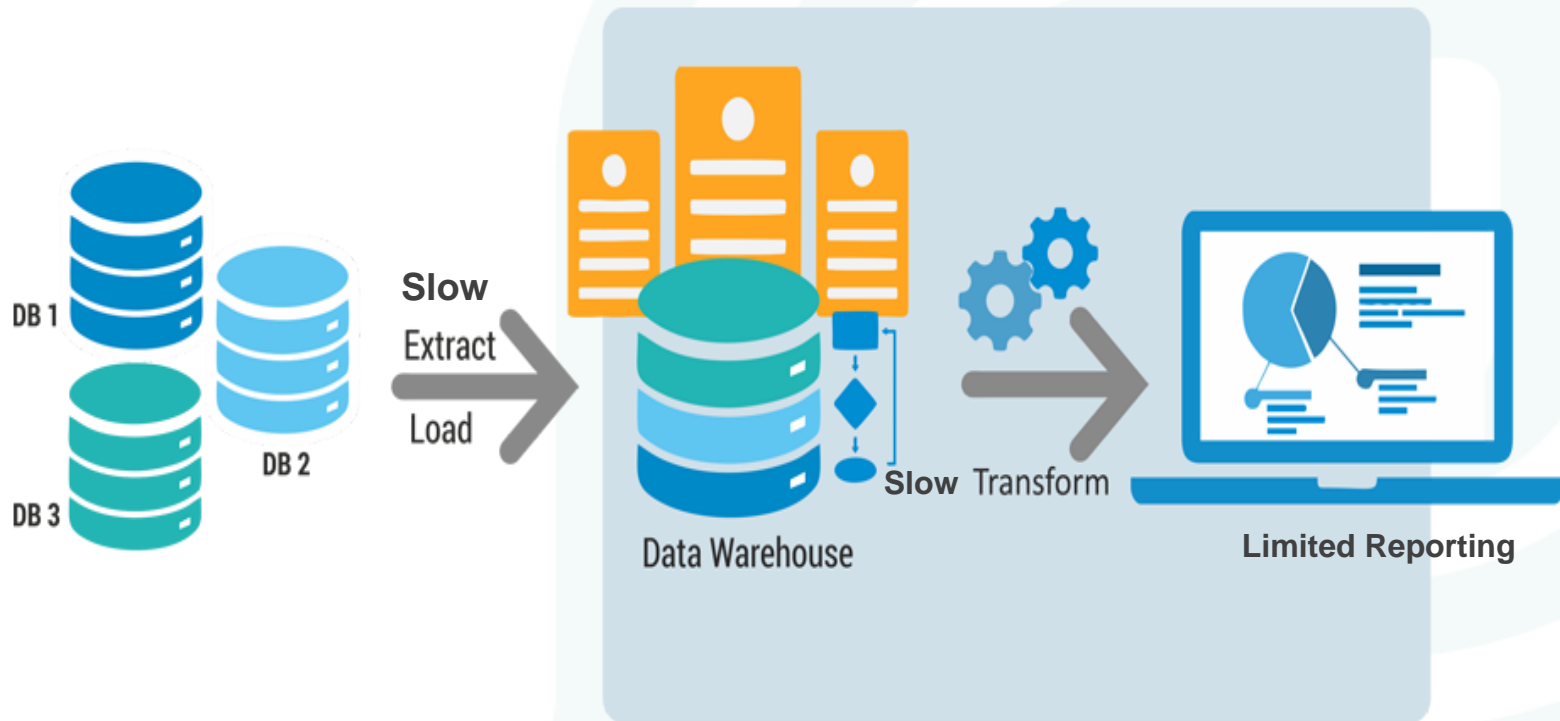
Vision and Desired Structure
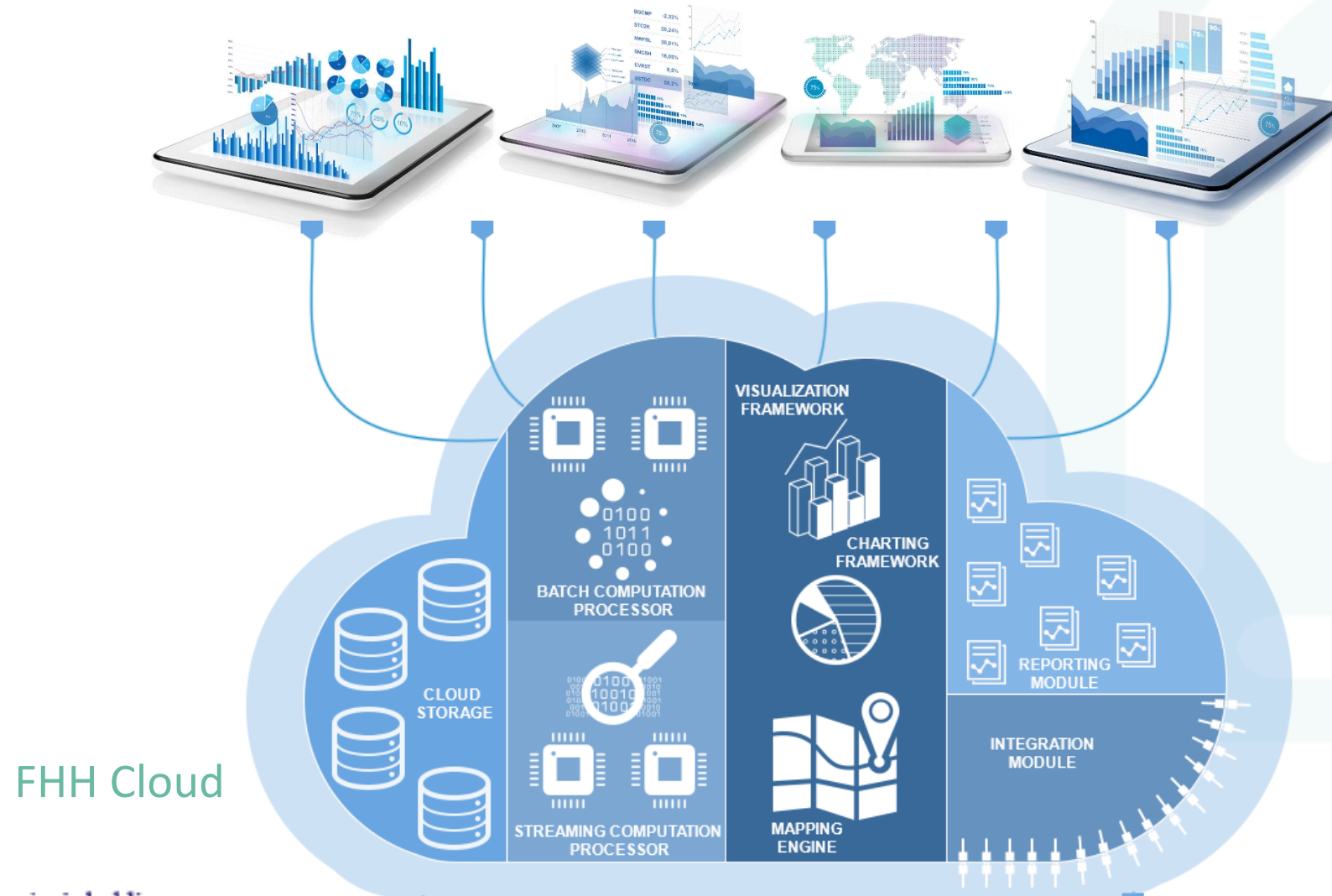
FHH Cloud

