

SUPPORTING GLOBAL GROWTH WITH REAL-TIME FINANCIAL PERFORMANCE REPORTING

Oracle ADWC Key Value Metrics

- Deployed in Just a Few Weeks, 10x Faster Than Previous On-Premises Deployments
- \$225,000 Cost Savings Over Three Years
- Zero Downtime, Zero Admin Effort
- Instantaneous Data Refreshes
- 3–4x Faster Performance with Fewer Resources Than On-Premises Solution



Challenge: Planning for Aggressive Global Growth

Data Intensity is the largest independent multi-cloud services provider focused on managing mission-critical applications and services in a hybrid cloud world. As the company scaled globally, the leadership team required real-time visibility into the business so it could better manage its hyper-growth. The business operations and finance teams at Data Intensity decided to move the financial reporting process to the cloud.

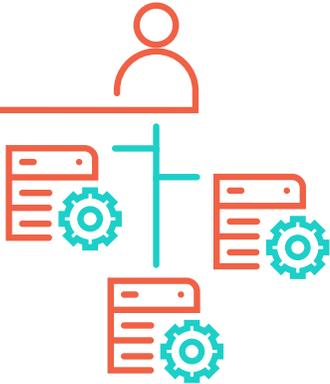
Although the finance team had been meeting the business's needs, even the best-tuned process can be stressed at a global scale. Company executives needed on-demand mobile access to information in any location. According to Andrew Heath, Senior Manager of Global Financial Planning and Analysis, "Our team spent about 60 percent of its time compiling reports, leaving little time for data analysis. That approach wasn't going to work for us if we wanted to grow our business." The system needed to evolve to meet Data Intensity's business requirements; it needed to be much more agile.

Chief Financial Officer Paul Hausback says, "We needed a state-of-the-art, nimble, scalable, cloud-based financial reporting system. The solution needed to provide anytime, anywhere, and any-device access for our executives and mobile users. From a back-office perspective, our financial team needed the flexibility to add new entities, expand to a new country, or even restructure P&L on the fly. We also needed real-time, dynamic, forward-looking reporting and analysis so our business leaders could make informed decisions. This was imperative to expanding our business and making sure our equity partners could gauge their investment in real-time."

In addition, IT was spending too much time on managing infrastructure. The on-premises Oracle E-Business Suite (EBS) and Oracle Business Intelligence Enterprise Edition (OBIEE) solutions required frequent maintenance downtime for patching and significant capital investments with every major upgrade. The IT team looked to the cloud for a more flexible, cost-efficient solution.

Solution: Moving Financial Reporting & Planning to Oracle Cloud

Since Data Intensity was an existing customer and a prominent partner of Oracle, the company embarked on its own journey to Oracle Cloud. The IT team moved OBIEE to Oracle Analytics Cloud and upgraded to the latest EBS instance — all built on the Oracle Autonomous Data Warehouse Cloud (ADWC).



Heath and Hausback outlined the solution in April 2018, and by June 2018, it was implemented and fully operational. “We saw a proof of concept of the user dashboard, adopted it, and the solution was built out from there. The deployment turnaround time was highly efficient, and the rapid pace of delivery reduced risks to our business operations”, stated Heath. Heath and Hausback estimate that the new cloud solution reduced the time-to-deploy by 10x.

Heath and Hausback also saw a huge value in the self-securing capabilities of ADWC. With the policy-driven security features embedded in the database, they knew they would have a much more secure financial system, and the IT team would also save hundreds of hours every year on planning and testing security patches.

Since the solution was so intuitive, Data Intensity didn’t need to conduct formal user training. With drag-and-drop functionality, users can easily manipulate data and create customized reports on the fly. According to Heath, “If you can use Excel, you can quickly adopt this dashboard solution.”

“The Oracle Cloud Solution has allowed our executives and business users to mine and synthesize rich data from EBS and other sources, putting critical financial data and custom reports at their fingertips on any device wherever they are in the world.”

Andrew Heath
Sr. Manager
Global Finance Planning &
Analysis Data Intensity

Why Oracle ADWC

- + Consolidated Disparate Data Sources Into a Single Source of Truth
- + Lightning-Fast Processing Power to Generate Hundreds of Reports Instantaneously
- + Scalability to Easily Put Data/ Analytics in the Hands of Many More Business Users
- + Cost Savings to Add More Users Without Adding Licenses
- + Real-Time, On-Demand Access to Data on Any Device

Benefits Realized

- + 10x Faster Deployment Time, 10x Faster Time-to-Benefit
- + 200 Reports Generated in Seconds vs. Days
- + 10x User-Base Increase for Better Business Decisions
- + \$225K Savings in Licensing and Operating Costs

Result: Creating Corporate Performance Management in the Cloud

After several months on the new Oracle EBS, Oracle Analytics Cloud, and ADWC solution, Data Intensity's IT team has been able to realize zero downtime and zero administrative involvement. The patching windows and maintenance effort have been completely eliminated. In fact, the company's DBAs have evolved into a new "database advisory" role focused on value-added tasks, like proactively monitoring data flows across the system.

The IT team has also tracked faster performance times, with more than 200 reports generated in just a couple of seconds from the new financial reporting dashboard. With the self-tuning and self-optimization capabilities of the ADWC solution, data refreshes are instantaneous versus the time lag with the legacy system. Also, users can run complex reports with much larger data sets in seconds instead of several minutes.

Although the performance and technology improvements have been major benefits to IT, the business benefits have been even more significant, with financial data from disparate systems consolidated into one unified solution. Kathy Eastwood, Senior Vice President of Operations, says, "We wanted one source

of truth for our financial data, to eliminate 'data wars' when different teams would create different reports with similar information and give us different results that we couldn't correlate. With a single pane of glass into our financial data, we can get to a place where we are running proactive trending reports to help us make real-time strategic decisions."

With the successful migration of the company's financial information to the new Oracle Cloud solution, Eastwood envisions this as the first step in Data Intensity's Digital Transformation. She says, "As soon as we can, we'll move our HR and customer data to Oracle Cloud, so we can get a 360-degree view of our entire business."

"Corporate performance reporting powered by ADWC has provided our team with a single pane of glass that enables us to correlate disparate data sources to drive better, faster business decisions with the ultimate goal of enhanced forecasting and predictive capabilities."

Kathy Eastwood
SVP of Operations
Data Intensity

The company's executives and business users are discovering the value of the new solution too. According to Heath, "When we first deployed the solution, about 30 people had access to the dashboard. Over the next 18 months, we expect our users to increase tenfold. While our executives and investors need to see critical financial data in real time, we can now cascade that information and analysis so other business leaders can also see financial data and make better decisions."

Heath went on to say, "Today with the Oracle Cloud solution, we can push data down to the desktop-user level without having to add more licenses. As we scale out and add more users according to our three-year plan, we expect to save approximately \$225,000 in licenses and operating costs."