INFORMATION FOR SUCCESS

License Management Services - Customer Reference Booklet
May 2017

ORACLE®

Hardware and Software, Engineered to Work Together

License Management Services educates, equips, and enables you to better manage your Oracle assets and solutions and helps you to maximize your IT investment, control software licensing risk, and achieve long term IT cost reduction.

You've made significant investments in Oracle assets and solutions—but managing those investments can be challenging. After all, IT assets don't impact only your IT department, but also your finance, procurement, and legal operations. With a coherent asset management strategy in place you reduce the risk of unbudgeted or unnecessary expenditures, you can more accurately forecast future IT, license, and budget requirements, and you gain a more precise understanding of the true total cost of ownership (TCO) of your Oracle investment.

For more than 20 years, Oracle License Management Services has been helping Oracle customers and partners manage their Oracle assets. Our goal is simple: to educate, equip, and enable organizations to manage and maximize their Oracle investment.

On the following pages, you will find examples of how Oracle customers of all sizes, industries, and across the world have worked collaboratively with License Management Services to achieve better control of their business.

We hope you enjoy reading about our customers' experiences. If you would like License Management Services to help you manage your Oracle assets with confidence please visit us at oracle.com/goto/lms to find out more.

Thank you for your consideration.

Jonathan Koop
VP, License Management Services

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Oracle Customer:
Aurubis AG
Hamburg, Germany
www.aurubis.com

Industry:
Industrial Manufacturing

Annual Revenue:
$1 to $5 Billion

Employees:
6,400

Oracle Products & Services:

• Oracle License Management
   Services

Aurubis AG Gains 100% Visibility into Licensing and Reduces Software License Costs

"Oracle License Management Services provided deep expertise and objective advice. We expanded our knowledge of Oracle licensing, optimized our Oracle investment, and ensured compliance, thereby, reducing legal and operational risks."
— **Dr. Jörg Meyer**, Executive Director IT Services Group Infrastructure, Aurubis AG

Aurubis AG is the world's largest copper recycler, with production sites in Europe and the United States and an extensive service and sales system for copper products in Europe, Asia, and North America. The company's core business is the production of marketable copper cathodes from copper concentrates, copper scrap, and copper recycling raw materials. Each year, it produces approximately a million tons of copper cathodes, which are processed into continuous cast-wire rod, shapes, rolled products, and special wire made of copper and copper alloys. Precious metals and a number of other products, such as sulfuric acid and iron silicate, round out the company's product portfolio.

Challenges

• Optimize Oracle license utilization and allocation subsequent to a company restructuring that involved outsourcing the data center

• Understand license ownership, rights, and limitations for Oracle products to align software requirements to actual business needs—fast delivery of high-quality copper cathodes to customers in the copper semis industry; the electrical engineering, electronics, and chemical industries; as well as suppliers of renewable energies, construction companies, and carmakers

• Modernize, simplify, and streamline license management to support company expansion of manufacturing and sales activities to new locations in Germany, Sweden, and Belgium, which help fulfill the continuous strong demand for copper cathodes in global markets—without incurring unnecessary license costs

Solutions

• Engaged Oracle License Management Services (LMS) to review Aurubis' software license estate, diagnose potential deficiencies in meeting regulatory mandates, and forecast license and budget requirements

• Identified unused, underused, or duplicated licenses that can be recycled or reharvested without impacting copper manufacturing, sales, and distribution activities to reduce Oracle software license costs

• Established a single source of 100% accurate information about Oracle Database, Oracle Real Application Clusters, Oracle Forms, and Oracle Reports licenses by utilizing automated discovery tools and scripts to analyze contract entitlements and current license utilization

• Gained the transparency needed to facilitate organizational changes—such as mergers, acquisitions, and opening new facilities—by improving the IT team's understanding of the company's Oracle license investment across 17 copper recycling sites, 32 sales offices, and four service centers, each with differing procurement procedures and overlapping contracts

- Eliminated all financial, operational, and legal risks as well as unscheduled license costs by ensuring compliance with Oracle licensing models and contractual obligations

Why Oracle

"Aurubis has subsidiaries in 22 countries across three continents. Given the geographical spread, the high number of licenses involved and the depth of specific information needed, gathering this data manually or with a tool not specifically engineered for this purpose commonly leads to business interruptions and mistakes," said Dr. Jörg Meyer, executive director IT services, Aurubis AG. "We consider Oracle License Management Services to be the most qualified expert to conduct a fully automated analysis of our current license usage and requirements, identify discrepancies, and deliver detailed recommendations on how to optimize our Oracle licensing estate and effectively manage Oracle licenses in the future."

Beaumont Hospital Benefits From Efficient, Transparent License Management

Beaumont Hospital, one of Dublin's major public hospitals and a large academic teaching hospital, has 820 beds and provides emergency and acute care services across 54 medical specialties to a community of 290,000 people. The hospital is a designated center for cancer and a regional treatment center for several other disciplines, including gastroenterology, neurology, and organ transplants.

Beaumont Hospital benefited from an Oracle License Management Services review to gain confirmation that it was correctly licensed for the Oracle Database 11i and Oracle WebLogic Server instances that support its epilepsy-monitoring unit and organ-transplant services. Prior to the engagement with Oracle License Management Services, the hospital was considering upgrading its database to Oracle Database 12c. Following discussions with Oracle LMS, Beaumont has begun evaluating the enhanced, built-in, workload resource management of Oracle Database 12c to help it meet the growing service-level expectations of patients and clinicians while reducing technology costs. Beaumont Hospital also benefited from the review by having a dedicated Oracle License Management Services consultant who was able to provide in-depth Oracle licensing knowledge and offer impartial, transparent advice on license management and Oracle licensing policies.