Requirements and Business Needs

- Move to cloud and use cloud computing

- Single Source of Truth for all analytics services

- Stop Excel and manual work in back end

- Leverage Self-Service BI

- Enable accessibility from any where

- High Security and data governance

Autonomous Datawarehouse ERA
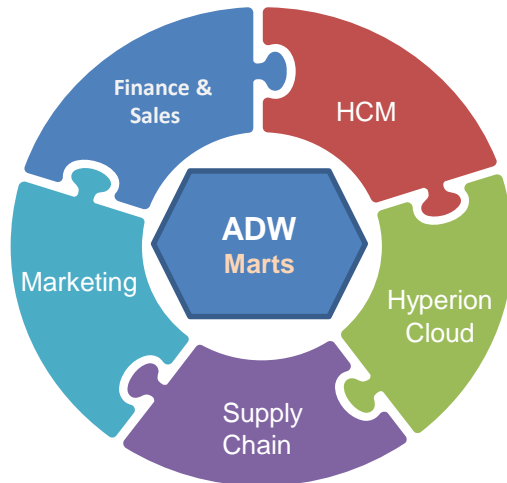
High level architecture

Oracle Components used:

- Oracle GoldenGate
  - Real-time replica for eBS transactions
- Oracle Data Integrator
  - Main ETL tool
- ADW main Datawarehouse
- Visualization & Analytics

