

## Vincent Stas, BASE Company



### Head of Infrastructure and Security, BASE Company

- ✓ 13+ year experience in ICT
- ✓ Experience in Automotive and Communications
- ✓ Background in ERP, DataWarehousing, Business Intelligence, Network & Infrastructure

1

# Company Profile

# BASE Company

---

- BASE Company is present in Belgium since 1999
- 100% Subsidiary of **KPN**, the leading telecommunications and ICT service provider in The Netherlands.
- Challenger in the mobile market in Belgium!
  - » We have always been different
  - » Our multi-brand strategy is simply unique
  - » We pioneered wholesale partnerships
  - » We were the first to come up with formulas for 'unlimited calls and texts'
- Fact & Figures
  - » 824 employees and 32 nationalities
  - » 115 BASE shops + 150 independent BASE-dealers + online sales channels
  - » 93% of our customers are satisfied with our network
- BASE Company is convinced that the future is mobile!

# Infrastructure & Security

- Infra & Security aims to build a Converged, Service Oriented, Virtualised Infrastructure enabling our Core Business and Internal Processes, while lowering costs, increasing agility and improving maintainability

## Main drivers

- 1) Convergence**
  - » Network & IT are ONE
  - » Cloud services are here to stay
- 2) Increase Usage**
  - » New technology and user needs
  - » 4G and video everywhere
- 3) Competition and Cost**
  - » Higher customers expectations
  - » Fierce cost competition

## Main objectives

- 1) Technology for Services**
  - » Consolidated and Converged infrastructure
  - » Embedded Security and Redundancy
  - » Seamless scalability
- 2) Capacity**
  - » Maintain an E2E non blocking architecture
  - » Horizontal and Vertical scalability
  - » Quantity and Quality of Services
- 3) Simplify and Secure**
  - » Reduce the building blocks, simpler architecture
  - » Security as enabler

2

# Exadata Deployment

ORACLE<sup>®</sup> 12<sup>c</sup>  
ENTERPRISE MANAGER

Dev/Test Production

Hardware

X2-2 Half Rack (3TB)



X3-2 Full Rack (3TB)



ZFS Appliance



ZFS Appliance



X2-2 Half Rack (3TB)



YUM (Rolling Patching))



Back-up Media Server

Location

DC Aartselaar

DC Gent

Capacity

RAW	: 252TB	: 504TB
NET	: 84TB	: 168TB
Flash Cache	: 2,65TB	: 22TB

: 252TB
: 84TB
: 2,65TB

# DB

10

4

2

3

**Business Impact**

# Why Oracle Exadata: Our Original Expectations



Business Value	Impact				
	Low				High
Internal Database Standards and knowledge are maintained	○	○	○	○	✗
Short implementation leadtimes	○	○	✗	○	○
Flattened Support organization = faster resolution	○	○	✗	○	○
Simplified, Converged Architecture	○	○	○	✗	○
Effortless scalability	○	✗	○	○	○
Highly optimized hardware and software => Performance	○	○	○	○	✗
Huge compression benefits, without loss of performance	○	○	✗	○	○
DC power and floorspace savings	○	✗	○	○	○



# Why Oracle Exadata: The Reality



Business Value	Impact				
	Low				High
Internal Database Standards and knowledge are maintained	○	○	○	○	✗
<b>Short implementation leadtimes</b>	○	○	● →	○	✗
Flattened Support organization = faster resolution	○	○	✗	○	○
Simplified, Converged Architecture	○	○	○	✗	○
<b>Effortless scalability</b>	○	● →	○	✗	○
Highly optimized hardware and software => Performance	○	○	○	○	✗
Huge compression benefits, without loss of performance	○	○	✗	○	○
DC power and floorspace savings	○	✗	○	○	○
<b>New: Efficient multi-database consolidation</b>	○	○	○	○	✗
<b>New: Single management tool for all h/w and s/w</b>	○	○	○	✗	○
<b>New: Highly reduced Performance Tuning Efforts</b>	○	○	○	○	✗
<b>New: Reduced Operational efforts</b>	○	○	○	✗	○

*All other solutions that were considered would have required a huge amount of changes to our developments and processes.*

*We were able to take all our production loads and move them over.*

*We were able to take all of our production code, tweak it very little and move it into the Exadata environment with immediate results..*

Conclusion

# our dna

## WE'RE UNITED THROUGH PASSION

We love what we do, and we want to share that feeling. That's why we work as one team, stick to our promises and engage in partnerships to shake up the market.

## WE CHALLENGE TO IMPROVE

With our minds wide open, we challenge the world around us. we keep focusing on little improvements with big consequences, driven by the belief that the future is mobile.

## WE DARE TO MAKE A DIFFERENCE

We change the game to make things better. We come up with fresh ideas, boosting our business in a surprising way. And we get away with it.

**THAT'S US**

**BASE**  
COMPANY