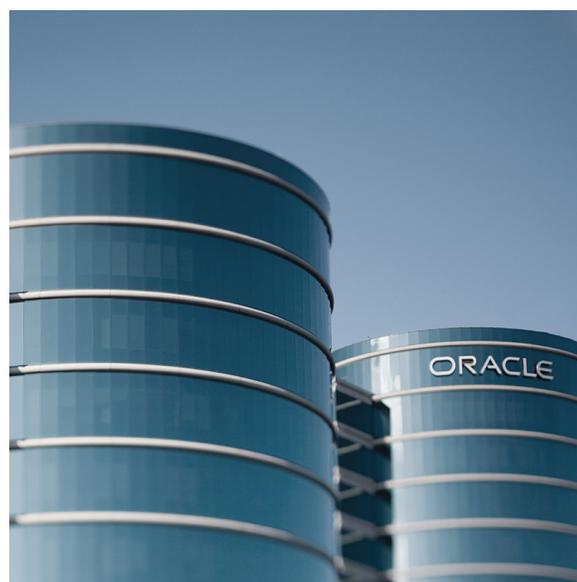


INFORMATION FOR SUCCESS

Oracle *AppAdvantage*
Oracle Applications Customers Using Oracle Fusion Middleware
May 2013



ORACLE®
FUSION MIDDLEWARE

Hardware and Software, Engineered to Work Together



We are at the dawn of a new age of information technology. The pace of business change, and the need to simultaneously generate cost reduction and drive innovation is stressing IT operating models as never before. Traditional enterprise systems such as ERP, while critically important as systems of record and in driving standardized processes and data, cannot alone deliver the agility and innovation required. A new enterprise systems framework is needed.

Oracle Fusion Middleware is the leading business innovation platform for the enterprise and the cloud. Using a layered approach with Oracle Fusion Middleware, enterprises can leverage their existing enterprise investments while offering new and unique capabilities that the Business requires. Oracle Fusion Middleware products enable a layered approach today with Oracle Applications and are also the foundation for next generation Oracle Fusion Applications.

With over 120,000 Fusion Middleware customers, and 80,000 Oracle Applications customers we are already seeing many customers realize the benefits of a layered approach to Enterprise Applications using Oracle Fusion Middleware. Many of these customers are using Fusion Middleware in the context of Oracle Applications today, to:

- **“Simplify”** — minimize IT complexity and lower cost while ensuring security, reliability and optimal performance through (i) Enterprise Security and (ii) Infrastructure Modernization
- **“Differentiate”** — drive business effectiveness and deliver growth through (i) Business Process Agility (ii) Enterprise Application Extensions and (iii) Cloud and On-Premise Integrations
- **“Innovate”** — drive business innovation, change and industry leadership by connecting people, information, and applications anywhere, anytime through (i) Enterprise Mobility (ii) Online Engagement (iii) Self-Service Enablement



Oracle offers the efficiency of working with a single, strategic partner for all of your middleware requirements, as well as the cost effectiveness of certified integrations with Oracle Database, Oracle Applications, and Oracle Engineered Systems. With market-leading and best-in-class offerings across every product line, Oracle Fusion Middleware can enable you to maximize the processes and applications that drive your business today and provide a foundation for innovation in the future.

I would like to invite you to review a selection of our customer references. These companies have realized significant benefits and we are confident that your company can also realize similar benefits by leveraging Oracle Fusion Middleware with Oracle Applications and next generation Oracle Fusion Applications.

Amit Zavery,
Vice President, Product Development, Oracle Fusion Middleware

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CLOUD AND ON-PREMISE INTEGRATIONS

Oracle Customer:**G.James Australia**

Brisbane, Queensland

www.gjames.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$100 to US\$500 Million

Employees:

2,300

Oracle Products & Services:

- Oracle E-Business Suite R12
- Oracle Financials
- Oracle Payroll
- Oracle Time and Labor
- Oracle Discrete Manufacturing
- Oracle Enterprise Asset Management
- Oracle Configurator
- Oracle SOA Suite 11g
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Consulting

Oracle Partner:**Intelligent Pathways**

www.intelligentpathways.com.au

G.James Australia Generates Financial Reports 50% Faster, Cuts Application Integration from One Year to Three Months

“As a manufacturer of glass and aluminum products, it is vital that we have the right data at hand to schedule and track production. Oracle E-Business Suite Release 12 enables us to streamline our production workflow, produce financial reports 50% faster, and it improves our overall cash position.”

— **Bruce Moy**, Director of IT, G.James Australia

Established in 1917, G.James Australia is a family-owned manufacturer of glass and aluminum products used in the construction of residential, commercial, high-rise, and monumental buildings. The company is headquartered in Brisbane, Queensland and has 54 offices around Australia, Malaysia, and Singapore. It employs 2,300, worldwide.

G.James Australia replaced its legacy enterprise resource planning (ERP) system in 2007 with Oracle E-Business Suite Release 12 modules for Oracle Financials, Oracle Payroll, Oracle Enterprise Asset Management, and Oracle Time and Labor. It also implemented Oracle SOA Suite, and Oracle Business Intelligence Enterprise Edition. In 2011, the company deployed Oracle Discrete Manufacturing and Oracle Configurator, and it upgraded to Oracle SOA Suite 11g.

The Oracle solution has enabled G.James Australia to generate financial reports 50% faster, gain more visibility into customer and manufacturing data, speed production, easily calculate manufacturing equipment depreciation, and quickly integrate new ERP applications.

Legacy ERP System Hinders Reporting and Analysis

In 2004, G.James Australia started looking for a new ERP package to replace a COBOL-based system. This had been in place since the early 1990s and was used to run its financials and store-manufacturing-related data.

“After about eight years, we purchased the code from the supplier so we could modify the system to suit our needs,” said Bruce Moy, director of IT, G.James Australia. “This was not only time-consuming, but good COBOL programmers are harder to find these days, which is reflected in the prices they charge for their services.”

In addition, G.James Australia could not extract accurate costing or sales analysis data, and most of its staff did calculations using spreadsheets or pen and paper. It took two days to view financial data related to individual creditors, a week to manually calculate the depreciation status of its manufacturing equipment, and a month to analyze stock and other manufacturing information.

“As a manufacturer, it is vital that we have the right data at hand to schedule and track the production of our glass and aluminum products,” said Moy. “Oracle E-Business Suite Release 12 enables us to streamline our production workflow, produce financial reports 50% faster, and improve visibility into our overall cash position.”

Companywide Reporting Times Slashed

G.James Australia has 70 business divisions worldwide, which are all profit centers that must report financials at the end of each month.

The company uses Oracle Financials to close monthly reports from all its divisions in 10 days, 50% faster than with the previous system.

Financial staff and senior managers can also view financial data related to individual creditors and instantly produce a report.

“It used to take two days to determine if a customer was paying bills or how a project was tracking against budget,” said Moy. “Now, our receivables are being closed at the end of each day and accountants are no longer wasting time searching for information.

“These staff members have more time to chase outstanding debt and get money into the business faster. They are also freed up to do more stock and other manufacturing analyses on a weekly basis. This sort of analyses used to take a month,” said Moy. “In addition, credit and treasury staff can now access accurate data about the company’s cash position whenever required.”

Payroll Time Cut from Four Days to 10 Hours

Remote branch offices now use Oracle Time and Labor to enter payroll data, which is received at the head office and processed immediately through Oracle Payroll, rather than using pen and paper to record payroll information and mail or fax it to head office.

“In the past, we had to run four separate payrolls, one for each major production division,” said Moy. “Now we run all the payrolls together on the same day, reducing the time it takes to pay employees from four days to 10 hours.”

Calculated Exact Asset Depreciation Immediately

G.James Australia uses Oracle Enterprise Asset Management to gain a more accurate view of the depreciation status of its manufacturing equipment.

“We can calculate this depreciation immediately,” said Moy. “Previously, it would take our staff one week each month using spreadsheets to do these calculations.”

The company also uses Oracle Discrete Manufacturing to streamline its manufacturing system by automating the development of manufacturing schedules and enabling the capture and generation of standard costs for materials used in the manufacturing process.

“We can now determine where every product is along the production line and provide accurate schedules to the staff,” said Moy. “Importantly, the solution allows us to decide immediately whether each order has been profitable or not, which helps us make decisions about whether it is worthwhile to continue producing a particular product before it’s too late.”

Faster Product Configuration and Manufacturing Times

Oracle Configurator allows configuring G.James Australia’s products quickly and easily. The company can now create a bill of materials and choose the most efficient route through the factory to produce a particular product.

“We can ensure we use factory assets, including labor, in the most productive way,” said Moy. “This has reduced the labor time required to manufacture each product by 7% and cut our overall manufacturing times by 5% to 7%.

“We can take a factory schedule, determine if it’s overloaded, and select alternative manufacturing routes,” Moy continued. “For example, the system shows us that a piece of glass is in production and whether it will be shipped on time or delayed. As a result, our customers receive an exact delivery date for the product, and there is no second-guessing.”

These improved processes have also enabled G.James Australia to increase the number of shipments that are received by customers on time and in full to between 87% and 92% each week.

Single Engine Eases Migration

G.James Australia used Oracle SOA Suite to develop a single data transfer engine between the new Oracle E-Business Suite Release 12 modules and the company’s old ERP system. With Oracle SOA Suite 11g in place, IT staff didn’t have to write an interface between Oracle Financials and the old system for each data field.

“We kept running on the old system as we implemented the new Oracle platform,” said Moy.

“Using Oracle SOA Suite, we deployed the engine and applied it to every data table we needed. We applied different rules for each data transfer (between the old and new platforms), so we didn’t have duplicate files.

“This reduced the time it took to integrate and convert data from six months to six weeks because programmers no longer had to crunch hard code. Oracle SOA Suite is the link that is used to build the whole integrated application. Without the solution, the entire project would have taken up to two years, and that level of integration wouldn’t have been possible. Instead, it only took just over a year,” he said.

Easily Integrated New Applications

Using the Oracle SOA Suite platform, G.James Australia can now quickly and easily integrate new applications, such as Oracle Discrete Manufacturing and a third-party, customized, extrusion manufacturing application.

“To enhance our aluminum extrusion business, we have integrated bespoke, extrusion manufacturing software with the ERP system,” said Moy. “The majority of the required aluminum manufacturing data is already available in Oracle Discrete Manufacturing, so we just need to feed this through Oracle SOA Suite into the new extrusion system.”

G.James Australia reused existing SOA services for the integration of Oracle Discrete Manufacturing and the extrusion manufacturing application. Without Oracle SOA Suite, this integration project would have taken staff a working year, but using the existing SOA infrastructure, the company completed it in three working months.

“We have about 20 disparate systems running our business, which all needed to be connected with our ERP solution,” said Moy. “Using Oracle E-Business Suite and Oracle SOA Suite, we could integrate these systems without hard wiring them. Oracle SOA Suite has definitely improved our ability to update or integrate a new solution.”

Data Analysis Completed Significantly Faster

G.James Australia is also using Oracle SOA Suite to improve its data analytics capabilities. Oracle SOA Suite enables the company to collate data from its ERP and other business-critical systems and feed it through into the Oracle Business Intelligence Enterprise Edition reporting tool.

“Using Oracle SOA to integrate our business systems with Oracle’s intelligence reporting tools has significantly reduced the time it takes us to analyze data,” said Moy. “For example, it used to take 15 days to complete our end-of-month manufacturing analysis, using spreadsheets to manipulate the raw data. Now, we can feed the data straight into Oracle Business Intelligence Enterprise Edition and complete our end-of-month manufacturing analysis in 3 days.”

Challenges

- Replace a time-consuming and inconvenient COBOL-based system that had been used since the early 1990s to run financials and store-manufacturing-related data
- Enable staff to extract accurate costing or sales analysis data
- Automate calculations for creditor, payroll, and depreciation figures, which were being completed using time-consuming spreadsheets or pen and paper
- Integrate new and existing company systems with Oracle E-Business Suite quickly and easily

Solutions

- Produced monthly, companywide financial reports 50% faster, reducing time from 20 days to 10 days
- Enabled accountants to close receivables at the end of each day and produce a creditor’s report for senior managers instantly, rather than taking two days
- Reduced the time taken to analyze manufacturing and stock information from one month to one week
- Increased the number of shipments that are received by customers on time and in full to between 87% and 92% each week
- Cut the time taken to pay staff from four days to 10 hours, by running one combined payroll rather than four separate ones

- Enabled staff to work out equipment depreciation instantly, rather than spending one week calculating it using spreadsheets
- Reduced time required to manufacture each product by 7% and cut overall manufacturing times by 5% to 7%
- Completed end-of-month manufacturing analysis in 3 days, compared to 15 days previously
- Improved visibility of the company's overall cash position by enabling credit and treasury staff to access accurate data about the company's cash position whenever required
- Freed financial employees to chase outstanding debt and get money into the business faster
- Improved glass and aluminum manufacturing processes by streamlining workflows, automating schedules, and improving configuration processes
- Enabled managers to determine the profitability of each order and decide immediately if it's worthwhile to continue producing a particular product
- Ensured customers received an exact product delivery date by generating more accurate factory schedules, showing the most efficient route for a particular product
- Eliminated the need for IT staff to write an interface for each data field and avoided duplicating files while integrating data between the new ERP system and the old system
- Completed the data transfer and integration for the new ERP system in six weeks rather than six months, and the entire ERP project in 13 months, rather than two years
- Integrated Oracle Discrete Manufacturing and a bespoke extrusion manufacturing application in three working months, rather than a working year

Why Oracle

G.James Australia spent two years evaluating potential suppliers before selecting Oracle. Initially, approximately 10 vendors, including Oracle and SAP, were invited to develop an interim solution that could be demonstrated to the company.

"We wanted to see how each platform handled multiple currencies in the costing and invoicing areas, as well as how they would handle trade offshore, in U.S. dollars," said Moy. "Following this testing, we felt that the Oracle solution was the most suitable for our needs."

In addition, Oracle has an office in Brisbane, unlike SAP, which is represented by a reseller. "We want to deal directly with a company and be in contact with the people who develop the solutions," said Moy.

Moy and his IT staff were also given the opportunity to meet with Oracle's Executive Vice President of Product Development Thomas Kurian, who heads up a team responsible for Oracle's product strategy.

"He went through the vision that Oracle had for its applications and how Oracle SOA Suite would be used to integrate Oracle's solutions," said Moy. "This gave us confidence that Oracle had a sound roadmap for the future."

Implementation Process

G.James Australia implemented Oracle Financials, Oracle Payroll, Oracle Enterprise Asset Management, Oracle Business Enterprise Intelligence Edition, and Oracle SOA Suite in May 2007. In June 2011, the company upgraded to Oracle SOA Suite 11g. It then deployed Oracle Discrete Manufacturing and Oracle Configurator in September 2011.

The Oracle solution had to be designed to handle the unique organizational structure within G.James Australia. “Family members own various parts of the business, and the tax liability for each individual is different,” said Moy. “This was a challenge, but it worked out well in the end.”

G.James Australia took three months to test the initial Oracle solution and train staff that had limited experience using a graphical user interface.

“Business users also had to get used to owning the application, unlike previously when the IT department owned the code,” said Moy.

Oracle Consulting provided some advice to G.James Australia’s IT staff during the initial implementation in 2007, working closely with its practice leaders through a series of design workshops. In 2011, Oracle Consulting also provided external consulting services during the implementation of Oracle Discrete Manufacturing and Oracle Configurator.

Partner

Oracle Partner Intelligent Pathways provided consulting guidance for G.James Australia’s Oracle Business Enterprise Intelligence Edition implementation in 2007.

“The implementation was successful and we were happy with Intelligent Pathways’ services,” said Moy.

Oracle Customer:

Jurlique

Mount Barker, Australia
www.jurlique.com.au

Industry:

Consumer Goods

Employees:

350

Oracle Products & Services:

- Oracle SOA Suite Release 11.1.1.5
- Oracle WebLogic Server 11g
- Oracle BPEL Process Manager 11g
- Oracle Business Activity Monitoring 11g
- Oracle Application Development Framework 11g
- JD Edwards EnterpriseOne Order Processing

Oracle Partner:

Red Rock Consulting

www.redrock.net.au

Jurlique Automates Online Ordering and Completes Skincare Product Transactions 50% Faster During Peak Periods

“Oracle SOA Suite enabled us to cost-effectively deploy new online services in less than six months, and complete skincare product transactions 50% faster during peak sales periods. We will also take advantage of reusable components to build more cutting-edge services in the future.”

— **Wojciech Peretko**, CIO, Jurlique

Established in 1985, Jurlique is an Australian manufacturer of natural skincare products. The company operates a 153-acre farm in South Australia, where it uses biodynamic farming techniques to optimize the potency of its plants to create products that offer highly effective results.

Recently, Jurlique has experienced significant growth in online sales in the U.S. When Jurlique’s products were featured on The Today Show in the U.S., the company received 16,000 orders in a 24-hour period, and it took more than one month to settle the orders.