Sources

Complete Autonomous Data Warehouse

ORACLE GoldenGate

ORACLE DATA INTEGRATOR

OAC

Power BI
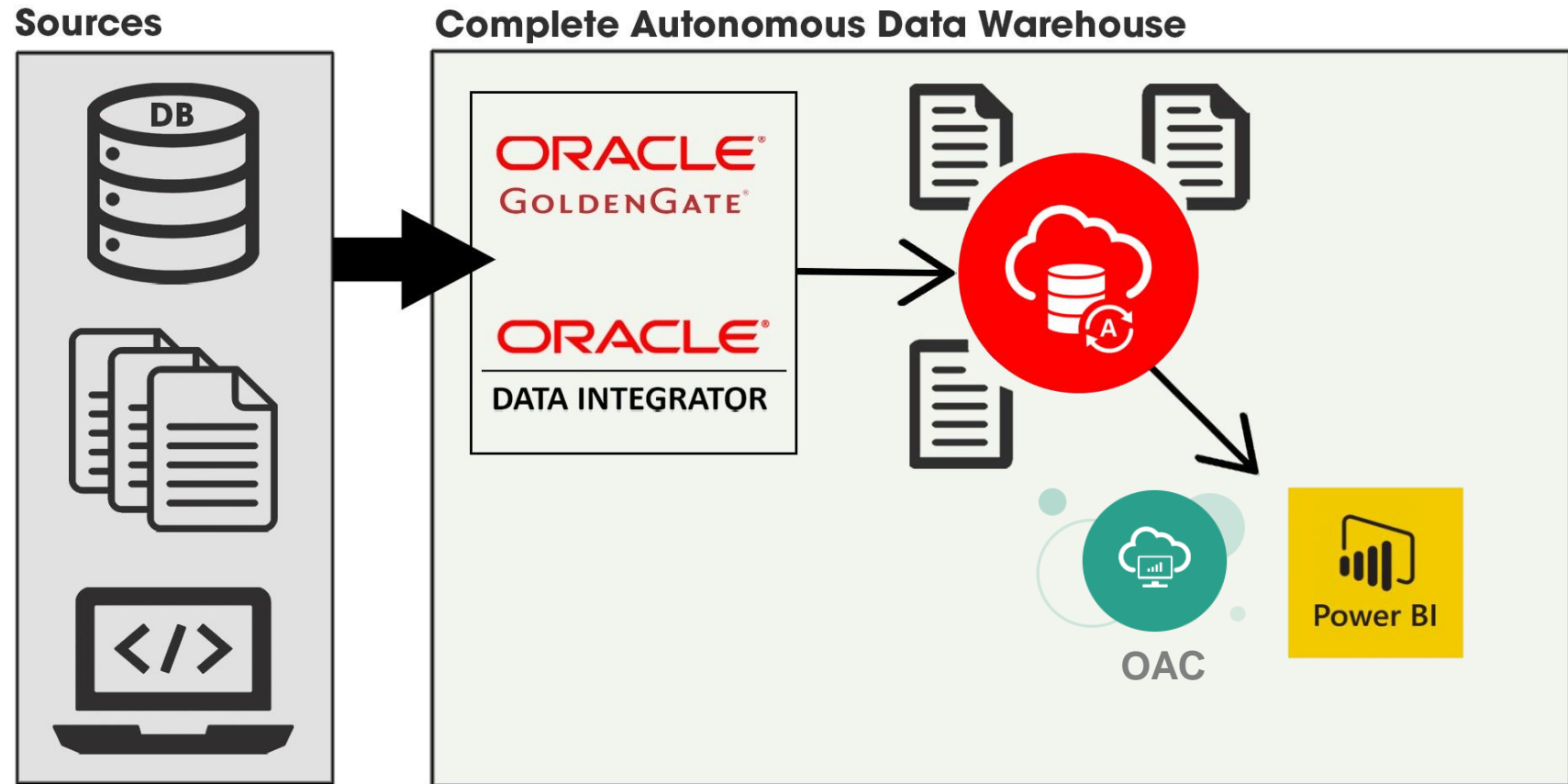
BI & Analytics with Oracle ADW & OAC
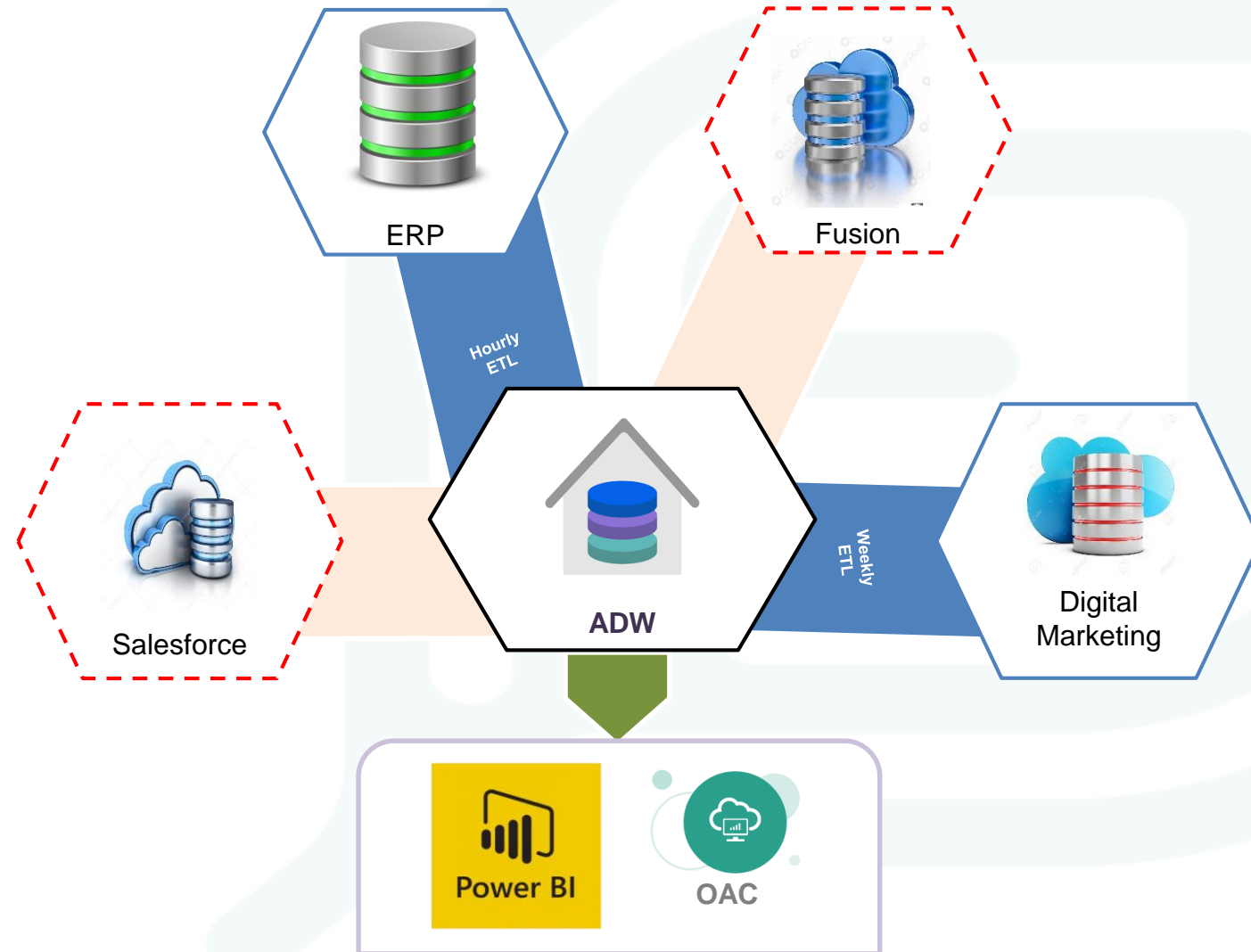
Benefits and Facts