Beaumont Hospital had used Oracle WebLogic Server for more than 10 years and purchased the licenses when BEA Systems owned the product. The hospital used Oracle WebLogic Server to build and deploy applications used to aid the diagnosis of epilepsy and capture data on patient brain function during a seizure. The scalability and resilience of Oracle WebLogic Server and Oracle Database also made it the technology of choice for storing critical data on organs available for transplantation and making this data available to medical teams. Following a meeting to explain the approach that the License Management Services Team would take Beaumont's IT team was supplied with scripts to run on its three test environments and five production environments that were operating on two blades. Running the scripts was a straightforward process that took around one hour for each server and did not interfere with the team's day-to-day activities. Oracle then analyzed the screen shots and files generated by the scripts. After the analysis, LMS confirmed that Beaumont Hospital was compliant.

Why Oracle

Beaumont Hospital was eager for the opportunity to have an expert evaluation of how it was using its Oracle WebLogic Server and Oracle Database assets to ensure that it was meeting its license obligations. The hospital's IT team also benefited from the engagement with Oracle License Management Services to gain greater insight into how upgrading to Oracle Database 12c could reduce downtime and increase staff productivity.

 "The Oracle License Management Services engagement enabled us to be sure that we are fully compliant while giving us the opportunity to gain the knowledge needed to make informed decisions about upgrading to Oracle Database 12c," said Mark O'Sullivan, senior database administrator, Beaumont Hospital.

Britvic plc Boosts IT Team Value Through Business-Centric License Management

"Working with Oracle License Management Services has provided the IT governance team with a wealth of information relating to Oracle products and significantly added value to our business."
— **Jo Harris**, IT Governance Manager, IT Shared Services, Britvic plc

Britvic plc is one of Europe's leading soft-drink companies, with an enviable portfolio of market leading brands, such as Robinsons, J2O, Fruit Shoot, and Tango in Great Britain; MiWadi, Club Orange and Ballygowan in Ireland; and Teisseire, Fruité and Pressade in France. The company also has exclusive bottling agreements with PepsiCo in the UK and Ireland for global brands, such as Pepsi and 7UP.

Britvic's current operations comprise Britvic Great Britain, Britvic Ireland, and Britvic France. The group is completed by Britvic International and Britvic Worldwide Brands. Britvic International manages exporting products across more than 50 countries, and Britvic Worldwide Brands is responsible for Britvic's international franchise business.

Britvic benefited from an Oracle License Management Services review to build robust, transparent, streamlined processes for tracking the usage of Oracle software assets that underpin sales, order management, business planning, and management reporting. The company now maximizes the value of its software investments while ensuring continued compliance with license agreements.

Britvic's IT team requested assistance from Oracle License Management Services to gain a deeper understanding of license management for its Siebel Customer Relationship Management assets as part of an enterprisewide software audit. The company wanted to build a complete register of its IT tools, monitor usage to optimize business value, and enforce best-practice governance and control to ensure licensing compliance. Britvic had recently purchased Oracle Business Intelligence, Oracle Hyperion Planning, and Oracle Hyperion Financial Data Quality Management to generate timely performance insights and advance its strategy to grow sales and brand leadership. Oracle License Management Services proposed extending the license management review to include these solutions.

Oracle License Management Services engaged experts from Oracle presales to help evaluate Britvic's usage needs and match them to its licenses in the most cost-effective way. The Oracle teams conducted a live, onsite usage review of Britvic's Siebel estate which showed the IT team how to map multiple user views to its license assets and understand best administrative practice to ensure efficiency and security. Britvic can now give Siebel users access to the specific sales, order, and lead management functionality they require while avoiding the risk of unintentional noncompliance. The IT team used scripts and worksheets from Oracle License Management Services to run on Oracle Business Intelligence, Oracle Hyperion Planning, and Oracle Hyperion Financial Data Quality Management to track usage and confirm license compliance. Oracle License Management Services and presales experts showed Britvic methodologies for incorporating software tracking into routine IT management to maintain an up-to-date picture of usage and ensure it continues to be consistent with its business needs and license assets.

Britvic's IT team has benefited from the review and Oracle License Management Services methodologies to better manage its IT assets and carry out service-cost modeling based on usage data. The team's new insights into its underlying software assets enable it to identify service provision costs down to the user, process, site, and function level. This has made the IT team a valued partner for Britvic's strategic decision-makers when planning technology purchases.

Why Oracle

Britvic requested a review from Oracle License Management Services to benefit from the team's unrivalled knowledge of Oracle's license processes and gain the skill sets required to streamline management of its Oracle estate. Although the company's in-house monitoring tools provided an accurate view of usage, they were time-consuming and diverted resources from user support. The IT team wanted to introduce proven processes to improve monitoring efficiency while maximizing service quality. The review was designed around the IT team's timelines to avoid disruption to day-to-day operations.

"The experience of working with Oracle License Management Services was very positive," said Jo McKenzie, license manager, Britvic plc. "Oracle put in place the right mix of skills from license management and presales, and its processes were structured and transparent. We had a single point of contact throughout and now have a dedicated Oracle License Management Services manager who can provide guidance on license management at any point in the future."

