



Oracle EMEA DWH Terabyte Club



**Customer Meeting: Nov 20th
Munich, Germany**



Welcome to Munich for the Oracle DWH Terabyte Club customer meeting in Europe.

You and your fellow guests represent the 'cream-of-the-cream' of our Data Warehouse customers in Europe and we are delighted that you took the effort to come to Munich and spend the day with us.

The Oracle DWH Terabyte Club meetings are intended to give you the latest information on Oracle Business Intelligence & Data Warehousing, but also, and maybe even more important, to share experience between our customers and Oracle and between the customers themselves.

Today Turkcell and TeliaSonera will share their experience with us. Turkcell will put the focus on how to manage a 70 TB DWH, looking on aspects like manageability and scalability, whereas TeliaSonera will give us some insight into the pros and cons of using a logical DWH data model. I am very excited about learning from their experience.

Please do also use the opportunity to discuss whatever is important to you with our Oracle Development staff. We have specialists here for all Oracle DWH products like Oracle Server, Exadata, OLAP, Data Mining and Oracle Warehouse Builder.

But let's not forget our partners, which are very important to us. Special thanks to IBM, ISE and SumIT to help finance this event. We are very happy to have representatives from them with us today, please take the chance and address questions you might have directly to them.

Finally we hope in the future that we also will be able to count on your support as advocate of the Oracle BI&DWH solutions as member of our Global Customer Programme.

Many thanks and please enjoy the day.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Reiner Zimmermann', written in a cursive style.

Reiner Zimmermann
Senior Principal Product Manager
Oracle DWH Development
Manager EMEA DWH Terabyte Club



Oracle DWH Terabyte Club is a Strategic Customer Programme within Oracle DWH Development to insure successful and referenceable DWH clients and develop a close and trustful relationship with the client.

We help making these customers' Data Warehouse projects successful from both technical and business standpoint and offer to audit the system against current needs and future requirement.

Enabling these customers to help Oracle remain the leading company in large Data Warehouse markets is a cornerstone of this programme. Customers would do so by becoming large-scale Data Warehouse reference customers for Oracle and further enhancing Oracle's quality and functionality for large Data Warehouse environments.

The tasks and deliverables Oracle DWH Terabyte Club clients can expect are:

- DWH architecture review and health checks
- Customer advisory board participation for Oracle DWH products
- Oracle Terabyte Club Meetings
- Conf-Calls on specific DWH topics with other Terabyte Club members
- Establish relationship with DWH development
- Assigned DWH Product Manager as contact point

An Oracle DWH Terabyte Club client might want to participate in following Oracle marketing activities:

- Occasional, well-screened analyst and sales reference calls
- Participation in sales reference forums
- Customer profile on Oracle.com
- Oracle/Analyst Conferences & Events
- Keynote speaking and networking opportunities
- Public Relations: Interviews, briefings, joint press releases, webcasts

If you are not already a DWH Terabyte Club member but would like to become one, please get in contact with us for further details.



DWH Terabyte Club



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Time	Title	Presenter
08.30 - 09.00	Reception & Coffee	
09.00 - 09.15	Welcome & introduction	Reiner Zimmermann Oracle
09.15 - 09.30	Who is who short introduction of participants	all
9.30 - 10.30	Keynote: Turning Data into Dollars	Marc Teelink PhD, mba/mbi IBM
10.30 - 11.00	Coffee Break	
11.00 - 12.00	Customer Case Study Turkcell	Hüsni Şensoy DWH Specialist & Architect Turkcell
12.00 - 13.00	Lunch Break	
13.00 - 14.15	News from Oracle World New DWH technologies & tools	Hermann Bär Oracle
14.15 - 15.00	Customer Case Study TeliaSonera	Ole Larsson Area Resp. Manager Architecture TeliaSonera
15.00 - 15.30	Coffee Break	
15.30 - 16.45	Open discussion Meet the developers	All
16.45 - 17.00	Close of the day	Reiner Zimmermann Oracle



www.ise-informatik.de



PRIMONDO



adidas AG
Herzogenaurach, Germany
www.adidas-group.com

Industry:

Consumer Goods

Annual Revenue (2007):

US\$15.88 billion

Employees:

31,344

Oracle Products & Services:

Oracle Database
Oracle Data Warehouse
Oracle Partitioning
Oracle Data Guard

“With Oracle as the database foundation for our SAP BW data warehouse, we can guarantee maximum availability for our users today and in the future.”

