Teaming up to Help Improve Lives
Hologic

Our customer.

Hologic, a multi-billion dollar global company, has been in the business of making a difference and saving lives for more than 28 years. The company is a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products, with an emphasis on serving the healthcare needs of women throughout the world.

David Rudzinsky, CIO and Senior Vice President at Hologic, views his responsibility somewhat differently than many of his peers. The Information Services (IS) organization's vision statement, "We deliver innovative business and technology solutions that create value for Hologic and our customers and we make things possible by being a global, trusted partner and advisor," reflects its position in the Hologic corporate structure. Rather than focusing solely on technology for technology's sake, Rudzinsky and his IS organization focus first on business need and impact. "I wouldn't say that we have technology challenges – we have business challenges," Rudzinsky asserted. "We do everything for a business purpose and our challenge is that the company has grown quickly through acquisitions and organically. We're not here just to support Oracle EBS, or Exadata, we're here to help improve lives."

Data Intensity Products/Services Used by Hologic

- ► Enterprise Cloud Services
- ► Oracle Remote Managed Services
- ► Microsoft Remote Managed Services
- ► Disaster Recovery

Our relationship.

To support Hologic's aggressive growth strategy, Rudzinsky and his team have had to make many adjustments to the technologies supporting the business solutions and services that the company provides – and it hasn't always been easy. Back in 2002, Hologic began looking for a partner to take on the heavy burden of managing a deployment of the Oracle E-Business Suite for their global organization. Since Oracle wasn't a key competency for Hologic at the time, Rudzinsky began asking around his partner network for recommendations and was immediately referred to Data Intensity. "We were looking for a firm that had the skills to come in and help us with the Oracle E-Business Suite DBA function," said Rudzinsky. "Data Intensity came highly recommended from multiple industry associates. We haven't looked back since making that decision over ten years ago." Beyond the technical reasons for choosing Data Intensity, Rudzinsky found Data Intensity to be affordable, extremely flexible and embodying a partner-centric mentality.

A few years after Hologic and Data Intensity began working together with the Oracle E-Business Suite, Hologic began experiencing accelerated growth globally and quickly found itself in the difficult position of upgrading its overall IT infrastructure to support an increasing number of users and applications. Because Rudzinsky was confident in Data Intensity's technical abilities, he expanded the partnership and tasked Data Intensity with hosting critical applications, providing the necessary infrastructure and management services. Rudzinsky has since relied on Data Intensity for comprehensive services for additional applications, including Siebel, GRC, Hyperion, OBI, Agile, and SOA. "We're not in the data center business," Rudzinsky said. "We're in the business of helping Hologic save lives."

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> **David Rudzinsky**
> **CIO and Senior Vice President, Hologic**

Our results.

Over the years, Data Intensity has proven to be a trusted, invaluable partner for Hologic as it continues to grow. "Data Intensity really helps us as a trusted partner and advisor. They know how to deal with Oracle which helps us to work better with Oracle," said Rudzinsky. "They have helped us in so many areas: everything from installing new systems to patching and managing the performance of our complex ERP environment."

As Hologic has grown, so has Data Intensity. Both companies have done a lot of "first" projects together and those efforts, while sometimes complicated, have done nothing but strengthen the relationship. Rudzinsky indicates that the reasons Hologic has continued working with Data Intensity are numerous, including Data Intensity's overall flexibility, technical expertise, consistency of technical personnel, and a complete lack of "rigidity" that is often inherent in larger services organizations.

The software migrations are ongoing and included a large platform migration to Oracle Exadata in 2013. According to Rudzinsky, the benefits of working with a partner like Data Intensity are incredible. The partnership has freed the Hologic IS team from handling time-consuming break/fix issues and application support while giving them the ability to manage service requests during multiple work shifts and allowing them to focus on more strategic business projects. Data Intensity frequently provides additional technical and functional resources to Rudzinsky's team that are important to Hologic. This was especially true when Hologic upgraded to Oracle R12. "We knew we needed help upgrading to R12," Rudzinsky recalled. "Data Intensity's R12 competency team was fantastic, and because they had done this upgrade before for other clients, it went more smoothly for us.

An excellent partnership with Data Intensity has made it possible for Rudzinsky to achieve and exceed his IS goals, which in turn positively affects Hologic's business. He says, "Ultimately what we do in my organization is help the Hologic business and our customers. So if we have a guy in a shipping department who can't ship a product because the system is down, and we fix that, we're not just closing a ticket – we're helping a guy ship a product to a doctor or a hospital who's going to do a procedure on a woman tomorrow that's going to affect her life and her family. That's unbelievable."