Oracle Customer:
EnBW Energie Baden-Württemberg AG
Karlsruhe, Germany
www.enbw.com

Industry:
Utilities

Employees:
approx. 20,000

Oracle Products & Services:
• Oracle License Management Services
• Oracle Database, Enterprise Edition
• Oracle Diagnostics Pack
• Oracle Tuning Pack
• Oracle Partitioning
• Oracle Real Application Clusters

Oracle Partner:
Trivadis GmbH
www.trivadis.com

EnBW Energie Baden-Württemberg AG
Improves License Usage for Its High-Availability Database Platform

"It was a pleasure to work with Oracle License Management Services. Its highly knowledgeable license experts are cooperative and consensus-oriented. We gained comprehensive visibility of our existing licenses and usage of Oracle software. Thanks to the accurate inventory of Oracle software licenses throughout the organization, we are able to improve our software management and increase efficiency."
— **Nino Stiefel**, Senior Manager Information Technology, EnBW Energie Baden-Württemberg AG

With a workforce of around 20,000 employees, EnBW Energie Baden-Württemberg AG supplies electricity, gas, water, and energy-related products and services to 5.5 million customers. Given its origins, and as a company that is majority owned by the Federal State of Baden-Württemberg and Oberschwäbische Elektrizitätswerke—a municipal, special-purpose association—its connection to Baden-Württemberg is particularly strong. EnBW aims to be the first point of contact for its customers—households, industries, and municipalities—in all matters affecting energy. The company is striving to achieve this aspiration based on the strength of its experience and innovation, combined with expertise in listening and dialog. Working closely with customers, EnBW is creating new growth opportunities with new products and local solutions for a sustainable supply of energy and enhanced energy efficiency. It will forge ahead with the expansion of renewable energies—first and foremost in wind and hydropower—while securing the supply of energy through cutting-edge, conventional power plants. Its grid subsidiaries are preparing the ground for integrating an increasing volume of renewable energies and smart-energy systems into the grid.

EnBW uses Oracle Database, Enterprise Edition, with Oracle Diagnostics Pack, Oracle Tuning Pack, Oracle Partitioning, and Oracle Real Application Clusters, as a high-availability data foundation for its SAP software, which ranges from energy-related applications to enterprise resource planning and customer relationship management systems. Unscheduled application downtime can be costly for modern electricity trading as it may prevent the organization from placing a bid or awarding a contract on electricity wholesale markets.

In 2010, EnBW signed an Unlimited License Agreement with Oracle, which specified that an inventory of Oracle software licenses and usage within the organization and three EnBW-associated companies would be conducted when the contract expired.

EnBW contracted Oracle Partner Trivadis to perform the inventory of Oracle software licenses and software usage. Oracle License Management Services and EnBW then worked together to assess and validate the inventory to confirm the number of licenses in use and compare that total to the company's contractual entitlement.

"We saw the evaluation and discussion process, at all times, to be highly constructive, cooperative, and consensus-oriented. We felt that Oracle's requirements were always appropriate and transparent, and were very satisfied with the support provided by Oracle License Management Services during the complex inventory of our Oracle licenses and usage profiles," said the Senior Manager Information Technology at EnBW Energie Baden-Württemberg AG, Nino Stiefel.

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As a result of the license assessment, EnBW gained an even better understanding for measuring Oracle software usage and managing Oracle software licenses across the organization. This enabled better usage of the company's Oracle software portfolio and further reduced the risk of under licensing.

Partner

Oracle Partner Trivadis conducted the manual inventory of all Oracle software licenses and software usage at EnBW and three EnBW-associated companies. The inventory formed the basis for the fine-tuning, jointly carried out by EnBW and Oracle License Management Services.

Hellmann Worldwide Logistics GmbH & Co. KG
Gains Business Agility, Reduces Risks of Software License Noncompliance Across 157 Countries

"We enjoyed an excellent working relationship with Oracle License Management Services. Their assessments are always objective and target the customer's benefit. They helped us better manage our license entitlement pool to minimize compliance risks and maximize the return on investment of our Oracle stack."
— **Sami Awad-Hartmann**, IT Program Manager, Hellmann Worldwide Logistics GmbH & Co. KG

Hellmann Worldwide Logistics GmbH & Co. KG, founded in 1871 by Carl Heinrich Hellmann to deliver parcels in his hometown, is a global transport and logistics company with 443 branches in 157 countries, handling more than 65,000 consignments per day. Services include air freight, contract logistics, customs brokerage, e-commerce, road freight, sea freight, and sea-air transport, as well as solutions for vertical industries, such as automotive, fashion, healthcare, and renewable energy. In January 2011, Hellmann Worldwide Logistics received the British International Freight Association (BIFA) Environment Award for its Mode Neutral Distribution System. The company is still family owned.

Challenges

• Streamline assessment of software usage and license consumption that required significant effort, considering that the organization uses more than 50 Oracle software products—from Oracle Database to Oracle Fusion Middleware—in hundreds of branches around the globe

• Ensure that the rapidly growing international logistics organization deploys the optimum combination of Oracle software and Oracle services to increase operational efficiency globally

• Eliminate regionalization of licenses across the Hellmann countries and manage all licenses centrally to improve software usage and efficiency

• Reduce total cost of software ownership

• Established transparent and efficient license management processes to maintain a clear picture of Oracle software use at all times

Solutions

• Signed an Unlimited License Agreement (ULA) to increase convenience and ease of deploying Oracle software by enabling immediate use of any of the products contracted under the ULA

• Used Oracle License Management Services' assessment expertise to conduct regular audits of the organization's software deployments, which provide a comprehensive picture of software licensing status across the Hellmann countries and ease license management over the five-year contract