Jurlique quickly realized it needed to automate its online ordering process to cut down transaction processing time and deliver a better service to its customers. This would involve integrating its online ordering application with the JD Edwards EnterpriseOne system to create a streamlined service-oriented architecture (SOA) framework.

SOA has reduced the time it took to complete online product orders by at least 20%, and it accelerates delivery times from order to shipment by 50%.

Challenges

- Automate processing Web-based orders to support growth in online skincare product sales, particularly in the U.S.
- Improve customer service by reducing the weeks of manual processing required to reconcile thousands of daily product orders during peak times, such as Christmas
- Support sudden spikes in orders due to promotional activities, such as product coverage on television
- Automate the wholesale product ordering process, from the time a retail customer orders a product online, to when the package leaves the warehouse
- Enable staff to enter and manage customer orders using mobile devices

Solutions

- Deployed a service-oriented architecture (SOA), providing real-time orders by integrating Website functions with the company’s core JD Edwards EnterpriseOne Order Processing module without need for custom coding
- Reduced time to complete online product orders by at least 20% by automating settlement processes
- Cut the time to reconcile skincare product orders during peak periods, such as special events or Christmas, by 50%

- Enabled customer service staff to identify transaction failures and resubmit these orders 10% faster
- Improved transaction data by allowing customers to enter their delivery address or details online, which reduced the number of missed deliveries to almost zero
- Accelerated delivery times from order to shipment by 50%—reducing it from a minimum of four hours to a maximum of two hours
- Ensured orders are available in the warehouse and ready for shipment within 15 minutes
- Allowed skincare product orders placed by 2:00 p.m. to be delivered to customers the same day, extending the cut-off time for same-day delivery by two hours
- Reduced invoice settlement time from days to seconds by integrating and automating credit card payment and invoice settlement processes with a single merchant payment account
- Enabled quicker order entry by tracking subscription IDs and storing credit card details when orders were authorized and making this information available for future transactions
- Sped up deployment through SOA for new online services, improving engagements between the IT department and the rest of the organization
- Allowed sales staff to process sales orders on mobile devices by using Oracle Application Development Framework 11g and Oracle SOA Suite to build a Mobile Ordering System that is integrated with the JD Edwards EnterpriseOne Order Processing module
- Improved visibility of enterprise business processes by using BPEL Process Manager to initiate and track processes across applications to identify areas for improvement
- Allowed just one person from the IT team to easily manage server capacity using Oracle WebLogic Server
- Redeployed customer service staff in Australia, the U.K., and the U.S. from manual data entry to more active customer-facing roles, due to automation
- Expected to decrease application downtime and risks related to upgrading to JD Edwards EnterpriseOne 9.1 by eliminating the need to recode interfaces and test customizations
- Anticipated a reduction in the time to complete server maintenance each month using Oracle Business Activity Monitoring
- Supported growth in online orders, particularly from overseas markets, as a result of faster, more efficient order processing

Why Oracle

Jurlique chose Oracle SOA Suite Release 11.1.1.5, Oracle WebLogic Server 11g, BPEL Process Manager 11g and Oracle Application Development Framework 11g because the solutions enabled the company to deploy new online services at a low cost.

“Jurlique is a small organization with a limited IT budget,” said Wojciech Peretko, CIO, Jurlique. “The Oracle solutions will support future growth in our organization as we roll out new services for our staff and customers.”

Implementation Process

Jurlique chose Oracle SOA Suite Release 11.1.1.5, Oracle WebLogic Server 11g, BPEL Process Manager 11g, Oracle Application Development Framework 11g, and Oracle Application Development Framework Mobile Client 11g because the solutions enabled the company to deploy new online services at a low cost.

“Jurlique is a small organization with a limited IT budget,” said Wojciech Peretko, CIO, Jurlique. “The Oracle solutions will support future growth in our organization as we roll out new services for our staff and customers.”

The online ordering system—which is integrated with the JD Edwards EnterpriseOne system—was developed between January and June 2011 using Oracle SOA Suite Release 11.1.1.5, BPEL Process Manager 11g, and Oracle WebLogic Server 11g.

During the implementation, Red Rock Consulting worked with Jurlique to develop and test the core online SOA application that enables the JD Edwards system to authorize orders for credit card payments and automatically settle invoices.

The solution also uses credit card subscriptions to safely store sensitive personal information in a service provider database instead of locally in the JD Edwards EnterpriseOne system. This ensures Jurlique is compliant with the requirements of the Payment Card Industry Data Security Standard, which protects cardholder data by making sure companies securely process, store, and transmit credit card information.

The new Web-based wholesale ordering system is being developed using Oracle Application Development Framework 11g and reusing services from the first online ordering system deployment. It is expected to go live in the second half of 2012.

Partner

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Red Rock Consulting developed the online ordering system integration and had it ready for testing in only a few days. Since then, the organization has helped build more proof-of-concept and production applications.

One of these applications is a shipment notification system, which instantly sends e-mails to customers when shipments are recorded in JD Edwards EnterpriseOne, and a dashboard that illustrates order-processing flows in real time.

Red Rock Consulting also integrated a system used at Jurlique's warehouse in the United Kingdom with JD Edwards EnterpriseOne to process sales orders and receipts in the warehouse.

"We have been impressed by Red Rock Consulting's technical staff and its ability to create new applications so quickly," said Peretko. "Its experience was very useful, as we don't have this sort of expertise in-house."

Oracle Customer:**Life Technologies Corporation**

Carlsbad, California

www.lifetechnologies.com

Industry:

Life Sciences

Annual Revenue:

US\$1 to US\$5 Billion

Employees:

More than 10,000

Oracle Products & Services:

- Oracle SOA Suite
- Oracle Service Bus
- Oracle Application Development Framework
- JD Edwards EnterpriseOne Financials
- JD Edwards EnterpriseOne Order Processing
- Siebel Service
- Agile Product Collaboration
- Agile Product Portfolio Management

Life Technologies Corporation Integrates Applications, Improves Shipment Accuracy, On Boards Acquisition in Two Months, and Speeds Time to Market

“Oracle Fusion Middleware has enabled us to achieve real-time integration between our core business systems, including our JD Edwards EnterpriseOne environment, Siebel CRM applications, Agile product lifecycle management systems, and our warehouse management environment. It is opening up new possibilities, as it helps improve shipping accuracy and inventory control, quickly integrate new companies, and accelerate time to market for new products. And, we’re just getting started.”

— **Sreedhar Reddy**, Senior Manager, Enterprise Resource Planning and Middleware Development, Life Technologies Corporation

Life Technologies Corporation is a global biotechnology tools company dedicated to improving the human condition. It was created from the merger of Invitrogen Corporation and Applied Biosystems Inc. in November 2008. Its product portfolio includes technologies for capillary electrophoresis-based sequencing, next-generation sequencing, mass spectrometry, sample preparation, cell culture, ribonucleic acid (RNA), interference analysis, functional genomics research, proteomics, and cell biology applications, as well as clinical diagnostic applications and water testing analysis. The company has a presence in approximately 160 countries, and holds more than 3,100 patents and exclusive licenses.

Life Technologies wanted to find an efficient way to achieve real-time integration between its JD Edwards EnterpriseOne, Siebel customer relationship management (CRM), Agile product lifecycle management (PLM), and warehouse management environments. It had been relying on batch processing, which did not provide the real-time data the organization required, especially in its very active warehouse network.

The company used Oracle Fusion Middleware, including Oracle SOA Suite, Oracle Service Bus, Oracle Application Integration Architecture, and Oracle Application Development Framework, to achieve the real-time integration it required. It has reduced missing product shipments and losses associated with them and rapidly integrated a new acquisition in just two months—30% faster than if the company had used traditional integration methodologies. Life Technologies also accelerated the creation of new stock keeping units (SKUs), speeding time to market for new products. Further, it reduced the time, expense, and potential for error associated with rekeying data into multiple systems.

Challenges

- Achieve real-time integration between the company’s enterprise resource planning (ERP), CRM, manufacturing, warehouse management, and product lifecycle managements systems to automate, accelerate, and improve the accuracy of core business processes, from the creation of new life sciences instrumentation and diagnostics products, to order fulfillment
- Enable the company to rapidly integrate acquired companies to jumpstart return on investment

- Ensure more accurate data about the company's instrumentation and diagnostics products and eliminate the time, expense, and potential errors associated with rekeying data into multiple systems
- Improve IT team productivity and accelerate IT initiatives through the ability to reuse integration components

Solutions

- Used Oracle Fusion Middleware, including Oracle SOA Suite, Oracle Service Bus, Oracle Application Integration Architecture, and Oracle Application Development Framework, to achieve real-time integration of Oracle's JD Edwards EnterpriseOne applications with the company's warehouse management system, Siebel CRM applications, Agile PLM applications and more, providing more accurate information and expanded visibility across the enterprise
- Eliminated missing shipments of the company's life sciences instruments and diagnostics products and reduced associated lost revenue
- Improved inventory control—reducing the incidence of shelf-life expiration for perishable products, such as dry ice—thanks to more efficient and accurate information exchange between JD Edwards EnterpriseOne ERP applications and the company's warehouse management environments
- Enabled efficient processing of 25% of the company's US\$3.8 billion in revenue using Oracle Fusion Middleware
- Gained the ability to integrate a new company into Life Technologies' ERP environment in just two months to jumpstart return on investment, reusing existing Web services to complete the project 30% faster than with traditional integration methods
- Created a business workflow application that automated and decreased turnaround time for creating new SKUs, helping to speed time to market for new instrumentation, diagnostic, and testing products
- Eliminated time, expense, and potential for error associated with rekeying data into multiple systems
- Created a foundation to consolidate manufacturing applications for a more efficient environment and develop real-time dashboards for expanded visibility into shipments, warehouse activity, manufacturing, and more

Oracle Customer:**Teva North America**

North Wales, Pennsylvania
www.tevapharm-na.com

Industry:

Life Sciences

Annual Revenue:

Over US\$5 Billion

Employees:

9,000

Oracle Products & Services:

- Oracle SOA Suite
- Oracle Service Bus
- Oracle SOA Management Pack
Enterprise Edition
- Oracle E-Business Suite

Teva North America Tracks Millions of Products Across the Entire Supply Chain for Improved Safety and Business Insight

“Oracle Fusion Middleware and Oracle E-Business Suite are critical components of our e-pedigree solution—enabling us to optimize our existing technology investment. We’ve created a robust and highly scalable solution that will enable us to track our products across the entire pharmaceutical supply chain—improving safety and giving business insight into inventory, costs, and quality assurance.”
— **Jagadish Shivaramaiah**, Manager, Applications Development, Teva North America

Teva Pharmaceutical Industries Ltd., headquartered in Israel, is a leading global pharmaceutical company, committed to providing consumers with access to high-quality healthcare by developing, producing, and marketing affordable generic, innovative, and specialty products, as well as active pharmaceutical ingredients. The world’s largest maker of generic pharmaceutical products, Teva has a global product portfolio of more than 1,300 molecules and a direct presence in approximately 60 countries. The company’s branded businesses focus on products for the central nervous system, oncology, pain, respiratory, women’s health, and biologics.

Teva North America is comprised of subsidiaries of Teva Pharmaceutical Industries Ltd. The North American group has locations in 13 states, the District of Columbia, Canada, and Puerto Rico, and more than 9,000 employees.

Challenges

- Comply with State of California and other emerging e-pedigree anti counterfeiting initiatives that require pharmaceutical manufacturers to apply unique serial numbers to track products at the unit, case, and pallet levels, tracing serial number movement across trading partners and through the entire pharmaceutical supply chain
- Create an e-pedigree solution that scales and can introduce a standardized serialization process across a global organization that has grown significantly through mergers
- Leverage the compliance infrastructure to advance broader business objectives, such as greater supply chain agility, tighter inventory control, and more efficient distribution
- Ensure that the e-pedigree solution integrates with existing infrastructure and key trading partners to optimize current IT investment

Solutions

- Used Oracle Fusion Middleware components, Oracle E-Business Suite, and a third-party traceability server, warehouse management system, and packaging execution system to create a scalable and robust e-pedigree solution that satisfies immediate regulatory requirements and positions the company for future business benefits
- Laid a foundation to enable consumers in the future to know the exact path and chain of custody that their pharmaceutical products have taken, from point of production, to the pharmacy, guarding against counterfeiting and ensuring safety

- Built a platform that will enable Teva to integrate serialized information with additional business transactions and processes—such as inventory control, quality assurance, returns, pricing, and contracts—for greater insight into operations
- Positioned the organization to obtain a real-time picture of where more than 1.5 million pharmaceutical products are at any point in the supply chain, which enables tighter inventory control, especially in short-supply situations, and drives better understanding of the impact of disruptions or process changes—ultimately supporting better decision-making
- Gained the ability to determine the exact cost of each unit, from manufacture through consumption, and monitor market manipulation, improving competitive position
- Used Oracle SOA Suite to integrate the flow of information between manufacturing resource planning, enterprise resource planning, serialization, and warehouse management systems to ensure complete documentation and full traceability
- Enabled the new serialization and legacy enterprise systems to co-exist, thanks to Oracle SOA Suite, which supports a loosely coupled approach to integration
- Allowed business processes to operate across a multinode network, thanks to Oracle SOA Suite, which makes the integration process more fault-tolerant and protects existing investments against potential business and technological disruption
- Optimized existing technology investments as part of the e-pedigree initiative, speeding development, reducing investment costs, and minimizing business risk
- Created a highly scalable solution that is capable of supporting massive data volumes and real-time data exchange between systems, including processing and printing billions of serial numbers and then storing the history of each unit

Why Oracle

Teva North America evaluated several middleware solutions, including IBM WebSphere, when it launched its e-pedigree initiative. “We conducted a thorough evaluation of solutions, and Oracle led the pack in terms of its roadmap, following the acquisition of WebLogic. It also provided strong benchmarks, and we had resources in house that were experienced with Oracle’s solution set, including Oracle E-Business Suite,” said Jagadish Shivaramaiah, manager, applications development, Teva North America.

Implementation Process

Teva’s e-pedigree solution—which required four years to build and test—was a groundbreaking initiative involving the integration of numerous systems as well as the deployment of new technologies. For the North American initiative, Teva used Oracle SOA Suite to integrate the company’s Northwest US Distribution Center, packaging lines throughout North America, and downstream trading partners.

After piloting in the United States, Teva will roll out its e-pedigree solution at its manufacturing facilities across the globe over the next 18-to-24 months.

BUSINESS PROCESS AGILITY

Oracle Customer:**Account NI**

Northern Ireland, United Kingdom
www.accountni.dfpni.gov.uk

Industry:

Public Sector

Employees:

30,000

Oracle Products & Services:

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

Oracle Partner:**BT**

www.bt.com

Account NI Streamlines Sales Invoicing and Gains Efficiency for Northern Ireland's Civil Service

"We chose Oracle Unified Business Process Management Suite and Oracle SOA Suite, based on independent analyst reports and Oracle's track record of success within other Northern Ireland governmental departments. Our business managers have validated our choice, saying they now have far greater confidence in our self-service processes."

— **John Crosby**, Director of Finance Shared Services, Account NI

Account NI is the shared service financial processing center for all 12 of the Northern Ireland government's civil service departments, some of their agencies, and nondepartmental public bodies. Some of Account NI's financial responsibilities are to manage accounts payable and accounts receivable functions for a diverse range of government departments, such as the Department of Finance and Personnel, Department for Social Development, and the Department of Enterprise, Trade and Industry. These functions generate large volumes of paperwork related to invoicing, purchasing, and procurement.

The organization chose to deploy Oracle Unified Business Process Management Suite and Oracle SOA Suite, alongside its existing E-Business Suite financial system to reduce the inefficiencies associated with large volumes of paperwork, as well as to improve service to its internal and external customers.

Thanks to Oracle, Account NI is now able to provide one consolidated, shared-services environment for managing processes, from purchasing through to payment of invoices.

Using Oracle Unified Business Process Management Suite, Civil Service departmental staff can issue sales invoices, process receipts and maintain its customer database in a fraction of the original time and at a reduced cost per transaction.