– Jürgen Herzog, Head of Competence Center Business Intelligence Global IT, adidas AG

adidas AG Ensures High Availability and Performance of Critical Global Data within 13-Terabyte Data Warehouse

The adidas group is one of the world’s leading suppliers in the sporting goods industry, maintaining an extensive portfolio across its three core brands: adidas, Reebok, and TaylorMade-adidas Golf. adidas has been part of the sports world for more than 80 years. Its products include sports shoes, clothing, and accessories, all of which incorporate the latest technology.

Challenges

- Enable global use of the company’s data warehouse system, which is built on SAP Business Information Warehouse (BW) and Oracle relational database management system (RDBMS) technology and contains information related to sales, marketing, and finance
- Accommodate users at all management levels—from operative reporting to business performance management at the brand level
- Ensure high availability of the data warehouse system for more than 1,500 users around the globe
- Achieve worldwide integration of diverse source systems based on disparate technologies
- Scale solution to manage more than 10 terabytes of data in a single database

Solution

- Ensured high availability and high performance of the data warehouse system as well as a standardized reporting view
- Enabled global access to the data warehouse system for all lines of business in all geographical regions
- Created an upstream Oracle Database to consolidate more than 30 non-SAP source systems in advance to ensure data quality and streamline data loading processes
- Significantly reduced down time by implementing a disaster recovery architecture—with no unplanned downtime to date
- Ensured high availability of the data warehouse system through replication enabled by Oracle Data Guard
- Enabled replication using the back-up system at a distance of 40 kilometers
- Used Oracle tools to improve performance by a factor of 100 for specialized queries
- Utilized Oracle Database features to build a 13-terabyte data warehouse that keeps growing



IDS GmbH – Analysis and Reporting Services (IDS),
Munich, Germany
www.allianz.com

Industry:

Financial Services

Employees:

100

Oracle Products & Services:

Oracle Data Warehouse
Oracle Real Application Clusters

Oracle Partner:



ISE Gräfenberg
www.ise-informatik.de

“With the new Oracle Data Warehouse cluster architecture, we were able to scale our system to suit current and future requirements—thereby saving both money and time.” –
Holger Haun, Managing Director,
IDS GmbH – Analysis and Reporting Services

IDS GmbH Enhances Central Investment Data Warehouse System with Scalable IT Solution

IDS GmbH – Analysis and Reporting Services (IDS) is a wholly owned subsidiary of Allianz SE. The company, with headquarters in Munich and Frankfurt, specializes in the provision of investment management services, both for the capital investments of the Allianz Group and for external customers. The Allianz Group conducts extensive investment management activities for the assets of its insurance companies, as well as asset management. To support these activities, IDS operates and maintains a financial database containing data on all capital investments managed by the Allianz Group worldwide at the individual investment level.

Challenges

- Produce performance and risk analyses and extensive finance-specific evaluations for the Allianz Group
- Enable continual expansion of hardware architecture to accommodate increasing demand
- Integrate a variety of new source systems into financial database

Solutions

- Worked with ISE Gräfenberg to enhance a central investment data warehouse system to consolidate and adjust/augment all relevant data and make it available for analyses and evaluations
- Provided a fail-safe, fast, flexible, and scalable IT infrastructure with Oracle Real Application Clusters
- Consolidated all relevant data from 200 source systems with Oracle Data Warehouse
- Provided access to data for approximately 1,500 end users
- Realized a 400% improvement in processor performance using Oracle Real Application Clusters
- Ensured system scalability to offer future required services in the usual high quality Enabled rapid system maintenance without downtime



AVEA – Turkey

The project in Avea covers defining future model and that supports business' activities. The study is not only about new model and physical database environment creation, but also establishment of Business Intelligence Platform and creating user environment.

DWH platform consists of development, test, deployment and operation of DWH applications. Datamarts are loaded from the source systems by using ODI (Oracle Data Integrator) mostly daily basis.

What has AVEA gained with this project?

- Ready for flexible reporting needs
- Faster response to user requirements
- Create a new role for data quality
- Entegrate a new dimension model for all Avea Enterprise Systems
- To be ready for future Telco model (Party model, number portability)
- Infrastructure for Data Mining / OLAP
- A documented system for both business and technical sides

DWH applications serve almost every business area of a Telco operator like campaigns, billing, vas events, customer interactions etc.