• Simplified the software acquisition process for Hellmann's procurement officers by eliminating the need to manage and monitor license metrics, such as number of users, processors, and virtual environments, by bundling Oracle licenses under a single agreement and invoice—considerably reducing administrative efforts and expenses

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- Enabled the organization to choose the most effective go-forward license strategy by tracking software use and its impact on total cost of ownership

- Increased global business agility in the time-driven transportation and logistics industry with the ability to immediately deploy new Oracle software according to strategic decisions, rather than contracting a mixture of complex licensing agreements across numerous products

- Helped to optimize use of the organization's Oracle software stack by gaining valuable insight into inventory and asset management

- Diminished the likelihood of purchasing unnecessary licenses and the risks of noncompliance with contractual agreements—such as supporting more users or central processing units than licensed, using unpaid support for licenses, running unlicensed servers, or providing outdated usage metrics that do not take actual business realities into account

Why Oracle

Hellmann chose Oracle License Management Services for its proven global expertise to provide visibility into the company's software assets, including how they are utilized and allocated; reduce the risk of unbudgeted or unnecessary software license expenditures; and fulfill contractual certification duties.

Kramp Groep Cuts License Fees by 10%, Grows Annual Sales 10% to 20%, Resolves System Problems 45% Faster, and Builds Management Reports in Seconds

"The Oracle License Management Services review helped maximize the value of existing licenses and use our Oracle assets to power revenue growth and business expansion, while containing licensing costs."
— **Alfons Giesen**, Team Manager, Oracle DBAs, Kramp Groep B.V.

Kramp Groep B.V. is one of Europe's largest wholesalers of machinery, spare parts, technical services and business solutions for the agricultural, landscaping, and forestry sector. The group has 20 branches in 16 countries, an extensive network of warehouses and distributors, and it offers next-day delivery throughout Europe.

Challenges

• Sustain a 10% to 20% annual revenue growth and extend sales of parts into more European countries while controlling software licensing costs

• Maximize insight into the deployment of the Oracle estate to identify and correct suboptimal configurations or underused assets and improve planning for future software investments

• Provide 24/7 availability for the web shop, which gives distributors and customers access to prices, delivery times, stock availability, special offers, and online ordering

• Ensure the web shop can scale during the 3 p.m. to 6 p.m. peak, when 50% of orders are placed for next-day delivery to minimize high cost of downtime for expensive machines, such as chainsaws, grinders, sprayers, and balers—particularly during busy harvesting season

• Exploit emerging markets and capitalize on new business opportunities by identifying trends, spotting growth areas, and investing capital and resources to maximize profit

• Optimize performance of Oracle infrastructure to minimize risk of business disruption, benefit from newest patches and up-to-date functionality through upgrades, and gain access to technical expertise and personalized advice whenever required

Solutions

• Cut license costs by 10% following an Oracle License Management Services (Oracle LMS) review, which recommended pooling groups of Oracle Database licenses instead of continuing to license each database instance separately

• Reduced management and maintenance costs by consolidating Oracle databases

• Benefited from the flexibility of Oracle LMS to agree with customer the optimal review period, which avoided disruption to sales during the harvest season (April to August), when the major part of revenue is earned.

• Used intuitive scripts and spreadsheet tools from Oracle LMS to enable database teams and application owners to quickly compile usage data and send it to Oracle LMS for analysis

- Capitalized on knowledge transfer from the Oracle LMS team to gain insight into best practice usage of Oracle Database and Oracle Enterprise Manager, increase understanding of license rules, and maximize value of Oracle investment by adopting the most favorable license structure for existing and future technology purchases

- Used Oracle Real Application Clusters to ensure high availability of the web shop, particularly during the 3 p.m. to 6 p.m. daily peak, and prevent slow response times that might prevent customers from ordering any of its 500,000 parts for agricultural and forestry equipment in time for next-day delivery

- Benefited from high processing speed and resilience of Oracle Real Application Clusters to achieve typical response times for requests from the application server and database server of less than forty milliseconds.

- Provided most of the information customers require on products, trading terms, and delivery options via the web shop, which receives around 20,000 visits per day, and reduced calls to sales teams and the help desk

- Extracted each country's sales data into a data warehouse and delivered hundreds of personalized daily dashboards to product, line of business, and country managers using Oracle Business Intelligence Enterprise Edition

- Built self-service intelligence environment that enabled staff to interrogate near real-time sales figures at country, team, or individual level; compare performance; track market changes; promote most profitable products; and focus investment on fastest-growing regions

- Cut time to build new management reports from hours to just a few seconds, using Oracle Business Intelligence's self-service, drill-down functionality

- Empowered decision-makers and analysts with the statistics they need to improve planning and forecasting accuracy

- Resolved system problems 45% faster, on average, by using My Oracle Support's extensive self-service knowledgebase, enhanced service request management, and fast-track access to Oracle technical experts

- Benefited from integration of Oracle Enterprise Manager and My Oracle Support's proactive, automated health checks, product alerts, and configuration capabilities to optimize system management and cut maintenance costs

- Relied on Oracle Consulting expertise to manage business-critical database upgrades, install new Oracle Database with Real Application Clusters environments, and train database administrators in new management features, which helped speed adoption and reduce time to value

Leeds City Council Cuts Costs and Reduces Risk with Licensing Review

"As a result of our licensing true-up with Oracle License Management Services, we have achieved annual savings of US$127K. We have eliminated any risk of non-compliance while ensuring we are not over-licensed, and have gained a clear and comprehensive view of our software assets."
— **Stephanie Dunn,** Principal Service Support Specialist, Leeds City Council

"The Oracle License Management Services team is extremely knowledgeable, very approachable, and easy to work with. The team worked collaboratively with us to meet our very tight timescales. We would highly recommend Oracle LMS."
— **Stephanie Dunn,** Principal Service Support Specialist, Leeds City Council

Leeds City Council Saves $US127K Per Year, Ensures Software Licensing Compliance, and Reduces Risk

Leeds City Council is the local government organization responsible for providing a wide range of services for citizens living in Leeds—from education and housing through to leisure centers and libraries. As with all local councils in the United Kingdom, Leeds City Council is charged with reducing spending and improving efficiency throughout all aspects of the organization.