20+
Dashboards

Stop Excel download and manual work

Automated Database Upgrades

ETL
From 12 hours to 50 minutes

Automated Backups

Single source of truth

Accurate Data

Integrated date and security

Machine Learning and Graph capabilities

Cloud data sources and OnPrem

200+ GB

Seamless snapshots and clone

Automatic scale for high workload

90%
Improvement in monthly closing

Lower Cost

Global Reporting for all regions

High quality of data

Dashboard from any device

Meta data management

Hourly and automatic data refresh

Easy creation of Database instance

Zero downtime
scalability

What's Next?

- **Adoption**: increasing the adoption of ADW for more data and 360 views of the business to serve all regions

- **Digital Customer Behavior**: studying consumer behavior in our e-shops websites

- **Self-Service BI**: Transforming the culture into data-driven culture for decision based on facts rather than opinions

- **Predictive Analytics**: Moving towards advance analytics and machine learning

- **Monetization of Data**: Combining internal performance of data with external data to build FMCG Digital customer behavior database

fine hygienic holding

BTO POWERING fine

Oracle Autonomous Database Customer Panel

Christian Maar
CEO,
11880 Solutions AG

GLOBAL LEADERS
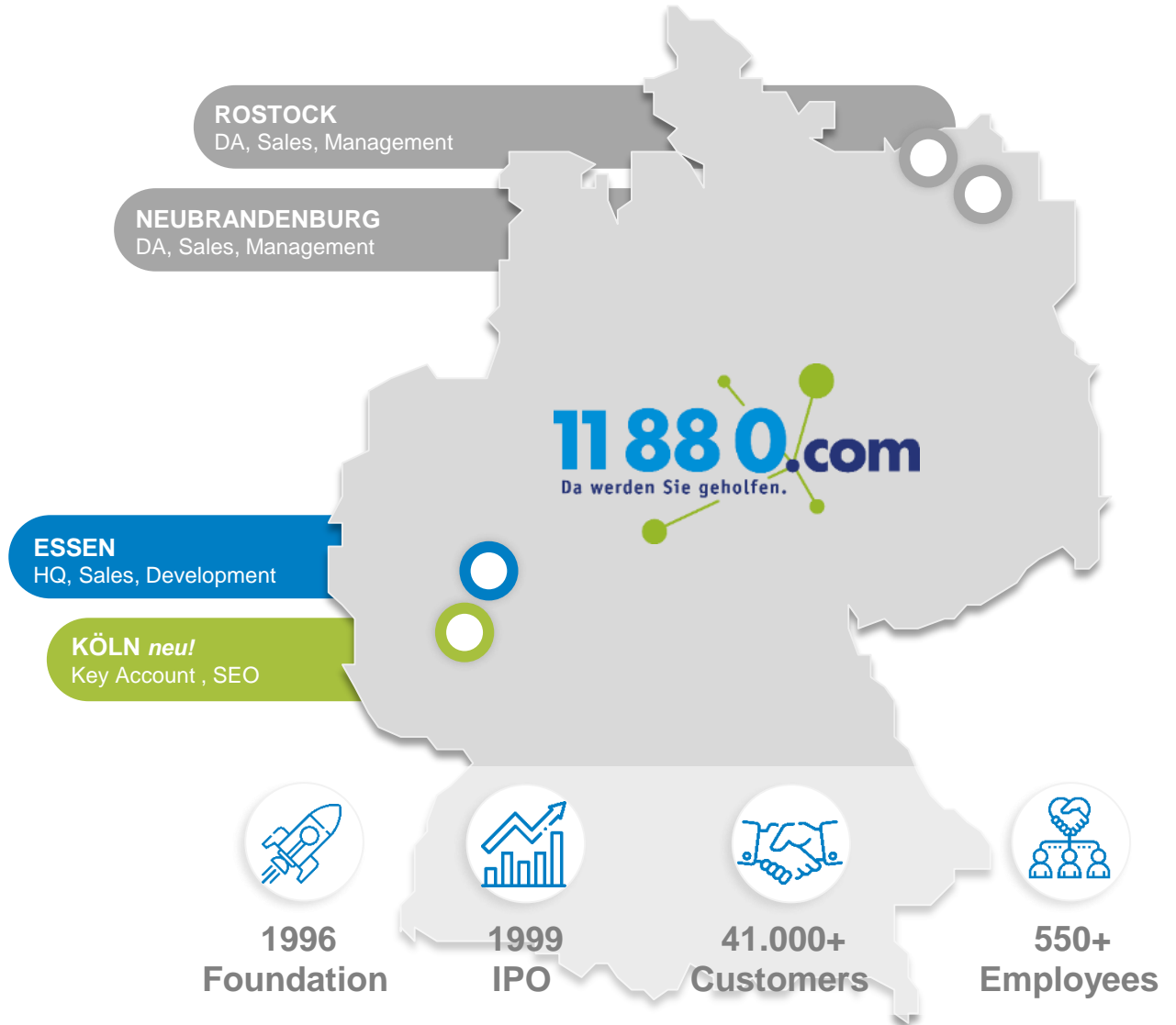
MEA Virtual Meeting 2021

A CEO's view on autonomous DW & Business Intelligence

Christian Maar (CEO)
11880 Solutions AG, Germany

23.03.2021

Overview 11880.com

Business Directory

Specialist Portals

Ratings

Websites, Social Media

Secretariat Service

Google & Bing Partnership

Telephone directory enquiries

Banner Advertising

Data & Software

ROSTOCK
DA, Sales, Management

NEUBRANDENBURG
DA, Sales, Management

ESSEN
HQ, Sales, Development

KÖLN *neu!*
Key Account , SEO

1988 O.com
Da werden Sie geholfen.

1996
Foundation

1999
IPO

41.000+
Customers

550+
Employees

11880 owes its recovery to the Genesis Program

Initial situation

No of customer
- 33,200 (2011)
- (2012)
- (2013)
- (2014)
- (2015)
- 21,400 (2016)

Total revenue
- 110 (2011)
- (2012)
- (2013)
- (2014)
- (2015)
- 45 (2016)

Share price
- 9,88
- 6.3
- 0.645
- 2011 2012 2013 2014 2015 2016

Genesis Program

Watch (PMO)
Setting up a PMO shortly

Vault (Brand)
New brand strategy.

Supernova
Data Driven Decision Management)

Predator
Sales

Octopus (Verticals)
Product innovations and product portfolio realignment

Darwin (Orga)
Restructuring in Management and Sales, further measures in 2017 inevitable.