Challenges

- Improve financial transaction processing efficiency across the Northern Ireland Civil Service
- Accelerate repetitive, high volume, business processes, such as customer account maintenance, sales invoicing, and payment handling
- Improve the user experience of conducting financial transactions by reducing processing timelines and removing duplication of effort, inaccuracies, and inefficiencies across a predominantly manual data workflow
- Reduce staff required for processing financial transactions to help the government agency optimize public funds for its core social service and public safety missions
- Eliminate errors associated with manual data entry and enhance customer satisfaction
- Shorten the time to issue sales invoices, apply receipts, and maintain the customer database

Solutions

- Deployed Oracle Unified Business Process Management Suite and Oracle SOA Suite for 1,100 finance users in Northern Ireland Civil Service's 12 departments to standardize and accelerate accounts receivable transactional processing, thereby saving time and improving accuracy, efficiency, and consistency

- Accelerated customer on boarding for accounts payable and the creation of customer records, shortening processes that took as long as three days to around one hour, on average
- Saved time and increased accuracy by replacing the typical user process of downloading an Excel form, manual data entry, e-mail attachment, departmental approval, transfer, printing, manual verification, re-iteration, and archiving with direct keying to Oracle E-Business Suite
- Accelerated key accounts receivable business processes, thereby reducing governmental accountable resources, staff overheads, and manually-intensive administration from approximately four days for sales invoice generation to just an average of 92-minutes, daily, using Oracle business process management (BPM), service-oriented architecture (SOA), and application developer framework (ADF) solutions
- Enabled generating approximately 1,200 sales invoices in a typical month, peaking to just over 2,200 sales invoices for busy months, using Oracle Unified Business Process Management Suite, which take a fraction of the time it took the previous, manual system
- Ensured all Oracle Unified Business Process Management Suite-based business is processed on the same working day when submitted to the shared service center by 4:00 p.m.
- Reduced a team of four, full-time financial transaction process administrators to a part-time team of two, enabling reallocation of staff to more strategic initiatives
- Eliminated manual errors by automatically verifying data in BPM and ADF forms, such as comparing customer details, account codes, and open invoices against live data, resulting in quicker, fully-traceable workflows

Why Oracle

“We looked at independent analyst reports, each vendor’s track record with implementations in other governmental departments, and at their ability to meet the unique needs of a public sector organization—with an emphasis on expenditure rather than profit. We then looked at the best fit with our existing technology and the expertise of our teams and partners, particularly BT. We logically chose Oracle after taking into account all of these factors,” said John Crosby, director, finance shared services, Account NI.

Implementation Process

Account NI and its partner BT ran a proof of concept with Oracle Unified Business Process Management Suite in early 2010. The results were positive, and after four months of design and development by BT, Account NI went live with its first business process management procedure for maintaining its customer database. New BPM processes were subsequently added and now Account NI’s accounts receivable function is serviced by three, business-critical BPM processes for sales invoice generation and accounts receivable receipting.

Looking to the future, Account NI, with the help of BT, plans to extend the BPM solution to other areas of the business, such as the accounts payable function.

Partner

Account NI has a strong, long-term partnership with BT, which secured a 12-year contract with Account NI in 2006.

“BT is constantly exploring better ways to help Account NI, our customer, to do business. We place a particular emphasis on reducing operational inefficiencies, improving service to all internal and external customers, while offering the best value for public money. This is particularly important in the current economic climate,” said Phil Mulhall, Oracle architect at BT. “Adopting Oracle Unified Business Process Management Suite was about realizing these benefits. Working with Account NI, we designed and built a very efficient and effective BPM/SOA solution that really delivers today and for the future. BT’s knowledge of Account NI’s business, coupled with its knowledge of industry-leading software, such as Oracle’s Unified Business Process Management Suite 11g meant that a BPM-based solution could be delivered on time and on budget without compromising the quality of the overall solution.”

Oracle Customer:**Scottish Water**

Dunfermline, Scotland
www.scottishwater.co.uk

Industry:

Utilities

Annual Revenue:

US\$1 to US\$5 Billion

Employees:

3,400

Oracle Products & Services:

- Primavera P6 Enterprise Project Portfolio Management
- Oracle Business Process Management
- Oracle BPEL Process Manager

Scottish Water Improves Operational Efficiency and Streamlines Workflow for US\$3 Billion Capital Investment Program

“With Oracle’s Primavera P6 Enterprise Project Portfolio Management and Oracle Business Process Management in place, we now have a fully compliant and consistent approach to our capital investments, resulting in clear visibility of progress across all of our programs.”

— **Cathie Bankier**, Business Change Manager, Asset Management Directorate, Scottish Water

Scottish Water provides water and wastewater services to approximately 5 million customers in 2.4 million households across Scotland. The organization serves a dispersed population living in an area covering approximately 79,000 square kilometers, requiring a large number of small water and waste water treatment works. Scottish Water is the fourth largest water company in the United Kingdom.

Scottish Water manages more than 47,000 kilometers of water pipes, 50,000 kilometers of sewer pipes, 1,837 wastewater treatment works, and 297 water treatment works, plus pumping stations, sludge treatment centers, and reservoirs. The organization has a capital delivery program worth US\$3 billion over a five-year regulatory period, which involves complex financial processes, multiple delivery partners, and regulatory stakeholders.

The company managed this complex and high-value capital delivery program using a number of different software products, manual spreadsheets, and paper-based processes. There was little integration between systems, no continuity between regulatory periods, a difficult reporting environment, and limited audit trail.

Scottish Water worked with Tata Consultancy Services to implement a new enterprise project and portfolio management solution, Primavera P6 Enterprise Project Portfolio Management and Oracle Business Process Management, for all Scottish Water employees and partner organizations working on the capital delivery programs. The systems are fully integrated with existing back office systems, including Oracle’s PeopleSoft Financials.

Since implementation of the capital investment systems and processes (CISP) program, Scottish Water has achieved operational savings equivalent to 19.5 full time employees, streamlined the data and reporting processes to improve regulatory compliance, and it has realized annual tax savings of US\$456,000 with a transparent audit trail.

Challenges

- Streamline capital investment project processes and workflow to meet the efficiencies and regulatory requirements set out by the water industry commissioner
- Eliminate reliance on paper-based capital expenditure forms, remove manual-based systems, and replace with one integrated project management and workflow system
- Improve reporting, control, transparency, and auditability throughout all capital investment projects
- Enable control and management over hundreds of concurrent projects ranging from the replacement of a pumping station to the construction of a new water treatment works

- Integrate project management and workflow with back-office systems including Oracle's PeopleSoft Financials to enable straightforward financial control and reporting

Solutions

- Worked with Oracle Partner Tata Consultancy Services to implement Oracle's Primavera P6 Enterprise Project Portfolio Management to enable management of multiple projects under one program, ranging from small projects lasting a few months to larger scale projects running two years and over multiple regulatory periods
- Built a new workflow using Oracle Business Process Management to drive efficiency throughout the capital delivery programs
- Achieved a total of 19.5 full time employees in operational savings, resulting from improved processes and more efficient working practices
- Ensured compliance with regulatory requirements to become more efficient and achieved an annual tax savings of US\$456,000 with a transparent audit trail
- Trained 500 staff and partners to improve knowledge and understanding of both the new systems and also the capital investment process, resulting in more knowledgeable and able employees and partners
- Enabled partner organizations—such as construction and engineering companies—to access the project management and workflow system, ensuring that all data and information is reliably held in one place and can be quickly and easily accessed
- Integrated system components using service-oriented architecture (SOA) principles aligned with business services

Why Oracle

Oracle was already at the core of Scottish Water's back office systems. The organization already had a number of Oracle systems in place and previous consolidations led to the purchase of an unlimited license agreement.

"Oracle's Primavera P6 Enterprise Project Portfolio Management enables us to simultaneously manage hundreds of projects of varying scale and duration. We have tightened up our processes and improved reporting and control of all our capital investment projects," said Cathie Bankier, business change manager, asset management directorate for Scottish Water.

Partner

Scottish Water chose Tata Consultancy Services following a competitive tender process as it was able to demonstrate significant experience in the capital investment sector. It also had experience in working with Oracle's Primavera modules and Oracle Business Process Management and demonstrated the ability to integrate with Scottish Water's existing Oracle systems.

“During the project, we built up a strong working relationship with Tata Consultancy Services employees. Our Tata account manager was on the steering group and attended regular weekly meetings at Scottish Water. With a strong project manager in place, the project went very smoothly and we met all our timescales and deadlines,” said Cathie Bankier, business change manager, asset management directorate for Scottish Water.

“We would definitely work with Tata Consultancy Services again if we could put in place a similar working structure and also if Tata was able to provide the excellent people we know from their team,” she added.

Oracle Customer:**United States Marine Corps**

Arlington, Virginia

www.marines.mil

Industry:

Public Sector

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financial Services
- Oracle Purchasing
- Oracle Mobile Field Service
- Oracle Supply Chain Planning
- Oracle Fusion Middleware
- Oracle XML Gateway
- Oracle Business Process Management
- Oracle Business Activity Monitoring
- Oracle Web Services Manager
- Oracle Advanced Queuing
- Oracle Consulting

United States Marine Corps Reduces Requisition Request Cycle Time by 80% with New Logistics System

“Oracle Fusion Middleware and Oracle E-Business Suite provide a scalable and highly reliable foundation for the new mission-essential Marine Corps Global Combat Support System.”

— **Dan Corbin**, Program Manager, Marine Corps Global Combat Support System

The United States Marine Corps is one of seven uniformed services in the United States. Established as a branch of military service in 1775, the Marine Corps currently consists of approximately 200,000 Marines deployed worldwide.

Challenges

- Ensure that the readiness status of units in the most forward deployed zones is visible to logistic planners to ensure optimal performance and the safety of Marines on the front lines
- Create a global combat support system that combines logistics data and transportation technologies to improve response time in a crisis and enhance the ability to track and shift units, equipment, and supplies
- Ensure that the system is secure and deployable regardless of mission location

Solutions

- Used Oracle Fusion Middleware and Oracle E-Business Suite applications as the foundation for the Marine Corps Global Combat Support System, which improves Marine readiness
- Deployed solution via a Federated Private Cloud utilizing Oracle Fusion Middleware and Oracle E-Business Suite that allows war fighters the same logistics capability around the world and can scale for use by other U.S. Department of Defense agencies
- Provided members of the Marines logistics community with a single source of integrated information across the supply chain, which allows for more informed decisions and eliminates the need to reconcile conflicting data in multiple systems
- Improved ability to provide supply, maintenance, engineering, transportation, and health services to 200,000 Marines
- Reduced requisition request cycle time by 80%, from three days to 10 minutes, with Oracle Supply Chain Planning
- Improved visibility into supply orders at both the individual and overall readiness levels
- Improved ability to create timely and reliable documentation on repairs and maintenance of military equipment
- Provided platform to consolidate 200 legacy IT systems to one integrated infrastructure, based on a service-oriented architecture, reducing IT management requirements and complexity in the future

ENTERPRISE APPLICATION EXTENSIONS

Oracle Customer:**Christie Digital Systems USA, Inc.**

Cypress, California

www.christiedigital.com

Industry:

High Technology

Employees:

1,500

Oracle Products & Services:

- JD Edwards EnterpriseOne Financials
- JD Edwards EnterpriseOne Service Management
- JD Edwards EnterpriseOne Manufacturing – Shop Floor
- JD Edwards EnterpriseOne Configurator
- Oracle Fusion Middleware
- Oracle BPEL Process Manager
- Oracle SOA Suite
- Oracle Application Server

Oracle Partner:**SYSTIME**

www.systime.net

Christie Digital Systems USA, Inc. Improves Inventory Visibility, Reduces Shipping Costs, and Boosts Customer Service with Web-Services Integration

“Oracle Fusion Middleware enabled us to integrate data from our logistics partner into our JD Edwards EnterpriseOne system in real-time to ensure comprehensive visibility regarding inventory and shipments. This implementation has reduced the effort needed to fulfill orders in a timely matter, which enables us to better serve our customers and enhances our productivity.”

— **Jason Perry**, Director of Global Applications, Christie Digital Systems USA, Inc.

Christie Digital Systems USA, Inc. is a global, visual technologies company. The company is continuously first to market with some of the world’s most advanced projectors and complete system displays for Hollywood, business-critical command centers, classrooms, and training centers.

With an exponential increase in its European operations that stretched from the United Kingdom to Hungary and into the Middle East, it became increasingly difficult for Christie to effectively monitor and access its inventory, which was spread across various locations in Europe. Christie began working with a third-party logistics (3PL) partner to optimize its supply chain. To successfully utilize a 3PL partner, however, Christie needed to integrate its JD Edwards EnterpriseOne enterprise resource planning (ERP) system with its 3PL partner’s systems. This integration would enable real-time inventory visibility, which is essential to maintaining optimal operating efficiency and customer service.

Christie worked with Oracle Partner SYSTIME to develop a Web-services interface to link its ERP environment with the 3PL provider’s system using Oracle Fusion Middleware. The implementation standardized and automated business processes between Christie and its 3PL provider to ensure business consistency and enhance inventory visibility. Christie has optimized its supply chain and enabled better product transport, which supports the company’s global growth strategy.

Challenges

- Improve operational consistency to enable Christie to respond rapidly and accurately to orders for its visual technology components—which are business-critical to many organizations, such as transportation and public safety command centers, as well as entertainment venues
- Reduce cycle times and tax costs associated with shipping visual technology products between Christie’s European locations to better serve customers and improve operational efficiency
- Allow Christie to effectively leverage the services of a 3PL partner by enabling real-time sharing of order, inventory, and shipping information between the two organizations

Solutions

- Worked with Oracle partner SYSTIME to develop a Web-services interface to link Christie’s JD Edwards EnterpriseOne ERP environment with the 3PL provider’s systems using Oracle Fusion Middleware

- Established real-time visibility of inventory, order statuses, shipment confirmations, and sales order receipts to ensure that Christie can track where its inventory—ranging from large digital components to small replacement parts—and revenue are moving
- Enabled real-time response capabilities of inventory movement from the 3PL partner's centralized warehouse to ensure optimal resource allocation, scheduling, and customer satisfaction
- Enhanced customer service by shipping products faster and gaining the ability to provide accurate and real-time information in response to customer inquiries
- Improved accuracy of Christie's demand management and allocation processes, which is essential to the build-to-stock company
- Leveraged Oracle SOA Suite to address Christie's multiple, disparate systems and standardize the integration with JD Edwards EnterpriseOne
- Utilized Oracle BPEL Process Manager to reduce integration cost and complexity
- Freed management and IT team time to focus on continuous improvement of business processes

Why Oracle

Christie considered using electronic data interchange (EDI) as well as other options to integrate its JD Edwards EnterpriseOne environment with its 3PL partner. It found, however, that only a Web-services approach could deliver the real-time updates that are necessary to ensure optimal product visibility. After reviewing various options, Christie selected Oracle Fusion Middleware. It determined that Oracle's solution provided the greatest flexibility, had proven itself in the market, and required very little maintenance.

Partner

Oracle Partner SYSTIME created the Web-services interface that integrates Christie's JD Edwards EnterpriseOne environment and its 3PL partner's systems. During the implementation, SYSTIME leveraged Oracle Fusion Middleware, including Oracle SOA Suite, as well as business services on Oracle Application Server, to establish interoperability with JD Edwards EnterpriseOne while minimizing operational costs and optimizing system integration.

Oracle Customer:**Rosendin Electric, Inc.**

San Jose, California

www.rosendin.com

Industry:

Engineering and Construction

Annual Revenue:

US\$500 Million to US\$1 Billion

Employees:

2,200

Oracle Products & Services:

- Oracle Fusion Middleware 11g
- Oracle SOA Suite
- Oracle BPEL Process Manager
- Oracle WebLogic Suite
- Oracle E-Business Suite
- Oracle Financials
- Oracle Purchasing
- Oracle Projects
- Oracle Linux

Oracle Partner:**AT&T**

Rosendin Electric, Inc. Automates Procure-to-Pay Process with Service-Oriented Architecture

“We have transformed our procure-to-pay process with Oracle Fusion Middleware 11g. We can place and receive orders for critical supplies, such as electrical components, much more quickly. We’re also better equipped to take advantage of early-pay discounts and are reducing our costs associated with procure-to-pay processes.”

— **Anand Tamboli**, Director, Business Applications, Rosendin Electric, Inc.

Rosendin Electric, Inc. is an employee-owned electrical engineering, power, and communications provider and the largest privately held electrical contractor in the United States. It provides electrical design, installation, and maintenance services to customers in many industries, including the public sector, healthcare, utilities, and manufacturing.

Challenges

- Automate the procure-to-pay process to accurately and efficiently place orders with vendors and process invoices—helping to ensure that the company’s electrical construction projects remain on schedule and on budget
- Maintain quality service and valued relationships with customers and vendors, such as electrical component providers, without compromising profitability
- Improve productivity of staff involved in the procure-to-pay process, allowing them to focus on strategic priorities

Solutions

- Chose Oracle’s Fusion Middleware, including Oracle SOA Suite, Oracle BPEL Process Manager and Oracle WebLogic Suite, to integrate procure-to-pay processes with Rosendin Electric’s top vendors through electronic data interchange (EDI)
- Integrated the company’s Oracle E-Business Suite modules with the EDI solution, eliminating the need to manually place and confirm the receipt of orders via phone, fax, and e-mail when doing business with the company’s major vendors, including electrical component providers
- Created a repeatable standard for communication between internal and external data systems
- Eliminated the need to rekey data into various systems, freeing up staff time to focus on other projects and reducing errors
- Enabled the company to more consistently manage and take advantage of early-pay discounts on a growing portion of its more than US\$400 million in annual purchases
- Used Oracle BPEL Process Manager to automate purchase approvals for select items below a set dollar limit, further accelerating order placement
- Worked with Oracle Partner AT&T to build and complete the integration, which is expected to save more than US\$1 million
- Deployed the solution on Oracle Linux for high performance

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, Inc.