Following a recent infrastructure upgrade, the Council worked with Oracle License Management Services to verify its new licensing position to ensure that it remained compliant but was not over-licensed.

Challenges

- Confirm findings from internal licensing review to verify existing software license requirements, to ensure compliance, and to make cost savings where applicable to help meet Council requirements for cost reduction

- Complete licensing true–up within very tight timescale of just two months to meet the Council's deadline

- Improve visibility of software asset estate, reduce manual processes and increase automation, and implement processes to enable the Council to maintain a clear and comprehensive view of license assets

Results

- Saved US$127K per year with reduced licenses and support costs following recent infrastructure upgrade and consolidation

- Clarified and confirmed licensing requirements, enabling Leeds City Council to consolidate licensing while eliminating the risk of non-compliance

- Reduced manual processes and implemented automated licensing tool to save time and resources, improving visibility of software asset estate and ensuring that all licensing information stays up-to-date and the Council remains compliant

- Completed licensing true-up with Oracle License Management Services within just two months, to meet the Council's deadline

- Ensured that all Oracle infrastructure is used to its best effect, to make the most efficient use of Oracle licenses and to help meet Council efficiency objectives

- Worked with the Oracle LMS team to run the necessary scripts to complete the true-up and establish a clear baseline for the future

- Established a strong relationship with Oracle LMS, gaining direct access to the team to help with any ongoing queries and questions about licensing requirements

Execution

"Working with Oracle LMS was very straightforward and the team gave us clear advice. We would recommend that a licensing true-up should include both technical and software asset management professionals, as this blend of skills will ensure you are correctly licensed to meet your organizational goals." Peter Jordan, Principal Technical Lead, Core Infrastructure, Leeds City Council

About Leeds City Council

Leeds City Council is the local government authority for the city of Leeds. The organization is responsible for a wide range of local services including education, adult social care, child protection, social housing, waste management, leisure centers, parks, and libraries.

Mälarenergi AB Improves IT Environment with Proper Licensing That Supports Virtualization

"We had a very positive experience with Oracle License Management Services. We ensured that our Oracle Database estate is fully and properly licensed, supports increased virtualization, and thus improves system reliability. It's nice to have a supplier that makes an effort to assure that we are optimizing our investment."
— **Stig Olaisen**, CIO, Mälarenergi AB

Mälarenergi AB is a city-owned electric power and heating provider based in Västerås, Sweden. Its 160,000 customers include households, businesses, and public institutions in Västmanland County, as well as residential and corporate customers across Sweden.

The company has a large Oracle Database estate. Twelve of its business-critical IT environments run on Oracle Database, including its enterprise resource planning system.

The company's IT department worked with Oracle License Management Services to review Oracle Database license status. An investigation showed that the company was underlicensed. Mälarenergi often purchased single Oracle Database licenses from system vendors that did not always have sufficient knowledge of Oracle's licensing rules.

Oracle License Management Services team helped the company to determine the correct number and type of licenses for its environment.

Previously, every database ran on a physical server, and the company bought a license for each server. Now, Mälarenergi has licenses to run its databases in a virtual cluster. This means it can move more applications into the cluster without new Oracle Database licenses, something that would be needed in a physical environment. The virtualized approach delivers two important benefits: better performance and increased operational reliability. Therefore the new license situation has enabled a much more manageable IT environment.

Why Oracle

"With Oracle Database and the help of Oracle License Management Services, we have a strong solution in a virtualized environment. Our preference, moving forward, is to choose Oracle over alternative solutions," said Stig Olaisen, CIO, Mälarenergi.

Nordea Bank AB Introduces Total Control of License Ownership and Strengthens a Good Relationship with IT Vendor

"Collaborating with Oracle License Management Services has given us total control of our license ownership, which means we can optimize the value of our existing Oracle investments. And, we have strengthened relations with Oracle and laid a solid foundation for future business."
— **Anders Widmark**, Senior Sourcing Manager, IT Sourcing, Nordea Bank AB

Nordea Bank AB is the largest financial services group in Northern Europe. It is a leader in corporate banking as well as retail and private banking. It is also the largest provider of life and pensions products in the Nordic region. Nordea has operations in 19 countries, more than 1,400 offices, and approximately 11 million banking customers—of which 700,000 are corporate customers. In addition, it operates the world's largest internet bank.

