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

MAJOR COST SAVINGS BY SWITCHING FROM AMAZON TO ORACLE CLOUD INFRASTRUCTURE

A college planning service provides students, schools and colleges with a broad range of services to help students make informed decisions about their college selection, including an online portal that provides career research, aptitude testing, course matching and application support. Within 4 years, the service had over 100,000 student users in more than 1,000 high schools. Growing at a fast pace, the company found that the current infrastructure was no longer feasible.

Challenges:

IMPROVE SCALABILITY AND AVAILABILITY, REDUCE COSTS

The company recognized early on that only cloud technologies have the essential elasticity to cope with major usage spikes driven by college application deadlines and acceptance days, so Amazon Web Services (AWS) was selected as the hosting provider. While the AWS platform successfully supported the service's initial needs, by year 4 major issues pushed the company to consider other cloud providers.

The biggest pain point for the company was the service outages due to dead locks. This occurred due to the lack of memory and compute needed to keep the application running during peak times. The system needed to be operational during the day when classroom demonstrations were conducted to new clients. Downtime was not acceptable to a business that sold their technology education services to students and educational institutions during the day. The planning service needed a scalable infrastructure and a storage solution that could meet peak demand and be cost-effective. The overriding strategic consideration was that the career planning service wanted to take advantage of the latest technology and security, without becoming a technology company.

Solutions:

RAPID AND TRANSPARENT MIGRATION TO ORACLE CLOUD

The Data Intensity team assessed the situation and recommended a move to Oracle's Cloud Infrastructure (OCI). Since the service's original cloud deployment, the Oracle alternative had become a much more mature and competitive alternative. OCI promised the benefits of scalability, higher availability and security at a significantly lower compute cost. This solution, coupled with dedicated resources to support the new infrastructure, addressed the main pain points as well as provided a cost effective solution.

Next, Data Intensity planned the migration of the applications and the supporting Oracle database. In order to validate the alternative infrastructure, Data Intensity created a proof-of-concept by running a copy of the online portal app in OCI. This trial not only validated that the application would run successfully without modification, but the process also benchmarked improvements in performance so that resources could be optimized. In addition, Data Intensity's Managed Services

Industry:
Educational Services

Customer Benefits
- Increase in performance and availability
- Scalable solution for growth
- 30% reduced infrastructure costs drive substantial savings
- Dedicated team of Oracle experts 24x7

Solutions
- Oracle Cloud Infrastructure
- Data Intensity Discovery Services - Proof of Concept
- Data Intensity Migration Services
- Data Intensity Managed Services

"We were looking to find a long term technology partner to help us take advantage of emerging cloud technologies. Data Intensity identified the best cloud solution for us and removed our migration concerns by flawlessly managing it from start to finish."

- Director and Co-Founder, College Planning Service

"The Data Intensity team is hands-on and easy to work with, no matter our request. It is a relief to be able to rely on an IT partner to provide informed guidance and expertise on all things Oracle, so that our energies are back to focusing on growing our business."

- Director and Co-Founder, College Planning Service

Results:

SUCCESSFUL ROLLOUT, IMPROVED AVAILABILITY, BIG SAVINGS

were added as the internal IT team didn't have any internal Oracle resources. Thus providing a means to guarantee 24x7 service with 99.5% availability.

The migration took just two days to replicate the database and to go live in the OCI infrastructure. With everything running smoothly, the cutover was executed by repointing the VPN and URLs. The migration to the new cloud was a success – invisible to the service's users.

When the migration was complete, Data Intensity was asked to stay on the team and provide ongoing database support under a managed services contract consisting of database administration, system administration, monitoring and patching.

MANAGED SERVICES PROVIDE ECONOMICAL SOLUTION

To keep up with the growing company and the need for operation efficiencies, over time, the company invested in other Oracle applications including Agile, Hyperion, OBIEE, Siebel, SOA and Oracle Procurement. With Oracle as their main platform provider, the IT team realized it fell short of the depth and breadth of knowledge needed to run the multiple Oracle applications efficiently. The company chose Data Intensity as the managed services provider. It reasoned that the Data Intensity team with deep experience and proven skill sets could more effectively manage the full stack of applications, databases and infrastructure than if they hired additional internal staff.

As soon as the migration was completed, the company experienced major improvements in the availability of its online portal for both students and partners, helping to accelerate the onboarding process.

By moving to OCI, the college service was able to realize substantial cost savings. Compared to AWS, the monthly infrastructure usage costs were reduced by 30%, and because of the increased reliability of the Oracle infrastructure, costs to support the system went down drastically. Overall, the company saw an 80% reduction in support hours proving a seamless migration, efficient infrastructure and significant costs savings going back to the bottom line.

"This migration to the Oracle Cloud has positioned our business for the next phase of growth," says the service's Director and Co-Founder. "Not only has our partnership greatly improved our service's availability and scalability, it has delivered a dramatic reduction in our operating cost."

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