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:**Vodafone Albania**

Tirana, Albania
www.vodafone.al

Industry:

Communications

Employees:

450

Oracle Products & Services:

- Oracle Application Integration Architecture Foundation Pack Extension for Communications
- Siebel Communications, Media, and Energy
- Siebel Communications Sales
- Siebel Communications Service
- Siebel Configurator
- Siebel Customer Order Management
- Oracle SOA Suite for Oracle Middleware
- Oracle Communications Billing and Revenue Management
- Oracle Business Intelligence Suite, Enterprise Edition
- Siebel Campaigns
- SPARC Enterprise M3000
- SPARC Enterprise M4000
- Oracle Web Server 6.1
- Oracle Solaris 10
- Oracle Consulting

Vodafone Albania Builds World-Class CRM Platform on Single-Vendor Software and Hardware Stack, Cuts Server Requirements by 50%

“Oracle’s Siebel portfolio, billing and revenue management solution, and SOA middleware give us an end-to-end integrated platform for improving the customer experience and supporting growth.”

— **Enri Prodani**, Business Support Manager, Vodafone Albania

Vodafone Albania is part of Vodafone Group Plc, the world’s largest telecommunications company, as measured by revenue. Vodafone Albania’s GSM mobile network covers 93 % of the country, reaches up to 99.7 % of the population, and serves almost 1.7 million customers with a wide range of high-quality voice and data communications services. The company’s 130 retail outlets offer customers a wide range of pricing plans; services; and products, including handsets, and accessories; as well as technical assistance. It was the first communications company to obtain a 3G license in the country in 2010 and is a leader in the 3G coverage, products, and services.

Vodafone Albania needed to replace its standalone customer management tools to serve its expanding user base and growing product and service portfolio. The company has used Oracle’s Siebel portfolio, Oracle Communications Billing and Revenue Management, and Oracle SOA Suite, to deliver a real-time customer view and end-to-end service integration from the initial customer inquiry to billing throughout the customer lifecycle. Vodafone Albania has increased performance and resilience while reducing operating costs by running its customer relationship management (CRM) suite on Oracle’s SPARC Enterprise servers and Oracle Solaris.

Challenges

- Gain a single, integrated, real-time view of all business and residential customers, including their service history, pricing plans, billing records, and interactions with the company
- Standardize, streamline, and automate order management, service provisioning, complaint handling, and bill processes at the company’s contact center and 130 retail outlets
- Enforce consistency and best practices by decreasing service provisioning time, bringing new voice and data products to market more rapidly, and launching innovative new mobile plans ahead of the competition
- Adapt processes dynamically to meet fast-changing market conditions and client demands while ensuring compliance with new regulatory requirements
- Ensure 100% uptime, 24/7 availability, and unrivalled response times for customer management processes to improve service and increase loyalty
- Manage growing customer base and expanding product portfolio while reducing operating overhead by optimizing efficiencies throughout the entire technology stack that supports the company’s customer-facing activities

Solutions

- Replaced disparate, standalone, legacy CRM tools with Oracle’s Siebel’s portfolio of CRM applications for the communications industry

- Created a single, enterprisewide customer database and suite of automated, workflow-routed processes for 100 contact center agents and sales and service teams in the company's 130 retail outlets
- Managed, qualified, and tracked leads faster and followed the process through to customer conversion with Siebel Communications Sales
- Captured and fulfilled product and service orders more quickly using Siebel Customer Order Management
- Deployed Siebel Configurator to enable contact center and retail staff to offer mobile customers more targeted and flexible product and plan configurations, while conforming to corporate business rules
- Used Oracle SOA Suite for Oracle Middleware, and the prebuilt content and templates in Oracle Application Integration Architecture Foundation Pack Extension for Communications to link Siebel and third-party solutions into end-to-end processes, customize the company's invoicing and payment collection needs, and adapt to changing regulatory requirements
- Deployed Oracle Communications Billing and Revenue Management to evaluate cost and profit margins of each service offering, pricing plans tariff, customer demographic, and payment method, to identify how to maximize revenue streams
- Developed an implementation plan for Oracle Business Intelligence Suite, Enterprise Edition to monitor key performance indicators, such as length of customer calls, time to resolve customer issues, and call center productivity levels, to spot problems early and track key performance indicators to ensure continuous customer service improvement
- Benefited from having a single view of the customer lifecycle—and the resulting streamlined processes and timely customer insight—to reduce complaints, lower customer churn, and reduce time to market for new product and service offerings, while increasing the productivity of customer-facing employees
- Built a Siebel-based platform on SPARC Enterprise M3000 and SPARC Enterprise M4000 servers running on Oracle Solaris to ensure high performance, reliability, security, and scalability from pre-engineered, integrated hardware and software, designed to work together and supported end-to-end by a single vendor
- Leveraged efficient Oracle's SPARC Enterprise servers to build a virtualized environment for increased availability, and consolidate from three to two servers, reducing hardware costs, overhead, and power consumption
- Ran Web-based user front-end on Oracle Web Server 6.1 to provide secure, reliable access to the company's CRM platform for contact center teams and managers and customer-facing staff in retail outlets
- Benefitted from a unified software, hardware, and operating system to simplify deployment, ensure easier upgrades, and benefit from optimum performance and high availability for a mission-critical system with a growing workload

Implementation Process

Oracle Consulting assisted Vodafone Albania's local partners throughout implementation of the Siebel-based platform to provide expertise on solution design, ensure best-practice deployment, and configure the applications to Vodafone Albania's needs.

"Oracle Consulting's in-depth Oracle knowledge and experience with similar implementations helped us meet most of our needs using standard functionality," said Enri Prodani, business support manager, Vodafone Albania. "Oracle Consulting also enabled us to link existing applications to build integrated process flows using Oracle SOA Suite for Oracle Middleware, which greatly reduced our reliance on third-party tools."

SELF-SERVICE ENABLEMENT

Oracle Customer:**Advanced Innovations, Inc.**

Limerick, Ireland

www.advancedinnovationsinc.com

Industry:

High Technology

Annual Revenue:

Under US\$100 Million

Employees:

48

Oracle Products & Services:

- Oracle SOA Suite
- Oracle Enterprise Repository
- Oracle WebCenter Suite

Advanced Innovations, Inc. Doubles Revenue Year over Year; Cuts Development Costs by 75%

“Oracle SOA Suite and Oracle WebCenter Suite enable us to provide a dynamic, real-time, active collaboration-driven workplace environment for our business partners, delivered via a next-generation Web 2.0-enabled platform.”

— **Michael Higgins**, Senior Vice President, Information Technology, Advanced Innovations, Inc.

Advanced Innovations, Inc. creates and orchestrates global supply chain networks that design, build, and deliver electronic products. These supply chain networks operate according to stringent international certification standards and enable corporate agility and disruptive commerce.

Challenges

- Develop new application screens and customized landing pages rapidly and inexpensively to meet needs of 40 business partners using Orchesphere, the company’s state-of-the-art, cloud-based virtual collaborative supply chain management environment
- Deploy and deliver complex functionality required by internal users and partners, including designers, manufacturers, and shippers of electronic products, without need for user training

Solutions

- Used Oracle SOA Suite to decouple applications in Oracle E-Business Suite, the underlying platform for Orchesphere, to create new workspaces and deliver additional collaborative functionality and features for both new and existing partners
- Increased re-use, minimized redundancy, and boosted return on investment for SOA assets with Oracle Enterprise Repository
- Streamlined SOA services management and simplified compliance by having a single repository of all assets
- Launched new services in days instead of weeks and cut development costs by 75% over classical development techniques
- Made collaborative functionality available through Oracle WebCenter Suite, enabling users to access Orchesphere via portals and Web sites, as well as use team collaboration tools and Web 2.0- based social networking sites, blogs, and wikis
- Used document design functionality in Oracle WebCenter Suite to set up online document libraries, enabling partners to share CAD/CAM design files and bills of materials in real time with built-in version control, while eliminating the need for e-mail transfer
- Gained ability to set up new supply chain networks comprising of multiple global partners in hours and to add new users in minutes
- Cut total cost of ownership by 80% over traditional solutions: 45% by operating Orchesphere as a cloud-based solution; 35% by leveraging Oracle SOA Suite’s development techniques and Oracle WebCenter Suite’s collaborative environment

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

Green Bay, Wisconsin

www.schneider.com

Industry:

Travel and Transportation

Annual Revenue:

US\$1 to US\$5 Billion

Employees:

18,000

Oracle Products & Services:

- Oracle E-Business Suite R12.1.1
- 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
- Oracle Business Rules

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 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:**Social Insurance Institute Albania
(Instituti i Sigurimeve Shoqërore)**

Tirana, Albania
www.issh.gov.al

Industry:

Public Sector

Annual Revenue:

US\$500 Million to US\$1 Billion

Employees:

1,500

Oracle Products & Services:

- Oracle WebCenter
- Oracle WebCenter Content
- Oracle WebCenter Distributed Capture
- Oracle Financials
- Oracle Identity and Access Management
- Oracle Business Intelligence Standard Edition One

Social Insurance Institute Albania (Instituti i Sigurimeve Shoqërore) Processes Pension and Benefit Applications Five Weeks Faster, Cuts Document Search from One Hour to a Few Seconds

“Oracle WebCenter has transformed the quality and efficiency of the service we provide to the citizens of Albania.”

— **Astrit Hado**, Deputy General Director, Instituti i Sigurimeve Shoqërore

Instituti i Sigurimeve Shoqërore is the government agency responsible for administering contribution collections and payments for retirement pensions, disability, sick leave, and related benefits for Albania's 3 million people, whose benefits and pensions are managed by 38 agencies and 480 regional centers across Albania's 12 regions.

The agency needed to modernize pension calculation, assignment, and benefits management to comply with European Union (EU) standards, following Albania's application to join the European Union (EU) in 2009. To this end, the organization implemented Oracle WebCenter Content and Oracle WebCenter Distributed Capture to streamline processes. With Oracle, applications for pensions and other benefits are now processed in three weeks instead of two months, employee productivity has increased, and citizens can now track the status of their applications online. Using Oracle's standard technology without modification has given the organization a future-proof solution, which enables it to inexpensively upgrade its technology to meet changing government requirements and new EU regulations.

Challenges

- Modernize Albania's social insurance system according to the needs of a democratic, market-oriented society, as well as align it more closely with EU standards to support Albania's application for EU membership in 2009
- Introduce secure, transparent, electronic, end-to-end, integrated processes to speed contribution management and the provision of benefits to citizens, including retirement pensions and disability and sick leave benefits
- Improve applications management and support staff productivity with faster access to citizen data and rapid resolution of application progress queries
- Gain real-time views of the status of funds paid to each applicant
- Provide detailed quarterly reports to meet government requirements regarding contributions collected and payments made
- Modify collection and payment processes quickly and inexpensively to meet changing citizen and government needs and ensure ongoing alignment with EU standards

Solutions

- Replaced disparate databases and manual filing systems for paper-based application forms at 480 centers with Oracle WebCenter Content to create a single, central, unified repository for capturing and storing contribution collection records, application forms, and related information as unstructured content, such as e-mails, images, and rich media files
- Processed applications for pensions and other benefits in three weeks instead of two months

- Benefited from Oracle WebCenter's user-engagement platform to give collection and applications processing teams secure, role-based access to data and to monitor how information is processed from eligibility verification through benefits calculation, application approval, and recipient payment authorization
- Scanned paper application forms for short- and long-term benefits from each regional agency and access point into a central repository using Oracle WebCenter Distributed Capture and integrated new data with each applicant's contribution and applications record to ensure a single, complete record
- Routed approved benefits from Oracle WebCenter Content to Oracle Financials accounts payable to automate citizen payments on the due date
- Automated data capture from thousands of applications each year, which eliminated need to retain paper files at each location and significantly reduced administrative overhead
- Cut average document search time from approximately one hour to a few seconds, which boosted staff productivity and improved constituent satisfaction
- Gave applicants secure, password-protected access to their own data and applications using Oracle Identity and Access Management, which reduced the number of calls and visits to regional and local offices and improved management staff efficiency
- Reduced length of typical application processing time from two months to three weeks with Oracle WebCenter Content and Oracle WebCenter Distributed Capture
- Adapted and enhanced application management and related processes as required using standard Oracle technology, without need for specialized resources, with Oracle WebCenter's prebuilt, reusable components
- Implemented Oracle Business Intelligence Standard Edition One to give regional managers access to data for all pensions and benefits
- Gave senior teams drill-down access into data to identify regions where pension calculation and assignment and benefit payments are highest, such as for tracking which age groups are most affected, identifying any shortfalls in contributions payments, and monitoring year-on-year changes to ensure that the social insurance system continues to meet citizens' needs
- Implemented a modernized social insurance system on Oracle's standard technology without modification to upgrade inexpensively and meet new government regulations and changes to EU standards

Why Oracle

Instituti i Sigurimeve Shoqërore chose Oracle technology for its ability to integrate content management and collaboration into a single solution suite and enable secure, context-based access by both internal users and the public.

“Oracle WebCenter suite delivers end-to-end lifecycle management for pension calculation, assignment, and benefit management, from creation to archiving, with lower content management costs and increased user productivity,” said Astrit Hado, deputy general director, Instituti i Sigurimeve Shoqërore.

Implementation Process

Social Insurance Institute Albania implemented Oracle WebCenter Content and Oracle WebCenter Distributed Capture .

“We used standard Oracle technology to build business processes mapped to the needs of our business” said Kreshnik Brasha, IT Manager, key IT Team Leader, Instituti i Sigurimeve Shoqërore. “We completed the implementation and migration of data from legacy systems.”

Oracle Customer:**Société Générale**

France, Paris

www.societegenerale.com

Industry:

Financial Services

Annual Revenue:

Under US\$100 Million

Employees:

More than 100,000

Oracle Products & Services:

- Oracle WebCenter Portal
- Oracle WebCenter Content

The **Société Générale** Group Increases Customer Loyalty by Providing 32,000 Advisors with New Virtual Workspaces that Improve Banking Operations

“Thanks to Oracle Fusion Middleware 11g and Oracle WebCenter Portal, we can bring direct business value back to our IT banking system. The new business portal—powered by the Oracle solutions—helps us to provide our 32,000 advisors with better visibility into their activities, leading to a truly customer-centric environment.”

— **Hélène Lac le Gall**, Project Manager, Multi- Branches Workstation, The Société Générale Group

The Société Générale Group, one of the largest European financial services groups, provides advice and services to individual, corporate, and institutional customers. One of its three core businesses is retail banking in France, with 3,254 branches managed in cooperation with the Credit du Nord branch network as well as Boursorama, a major player in European online banking. Its two other core business are international retail banking and corporate and investment banking. Société Générale is also a significant player in specialized financing, insurance, private banking, asset management, and securities services.

Challenges

- Migrate a complex, heterogeneous, and costly retail banking information system to a Web portal to provide a unified, consistent workstation environment that closely matches banking advisors’ business tasks
- Provide consistency and business value to the retail banking information system
- Offer the advisors within Société Générale and Crédit du Nord bank branches a new virtual workstation environment to facilitate day-to-day management of banking operations, such as managing current accounts, credits offers, and trade investments
- Optimize customer advisors’ productivity, enhance the quality of customer interactions in bank branches, and improve customer retention rates

Solutions

- Deployed a virtual office architecture on Oracle WebCenter Portal for Société Générale’s 22,000 customer advisors to improve their productivity and enhance the customer experiences they provide, through a fully integrated and user-friendly application environment
- Migrated from a non intuitive and difficult-to-use desktop application, comprising more than 600 business applications, to new, unified workspaces, offering simplified access to banking customers and market-management tools
- Improved advisors’ productivity by providing a modern user experience, based on organized and personalized workstation environments, integrating local and international trading information with automatic updates, daily roadmaps for bank management, and specific menus for banking operations, such as current-account management
- Optimized intranet content management for business applications, such as risk and trade management, thanks to Oracle WebCenter Content

- Enabled advisors to offer banking products suited to each customer's needs and build customer loyalty, while at the same time reducing time for customer interaction in bank branches, thanks to the contextual access information and collaborative services integrated into Oracle WebCenter Portal
- Integrated more than 10,000 additional users from the Credit du Nord branch on the Oracle platform
- Built the foundation for moving towards a customer-centric portal giving advisors in bank branches direct access to a unique, 360-degree customer view and to updated customer data in real time, thanks to integration with the Siebel CRM application

Why Oracle

"Oracle is more than a provider for the Société Générale Group. The company has been a true partner for more than 10 years. Oracle's Siebel solutions are also the foundation for our retail bank CRM environment. As part of our workstation convergence project, we chose Oracle solutions for their connectivity with our existing banking information system, as well as content management features and scalability. We are confident that Oracle will continue to provide us with high efficiency technical support," said Hélène Lac le Gall, project manager, multi-branches workstation, The Société Générale Group.