The platform is based upon IBM AIX and Oracle 10g RAC / Oracle BI Enterprise Edition technology. Automatic Storage Management (ASM) is used as a storage management interface.

Oracle Database Resource Management has been activated to manage a database server's CPU resources effectively for applications. It consists of 7 servers (about 140 CPU and 288 GB memory) and a high-end storage system with 50TB disk attached. Backup system is based on SAN technology on tape with 12 drives and a throughput of about 6TB per hour. Growing rate of data is very high. 30 TB disk has been used in this year and we have ordered 30 TB new disks in this month.

Hardware details of Datawarehouse project

Production Servers:

New Datawarehouse: 2x IBM AIX Oracle 10g RAC with ASM technology

Old Datawarehouse: 2x IBM AIX with Oracle 10g RAC

ETL Server: Sun Solaris with Oracle 10g

Test Systems:

New Test System: IBM AIX with Oracle 10g

Old Test System: IBM AIX with Oracle 10g



Credit Suisse – Switzerland

Credit Suisse IT follows a platform strategy and the DWH Application Platform (DWH AP) is one of the well established APs within Credit Suisse. Application platform means that there is a set of integrated technical components, a managed infrastructure and a set of well-defined processes in order to develop, test, deploy and operate DWH applications. Application developers can thus focus on designing data models, implementing staging jobs and reports while everything else is provided by DWH platform management and DWH operations teams.

The DWH AP was built from 1998 to 2001 and is now hosting more than 70 DWH applications. All these applications implement the same reference architecture (architecture blue print) and use the same standard tools for data staging, reporting and analysis.

The underlying architecture is based upon a central data distribution hub which integrates more than 2000 feeder files (mostly delivered on a daily basis) whereas data marts – that load data from this "single source of truth" – are private for a given DWH application (hub-and-spoke architecture).

Currently, the applications hosted on the DWH AP serve almost every business area of an international premier bank, like, e.g., customer relationship management, internal and external accounting, regulatory reporting (e.g. Basel II), anti-money laundering, credit and risk monitoring and operations. These applications are used by almost 13'000 (internal) users.

The platform is based upon Sun Solaris and Oracle/Hyperion technology (Oracle 10g, Oracle BI Enterprise Edition Plus). It consists of more than 60 servers (about 1000 CPU and 3 TB main memory) and a high-end storage and backup infrastructure (10 dedicated enterprise storage systems with 450 TB disk attached, and a SAN-based backup on tape with a throughput of about 1 TB per hour).

The high user acceptance is reflected by an amazing growth rate. The data volume managed on the DWH AP is doubling every year! Between 15 and 20 new applications are deployed on the platform every year. Both the platform (including Oracle databases) and the architecture have proven to be scalable far beyond the initial design objectives.

Currently, the next major release of the platform is being designed (based on Sun's/Fujitsu's M-series (M5000 and M9000-32), Oracle 11g and Oracle Data Guard for replicating data in the production environment to the remote data center for disaster recovery purposes). The roll-out is planned for midst of 2009.



Migros Bank - Switzerland

Migros Bank is a subsidiary company of Switzerland's largest retail company, It's is a typical end-customer bank, which offers a comprehensive product portfolio. Excellent customer care and high value products and services with low cost and fees are key to Migros Bank's ever growing success on the Swiss market.

In mid 2007 Migros Bank decided to make a radical change regarding its IT strategy. Exchanging its main outsourcing partner and switching from the mainframe based IBIS banking product to the UNIX-server based FINNOVA banking Software, required also the development of a new Data Warehouse and Business Intelligence strategy and its implementation. Based on the current Oracle product and release portfolio a new Data Warehouse and BI solutions are under development and will go live in 2009.

The DWH makes full use of the powerful new DWH features in the 11g Oracle database, like advanced compression, new partitioning features, and others. On top of that Oracle's BI Enterprise Edition Plus and Oracle Application Express provide the platform for a multitude of standard reports, OLAP analyses, dashboards, and BI applications, therewith allowing the management to tightly control and manage all aspects of the bank's business.

Mobitel – Slovenia

Mobitel is the national mobile telecommunications operator, who is establishing and managing the infrastructure to provide state-of-the-art services to domestic and foreign users, complemented with all the needed information for their efficient usage. Social responsibility is a core value in all Mobitel's activities, helping to improve the environment and offering a simulative working environment to all of our employees. Satisfied customers, employees and owners of the company are the foundation of our operations.