Challenges

• Establish a correct portfolio of licenses for thousands of existing installations of middleware and database products, based upon Nordea's and Oracle's agreement

• Further develop the mutual confidence between Nordea and Oracle, and create a strong, good, and fruitful relationship, and thus laying a foundation for continuing efficiency of Nordea services within corporate, retail, and private banking, and life and pensions products

• Optimize use of Oracle assets and licenses to reduce costs and raise the value of existing Oracle investments

• Introduce total control of license ownership and full knowledge of complex licensing rules to lay a solid foundation for an open dialogue with Oracle's sales organization about future business

Solutions

• Worked with Oracle License Management Services and created a correct portfolio of licenses for Nordea's middleware and database products, including many versions of Oracle Database and Oracle WebLogic Server, and ensured proper license certification

• Re-established a strong relationship with Oracle—supported by Oracle License Management Services, and thereby laying a foundation for continuing efficiency of Nordea services within corporate, retail, and private banking, and life and pensions products

• Introduced total control of license ownership and full capacity to deal with complex licensing rules to lay a solid foundation for an open dialogue with Oracle's sales organization about future business, and reduced the legal and financial risk due to non-compliance

• Agreed with Oracle License Management Services on how licensing rights for some implementations at various levels should be interpreted, for example, for certain applications that automatically install other applications, and applications that Oracle's script cannot find, which contributed to introduce total control of license ownership

• Enabled the bank to make more efficient and complete use of its Oracle asset licenses—for example by changing the hardware infrastructure to release capacity—driving cost savings and raising the value of its Oracle investment

ÖBB-BCC Optimizes Licensing Structure with Oracle LMS

"With the help of Oracle License Management Services, we not only ensured compliance by clarifying the license status of Oracle products used by the ÖBB Group, but were also able to significantly optimize the use of these products for the benefit of the group."
— **Ing. Klaus-Dieter Temme**, IT Business Development Management, ÖBB-Business Competence Center GmbH

"Oracle License Management Services is our first port of call for Oracle products, and a long-standing partner with which we enjoy to cooperate. Our consultants' know-how and performance, and our mutual trust lead to outstanding results for us and our clients. We might well repeat future audits in the same setting."
— **Ing. Klaus-Dieter Temme**, IT Business Development Management, ÖBB-Business Competence Center GmbH

ÖBB-BCC Leverages License Audit to Tap into Unexploited Potential of ÖBB Group's Databases and Middleware

ÖBB Group, a comprehensive mobility services provider, annually transports 459 million passengers and more than 111 million tons of goods, largely by road and rail, all over Austria and other countries. ÖBB-Business Competence Center GmbH (ÖBB-BCC) manages the IT and communications infrastructure of all ÖBB Group companies, including 8 data centers with 1,544 virtual and 1,040 physical servers. It is also responsible for the acquisition and management of the necessary licenses for the hardware and software being used. Depending on requirements, this may range from simple license acquisition through to complete responsibility for the use of the respective hardware and software and ensuring their full compliance with the current license status.

ÖBB Group companies frequently task ÖBB-BCC with the acquisition of licenses for databases, complementary options, and middleware. In assigning this task, their requirements are based on their own assessments about the use of the respective products. However, detailed findings about the subsequent, actual use of the various products throughout the Group has been lacking in the past. This practice has led to uncertainties, cases of under or over-licensing, and potential significant compliance risks for the Group.

Challenges

• Gain exact information on the use of hardware and software by different ÖBB Group departments and subsidiaries while identifying any risks or exposure in ÖBB-BCC´s asset management solution

• Facilitate recording of Oracle database and middleware usage within ÖBB Group by integrating automated Oracle scripts into the organization's asset management solution

• Optimize the usage of Oracle databases, database options, and middleware within the scope of licenses that have been purchased

• Identify and close gaps in Oracle license status and ensure full compliance with Oracle licensing terms at all times

Results

- Closed licensing gaps based on the results of an Oracle License Management Services audit—an efficient, structured, and transparent process which includes knowledge transfer —thus allowing ÖBB Group to fully understand and effectively maximize their complete Oracle license deployment

- Integrated the Oracle scripts seamlessly into the existing asset management system and automated the data transfer almost entirely thanks to the close working relationship between ÖBB-BCC and Oracle License Management Services

- Strengthened the trust of the entire ÖBB Group in ÖBB-BCC's work, as the data acquired with the help of the Oracle scripts largely confirmed ÖBB-BCC's expectations

- Delivered a detailed, documented assessment of the number and type of Oracle licenses required by ÖBB Group, enabling all parties involved to get a comprehensive view of current Oracle hardware and software usage and eliminating compliance risks

- Reduced the average cost per license for Oracle Databases, database options, and middleware

- Leveraged the 12-month preparatory phase agreed with Oracle License Management Services to noticeably intensify ÖBB-BCC's collaboration with organizational units and companies in the ÖBB Group

- Generated trust in and understanding of Oracle license policies within the ÖBB Group during the preparatory phase and audit, giving rise to a profitable partnership for all involved

About ÖBB-Business Competence Center GmbH

ÖBB-Business Competence Center GmbH provides services to the entire ÖBB Group, spanning IT development and the operation of the Group's entire information technology and communications infrastructure. It is the central interface between the Group's subsidiaries and the holding company in all IT matters.

S&C Electric Company Optimizes IT Licensing Investment and Streamlines License Management after Comprehensive Review

"Our relationship with Oracle License Management Services helped us expand our understanding and awareness of how licensing is deployed within our business. This information is now managed and reviewed on a regular basis at all levels of our organization to maintain compliance. As a result of this process, S&C now proactively budgets expense and capital spending in advance, based on our understanding of the current license deployment and how our potential future growth could impact licensing," said Mark Wood, Vice President, Information Technology, S&C Electric Company."

S&C Electric Company is a global provider of equipment and services for electric power systems. Founded in 1911, the Chicago-based company designs and manufactures switching and protection products for electric power transmission and distribution.