ENTERPRISE INTELLIGENCE

Oracle Customer:**Brocade Communications Systems, Inc.**

San Jose, California
www.brocade.com

Industry:

Communications

Annual Revenue:

US\$1 to US\$5 Billion

Employees:

4,700

Oracle Products & Services:

- Oracle Business Intelligence Enterprise Edition
- Oracle Service Analytics
- Oracle Project Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics

Brocade Communications Systems, Inc. Supports Business Expansion and Improves Customer Experience with Enterprisewide View of Business Data

“There are no other BI tools out there that would give us seamless integration with our transactional systems. Oracle Business Intelligence Enterprise Edition and Oracle Business Intelligence Applications are extremely powerful and will be a driving force behind our continued growth and expansion in the B2C market.”
— **Salil Durani**, Director of Enterprise Information Management & Architecture, IT, Brocade Communications Systems, Inc.

Founded in 1995, Brocade Communications Systems, Inc. provides reliable, high-performance network solutions that help organizations transition smoothly to a virtualized world where applications and information can reside anywhere. Brocade serves a wide range of industries and customers in more than 160 countries, providing a complete line of Ethernet, storage, and converged networking solutions.

Following its 2008 acquisition of Foundry Networks, Brocade extended its proven data center expertise across the entire network with solutions built for consolidation, network convergence, virtualization, and cloud computing. It also has expanded from the business-to-business (B2B) market to the business-to-consumer (B2C) market. Brocade now sells not only through original equipment manufacturers (OEMs) and the system integrator channel, but also directly to businesses.

To fully capitalize on its new business model, Brocade required better insight into customer data and needed to deliver a more consistent customer experience. This required transforming its IT architecture and replacing a departmentalized, siloed environment using an enterprise architecture model that provides a single view of key data, including customer and related business information. The legacy business intelligence was built on a Business Objects universe that was created piece meal over many years and hence lacked the consistency required in an enterprise view of data.

Instead of building the enterprise logical model (BI360) from scratch, Brocade chose to create the foundational logical model using out-of-the-box Oracle Business Intelligence Applications on top of an Oracle Business Intelligence Enterprise Edition platform. Brocade has implemented Oracle Service Analytics, Oracle Project Analytics, and Oracle Procurement and Spend Analytics, and Oracle Supply Chain and Order Management Analytics. There are plans for implementing sales and service functions in the BI360 model by mapping data from Salesforce.com sales and service modules. Implementing these business functions will terminate the corresponding function in Business Objects.

The applications integrated smoothly with Brocade’s Oracle E-Business Suite and Hyperion applications to provide near real-time business intelligence (BI) and drill-down capability into the transactional systems that help the company increase sales and improve customer service and channel management. Oracle’s out-of-box functionality also enabled Brocade to avoid costly and time-consuming creation of a complex enterprise data model.

Challenges

- Support expansion into the B2C networking market with an enterprisewide view of key business data, including customer information
- Gain the 360-degree insight necessary to deliver a consistent customer experience across sales, marketing, service, and partner management, which is key to competing in the crowded and competitive B2B and B2C network solutions market
- Replace siloed legacy reporting and BI systems—built piece-by-piece to meet the specific needs of various departments—with an enterprise analytics environment
- Increase data accuracy and consistency across the enterprise by defining a single source of truth dimensions and facts

Solutions

- Delivered an enterprisewide view of business data to more than 400 users (and growing) and ensured consistent reporting by standardizing on Oracle Business Intelligence Enterprise Edition and Oracle Business Intelligence Applications
- Increased overall customer and business data accuracy by eliminating intermediary data stores and sourcing real-time data directly from transactional systems instead
- Provided executives with the ability to drill down from BI dashboards into transactional level data, which drives greater insight, supports problem solving, and enables confident decisions
- Established a single source of the truth for customer data with Oracle Data Relationship Management, replacing a disparate set of siloed systems that identified customers in four different ways and gaining a 360-degree view of customer data
- Provided customer service and sales representatives with the ability to review aggregate data related to a customer, including service requests, product footprint, opportunities, entitlements, and service history, ultimately delivering faster and higher quality customer service—an important advantage in a competitive B2C network solutions market
- Increased insight into revenue pipeline, enabling sales executives to make more accurate projections
- Gained visibility into channel and partner performance, enabling the company to refocus efforts to increase sales
- Replaced spreadsheet-based reports with Oracle Project Analytics, gaining closer integration with Oracle E-Business Suite, which gives users real-time visibility into project status as well as actual-versus-forecasted budgets and other important data to keep projects on track
- Benefited from Oracle Business Intelligence Applications' robust out-of-the-box functionality, which accelerated deployment and time to value

- Gained a flexible solution, capable of supporting integration with cloud-based vendors, like Salesforce and mobile applications
- Supported future process improvement by providing actionable metrics and data to managers
- Gained the capability to, in the future, integrate Hyperion financial dashboards onto a common enterprise dashboard in Oracle Business Intelligence Enterprise Edition

Why Oracle

Brocade selected Oracle Business Intelligence Enterprise Edition and Oracle Business Intelligence Applications over Business Objects or an in-house developed solution because Oracle offered more extensive out-of-the-box functionality and prebuilt data models, which significantly reduces development time and vastly improves maintainability.

“With Oracle Business Intelligence Applications, we get most of what we need, out of the box. We don’t have to build data models from scratch, a process that would take years,” said Salil Durani, director of enterprise information management & architecture, IT, Brocade Communications Systems, Inc.

By using a commercial solution, Brocade ensured ongoing support and a path forward, including new releases and updates. Oracle’s drill-down capabilities were also critical to executives, and the IT team appreciated other features, such as support for mobile applications. Further, Oracle’s BI offerings integrate smoothly with Brocade’s core business applications, which include Oracle E-Business Suite and Oracle’s Hyperion applications.

Implementation Process

Brocade launched its BI initiative in November 2009 by socializing the enterprise logical model concept at the executive level in different business functions. It was important to understand the limitations in the existing Business Objects-based siloed data model and the value of the enterprise data view enabled by Oracle Business Intelligence Applications. This important value-added functionality was not possible in Business Objects, even though end users were very familiar with Business Objects and felt that it served their individual functional needs. After gaining executive buy-in from each department, the IT team then worked to communicate the approach and its advantages to midlevel managers and end users. With Oracle in place, users have quickly realized the enterprise solution’s power and many advantages. The effort continues today as Brocade rolls out new dashboards and expands the user base.

Oracle Customer:**Experian plc**

Dublin, Ireland

www.experian.com

Industry:

Professional Services

Annual Revenue:

US\$43.8 Billion

Employees:

15,000

Oracle Products & Services:

- Oracle E-Business Suite R12
- Oracle Financials
- Oracle Human Resources
- Oracle Payroll
- Oracle Procurement
- Oracle iRecruitment
- Oracle Essbase Plus
- Oracle Hyperion Planning
- Oracle Business Intelligence Enterprise Edition

Oracle Partner:**Tata Consultancy Services**

www.tcs.com

Experian plc Upgrades to Support Global Expansion and Improve Efficiency

“Oracle E-Business Suite Release 12 applications provided a solid foundation on which to deploy value-added functionality across the business. It enables Experian to be agile as we continue to grow and expand our network of credit and financial information services around the globe.”

— **Collin Markwell**, Senior Vice President, Global Corporate Systems, Experian plc

Experian plc, a leading global information services company, provides data, analytical tools, and marketing services to clients in more than 65 countries. It provides businesses with decision-making support—helping them to manage credit risk and prevent fraud—and assists consumers with checking credit reports.

Challenges

- Upgrade enterprise resource planning system (ERP) to a single global instance of Oracle E-Business Suite Release 12 in 21 countries and create three regional service centers
- Create a scalable platform to help integrate future acquisitions, such as a growing credit bureau presence in Brazil
- Support rapid expansion by deploying new core financial and human resources functionality to additional countries
- Expand the company’s enterprise performance management and business intelligence capabilities to empower business users and enable greater visibility across the company’s information services divisions and product lines

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to support Experian’s rapid credit bureau growth with a single global instance using a shared service center that spans 30 countries
- Completed the upgrade in five months, while supporting concurrent country deployments
- Enabled Experian to establish a global chart of accounts, which allowed it, in the first month after the upgrade, to complete its financial close to agreed service level agreements
- Served as the foundation for the company’s three regional shared services centers, designed to consolidate resources and optimize economies of scale and operational efficiency
- Created an extensive, stable ERP foundation that offered new functionality and enables rapid integration of new businesses into its financial information services network
- Worked with Oracle Partner Tata Consultancy Services on 100 interfaces between Oracle E-Business Suite and other reports, interfaces, conversions, extensions, and workflows, delivering project estimated to take 16,000 working days in 12 weeks
- Improved visibility and empowered line-of-business managers with greater reporting capabilities with Oracle Business Intelligence Enterprise Edition

Oracle Customer:**General Dynamics**

Falls Church, Virginia

www.generaldynamics.com

Industry:

Aerospace and Defense

Annual Revenue:

Over US\$5 Billion

Employees:

91,000

Oracle Products & Services:

- Oracle Hyperion Planning
- Oracle Hyperion Financial Management
- Oracle Hyperion Financial Reporting
- Oracle Hyperion Profitability and Cost Management
- Oracle Essbase
- Oracle Hyperion Smart View for Office
- Oracle Business Intelligence Enterprise Edition
- Oracle Data Integrator
- Oracle Database
- Oracle University
- Oracle User Productivity Kit

Oracle Partner:**Peloton**

www.pelotongroup.com

General Dynamics Improves Budgeting and Planning and Accelerates Rate Changes by Using Integrated Enterprise Performance Management Suite

“With Oracle’s enterprise performance management suite, we have been able to accelerate our month-end close and rate adjustment processes, while putting timely, accurate financial data into our managers’ hands more quickly—enabling us to better track actuals against budgets and adjust accordingly for improved government-project performance.”

— **John Monczewski**, Director of Business Intelligence, General Dynamics Information Technology

General Dynamics is a market leader in business aviation; land and expeditionary combat systems, armaments, and munitions; shipbuilding and marine systems; and mission-critical information systems and technology. As one of General Dynamics’ 13 business units, General Dynamics Information Technology (IT) provides IT, systems engineering, professional services, and simulation and training to customers in the defense, federal civilian government, health, homeland security, intelligence, state and local government, and commercial sectors.

As a leading systems integrator, General Dynamics IT manages thousands of complex programs for its government customers. However, it lacked a single platform for planning, financial management, and budgeting across its divisions—resulting in an inability to compare accurate, consistent forecast data against actual performance or to quickly update project plans to meet required timelines and budgets.

To help address these challenges, the company turned to Oracle, implementing a full suite of Oracle Hyperion enterprise performance management (EPM) applications.

Addressing Pain Points in Planning

Prior to the EPM initiative, General Dynamics IT faced a number of pain points within its planning and management processes, for which is used a mix of Oracle Hyperion and Cognos applications, in addition to numerous Excel spreadsheets. Inconsistent integration of its planning processes and tools had limited what-if and scenario analysis. Limited detailed and total company-level reporting made it very difficult for users to view and analyze data, and make timely decisions based on that data.

“We had data quality issues throughout our disparate reporting systems and our teams spent too much time gathering data and not enough time on delivering value-added analysis, which is important to the planning process for our complex government programs,” said John Monczewski, director of business intelligence, General Dynamics Information Technology.

General Dynamics IT knew it needed to establish a standard process across the business and leverage a single tool to manage this new process. It wanted to establish an enterprise view of planning and reporting data across the business unit and deliver accurate, complete, and timely reporting on planning and actual information. Finally, it needed a flexible platform that could quickly incorporate additions or changes to business structures and reporting hierarchies.

The company implemented a full suite of Oracle Hyperion solutions—including Oracle Hyperion Planning, Oracle Hyperion Financial Management, Oracle Hyperion Financial Reporting, and Oracle Hyperion Profitability and Cost Management—rolling it out to approximately 500 users across the business unit. General Dynamics IT also deployed Oracle Business Intelligence Enterprise Edition to approximately 200 management users.

General Dynamics integrates data from multiple enterprise resource planning (ERP) systems—including Oracle E-Business Suite—Oracle’s PeopleSoft Human Resources, and various business development applications into its EPM system. It refreshes much of its data weekly, providing more accurate, timely information to its planning users, who manage finances and give program managers critical information on project performance.

“The benefits from a departmental management perspective are significant,” Monczewski said. “Our department heads can look at budgets versus actuals in Oracle Business Intelligence Enterprise Edition. They can view employees’ time entries to see how they are mapping against departmental goals. And, we have been able to significantly improve sales forecasting accuracy.”

Monczewski continued: “The key thing is the speed of the information. Before it used to take two weeks after our monthly close to compile the data across our numerous systems to examine budget versus actuals. Now we can do it in one day.”

With a single source of data in its Oracle Hyperion applications, General Dynamics IT’s managers have improved visibility into program performance, so they can make corrective changes if necessary. The system has also provided a platform to easily add future functionality to address business demands and integrate acquisitions more quickly.

In addition, Oracle Business Intelligence Enterprise Edition offers user-friendly dashboards that provide guided analysis to relevant information and enable managers to drill down from high-level metrics to transaction-level detail.

Streamlining Calculation of Forward Pricing Rates

As a contractor serving the Federal government, General Dynamics IT must submit government forward pricing (predetermined delivery price) rates—essentially, its billing rates—each year for the following year. It is critical that the company develop these rates and can prove how it develops them. From a compliance perspective, the company must be able to trace actuals on a monthly basis to make sure it is in line with what it originally proposed—across thousands of projects.

With Oracle Hyperion Planning, General Dynamics IT can develop these rates much more quickly and accurately than it could previously with its Excel-based processes. When the organization closes its monthly books, it can release its planning and budgeting reports the very next day. If there is a rate fluctuation, General Dynamics IT can immediately examine it and adjust as needed. In addition, because the application is online and refreshed regularly, the company can ensure that its rate data is auditable.

“With our Oracle Hyperion applications, we have been able to accelerate the pace for developing forward-pricing rates. This is critical. As a government contractor, if you do not have rates, the impact across the business would be significant,” Monczewski said. “We give people time to react, analyze information, and write better commentary to support rate changes. We can now meet our submission deadlines consistently—which enables us to bill more quickly.”

Leveraging Best Practices and Lessons Learned

In addition to supporting General Dynamics IT’s four divisions, Monczewski’s group supports eight other General Dynamics business units that have implemented planning solutions.

“We do not have a corporate wide mandate to use Oracle. However, we do work with divisions across the enterprise to demonstrate the value of Oracle Business Intelligence and Enterprise Performance Management to assist people in understanding how these applications can help address their business challenges,” Monczewski said.

The successful implementation of the Oracle EPM application suite at multiple General Dynamics business units has created the opportunity to form a Business Intelligence Collaborative (BIC) across the entire company. The realized benefits from the company’s initial implementations—including the one at General Dynamics IT—have laid a strong foundation for working with other business units that seek to address similar business issues.

Challenges

- Establish a standard planning and budgeting process across the business and leverage a single tool to manage the process, across thousands of complex government IT projects
- Establish an enterprisewide view of planning and reporting data and deliver accurate, complete, and timely reporting of planning and actual information to drive better decisions that improve project performance
- Integrate actuals into the reforecasting process to shorten the cycle time required to recalculate the forward-pricing rates for budgeting and forecasting, a key requirement for government contractors

Solutions

- Consolidated numerous disparate planning applications and Excel-based spreadsheets into one, centralized, financial management and planning suite, helping to improve visibility into budget versus actual financial data for more effective project planning
- Reduced time, from two weeks to one day after the monthly close, to compile data needed to examine budget versus actual data
- Integrated data from multiple ERP systems and business development applications into the EPM system, refreshing data weekly to provide more accurate, timely information to 500 planning users and improve sales forecasting accuracy

- Improved visibility into project performance, enabling managers to make corrective changes, if needed. Enabled the company to easily add new functionality to address future business demands and integrate acquisitions more quickly
- Provided user-friendly dashboards that provide guided analysis to relevant information and enable managers to drill down from high-level metrics to transaction-level detail, based on their unique needs
- Accelerated the pace for developing forward-pricing rates, which is critical for government contractors to meet compliance deadlines and bill for completed work in a timely manner

Why Oracle

Prior to General Dynamics IT's implementation, General Dynamics Advanced Information Systems—a sister business unit—had conducted a large scale Oracle Hyperion implementation. It had run a rigorous selection process, ultimately selecting Oracle's enterprise performance management and business intelligence tools based on performance and advanced functionality.

"A key criterion was Oracle's ability to handle complex allocation logic as a replacement for our Cognos application," Monczewski said.