Mobitel have built a scalable, high-performance data warehouse platform capable of storing tens of millions call data records per month to provide analytic information for aggregated customer and service segmentation. Analytics enable Mobitel to better understand particular customer profiles and behaviour, reduce churn and to detect upsell/cross-sell opportunities.

Mobitel's data warehouse uses Oracle database – replacing SQL Server- Partitioning and RAC to build a robust and scalable platform for its data warehouse solution. The data warehouse is currently 6 terabytes in size with an annual increase of 1 terabyte (several tens of millions call data records per month). Mobitel's data warehouse and OLTP system are implemented on the same Oracle database, supported by RAC, that is configured on two nodes: one of them dedicated for transactional workload and one for analytical queries, the nodes can be flexibly adjusted between transaction and data warehouse systems according to the business needs.





Telefónica O₂ Germany
GmbH & Co. OHG
Munich, Germany
www.o2online.de

Industry:

Communications

Annual Revenue:

US\$4.47 billion

Employees:

4,100

Oracle Products & Services:

Oracle Database Enterprise
Edition
Oracle Partitioning
Oracle Support

“The Oracle database and high-performance PL/SQL-based load jobs enable us to make the entire data stock from more than 100 source systems at the previous day’s state available. With a total volume of 35 TB and more than 10,000 load jobs—in which we can implement even very complex transformations—this is truly impressive.” –

Dr. Jens Johannesson, Head of Design & Implementation, Business Intelligence Center, Telefónica O₂ Germany

Telefónica O₂ Germany Creates 35TB Data Warehouse to Manage Data and Improve Operations

Telefónica O₂ Germany GmbH & Co. OHG, part of the Spanish telecommunications group Telefónica S.A., serves more than 13 million mobile phone customers in Germany. The company offers both pre- and post-paid mobile phone products, as well as innovative mobile data services. As an integrated communications provider, the company also supplies DSL landline telephony and high-speed internet services.

Challenges

- Provide all employees with critical, role-specific business information through O₂’s Business Intelligence Center
- Support enormous amounts of data resulting from annual archiving and manage data transfer from numerous source systems (billing, customer service, network administration)
- Produce reports based on the previous day’s data
- Provision multiple dependent data marts

Solution

- Created a central enterprise data warehouse with Oracle Database Enterprise Edition
- Supported daily data extraction from more than 100 source systems with approximately 10,000 Procedural Language/Structured Query Language (PL/SQL)-based, fully automatic load jobs
- Delivered a fully interpreted picture of customers and business relationships with up-to-date data
- Provided unlimited availability of structural data such as customer stock figures or product mix and stored anonymous revenue data for up to two years
- Eliminated growth restrictions for the data warehouse—which already holds 35 terabytes—thanks to the scalability offered by the database and Oracle Partitioning
- Simplified population of all dependent data marts for area-specific reporting and data mining on subjects such as customer satisfaction, revenue projections, tariff simulation campaign management, fraud management, etc.
- Produced approximately 2,500 reports for approximately 2,200 registered users
- Enabled efficient data sourcing by seamlessly integrating the data warehouse into the operative applications landscape through database links



PostFinance – Switzerland

PostFinance is a profitable business unit of Swiss Post. In the Swiss retail market, we provide professional and personal financial services in the fields of payments, investments, financing and retirement planning.

A comprehensive high-quality cross-border payments system forms the core of our range of services.

More than two million private customers use postal accounts and the PostFinance Card. Building on this, we offer comprehensive financial services spanning further accounts and cards, investments, financing and retirement planning.

For business customers, we offer innovative payment transaction services and a range of attractive investment and financing options. We also play a leading role in electronic services.

PostFinance started in 1998 with the construction of the DWH. Since then, it was continuously improved with the fundamental goal to create an enterprise data warehouse. 200 standard reports are produced monthly, as well as around 2500 ad hoc queries are performed against the DWH system. For retail marketing division a cockpit was developed recently, which is growing more popular since then.

The basic structure of the DWH is based on a classic approach, using Staging Area, core DWH and data marts. The Core DWH is modelled using a 3NF and contains 325 tables with over 6 000 attributes. For reporting purpose the core data are moved into 38 data marts.

The productive system is on Oracle RDBMS 10.2 with a size of 12 TB .All ETL processes are done using Oracle Warehouse Builder 10.2. For reporting PostFinance is using arcplan, Business Objects and Oracle products.