Strategy
- Product & Development
- Business Intelligence
- Sales & Customer Approach
- Organisation & HR

Current situation

No of customer
- (2014)
- (2015)
- 21,400 (2016)
- (2017)
- (2018)
- (2019)
- 45,000 (2020)

Total revenue
- (2014)
- (2015)
- (2016)
- 41,3 (2017)
- (2018)
- (2019)
- 49,8 (2020)

Share price
- 0,47€
- 1,87 €
- 1,43 €
- 2017 2018 2019 2020

Christian Maar: key success factors

PMO – organization through efficient project management

SPEED – getting things done quick and agile

DDDM – data driven decision managing

2007 – 2010	2010 – 2015	since 2015
allegro **growth**	immonet.de Wir sind Immobilien **merger**	11880.com Da werden Sie geholfen. **turn-around**
CIO	**CEO**	**CEO**

CEO's main goals for investments in BI

GAIN INSIGHTS

i.e. smarter management decisions …

01

SPEED UP

i.e. projects, decisions, product development…

02

REDUCE COSTS

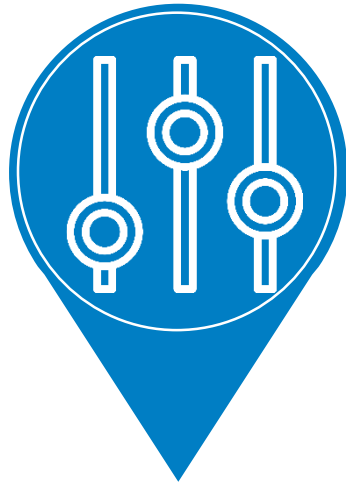**i.e. infrastructure, licenses, IT-staff …**

03

(sales promises of the) Oracle Autonomous DW Cloud fits to our cloud strategy to streamline IT budgets and gain speed.

Focus on cloud strategy

11880.com is a medium size company, hence no large IT budget, concentrate on business and new developments rather than IT and maintenance work

Fully-tuned

Good performance out of the box, No tuning No special database expertise required
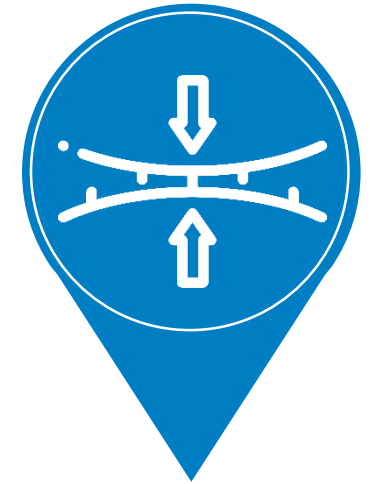
Full Support of DW Ecosystem

connect existing tools running on-premise and in the cloud, third-party BI tools (i.e. QlikView), Oracle cloud services and others like SQL, JDBC, ODBC
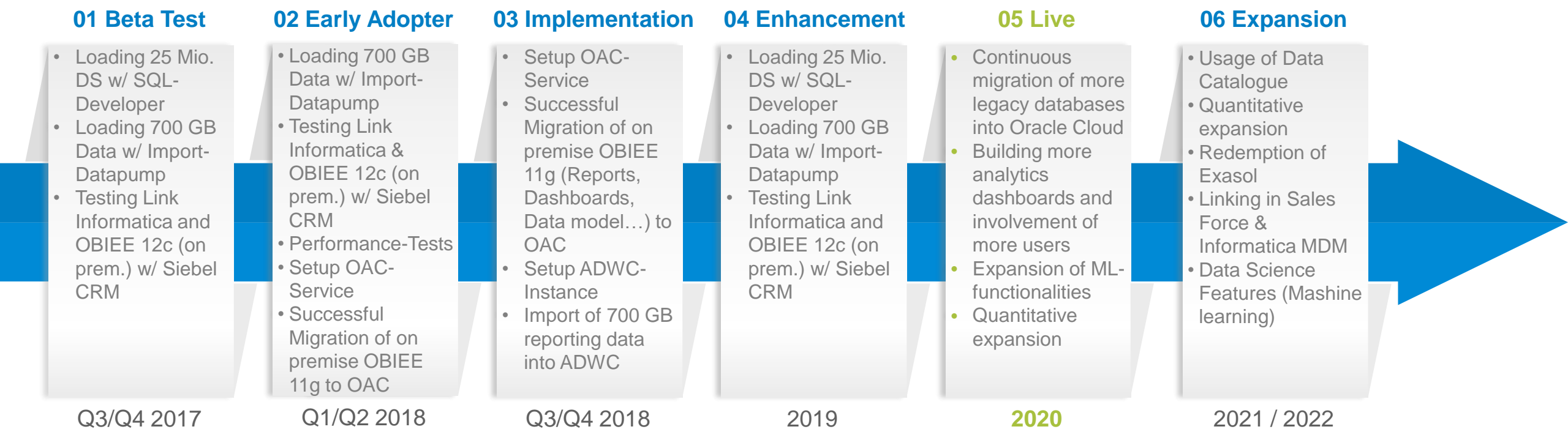
Fully-managed

Oracle automates end-to-end management of the data warehouse (Provisioning new databases, Growing/shrinking storage, Patching, upgrades, Backup, recovery…)

Fully-elastic

Size the DW to the exact current requirement, scaling on demand, save money by shutting off idle compute, instant restart