Implementation Process

General Dynamics IT started its implementation in 2007, deploying Oracle Hyperion Planning in 2008. Then it deployed the rest of the Hyperion applications to support financial statements. The company used Oracle Database to build the entire infrastructure to pull in actuals and create the required business logic. In 2009, the company implemented Oracle Business Intelligence Enterprise Edition to generate all budget/management reports, rate reports, and financial reports.

General Dynamics IT used Oracle User Productivity Kit and worked with Oracle University to develop training materials on the new applications.

Partner

General Dynamics worked with Peloton, an Oracle Platinum Partner, on the implementation of Oracle Business Intelligence Enterprise Edition and critical enhancements to the Hyperion solutions.

"We work with Peloton based on their in-depth knowledge and experience with Oracle Hyperion and Oracle Business Intelligence Enterprise Edition. It serves as a trusted partner, providing consistently great people to support the success of our implementations," Monczewski said.

The Business Intelligence Collaborative and Peloton have partnered to run robust change management and training programs. This effort includes establishing a comprehensive communication strategy at the start of each initiative that includes all stakeholder groups.

ENTERPRISE SECURITY

Oracle Customer:**Australian Hearing**

Sydney, Australia
www.hearing.com.au

Industry:

Healthcare

Annual Revenue:

Under US\$100 Million

Employees:

1,173

Oracle Products & Services:

- Oracle SOA Suite
- Oracle Exadata Database Machine
- Oracle Access Manager
- Oracle Identity Management
- Oracle Enterprise Manager
- Oracle Enterprise Single Sign-On Suite Plus
- Oracle E-Business Suite R12
- Oracle Advanced Customer Support Services

Oracle Partner:**Professional Continuity**

www.professional-continuity.com.au

Australian Hearing Improves System Response Time by 250%, Saves Around US\$500,000 Per Year

“We considered other vendors but could see Oracle Exadata and Oracle middleware products would offer the highest performing and most cost-effective solution. We have reduced month-end financial data processing time by 92%, saved US\$495,000 a year on IT maintenance and administration costs, and significantly improved patient and staff satisfaction.”

— **Peter Gasparovic**, CIO, Australian Hearing

Australian Hearing is an Australian Government agency that provides hearing services and assisted listening devices to children, young adults up to the age of 26, and eligible senior citizens over the age of 65. The agency has 115 permanent hearing centers and offers hearing services from an additional 380 sites, such as doctor surgeries and social security centers, one or two days per week. The agency’s clinicians see around 4,500 patients per day, helping them manage their hearing impairments and achieve a better quality of life.

Australian Hearing wanted to improve the reliability, performance, and integration of its enterprise resource planning (ERP), customer relationship management (CRM), appointment scheduling, payroll, and employee performance systems. In 2011, the agency implemented Oracle Exadata Database Machine, Oracle SOA Suite, Oracle Access Manager, Oracle Enterprise Single Sign-On Suite Plus, Oracle Identity Management, and Oracle Enterprise Manager. It also upgraded to Oracle E-Business Suite Release 12.

The Oracle products have reduced the time taken to process month-end financial data by 92%, saved US\$495,000 per year on IT administration costs, achieved 100% system availability, and cut the time taken to integrate a cloud-based payroll application from an anticipated 30 days to just 2 days. Clinicians can also enter patient data in seconds, compared to up to five minutes previously, and keep scheduled appointment times. This has significantly enhanced staff and patient satisfaction and restored confidence in the IT department.

The Need for Stable, Integrated Applications

Australian Hearing was operating a number of disparate business management systems, including an Oracle E-Business Suite ERP application, a CRM application, a bespoke appointment scheduling application, and payroll and employee performance applications hosted in a public cloud from Affinity. The agency was running its ERP, CRM, and appointment scheduling system on an unstable server infrastructure that had reached end-of-life.

The lack of system integration and poor system performance were significantly affecting Australian Hearing’s operational efficiency, as well as patient and staff morale. The agency experienced up to four system outages per week, which lasted at least several hours each time. Without access to its appointment scheduling and CRM applications, clinicians couldn’t attend to patients, who then had to wait up to three months for another appointment. On occasions when the system was out for an entire day, Australian Hearing would lose up to US\$1 million in revenue.

The poor system performance meant it could take up to five minutes for clinicians to enter patient data. They often had to write information on paper to enter into the system later or to store manually.

The lack of integration also meant human resource (HR) staff had to enter employee information separately into the ERP system and payroll application. It took 19 hours to generate month-end reports, and daily sales and other operational reports had to be batch processed overnight.

“We had so many system problems that administrative staff and clinicians completely lost faith in the IT department,” said Peter Gasparovic, CIO, Australian Hearing. “Clinicians were embarrassed in front of patients, and admin staff wasted time on manual processes. We were also running out of space for filing cabinets! And despite outsourcing our IT management, system maintenance was so arduous we also required 28 full-time equivalent (FTE) IT staff in-house.”

System Response Times Improved by an Average of 250%

By replacing 12 ageing servers with Oracle Exadata Database Machine, Australian Hearing dramatically improved the system performance of its CRM and appointment scheduling applications, and its upgraded Oracle E-Business Suite.

“We tested the performance of Oracle E-Business Suite running on Oracle Exadata during one of busiest times—the first two hours of the business day,” said Gasparovic. “The results showed a 250% average improvement in data throughput on Oracle Exadata at 6.2 terabytes per second (TPS), compared to our legacy IT infrastructure processing 2.5 TPS.”

Oracle Exadata has also improved average user I/O speeds by 200%, with the average wait time going down from 2 milliseconds (MS) to 0 MS.

“If we drill down even further on the individual disk I/O times, we can see Oracle Exadata is actually around three times faster than the old hardware,” he said.

Month-End Financial Data Processed 92% Faster

By improving system performance, Oracle Exadata reduced the time taken to process month-end financial data from up to 19 hours to between 1.5 and 2 hours.

“In the past, financial staff would leave month-end reports running when they went home on Friday and deal with any issues or errors on Monday morning,” said Gasparovic. “Now, they finish the data processing and reporting before close of business, and don’t need to worry about it over the weekend.”

Staff can also easily generate daily and ad hoc financial, sales, and operational reports themselves, rather than waiting 24 hours for the IT staff to create them.

“We produce a number of daily sales reports showing how many hearing services and devices we have provided, and how many patients have requested additional devices not covered by the government’s voucher scheme,” said Gasparovic. “These are important as they show the expenses, profit, and loss of each hearing center and provide clinicians with a clearer view of our patients’ requirements.”

“In the past, it would take a day or more for the IT department to consolidate information from different hearing centers and distribute these reports. Now, it takes five minutes every morning for center managers to generate their own reports, which show up-to-date information about the center’s performance. This helps them make better informed decisions.”

100% System Availability Eliminates Revenue Loss, Improves Patient Satisfaction

Since implementing Oracle Exadata, Australian Hearing has experienced 100% system availability and eliminated data bottlenecks. Clinicians no longer have to reschedule patient appointments as the appointment scheduling application is always available, and they can now enter and process patient details in seconds, compared to taking up to five minutes previously.

By minimizing system downtime, Australian Hearing also avoids losing millions of dollars in revenue.

“Clinicians are delighted by the huge performance improvements, as they are no longer face the embarrassment of explaining to patients that the system is slow or unavailable,” said Gasparovic. “Patient satisfaction has also significantly improved, as we’ve reduced the length of appointments and no longer have to reschedule them, with a delay of up to three months’ time because the system is down.”

Application Integration Time Reduced by More Than 90%

Australian Hearing is using Oracle SOA Suite to integrate its Oracle E-Business Suite and CRM systems, custom appointment scheduling application, and cloud-based payroll and employee performance applications. Oracle SOA Suite has replaced 180 complex, point-to-point integration links and enabled IT staff to reuse services and portions of code when integrating applications. This has reduced the time required for integration activities and minimized the risk of lengthy system downtime associated with big integration projects.

Using Oracle SOA Suite, Australian Hearing integrated its cloud-based payroll application with its other business systems in just 2 days, compared to the 30 days it estimated it would take using point-to-point integration.

“In addition, 18 months ago, the government requested we extend the age range of patients we provide services to from 25 to 26 years old,” said Gasparovic. “It sounds straightforward, but, using the point-to-point integration, it took six months to update all 180 links and test the applications to ensure the change was consistent throughout. After implementing Oracle SOA Suite, we tested the same change and completed the whole project in just 15 days.”

Payrolls Prepared 50% Faster

By integrating the cloud-based payroll application with Oracle E-Business Suite and other business systems, Oracle SOA Suite has reduced the time taken for HR staff to update payroll information by 50%.

“HR staff now only has to enter data once when preparing the company payroll, and it automatically flows through into the payroll application,” said Gasparovic. “We’ve also reduced the time taken to set up IT network access for new employees and can keep more accurate records of significant changes made to employee details for future reference.

“Overall, we have freed up three people, who previously worked on HR data entry, to complete more valuable tasks, such as business analysis,” he said. In addition, Australian Hearing has improved data integrity by reducing the risk of human error and enabling staff to better monitor and manage any data inconsistency issues.

“HR staff was amazed by the change in the quality of the newly integrated data, and happy the user interface remained very similar,” said Gasparovic. “All the complexity is in the back-end applications, which meant we didn’t need to retrain staff.”

Increased Staff and Clinician Productivity

Using Oracle SOA Suite, Australian Hearing has reduced the amount of paper documents clinicians need to carry to the 380 additional sites at which they offer hearing services. By integrating the CRM application with the appointment scheduling system and the content management system, clinicians now automatically see patient files containing contact, diagnosis, and previous appointment information on their laptops.

“Clinicians previously carried up to six bags containing patient files to offsite appointments, which would take about a day for admin staff to prepare in advance, and then refile once they had been updated,” said Gasparovic. “By integrating the systems we have laid the foundation for a paperless office, and significantly improved staff and clinician efficiency.”

Service Desk Calls Reduced by 20%

Australian Hearing has now deployed single sign-on across its integrated business systems. Staff members can more easily remember their own passwords, and this has reduced calls to the service desk by 20%.

“Previously, our IT service desk was inundated with calls during the first week of every month from staff requiring multiple password changes,” said Gasparovic. “Now that employees only have one password to remember and update—and no longer need to report problems with system performance—we have reduced our service desk from nine to three FTE employees, freeing up other IT staff to complete more valuable, technical tasks.”

Single sign-on has also improved data security, as employees no longer keep multiple notes containing passwords on their desks, which could previously be seen by patients and other members of staff.

Saved US\$495,000 per Year on IT Administration Costs

By implementing Oracle Identity Manager, Oracle Access Manager, and Oracle Enterprise Single Sign-On Suite Plus, Australian Hearing has saved US\$495,000 per year on IT administration costs.

By implementing Oracle Identity Manager, Oracle Access Manager, and Oracle Enterprise Single Sign-On Suite Plus, Australian Hearing has saved US\$495,000 per year on IT administration costs.

“We’ve reduced the IT staff’s workload by more than six thousand hours per year, by eliminating the need for them to complete manual tasks such as resetting passwords, creating and disabling accounts, and granting application access to employees,” said Gasparovic.

Australian Hearing has also saved significantly on licensing costs for Oracle SOA Suite and Oracle Identity Manager projects.

“Oracle Exadata allows guest machines to be pinned to CPUs, so we only need to license a portion of a physical machine,” said Gasparovic. “In addition, by allowing us to reuse services and application codes, Oracle SOA Suite saves system development time and costs.”

IT Staff Engagement Increased to 82%

By improving system performance and implementing Oracle Enterprise Manager to better monitor any performance issues, Australian hearing has also significantly improved IT staff productivity and morale.

“Each year we conduct an employee engagement survey, and IT staff used to record an engagement level of about 17%,” said Gasparovic. “After we began making changes to the IT infrastructure, that figure rose to 54%. Then, after implementing Oracle Exadata, Oracle Enterprise Manager, and Oracle SOA Suite, it increased to 82%.

“Admin staff and clinicians now have more confidence in the IT staff’s abilities,” he said. “The IT department has won numerous internal awards, including Department of the Year.”

Challenges

- Integrate Oracle E-Business Suite, a CRM system, a bespoke appointment scheduling application, and payroll and employee performance applications hosted in a cloud
- Replace unstable servers that had reached end-of-life and crashed up to four times a week, for hours at a time, resulting in approximately US\$1 million revenue loss for each day they were down
- Ensure clinicians can enter and process patient data immediately, and don’t have to reschedule appointments due to system downtime
- Improve patient satisfaction and staff morale, and restore confidence in the IT department
- Reduce manual data entry requirements and the time taken to generate daily and monthly sales and financial reports
- Minimize IT costs by reducing inefficient maintenance tasks and the number of IT and service desk staff required

Solutions

- Improved average data throughput rates by an average of 250%, increasing transactions per second from 2.5 TPS to 6.2 TPS
- Accelerated average user I/O speeds by 200%, and individual disk I/O speeds by 3x
- Reduced the time to process month-end financial data by 92%—from up to 19 hours to between 1.5 and 2 hours
- Saved US\$495,000 per year on IT costs, and reduced workload by more than six thousand work hours per year, by eliminating manual administration tasks such as resetting passwords or creating new user accounts
- Enabled clinicians to process patient details in seconds, rather than taking up to five minutes previously by ensuring 100% system availability
- Allowed HR staff to update payroll information 50% faster, by ensuring they only have to enter data once, and freeing up as many as three staff for more valuable tasks
- Enabled hearing center managers to make better informed decisions by allowing them to generate accurate, daily sales reports in five minutes rather than waiting 24 hours for IT staff to create them
- Improved data security and reduced staff calls to the IT service desk requesting password changes by 20%, by providing a single sign-on
- Lowered the number to three service desk staff required, freeing the remaining six staff members to complete more valuable, technical tasks
- Integrated Oracle E-Business Suite and a cloud-based payroll application with the other business systems in just 2 days, compared to an estimated 30 days
- Completed a change to patient age-range data in 15 days during tests, compared to taking six months previously
- Enhanced patient satisfaction by reducing the length of appointments and eliminating the need to reschedule them up to three months' in advance
- Improved IT staff productivity and morale, increasing employee engagement from 17% to 82% in annual surveys
- Saved development time and licensing costs by reusing services and application codes, and minimized the risk of lengthy system downtime
- Reduced the time taken to set up IT network access for new employees and kept more accurate records of significant changes made to employee details for future reference
- Provided clinicians with a clear view of patient files on a laptop, rather than carrying six bags of paper documents—which required up to a day to prepare—to offsite appointments
- Laid the foundation for a paperless office and significantly improved staff and clinician efficiency

- Enabled financial staff to finish month-end data processing and reporting before close of business each week, rather than leaving it running over the weekend
- Improved data integrity by reducing the risk of human error and enabling staff to better monitor and manage any data inconsistency issues
- Eliminated the need to retrain staff by maintaining a similar user interface and ensuring front-end applications remain easy to use
- Restored employee and clinician confidence in IT staff, prompting the IT department to win numerous internal awards, including Department of the Year

Why Oracle

Australian Hearing was already running Oracle E-Business Suite and wanted to enhance the application's functionality—as well as improve the integration and performance of its bespoke appointment scheduling application—by standardizing on Oracle infrastructure and middleware products.

The organization did consider other vendors but felt that Oracle Exadata and Oracle Fusion Middleware would offer the highest performing and most cost-effective solution.

“We could see the combination of Oracle SOA Suite and Oracle Exadata would enable us to achieve the full benefits of upgrading to Oracle E-Business Suite Release 12, and significantly improve the functionality, performance, and integration of our internal and cloud-based systems,” said Gasparovic. “We have been so impressed we're also hoping to integrate two clinical hearing test systems in the future.”

Implementation Process

Australian Hearing implemented Oracle SOA Suite, Oracle Identity Manager, Oracle Enterprise Single Sign-On Suite Plus, and Oracle Access Manager in May 2011.

It then deployed Oracle Exadata and Oracle Enterprise Manager in July 2011, and upgraded to Oracle E-Business Suite Release 12 in September 2012.

Partner

Australian Hearing engaged Oracle partner Professional Continuity to implement Oracle SOA Suite, Oracle Identity Manager, and Oracle Access Manager. The agency then worked with Oracle Advanced Customer Support Services for the Oracle Exadata and Oracle Enterprise Manager implementations.

“Professional Continuity was sensational,” said Gasparovic. “It provided excellent implementation services and honored our fixed-price agreement despite the project running over time. We were so impressed, we are now using its sister company to host our disaster recovery solution.

“We were also very pleased with the professional implementation and administration services provided by Oracle Advanced Customer Support Services,” he said.

