DATA **INTENSITY**
Making Data **Manageable** | Making Data **Actionable**

MAJOR WEIGHT LOSS COMPANY STREAMLINES GLOBAL ORACLE EBS ENVIRONMENT WITH TECHNICAL SERVICES

Industry:
Weight Loss Industry

Benefits
- Consolidate two EBS systems resulting in 30% savings in maintenance support
- Complex EBS upgrade for improved performance and scalability
- 6 month migration
- Strategic partner with expertise to optimize Oracle investment
- 27x7 dedicated global team
- Full technology stack support enabled vendor consolidation

Solutions
- Oracle EBS Suite
- Oracle Hyperion
- Oracle Database
- Data Intensity Private Cloud
- Data Intensity Integration Services
- Data Intensity Migration Services
- Data Intensity Managed Services

A prominent, billion-dollar weight loss company strives to see their customers get healthy by offering products and services that inspire millions of customers to form healthy habits, eat smarter, get more exercise and provide community support to ultimately lose and maintain weight. With operations across the globe including the US, Asia Pacific, and European regions, the long-time customer of Oracle EBS and Microsoft SQL Server uses the platforms to support its IT infrastructure, customer facing applications as well as back-office applications. Unhappy with its current hosting data services provider and rising costs to upkeep three separate regional Oracle EBS platforms, the company sought a plan that would cut costs and scale technology for future growth.

Challenges:

HIGH HOSTING COSTS, REDUNDANT DATABASE INFRASTRUCTURES AND A LOOMING ORACLE UPGRADE

Growth across the globe had created three challenges that the company's IT team needed to address in order to scale their business efficiently. First, the cost of running the existing Oracle E-Business Suite (EBS) environment, other Oracle products and related third-party products at a large hosting facility in New York State had risen faster than planned. The team needed an alternative hosting environment equipped and staffed by Oracle experts to support company growth prospects. It began to seek out another vendor that could run its operations more efficiently and responsively.

The company would undertake a major migration from an older Oracle EBS instance that had been in place for years. Oracle support for the older instance of 11i would eventually cease, and the company wanted to harness the performance and functional advantages that would be available from a newer version.

Finally, the high cost of running distinct Oracle environments for Asia Pacific, Europe and North America triggered a discussion about how to consolidate them. The North America business was the largest and most different from the Asia Pacific and European Oracle EBS functional environments. While consolidating Asia Pacific and European EBS platforms made the most sense, it would not go without its challenges as the weight loss business was set up differently in each region.

Up to this point, the company had never outsourced a migration effort. But this move, with its broad scope and complexity, would require outside help and experience. They evaluated Oracle Cloud, a few other cloud options and Data Intensity's own Cloud Services, to which the migration would be implemented by our Technical Services team.

Solutions:

DATA INTENSITY WINS WITH EXPERIENCE

The company awarded Data Intensity's Technical Services team the job in part because an existing, successful relationship with Data Intensity's Managed Services team, which had been carrying out contract application and database management for some of the company's SQL Server databases. That team's work evolved to the point where it was responsible for the day-to-day management of the company's entire backoffice Oracle ERP and financial systems and for its customer-facing, front-end applications for the web, clinic appointments and more. The partnership had gone so well, that Data Intensity's Technical Services team already had an advantage when it turned in its RFP proposal. Shortly thereafter, Data Intensity won the contract, and would go on to win two more.

Migrating Mission Critical Environments to Data Intensity Private Cloud. Within 6 months of the initial contract award, Data Intensity's Technical Services had migrated all three Oracle EBS environments – including siz other custom global applications, Oracle Hyperion environment and 20-30 other Oracle databases that support their mission critical properties to Data Intensity's private cloud site. It was a smooth, seamless transition.

Technical Expertise to Consolidate EBS Environment. Next, the company wanted to streamline its international operations by consolidating its two international infrastructures, each with its own support services costs, into a single, more efficient EBS environment. Data Intensity provided guidance on an efficient and low impact strategy for accomplishing the consolidation.

Results:

MIGRATION SUCCESS AND EXPERT MANAGED SERVICES INCREASE PERFORMANCE AND YIELD 30%+ ROI

Completing the migration and consolidation in 6 months, the weight loss company was able to see immediate financial returns. The ROI on migrating to the Data Intensity Cloud allowed the company to scale its infrastructure environment as their customer base grew, while consolidating the EBS environments in order to cut infrastructure and maintenance costs. The migration was a success as the company's customer base was not affected by the transition.

STRATEGIC PARTNER FOR BROAD SCOPE OF SUPPORT

The weight loss company gained a strategic partner that they could go to for managed services, migrations, updates and expertise across cloud, applications and databases to help guide in key technical decisions that would impact their business and customers.

Data Intensity's Technical Services team continues to work in close partnership with the company for three reasons, according to a company official who summed up his experience with the Data Intensity team:

1. **Strong existing partnership.** "Before we awarded the migration effort to Technical Services, Data Intensity's Managed Services team had already established itself as a knowledgeable, economical and dependable professional consulting service in administering the company's Oracle infrastructure," he said.

2. **Leading private cloud for Oracle.** Second, he pointed to Data Intensity's proven, state-of-the-art private cloud infrastructure delivers outstanding efficiencies and performance levels. Its Oracle Red Stack infrastructure is delivered continuously through eight fully-staffed 24 x 7 x 365 Data Intensity global operations centers.

3. **Deep upgrade experience.** Third, "Data Intensity had the experience to do the job correctly the first time, based on the hundreds of upgrades and consolidations they completed for similar companies with multi-vendor, global Oracle environments," he added.