Quelle GmbH
Fürth/Bavaria, Germany
www.quelle.de

Industry:

Retail

Annual Revenue:

US\$4.26 billion

Employees:

7,700

Oracle Products & Services:

Oracle Database
Oracle Data Warehouse
Oracle Application Server
Oracle Discoverer
Oracle Business Intelligence
Oracle Real Application Clusters
Oracle Forms and Reports

Oracle Partner:



Information Systems Engineering
(ISE) Gräfenberg, Germany
www.ise-informatik.de

“Oracle Data Warehouse now enables us to analyze and store all our information on a daily basis with a high level of detail. That allows us to plan and act flexibly—close to the customer and what he or she wants.” –

Dr. Michael Semmler, Head of Data Management, Quelle GmbH

Quelle GmbH Optimizes Scalability and Availability with High-Capacity Data Warehouse Solution

Quelle GmbH, a Primondo group company, is part of the mail-order business segment of Arcandor AG, a large German retail and mail order company formerly known as KarstadtQuelle AG. Quelle operates mail-order centers in 15 countries throughout Europe as well as 4,000 retail stores, offers teleshopping options, and hosts an internet presence. Quelle is a true multi-channel supplier.

Challenges

- Extract detailed and compressed information for optimal customer orientation
- Construct an extensive data warehouse that offers high performance and availability
- Replace the company’s Symmetric Multiprocessing (SMP) architecture with a cluster architecture to increase performance and reduce costs

Solution

- Implemented Oracle Data Warehouse to provide capacity for up to 12 terabytes of data and a strong foundation for business intelligence capabilities
- Consolidated all business processes onto a centralized enterprise data warehouse
- Enabled complete and comprehensive reporting for marketing, product management, enterprise resource planning, financials, and controlling with Oracle Discoverer
- Gained the ability to precisely forecast anticipated customer behavior
- Allowed Quelle to manage multi-channel customer relationship management (CRM) campaigns
- Transferred and compressed the existing data for the past nine seasons (4.5 years) from 25 different source systems using more than 90 interfaces
- Worked with Oracle Certified Partner Information Systems Engineering (ISE) Gräfenberg to develop additional database applications via Procedural Language/Structured Query Language, Java, Oracle Forms and Reports, individual solutions, and tuning
- Optimized scalability, performance, and availability by replacing Quelle’s SMP architecture with a 12 node Oracle cluster
- Doubled hardware capacity without increasing costs

TeliaSonera

Telia Sonera – Sweden

TeliaSonera is the leading telecommunications company in the Nordic and Baltic region, with strong positions within mobile communications in Eurasia, Turkey and Russia. At the end of 2006, we launched mobile services in Spain.

We are the leading European provider of quality cross-border voice, IP and capacity services, provided through our wholly-owned international carrier network.

We offer reliable, innovative and easy-to-use services for the transmission and packaging of sound, images, data, information, transactions and entertainment.

To us simplicity and service are key drivers for creating sustainable growth and value for our customers and shareholders.

We aim, through our international business areas, to capture the strong growth within mobility, broadband and integrated enterprise services and the high growth in the eastern markets.

The TeliaSonera share is listed on the Stockholm Stock Exchange and the Helsinki Stock Exchange, and the company is included in the Dow Jones Sustainability Index. Simplicity and service are important tools for us in creating profitable growth and value for our customers and shareholders. Read more at www.teliasonera.com.

TeliaSonera consolidates current Data Warehouses to one enterprise Data Warehouse named BlueIce. This will be done by a number of Consolidation projects.

In June 2006 the first TeliaSonera Sweden Data Warehouse consolidation project was started. In TeliaSonera Finland the work with consolidation started earlier in 2005.

The goal is significant cost reduction and to provide the business with high quality information. To have this information secured in one place is going to give large benefits to the business in TeliaSonera.

BlueIce is built up on a TeliaSonera application standard platform on Oracle 11g currently storing 1TB data but planning to grow up to 28 TB in the beginning of 2009.



TURKCELL

Turkcell Telecommunications
Services A.S.
Istanbul, Turkey
www.turkcell.com.tr

Industry:

Communications

Annual Revenue:

N/A

Employees:

2,000

Oracle Products & Services:

Oracle Database
Oracle Partitioning

Implementor:

Oracle Consulting

“As one of the most prominent telco companies in Europe, time to market, availability, and scalability are crucial concerns for us. Oracle has given us an excellent solution to help us meet all three of these challenges.” – Husnu Sensoy, Data Warehouse Specialist, Turkcell Telecommunications Services A.S.