Oracle Customer:

Embry-Riddle Aeronautical University

Prescott, Arizona, and
Daytona Beach, Florida
www.erau.edu

Industry:

Education and Research

Annual Revenue:

US\$100 to US\$500 Million

Employees:

4,310

Oracle Products & Services:

- Oracle Identity Manager 11g
- Oracle Access Manager 11g
- Oracle Virtual Directory 11g
- Oracle Internet Directory 11g
- Oracle Identity Federation 11g
- Oracle WebLogic Server
- Oracle Database 11g Release 2
- Oracle Real Application Clusters

Oracle Partner:

Savvis

www.savvis.com

Embry-Riddle Aeronautical University Moves Identity Management to the Cloud to Accelerate Provisioning, Enhance Flexibility, and Improve System Security

“Oracle’s identity management suite provides us with the agility and flexibility needed to support our geographically diverse students who are accessing a variety of university services and systems—which are also geographically diverse—within a seamless, stable, and secure environment.”

— **Eric Fisher**, Director of Middleware and Web Services, Embry-Riddle Aeronautical University

Embry-Riddle Aeronautical University, the world’s largest, fully accredited university specializing in aviation and aerospace, offers more than 30 degree programs in its colleges of Arts and Sciences, Aviation, Business, and Engineering. The university educates more than 35,000 students annually in undergraduate and graduate programs at residential campuses in Prescott, Arizona and Daytona Beach, Florida, through a worldwide campus at more than 150 locations in the United States, Europe, Asia, Canada, and the Middle East, and through online learning.

Each term, Embry-Riddle’s primary customers—its students—become more geographically diverse, engaged in learning at distant locations around the globe at all hours of the day. It is essential that the university provide highly available identity systems to ensure its students can securely access the systems and resources they need at any time.

The university also wanted to improve self-service offerings, place access control into the hands of business users, and strengthen business continuity and security across the organization. Embry-Riddle worked with Oracle Partner Savvis to deploy next-generation Oracle identity management solutions in a cloud-based environment, taking advantage of flexible account provisioning and access management functionality to meet these needs. The team deployed the solutions and migrated 70,000 accounts in just six months.

Challenges

- Support an increasingly geographically dispersed student population by providing highly available identity systems that enable students to securely access the university systems and resources they need at any time
- Improve self-service offerings for customers and place control for access to business data into the hands of business owners
- Provide better control for access, permissions, and enrollments into various student administration applications with seamless single sign-on capabilities
- Improve business continuity and strengthen system security across the university
- Move to a cloud-hosted model to minimize the time and expense involved in upgrading and maintaining on-premise hardware and data centers, as well as to eliminate the risk for data loss in natural-disaster-prone Florida

Solutions

- Deployed the 11g version of Oracle Identity Manager, Oracle Access Manager, Oracle Virtual Directory, Oracle Internet Directory, and Oracle Identity Federation to take advantage of next-generation account provisioning and access management functionality, enabling Embry-Riddle to improve business role modeling, auditing, and approval
- Deployed Oracle's identity management applications on a hosted model with Savvis, migrating 70,000 accounts and going live in just six months
- Improved account provisioning speed, moving Embry-Riddle closer to real-time provisioning
- Allowed business data owners to manage and maintain student information, as well as reset passwords—accelerating the role creation process and reducing calls into IT
- Enabled the university to process 4,000 to 5,000 account changes each day, due to automated and requested changes
- Implemented Oracle Access Manager and Oracle Identity Federation to more easily extend single sign-on to at least 15 to 20 active applications—including Oracle's PeopleSoft Campus Solutions—for improved customer satisfaction
- Leveraged Oracle Identity Federation to eliminate the need for custom programming when bringing a software-as-a-service (SaaS) offering onto single sign-on, reducing the time needed to onboard a new application from up to three weeks to as little as one hour
- Improved control over accounts, enabling the university to, for example, change a password in one central location if an employee leaves the organization rather than needing to go into multiple systems to make the change
- Enhanced security with greater reporting functionality in the 11g systems—which provides Embry-Riddle with greater visibility into access granted to various university systems
- Leveraged the flexibility and scalability of a clustered Oracle WebLogic Server on a virtualized cloud platform to allow rapid, easy growth as utilization increases
- Improved business continuity and disaster recovery options through deployment in the cloud environment

Why Oracle

Embry-Riddle Aeronautical University has been an Oracle Fusion Middleware customer for years. The university decided to move to the 11g version of its identity management solutions to take advantage of their new role management functionality—which enabled enhanced business role modeling and improved auditing and approval of roles.

We are very pleased we went with the 11g versions of our identity management applications. They provide the foundation for a better future in our technology roadmap," said Eric Fisher, director of middleware and Web services, Embry-Riddle Aeronautical University.

Partner

Embry-Riddle decided to move its identity management systems to a hosted model with Oracle Partner Savvis.

“Savvis did not miss a step. Within eight weeks of signing the contract, they had the servers up and running, and within six months they had deployed the new identity management systems and migrated 70,000 accounts,” Fisher said.

Oracle Customer:**IEEE**

Piscataway, New Jersey
www.ieee.org

Industry:

Professional Services

Annual Revenue:

US\$100 to US\$500 Million

Oracle Products & Services:

- Siebel Customer Relationship Management
- Siebel Media
- Siebel Order Management
- Siebel Campaigns
- Oracle Product Configurator
- Oracle Service Bus
- Oracle Endeca Content Management System Connectors
- Oracle Internet Directory
- Oracle Virtual Directory
- Oracle Access Manager
- Oracle Database
- Oracle Real Application Clusters
- Oracle Consulting

IEEE Enhances the User Experience with Customer Relationship Management Upgrade That Accelerates Transaction Processing

“IEEE Business Platform’s integration with Oracle’s Siebel CRM provides an easy-to-use e-commerce platform that our customers can leverage to purchase IEEE products and services efficiently. This implementation is critical, as our membership has grown beyond 400,000 members, and we continue to increase the number of journals and services we provide to advance technological innovation and excellence for the benefit of humanity.”

— **Dr. Alexander Pasik**, Chief Information Officer, IEEE

IEEE is the world’s largest organization dedicated to advancing technological innovation and excellence for the benefit of humanity. IEEE and its members inspire a global community through IEEE’s highly cited publications, conferences, technology standards, and professional and educational activities. A 501(c)(3) organization, IEEE has more than 400,000 members from more than 160 countries and more than 1,300 standards and projects under development. In addition the organization publishes more than 150 standards, journals, and magazines, and it sponsors more than 1,200 conferences.

To manage hundreds of thousands of members and transactions, IEEE required a comprehensive customer relationship management (CRM) system that was easy to use for internal stakeholders and external customers. IEEE’s previous application had a poor user interface that limited the end-user experience. For example, new members had to fill out seven pages of information online to successfully join IEEE. In addition, it was difficult for customers and members to update profile information. Accessing purchase history and downloading purchased articles was disjointed, as well.

To develop an intuitive user experience for 1.6 million end users and internal stakeholders, IEEE implemented IEEE Business Platform (IBP), its next-generation e-commerce platform using Oracle’s Siebel Customer Relationship Management 8.1 as the back-end. The new system is now much easier for current IEEE members and prospective customers to use. Customers can now easily browse a catalog of options—including different memberships and subscriptions—and the system’s process flows to automatically price the products and services the customer chooses, based on various criteria. When a customer decides to join IEEE, he or she now only has to fill out a one-page application. In addition, once the transaction is completed, instant fulfillment is just a click away—as opposed to the old system’s disjointed integration with IEEE’s digital library.

Challenges

- Deploy an easy-to-use, intuitive CRM environment for internal account representatives and a best-in-class user experience for external customers, who join IEEE as members and purchase subscriptions and other products
- Ensure the CRM system can handle peak transaction loads—which occur between September and December when most institute membership renewals are due—and meet service level agreements (SLAs) for transaction processing times
- Provide customers with easy access to their account history, enabling views of membership status and previous transactions

- Enable automatic membership renewals and instantaneous fulfillment for paid orders, such as automatic download of articles purchased, as opposed to requiring users to log onto a different system
- Transition customer usernames to e-mail addresses to consolidate multiple data stores

Solutions

- Established a new user interface through which customers purchasing a membership only need to fill out one page of information, as opposed to seven pages, providing a better user experience through the use of service-oriented architecture (SOA) services and integration with Oracle's Siebel CRM
- Improved application performance with the ability to complete customer transactions in four to eight seconds, which meets IEEE's SLA, and performed extensive testing to prepare the system for peak loads
- Enhanced annualized membership renewal user interface to support automatic renewals, helping to improve the membership renewal rate
- Provided customers with the ability to customize products they purchase—such as subscriptions or bundles using Oracle Product Configurator, Oracle Advanced Pricing and Siebel Web services
- Enhanced membership catalog to enable members to find products easily, enhance the user experience, and boost sales using Oracle Endeca Content Management System Connectors
- Enabled customers and account representatives to access a customer's profile quickly and easily view information concerning membership status and previous purchases
- Standardized user names as e-mail addresses, helping ensure a single data store for each customer—completing the transition for 100,000 users with the remaining transitions occurring as members renew using Oracle Internet Directory, Oracle Virtual Directory, and Oracle Access Manager
- Enabled automatic order fulfillment once a customer completes a transaction, which allows customers to instantly download a technical journal article they purchased, as opposed to logging on to a separate system to obtain the product using Web services exposed through Oracle Service Bus
- Instituted location-based services, which enables the system to determine the country a customer is logging in from, and adjust product offerings accordingly
- Enhanced the process of adding products into the cart, helping to facilitate a smoother cart-to-cash process for customers using SOA services and integration with Siebel CRM
- Provided a highly available platform—based on Oracle Database with Real Application Clusters

Why Oracle

After reviewing many options, IEEE chose to work with Oracle Consulting to upgrade to Siebel CRM 8.1. It completed the upgrade in May 2011 and concluded the rest of the IBP implementation in March 2012. The project came in under budget.

“We have had no issues with the system since completing the implementation. Our internal users are very satisfied with the system, and we have processed more transactions between April and June than in previous years. We are prepared for the upcoming peak season with the IEEE Business Platform (IBP) project and Oracle’s Siebel CRM,” said Dr. Alexander Pasik, chief information officer, IEEE.

INFRASTRUCTURE MODERNIZATION

Oracle Customer:**Cognizant**

Teaneck, New Jersey
www.cognizant.com

Industry:

Professional Services

Annual Revenue:

Over US\$5 Billion

Employees:

150,400

Oracle Products & Services:

- Oracle Exalogic Elastic Cloud
- PeopleSoft Enterprise Service Automation
- PeopleSoft Financials
- PeopleSoft Human Resources
- PeopleSoft Supply Chain Planning
- Oracle Content Manager
- Oracle Advanced Customer Support Services

Cognizant Reduces Server Requirements by 67%, Gains Scalability On Demand and Improves Application Speed by 50% with Engineered System

“We chose Oracle Exalogic to run our business-critical PeopleSoft Enterprise application environment. With Oracle Exalogic, we have not only doubled our application processing speeds to increase the performance and reliability of our business applications, but we have also significantly reduced total ownership and set the stage for future growth. We’re eager to share this technology with our customers, as we know firsthand the value it can deliver.”

— **Sathish Venkataraman**, Associate Director, Cognizant Application Services, Cognizant

Cognizant is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping companies build stronger businesses. The firm has more than 800 customers that span five continents and every major industry. Cognizant has experienced rapid growth in recent years, and the organization expects that pace to continue.

Cognizant’s employees rely on Oracle’s PeopleSoft applications for their enterprise transactions, including human resources, financial, and supply chain management processes. The company also runs Oracle Content Manager.

As the organization continued to expand, its PeopleSoft application infrastructure, running on IBM, was having difficulty scaling to meet user demands. Response time was increasing for the system, which had more than two terabytes of data running on it. Employees were becoming frustrated and, if left unchecked, response time issues would begin to impact productivity in the professional services firm. In addition, the company had been adding servers as the environment grew, which created a greater IT maintenance burden in terms of time and dollars spent. For example, the weekly maintenance window had expanded to require between 8 and 12 hours and a dedicated person over the weekends.

Cognizant replaced its multiple Web, application, integration, and batch servers with Oracle Exalogic Elastic Cloud. The company gained on-demand server scalability for its PeopleSoft applications and Oracle Content Manager environment, enabling it to support a user base that is twice as large, yet with 67% fewer application and Web servers than its legacy, IBM environment. It also accelerated message processing speed by 50% and cut its maintenance window to less than two hours per week.

Challenges

- Improve response times for business-critical Oracle Content Manager and PeopleSoft applications, including human resources, financial management, and time-sheet systems that the professional services firm relies on to bill clients accurately and promptly for consulting engagements and IT services
- Implement a data infrastructure that can support sustained rapid growth as the firm expects to expand
- Consolidate servers to reduce maintenance requirements, energy costs, and the environmental footprint

Solutions

- Deployed Oracle Exalogic Elastic Cloud X2-2 Half Rack to run the company's PeopleSoft Enterprise applications and its Oracle Content Manager environment—gaining on-demand scalability and the ability to support a user base that is twice as large, with 67% fewer application and Web servers than the company's legacy IBM environment
- Improved the downstream, integration-processing throughput rate by 50%, enabling applications to be more responsive
- Automated recurring maintenance activities to support a global consulting workforce that needs access to key business applications seven days a week, reducing the application maintenance window to less than 2 hours, compared to previously requiring between 8 and 12 hours weekly
- Accelerated time-to-market for new and enhanced application services, for example: the company can now introduce new functionalities with ease, such as customer evaluations
- Enabled all 150,400 employees to more efficiently enter their biweekly time sheets, which is essential to producing accurate and timely billing for the company's IT services
- Accelerated time-sheet processing speeds from 7,200 messages per hour to 14,000 messages per hour, enabling the organization to process all employee timesheets within eight hours and to bill clients promptly for its professional consulting services
- Accelerated transaction response time and application performance, greatly improving the general user experience, boosting productivity, and enabling employees to focus on adding value to client projects
- Reduced data-center floor space requirements, thereby eliminating unnecessary overhead costs
- Eliminated the need for a dedicated employee to manage weekend server and application maintenance
- Enabled application scalability to a scale up to double loads with one-third fewer Java virtual machines (JVM) and half the Tuxedo threads of its earlier, IBM-based, AIX system
- Provided sufficient head room for further expansion without needing additional JVMs or Tuxedo threads
- Reduced the server footprint by supporting the entire application layer, including applications, Web, batch, application, and integration broker layers, with just four Exalogic nodes, compared to 11 physical, IBM servers, providing the opportunity to support company growth without needing additional Exalogic nodes
- Reduced the application maintenance window from 10 hours to less than 2 hours with the help of the centralized facility available in Exalogic, which automated weekly Web and application server maintenance, required fewer support resources, and increased availability for end users
- Improved application performance by at least 50% across the board, without any tuning effort and processed integration-broker messages at least 50% faster

Why Oracle

“We were up for a hardware refresh just as our business began to expand exponentially,” said Shankar Sathyanarayanan, associate director for Oracle solutions practice, Cognizant. “We knew this was the time to align our hardware environment with our core business applications. While we evaluated multiple solutions alongside Oracle Exalogic, no other vendor provided the same scalability and manageability as Oracle. Also important to our decision was the intrinsic value of Oracle’s engineered systems, which, by design, optimized performance of Oracle applications.”

Implementation Process

Cognizant worked with Oracle Advanced Customer Support Services for capacity planning. With Oracle’s help Cognizant installed Oracle Exalogic on time, on budget, and with minimal disruption to the business.

Oracle Customer:**Keste, LLC**

Plano, Texas

www.keste.com

Industry:

High Technology

Employees:

200

Oracle Products & Services:

- Oracle Exalogic Elastic Cloud
- Oracle Exadata Database Machine

Keste, LLC Implements Optimized IT Infrastructure to Maximize Customer Experience at its New Center of Excellence for Engineered Solutions

“Representing both Oracle Exalogic and Oracle Exadata is a wonderful opportunity for our company. The investment to become the first Oracle partner in North America with the complete Exastack was immediately obvious for our company as it ensures that we have direct and immediate access for our customers to demonstrate and test how an integrated hardware and software environment can maximize their technological objectives.”

— **Howard Moore**, Chief Executive Officer, Keste, LLC

Keste, LLC is an Oracle software solutions and development company, and a Platinum member of the Oracle Partner Network. It is focused on delivering Oracle technologies in the high technology, industrial manufacturing, communications, oil and gas, and healthcare verticals. The company has a particular emphasis on Fusion Middleware—such as Oracle WebCenter and Oracle SOA Suite—and Oracle Applications—such as Oracle E-Business Suite and Siebel CRM. Keste develops leading-edge Oracle and industry breakthroughs, such as complex order-to-cash solutions for custom manufactured products. Keste is also an authorized reseller of Oracle software and hardware.

Challenges and Solutions

Keste recently completed construction of its state-of-the-art Center of Excellence to feature customer demos, workshops, and training facilities. The foundation for the center is built on Oracle Exalogic Elastic Cloud and Oracle Exadata Database Machine. Keste is the first Oracle Partner in the United States to showcase a complete Oracle Exastack, which is a combination of Oracle Exalogic and Oracle Exadata.