We were able to successfully test and implement multiple components of the Autonomous DW Cloud

01 Beta Test

- Loading 25 Mio. DS w/ SQL-Developer
- Loading 700 GB Data w/ Import-Datapump
- Testing Link Informatica and OBIEE 12c (on prem.) w/ Siebel CRM

Q3/Q4 2017

02 Early Adopter

- Loading 700 GB Data w/ Import-Datapump
- Testing Link Informatica & OBIEE 12c (on prem.) w/ Siebel CRM
- Performance-Tests
- Setup OAC-Service
- Successful Migration of on premise OBIEE 11g to OAC

Q1/Q2 2018

03 Implementation

- Setup OAC-Service
- Successful Migration of on premise OBIEE 11g (Reports, Dashboards, Data model…) to OAC
- Setup ADWC-Instance
- Import of 700 GB reporting data into ADWC

Q3/Q4 2018

04 Enhancement

- Loading 25 Mio. DS w/ SQL-Developer
- Loading 700 GB Data w/ Import-Datapump
- Testing Link Informatica and OBIEE 12c (on prem.) w/ Siebel CRM

2019

05 Live

- Continuous migration of more legacy databases into Oracle Cloud
- Building more analytics dashboards and involvement of more users
- Expansion of ML-functionalities
- Quantitative expansion

2020

06 Expansion

- Usage of Data Catalogue
- Quantitative expansion
- Redemption of Exasol
- Linking in Sales Force & Informatica MDM
- Data Science Features (Mashine learning)

2021 / 2022

With only small changes in our infrastructure we were able to tackle a number of challenges at 11880.com
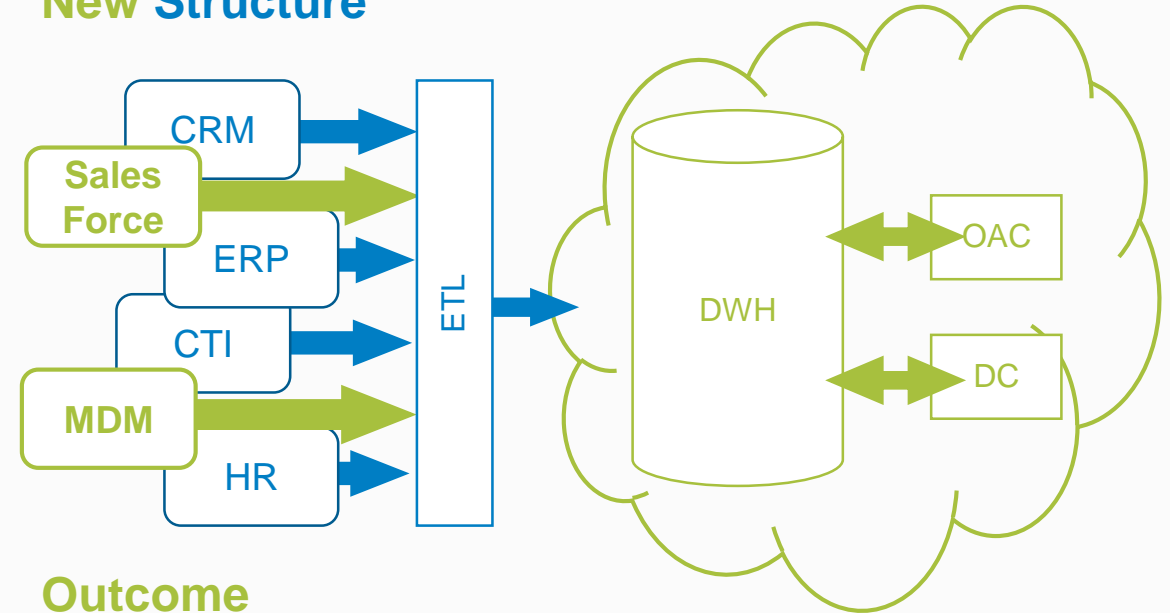
Old Structure

