

Retail

The Client: A large on-line and catalogue based retailer

The Issue: The client was experiencing performance issues when running end of day batch processes. These jobs were critical to the customer service metrics as the pick-pack-ship process was part of the nightly batch run.

If a customer expected a package to be delivered on a “next day” basis, the batch runs had to complete before a cutoff time. As the data volume and customer base continued to grow (which is a good problem), it become more and more difficult to complete batch runs within the available time window.

The Solution: Exadata was installed to address the batch runtime issues. With no change to code, schedules or the resources, the Exadata platform was able to shrink the end-of-day batch runtimes from 4 hours to under 20 minutes.

With additional tuning and utilization of some key Oracle features (Database partitioning, Hybrid Columnar Compression), the batch runtimes were further reduced. This not only allowed for using the Exadata for other databases, but also enabled the retailer to accept order later into the day increasing daily revenue.