With the implementation, Keste can enable potential customers to demo Oracle solutions running at their peak performance. In addition, Keste can demonstrate how Oracle Exalogic can exponentially enhance application processing speed. This assists customers in making optimal decisions regarding their IT investments.

Keste recently completed its first proof of value (POV) for a customer using both the Oracle Exalogic Elastic Cloud and Oracle Exadata Database Machine. The POV addressed three major use cases: JAVA/ADF performance, Oracle E-Business Suite, and BI.

Keste loaded a clone of the customer’s full production environment and without changing a single line of code demonstrated the following gains in performance: JAVA/ADF – 5X Faster; E-Business Suite – 6X Faster; SQL/BI – 72X Faster; ETL – 100X Faster.

Why Oracle

As an Oracle partner, Keste wanted to ensure customers visiting its new demo center could experience Oracle Fusion Middleware and Oracle Applications working at their peak performance. Deploying Oracle Exalogic Elastic Cloud and Oracle Exadata Database Machine as the hardware foundation for its Solution Center, Keste can ensure customers understand the benefits of an integrated software and hardware solution and maximize their demo experience to make informed decisions regarding IT investments.

Oracle Customer:

Yarra Valley Water
Melbourne, Australia
www.yvw.com.au

Industry:

Utilities

Annual Revenue:

US\$500 Million to US\$1 Billion

Employees:

620

Oracle Products & Services:

- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud
- Oracle Advanced Customer Support Services
- Oracle Utilities Customer Care and Billing Base for Commercial and Industrial Customers
- Oracle Utilities Customer Care and Billing Base for Residential Customers
- Oracle Utilities Customer Care and Billing Rating and Billing for Commercial and Industrial Customers
- Oracle Utilities Customer Care and Billing Rating and Billing for Residential Customers

Yarra Valley Water Shortens Billing-Application Response from Nine Seconds to a Subsecond

“We considered a number of other products and vendors, including Wintel and IBM, but realized that Oracle Exadata and Oracle Exalogic were most cost-effective. By taking advantage of the engineered systems’ stability and high performance, we have reduced application response from up to nine seconds to a subsecond, cut overnight billing run time by 71%, and improved staff productivity and customer satisfaction.”

— **Ramesh Subramaniam**, IT Strategy and Architecture Manager, Yarra Valley Water

Yarra Valley Water (YVW) is the largest of three water corporations in Melbourne, Australia. It provides water supplies and sewerage services to more than 1.7 million people and 50,000 businesses in the northern and eastern suburbs of Melbourne. The organization owns and maintains more than 9,000 kilometers of water mains and nearly 9,000 kilometers of sewer mains, spanning approximately 4,000 square kilometers.

YVW needed to upgrade its IT infrastructure to better support its Oracle Utilities Customer Care and Billing system and its plans for creating customer-facing Web portals. In mid-2012, the organization developed a private cloud infrastructure, based on Oracle Exadata Database Machine, Oracle Exalogic Elastic Cloud, and Oracle Enterprise Manager. The infrastructure includes a pair of Oracle Exadata and Oracle Exalogic engineered systems at YVW’s production and disaster recovery centers.

By taking advantage of Oracle Exadata and Oracle Exalogic’s high performance and stability, YVW ensured its Oracle Utilities Customer Care and Billing applications can reach their full potential. It reduced application response times from up to 9 seconds to a subsecond, lowered average customer call times by 30 seconds, and cut the overnight batch processing time by 71%. It has also reduced the time required for development, testing, and production tasks by 30%.

Aging Infrastructure Compromises Performance

YVW provides customers with a variety of services, including managing water supplies, processing meter readings, and repairing leaks and blockages in main water and sewage pipes. The organization also works with the construction, plumbing, engineering, and conveyancing industries on commercial infrastructure and land development projects.

Each year, YVW processes 10,000 development applications and 100,000 property information requests; manages the installation of 14,000 new water meters; helps develop around 23,000 properties; and provides 34,000 other plumbing services.

The organization previously managed customer account details, application, approval, and development data, and all its billing information in 27 separate applications that ran on 17 older T-series and M-series servers, and two Hitachi Data Systems storage area network units. YVW had maintained this infrastructure for more than 15 years, and the servers and storage units had reached end of life.

“The infrastructure was experiencing a number of performance issues and had become inefficient and costly to maintain,” said Ramesh Subramaniam, IT strategy and architecture manager, Yarra Valley Water.

The Need for an Upgrade

In 2010, YVW implemented Oracle Utilities Customer Care and Billing Base for Commercial and Industrial Customers, Oracle Utilities Customer Care and Billing Base for Residential Customers, Oracle Utilities Customer Care and Billing Rating and Billing for Commercial and Industrial Customers, and Oracle Utilities Customer Care and Billing Rating and Billing for Residential Customers to manage customers' account details, meter readings, and billing information, as well as the fees paid by developers, plumbers, and conveyance providers. However, due to the end-of-life infrastructure, the system experienced performance issues.

"We were very pleased with the overall business improvements we received from the Oracle Utilities Customer Care and Billing system, but our outdated infrastructure prevented the application from reaching its full potential," said Subramaniam.

The legacy infrastructure took up to 14 hours to complete overnight batch processing. Poorly performing hardware also meant that Oracle Utilities Customer Care and Billing application's response times often took eight or nine seconds.

Meanwhile, overnight and regular re indexing of the data warehouse was taking 6 to 8 hours and a complete re index or rebuild of the data warehouse could take a whole day. The batch window to complete overall, automated batch processing tasks was also up to 24 hours. Batch processing was encroaching into business hours and impacted system performance to increase the average customer-call time to 390 seconds, creating unnecessary call-center costs and affecting customer satisfaction.

"We considered a like-for-like replacement for our previous integrated billing and satellite systems, but we had pushed our existing hardware and software as far as we could. A direct replacement would have yielded limited results," said Subramaniam. "Instead, we developed our 'Beyond Easy Applications Program,' replacing the systems with several Web portals."

YVW wanted to adopt a standardized, scalable, enterprise-strength architecture to develop new portals and support five-yearly upgrades of core systems, such as Oracle Utilities Customer Care and Billing. The organization wanted to consolidate its business systems to drive more business from less hardware, reducing total cost of ownership (TCO) while ensuring it continued to meet its service-level agreements.

YVW also wanted to reduce the amount of manual patching and system maintenance required, cut time and cost of deploying new hardware and applications and future infrastructure upgrades, and conduct system administration and maintenance in-house.

New Infrastructure Ensures Oracle Utilities Customer Care and Billing Reaches Full Potential

By providing high performance and stability, Oracle Exadata and Oracle Exalogic have significantly helped YVW's Oracle Utilities Customer Care and Billing application reach its full potential.

The organization can now complete its overnight Oracle Utilities Customer Care and Billing run in four hours. Application response has also been reduced from up to 9 seconds to just 0.5 seconds.

“Cutting application response times from up to nine seconds to a subsecond, and shortening the overnight billing run by 71% improves staff productivity and satisfaction,” said Subramaniam. “It also enables staff to more quickly enter and manage customer account data, such as contact details and bill payments, and respond to customer queries faster, which will improve customer satisfaction.”

Significantly Reduces Batch Processing Window, Cuts Average Call-Center Times

The Oracle Exadata and Oracle Exalogic infrastructure has cut the time taken to complete regular and overnight data warehouse re-indexing by 6x—from 8 hours to just over 1 hour. YVW can also conduct complete data re-indexing across its data warehouse, including six applications (such as billing, customer management, and finance), 6x faster—in 3.5 hours, compared to 24 hours, previously.

The improvements in the billing run and re indexing times have helped shorten the time for overall batch processing tasks—including customer billing and profiling, re indexing, and other reporting tasks—from between 21 hours and 24 hours, to around 6 hours.

“Previously, the extended batch window affected system performance during business hours,” said Subramaniam. “With batch jobs still running during the day, the system was less stable, and response times were slower. This affected average call times, as it took longer for call-center staff to access and process customer account details and service information.”

With the new solution in place, YVW can ensure it meets its service level agreements by enabling seamless online performance for more than 80 concurrent call-center staff. This has shortened the average customer call time by 30 seconds—from 390 seconds to 360 seconds.

“The reduced call times are also expected to improve customer satisfaction, as call-center staff can more quickly complete customer requests for help with their water or sewage supplies, or for information about their accounts,” said Subramaniam.

YVW has also eliminated the need for overnight operational management staff, saving the company additional labor costs and improving staff working conditions.

Development, Test, and Production Tasks Reduced by 30%

By deploying Oracle Exadata and Oracle Exalogic systems at its production data center and its disaster recovery center, YVW reduced the time required for development, testing, and production tasks—such as modifying or migrating data—by 30%.

By reducing provisioning times and the effort required for performance tuning, IT staff can more easily manage system, database, and server testing and development. This improves productivity and frees staff to complete other valuable tasks.

“We can also apply patches and system enhancements when required, rather than waiting for major outage windows, such as during the weekend,” said Subramaniam. “In the past, we would have needed a major justification to complete system maintenance during the week, as it would have significant implications on subsequent batch windows. Now, we can deploy patches far more quickly and ensure we don’t fall behind on our maintenance work.”

New Infrastructure Saves on Costs

By implementing integrated Oracle products for its private cloud and Web-based systems, YVW has saved on its TCO over five years.

In addition, the improved performance, availability, and system management capabilities enabled YVW to make better use of internal resources and move from a costly, managed-service contract to an in-house management structure.

“Now we only have two, paired boxes, rather than 12, disparate databases; storage appliances; and servers. This makes the infrastructure much easier to manage,” said Subramaniam. “It has reduced the costs and space required for our data centers and cut the variety of staff skill sets required from 8 to 12, to just 4.

By adopting a standardized and scalable infrastructure, YVW has also increased the business value of its mission-critical applications, such as the Oracle Utilities Customer Care and Billing system, as it can now focus its time and resources on the applications rather than supporting infrastructure.

Challenges

- Replace 17 end-of-life servers with a standardized, scalable architecture to better support Oracle Utilities Customer Care and Billing and developing planned customer-facing Web portals
- Complete more business processes using less hardware to reduce TCO, while ensuring service-level agreements can still be met
- Ensure the Oracle Utilities Customer Care and Billing application can reach its full potential to improve transaction response times and cut the time to complete overnight water billing runs
- Reduce time needed to complete batch processing tasks and average call times for utilities customers
- Shorten overnight, regular, and complete data warehouse re indexing times
- Move from a managed-services structure to in-house system administration and maintenance to save costs
- Complete the infrastructure upgrade quickly and easily at minimum cost
- Cut the amount of manual patching and system maintenance required and the time to deploy new applications and upgrades

Solutions

- Completed overnight water billing runs 71% faster, by enabling Oracle Utilities Customer Care and Billing to reach its full potential
- Reduced Utilities Customer Care and Billing response from up to nine seconds to a sub-second, by supporting it on a high-performing, stable infrastructure
- Lowered the total batch window for batch processing, including generating customer profiling information, which previously took between 21 hours and 24 hours and now takes six hours
- Cut the time to complete regular and overnight data warehouse re-indexing from six to eight hours to two hours
- Completed data warehouse re-indexing or rebuilding in 3.5 hours, compared to 24 hours, previously
- Shortened average call times for utilities customers by 30 seconds—from 390 seconds to 360 seconds—by reducing the total batch window and transaction response times
- Cut infrastructure costs and data center space required by moving from 12 pieces of storage and server hardware to 2
- Reduced hours required for development, testing, and production by 30%, by reducing provisioning times and the effort required for performance tuning
- Significantly lowered TCO over five years by moving from a costly managed-service contract to a simpler, more cost-effective in-house management structure
- Met service level agreements by ensuring seamless, online performance for more than 80 concurrent call center staff, even while the batch processing tasks are running
- Cut the time to deploy new production and disaster recovery environments from three months to two weeks
- Reduced skills sets required by staff to monitor and manage hardware infrastructure from 8 to 12, to just 4
- Shortened testing new environments from six to eight weeks to only two weeks
- Ensured maintenance work is up-to-date by applying patches and system enhancements as required, rather than waiting for major outage windows, such as the weekend
- Saved additional labor costs and improved staff working conditions by removing need for overnight operational management staff
- Increased the business value of mission-critical applications, such as the Oracle Utilities Customer Care and Billing, by focusing time and resources on enhancements, rather than on supporting infrastructure

Why Oracle

YVW considered a number of other product combinations from other vendors, including Wintel X series and IBM Xiv storage, but realized that combining Oracle Exadata and Oracle Exalogic would be the most cost-effective.

YVW also chose Oracle Exadata and Oracle Exalogic, as they were robust, stable, and would help the organization complete more business processes using less hardware.

Implementation Process

YVW began implementing Oracle Exadata Database Machine Quarter Rack and Oracle Exalogic Elastic Cloud Quarter Rack at its production and disaster recovery centers in January 2012.

“We reduced the test time from six to eight weeks, to only two weeks,” said Subramaniam.

“We pushed the machines to 300% of their maximum load with no problems, and as performance is quicker on Oracle Exadata, we didn’t really need to tune the stress volume performance.”

YVW worked with Oracle Advanced Customer Support Services on the delivery and configuration of the Exadata and Exalogic platforms.

“Oracle Advanced Customer Support Services’ resources and the delivery were well structured and met all our expectations,” said Subramaniam. “The methodical yet flexible manner in which the team worked aligned well with our preferred way of working.”

YVW went live with the upgraded Oracle Utilities Customer Care and Billing application in its development environment in March 2012. The application went fully live in the production environment in June 2012.

Appendix

Page	Customer Name	Country	Industry	Product	Oracle Applications
Oracle E-Business Suite					
23	Account NI	Northern Ireland	Public Sector	Oracle BPM Suite, Oracle SOA Suite, Oracle Application Development Framework	E-Business Suite
41	Advanced Innovations, Inc.	Ireland	High Technology	Oracle WebCenter	E-Business Suite, Agile
59	Australian Hearing	Australia	Healthcare	Oracle Identity Management, Oracle Access Manager	E-Business Suite
50	Brocade Communications Systems, Inc.		Communications	Oracle Business Intelligence Enterprise Edition	E-Business Suite
53	Experian plc	Ireland	Professional Services	Oracle Hyperion, Oracle Essbase, Oracle Business Intelligence Enterprise Edition	E-Business Suite
8	G.James Australia	Australia	Industrial Manufacturing	Oracle SOA Suite	E-Business Suite
54	General Dynamics	United States	Aerospace and Defense	Oracle Hyperion, Oracle Essbase, Oracle Business Intelligence Enterprise Edition	E-Business Suite, PeopleSoft
76	Keste, LLC	United States	High Technology	Oracle Exalogic	E-Business Suite
33	Rosendin Electric, Inc.	United States	Engineering and Construction	Oracle SOA Suite	E-Business Suite
42	Schneider National, Inc.	United States	Travel and Transportation	Oracle SOA Suite, Oracle WebCenter Portal	E-Business Suite, Siebel
44	Social Insurance Institute Albania (Instituti i Sigurimeve Shoqërore)	Albania	Public Sector	Oracle WebCenter Content	E-Business Suite
34	Sybron Dental Specialties, Inc.	United States	Healthcare	Oracle SOA Suite, B2B	E-Business Suite
20	Teva North America	United States	Life Sciences	Oracle SOA Suite, Oracle Service Bus	E-Business Suite
29	United States Marine Corps	United States	Public Sector	Oracle BPM Suite	E-Business Suite

Appendix

Page	Customer Name	Country	Industry	Product	Oracle Applications
Oracle JD Edwards EnterpriseOne					
31	Christie Digital Systems USA, Inc.	United States	High Technology	Oracle SOA Suite	JD Edwards EnterpriseOne
14	Jurlique	Australia	Consumer Goods	Oracle SOA Suite, Oracle Service Bus	JD Edwards EnterpriseOne
18	Life Technologies Corporation	United States	Life Sciences	Oracle SOA Suite	JD Edwards EnterpriseOne
Oracle PeopleSoft					
73	Cognizant	United States	Professional Services	Oracle Exalogic	PeopleSoft
66	Embry-Riddle Aeronautical University	United States	Education and Research	Oracle Identity Manager, Oracle Access Manager, Oracle Identity Federation, Oracle Internet Directory, Oracle Virtual Directory	PeopleSoft
26	Scottish Water	Scotland	Utilities	Oracle BPM Suite	PeopleSoft, Primavera
Oracle Siebel					
69	IEEE	United States	Professional Services	Oracle Internet Directory, Oracle Virtual Directory, Oracle Access Manager	Siebel
47	Société Générale	France	Financial Services	Oracle WebCenter Portal	Siebel
37	Vodafone Albania	Albania	Communications	Oracle SOA Suite, Oracle AIA	Siebel
Other Applications					
77	Yarra Valley Water	Australia	Utilities	Oracle Exalogic	Customer Care and Billing, Primavera



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Hardware and Software, Engineered to Work Together

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