Turkcell Reduces Data Backup Time of 50 Terabyte Data Warehouse from 38 Hours to 45 Minutes

Turkcell is the leading GSM operator in Turkey. The company has 35.1 million subscribers, and is the third largest mobile network operator in Europe. Established in 1994, Turkcell created the first Global System for Mobile Communication (GSM) network in Turkey and is the first Turkish company to be listed on the New York Stock Exchange.

Challenges

- Accelerate access to critical business data to support complex analysis of business performance and of customer behavior
- Improve integration between data sources to preserve quality of customer, product, and company information
- Improve system availability and reduce error rates
- Streamline system management and reduce costs
- Reduce key data processing time windows
- Prevent simultaneous extract, transform, and load (ETL) and reporting processes from draining system resources
- Manage a 50 TB EDW and various Terabyte Data Marts

Solution

- Improved system availability from 95% to 99%
- Reduced backup costs by 50% with incremental backup
- Compressed each four terabytes of data to 1.2 terabytes, saving significant storage costs
- Improved backup time from 38 hours once a week to 45 minutes every night with Oracle Database's incremental backup capabilities
- Used Oracle Data Pump to reduce import/export time by an order of magnitude
- Isolated reporting and ETL hosts so that these processes are not sharing the same resources
- Future proofed the system through the flexibility and scalability of Oracle Database



IBM

For over 30 years, Oracle and IBM have had a robust relationship around technology innovation. IBM has a team of engineers onsite at Oracle and moves hundreds of IBM servers into Oracle labs for development and support. These IBM engineers work together with Oracle to optimize and test Oracle Applications and technology products on i5/OS, AIX 5L, z/OS, Linux, and Windows. These operating systems are supported across IBM's server portfolio of System x, System p, System i, System z, and System Storage.



www.ise-informatik.de

ISE - Germany

ISE is an ORACLE Certified Partner since 1992 specialized in implementing all-round IT strategies and solutions, with a focus on databases and data warehouses (DWH) based on ORACLE technology. ISE supports customers in optimizing the whole spectrum of business processes and activities, beginning with analysis, consulting and planning through to the implementation, test and installation by taking advantage of the overall ORACLE stack.

Our expertise - leaned on long term experience - includes ORACLE Real Application Cluster (RAC) infrastructures, data loads using LADC or OWB, data assembly and modelling, system operations and maintenance, performance analysis and tuning.

The LADC option RAC Booster implemented by ISE offers an alternative to facilitate the very fast loading of huge quantities of data in RAC based ORACLE DWH systems.

Our satisfied DWH-customers include amongst others Allianz Insurance, the Arcandor Group (formerly Karstadt-Quelle) respectively Primondo and other well-known companies located in Germany.

sumIT - Switzerland

sumIT is a leading provider of services and solutions for Data Warehousing and Business Intelligence in Switzerland. sumIT does not only focus exclusively on the application area of DWH/BI, but does also have a clear technical focus, being the exclusively use of Oracle's entire DWH/BI product suite. Thus, sumIT is able to provide the highest level of expertise possible in that area. This is backed by regular presentations at the annual Oracle Open World conference given by sumIT consultants.

Projects in recent years covered multiple industries like banking, insurance, utilities, power generation, card services, and others. Besides a number of SMEs, customers in these projects where global players like Alstom and Swisscom, as well as large national companies like Swiss Life, Migros Bank, Axpo and PostFinance.

One cornerstone of successful customer projects is sumIT's in-depth know-how regarding DWH features & modules of the database server, as well as the BI Enterprise Edition Plus. Besides mastering Oracle's latest product releases, sumIT regularly does take part in Oracle's beta testing programs. The combination of social and management competence, methodological know-how, technical expertise and vendor focus allows sumIT to support its customers regarding every aspect of their DWH/BI projects from the concept & design phase, through development up until roll-out and maintenance in the best way possible.




ORACLE®

ABOUT ORACLE

Oracle (Nasdaq: ORCL) is the world's largest enterprise software company.

Oracle's business is information – how to manage it, use it, share it, protect it. For nearly three decades, Oracle has provided the software and services that let organizations get the most up-to-date and accurate information from their business systems.

Today, Oracle is helping more governments, businesses and healthcare institutions around the world become information-driven than any other company.

For further information: <http://www.oracle.com/>

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