S&C's products help deliver electric power efficiently and reliably. Some are used to switch circuits—others minimize damage to equipment in the event of a fault or reduce the area of an outage by automatically rerouting power flow. S&C's sophisticated power-quality products can deliver uninterrupted power for an entire facility, for crucial process industries. In addition, S&C offers a wide range of engineering, laboratory, and testing services for electric utilities and commercial, industrial, and institutional power systems.

S&C provides solutions for customers worldwide, and has engineering offices and manufacturing facilities in Chicago, Illinois; Franklin, Wisconsin; Alameda, California; Duvall, Washington; and Orlando Florida. S&C subsidiaries operate in Toronto, Canada; Wales, United Kingdom; Melbourne, Australia; and Suzhou, China.

The company runs its core business processes on Oracle Database, Oracle E-Business Suite Release 12, and Oracle Fusion Middleware. As an industrial manufacturer, it is focused on optimizing efficiency and productivity, even when it comes to getting the most from its Oracle investment, including licensing configurations. In 2012, S&C worked with Oracle License Management Services to review its Oracle licensed assets.

Why Oracle

"Since we have a large Oracle footprint spanning over two decades, we have many licenses to manage. It can be challenging to keep up with the latest licensing changes and how they impact S&C's financials," said Dev Rangarajan, Manager, Database Administration, S&C Electric Company.

The company's most recent Oracle License Management Services engagement delivered several important benefits. The IT team expanded its knowledge of licensing metrics and policies, which assists the company in understanding financial implications of future Oracle purchases. Further, the engagement helped the company plan for a move to an Oracle Linux environment. "With the knowledge gained from Oracle License Management Services, we developed a realistic budget that was spot on and avoided any financial surprises during the implementation," Rangarajan said.

Implementation Process

The team completed the review process in about five months and benefited from Oracle-provided scripts, which helped S&C to gather required information quickly and accurately. "The Oracle License Management Services team was easy to work with and willing to accommodate our schedule as we were in the midst of a new production rollout," Rangarajan said.

Following the successful engagement, S&C Electric joined an Oracle License Management Services advisory group to continue to expand its knowledge and contribute feedback for future customer-focused strategies.

Stadtwerke Leipzig GmbH Eliminates Noncompliance Risks—Reduces Software License Costs by 20%

"Oracle License Management Services provided a fantastic service that was extremely reliable and flexible. Oracle's experts responded to all our questions and requirements, no matter how complex or urgent. We simplified a confusing software licensing model and chose more suitable software packages that eliminated the risk associated with noncompliance. This helped us save at least 20% of our annual software license budget. We were surprised by how much value Oracle License Management Services delivers."
— **Anke Stiera**, IT Manager, Stadtwerke Leipzig GmbH

Stadtwerke Leipzig GmbH is one of Germany's largest municipal utility companies. It leads the markets for electricity and other forms of energy used for heating in the city of Leipzig, and throughout Germany and Poland. The company generates electricity and heat, and distributes electricity, heat, and natural gas. Stadtwerke Leipzig provides a portfolio of energy-related services and sells more than 5,000 gigawatt hours of energy every year. The company's strategic vision includes a mix of traditional and renewable energy sources and Germany's exit from the nuclear and fossil fuel energy market.

Challenges

• Establish a precise overview of Oracle software licenses and products in use to efficiently manage a large customer base of energy consumers, as well as collaboration partners, like network operators

• Reduce Oracle software license costs to strengthen the company's position in the highly competitive German energy market

• Gain the ability to manage Oracle software licenses internally—a task previously handled by an external service provider—to avoid dependency on IT consultants

• Avoid potential risks of noncompliance with Oracle software licensing rules

Solutions

• Used Oracle License Management Services' in-depth expertise to assess Stadtwerke Leipzig's Oracle software landscape, gain enterprise visibility of existing license agreements, and identify areas for improvement

• Saved at least 20% on annual software licenses by selecting the appropriate software products and license packages, and initiating the required migrations

• Gained business agility, which helped the organization to better adapt to the rapidly changing political and economic conditions in Germany's utilities market, such as a shift to renewable energy, a phased exit from nuclear energy generation, and regional energy storage

• Optimized management of Oracle software licenses throughout the company, freeing resources for more strategic tasks such as improving collaboration with national and international power, spot markets

- Increased internal knowledge of Oracle software licensing and usage, enabling Stadtwerke Leipzig to assess return on software investments and manage Oracle licenses with internal resources with minimal help from Oracle License Management Services

- Eliminated the risk of fines and litigation costs due to noncompliance with Oracle software licensing rules by adding missing licenses and consolidating redundant licenses

- Collaborated with Oracle License Management Services to establish efficient license management workflows and preserve the achieved license cost savings, security, and flexibility in the future

Why Oracle

"Oracle products are the foundation of our IT architecture—from Oracle Database to Oracle WebLogic Server and Suite, Oracle Internet Application Server, and Oracle Business Intelligence Suite. We decided to get reliable expertise on Oracle license management right from the source with Oracle License Management Services. We have been so impressed with the expertise and service efficiency that we now regard their experts as valuable members of our business network," said Anke Stiera, IT manager, Stadtwerke Leipzig.

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."