CRM
ERP
CTI
HR
ETL
DWH
BI
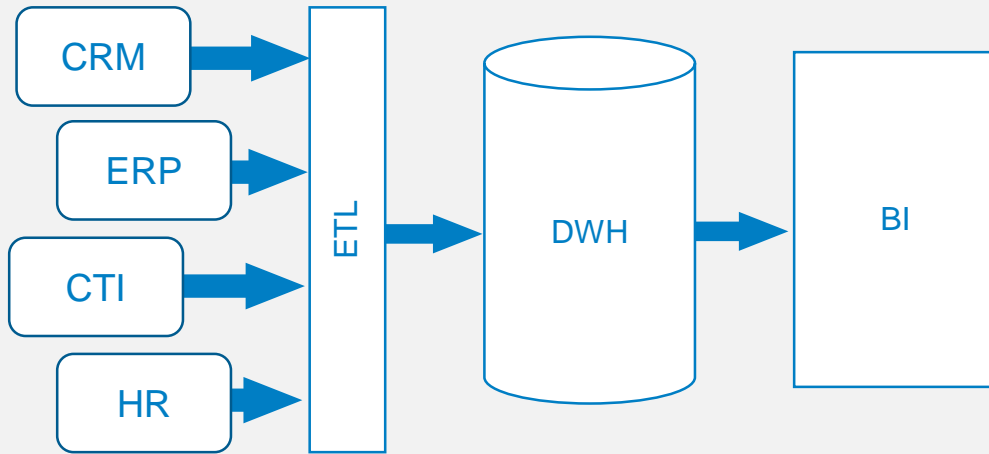
Challanges
- Rising amount of data (scaling difficult)
- Local administration (costly)
- Limited performance

New Structure

CRM
Sales Force
ERP
CTI
MDM
HR
ETL
DWH
OAC
DC

Outcome
- ADW scales easily on needed space
- ADW runs autonomous (no backup, tuning, patches…)
- ADW scales flexible during the day depending on performance need
- High speed data transfers to AWS cloud
- Using ML-functionalities (churn analysis, forecast, failure detection)
- ✓ **All data in one place for the first time**

Current DB characteristics @11880

1 DATABASE

3 TERABYTE

4 / 1 OCPU inproductive / non-productive time

50 USERS currently

100 USERS EOY 2021

UNIQUE
scalability of the system (exemplarily compared to AWS)
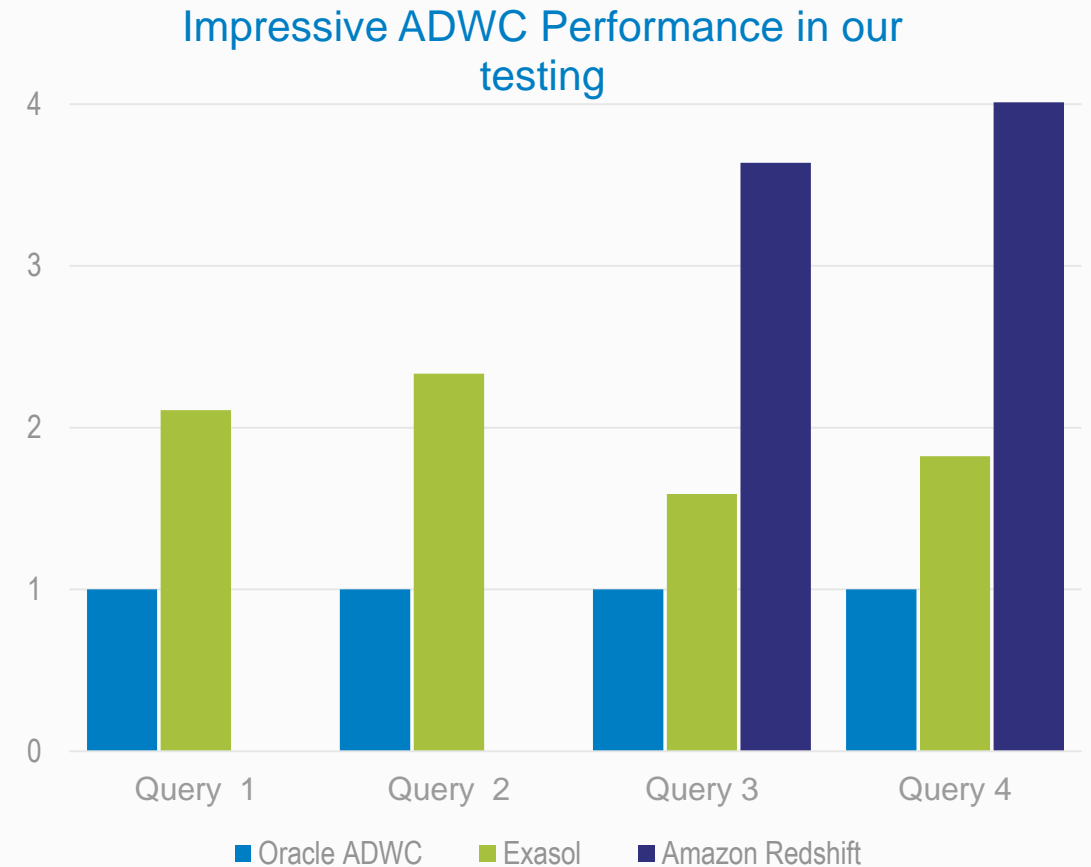
ENORMOUS
reliability

OUTSTANDING
autonomous feature (patch, backup, upgrade)

EXCELLENT
capabilities for the implementation in an agile way of development (rapid prototyping)

Thank You!

Keith Laker
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Oracle

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