Uniastrum Bank Audits Oracle Database Licenses, Reaps Benefits with Consolidation

"By engaging Oracle License Management Services we have reduced our database license and support costs and consolidated our environment. Thanks to the audit we were able to understand better our requirements in Oracle products, such as Oracle Database and its options. This enables us to streamline resources allocation, better manage our business information and process automation, and to be more competitive in the fast-paced banking and trading market."
— **Sergey Galitskov,** Head of Information Technology Operations and Infrastructure Department, Uniastrum Bank LLC

"Oracle is the world leader in database software. In terms of reliability we wouldn't chose any other vendor to run our critical banking applications' databases."
— **Sergey Galitskov**, Head of Information Technology Operations and Infrastructure Department, Uniastrum Bank LLC

Uniastrum Bank Increases Software Reliability and Achieves Significant Cost Savings Following Successful Audit

Uniastrum Bank LLC is one of Russia's top 20 banks, delivering a comprehensive range of financial products and services from a network that includes more than 100 offices in 60 cities and towns across the country. The bank's services include those specifically designed to meet the needs of individuals and small and medium-sized businesses, and it relies on Oracle technology to ensure a high quality of service delivery. Uniastrum Bank's strategic objective is to build long-term business value, and its current priorities include working to improve customer services by investing in banking information technologies.

Challenges

• Reduce database licensing costs by assessing current usage of Oracle technologies deployed throughout the bank with a view to consolidating installations and eliminating unused database options

• Ensure high service levels with a reliable platform that can deliver rapid response times for banking applications used by customers and staff

• Increase knowledge and visibility of software and licensing management and costs, including costs for ongoing support, to improve budgeting and ensure compliance with Oracle license requirements

• Enable better management of information systems to assist with business process automation and project planning

Results

- Increased the stability, agility, and reliability of Oracle software—accessed by the bank's customers and employees and critical for smooth-running operations—by consolidating Oracle installations based on the audit and usage analysis delivered by Oracle License Management Services (LMS)

- Used audit results to identify surpluses in certain groups of licenses—which had been caused by the bank downsizing over the previous two years due to changes in bank's primary activity—enabling Uniastrum Bank to reduce the number of licenses by more than 30% and achieve significant support cost savings

- Delivered a streamlined, reliable platform on the basis of the Oracle LMS audit to enable the bank to more easily manage its business information systems and to facilitate business process automation—critical in the highly competitive and fast-moving banking and trading market

- Used Oracle LMS review services to help conduct a thorough audit for all Oracle technology products—simplifying the process for Uniastrum Bank by running scripts sent from Oracle, and by using a dedicated website with a personalized dashboard for uploading all necessary data and monitoring audit progress

- Enhanced planning for future projects—soon to be given the green light after being temporarily delayed due to the ongoing Russian financial crisis—thanks to a full understanding of current and future database license management and support costs

- Enabled the bank to optimize license allocation while ensuring continued compliance with Oracle regulations by engaging Oracle LMS advisory services to increase knowledge of Oracle software and licenses—for example concerning the licensing structure for additional Oracle Database options, some of which had previously been activated but never used

- Increased transparency and optimized asset management thanks to the ability to track Oracle Database options and packs usage and installation across the entire IT landscape using the reports provided as an output from the measurement tools

About Uniastrum Bank LLC

Uniastrum Bank LLC is one of Russia's top 20 banks, delivering a comprehensive range of financial products and services from a network that includes more than 100 offices in 60 cities and towns across the country. The bank's services include those specifically designed to meet the needs of individuals and small and medium sized businesses, and it relies on Oracle technology to ensure a high quality of service delivery. Uniastrum Bank's strategic objective is to build long-term business value, and its current priorities include working to improve customer services by investing in banking information technologies.

USG People Optimizes Database License Investment, Saves Costs, and Ensures Compliance

"Oracle License Management Services helped us solve complex licencing issues that originated from our rapid growth in recent years. Working with the group, we saved significant time, money, and resources with regard to licensing and compliance."
— **Simon van Moerkerken**, General Manager Supply & Delivery, USG People

USG People is a specialized provider of employment services in Europe, focusing on providing temporary employees for general administrative assignments as well as specialized talent for project management, human resources, and customer care positions. The company operates in Austria, Belgium, France, Germany, Italy, Luxembourg, the Netherlands, and Switzerland. USG People shares are listed on the NYSE Euronext Amsterdam stock exchange.

Through the years, USG People has grown considerably, leading to a diminished insight into its Oracle Database licenses. The company deployed Oracle Database, Enterprise Edition on eight machines, using Oracle VM to manage them. Each machine had one to two instances of Oracle Database installed and had unique users. These partitions were uncapped, requiring licenses for all of the machines.

USG People turned to Oracle License Management Services for advice. The group analyzed USG People's environment and recommended that the company restructure its Oracle VM implementation to include hard partitions—a move that would reduce the number of database licenses USG People required. Oracle License Management Services then analyzed the new output scripts to ensure the environment was licensed correctly.

With Oracle License Management Services' help, USG People is now fully compliant, much more educated on Oracle licensing, and working better with Oracle VM. It also has enabled USG People to reduce licensing costs and prevent additional investment in Oracle VM.

Implementation Process

Oracle License Management Services performed an audit of existing Oracle solutions and advised on a new infrastructure approach that enabled USG People to improve its use of Oracle licenses and save time, money, and resources. "We now have full insight in our Oracle licenses, making it also easier to plan ahead," said Simon van Moerkerken, general manager, supply and delivery, USG People.

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 AG 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.

NOTES

ORACLE®

Oracle Corporation

Worldwide Headquarters
500 Oracle Parkway
Redwood Shores, CA
94065
U.S.A.

Worldwide Inquiries
Phone
+1.650.506.7000
+1.800.ORACLE1

Fax
+1.650.506.7200

oracle.com

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