DATA **INTENSITY**

LARGE MANAGED SERVICES PROVIDER GAINS COMPETITIVE ADVANTAGE BY MOVING TO ORACLE CLOUD INFRASTRUCTURE

Profile

⊕ Managed Services Provider

⊕ North America

Challenge

Data Intensity is the largest independent, multi-cloud managed services provider and a longtime member of the Oracle Partner Network, focused on supporting mission-critical applications and delivering managed services in a hybrid cloud world.

With over 17 years of industry experience, 650 customers served, and 15,000 managed environments under their belt, they specialize in delivering purpose-built solutions as well as design, implementation, migration, maintenance, and support services for the technologies and platforms that power their customers' business processes. Data Intensity's core business depends on having a mission-critical enterprise cloud infrastructure that enables them to deliver the high availability, performance, flexibility, security, and scalability that their end-customers need for their business-critical workloads.

"We moved to Oracle Cloud Infrastructure because our very business model depends on having the most cost-effective yet best-performing infrastructure available to run Oracle workloads."

James Anthony
Chief Technology Officer

Why Oracle?

⊕ 30% Reduction in Infrastructure Usage Cost

⊕ 10 Times Faster Deployment

⊕ Able to Run 200 Reports in Seconds versus Hours

⊕ Complete IaaS and PaaS Portfolio

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Best-Performing Oracle Application Environment for the Price

Data Intensity has built a successful business hosting and managing Oracle Applications and Oracle Database(s) for internal purposes and on behalf of their end customers. They have over 300 customers running Oracle solutions like Oracle E-Business Suite in their own data center. However, they realized they could gain cost savings by migrating nonproduction and disaster recovery environments to Oracle Cloud Infrastructure while still delivering the highly reliable and performant services that their customers demand for their most critical applications.

Data Intensity now runs customers' E-Business Suite workloads on Oracle Cloud Infrastructure Compute and Block Volumes, and they leverage Oracle's highly scalable File Storage Service for shared file systems during deployments to help optimize capacity consumption. In addition, they deploy Oracle Databases and can offer end customers the flexibility to leverage existing licenses with Oracle's Bring Your Own License (BYOL) program or purchase Oracle Database Cloud Service with license included — all while providing access to capabilities like Oracle Real Application Clusters (RAC), which are only available with Oracle Cloud Infrastructure.

Since migrating to Oracle Cloud Infrastructure, Data Intensity has been able to pass the cost and reliability benefits on to their end customers. One such customer, an educational services company, has seen their monthly infrastructure usage costs go down by 30%. Additionally, Oracle's Cloud Infrastructure has been more reliable. This has translated to increased service availability for the end customer's student- and partner-facing online portal as well as an 80% reduction in infrastructure-related support hours.

Cloud Transformation is Key Enabler for Aggressive Growth

In order to support their own aggressive growth plans, Data Intensity has also undergone a cloud transformation, migrating their financial reporting and business intelligence processes to the Oracle Cloud. They moved their internal E-Business Suite to Oracle Cloud Infrastructure and migrated from Oracle Business Intelligence Enterprise Edition (OBIEE) to Oracle Analytics Cloud Service with Oracle Autonomous Data Warehouse Cloud Service in the back end.

The Data Intensity team estimated that the time to deploy in the Oracle Cloud was 10 times faster than if they had decided to upgrade their legacy on-premises solution. Since the move, they have also seen significant performance improvements. Data Intensity's financial and operations teams can now generate 200 reports in just a couple of seconds versus the hours that it used to take.

Data Intensity's plan is to eliminate their own infrastructure offering and to migrate their customers to Oracle Cloud Infrastructure. "We believe we will get the best value for our dollar with Oracle versus hosting our own IaaS," said Anthony. "And our partnership enables us to offer our end customers Oracle's full suite of both IaaS and PaaS offerings, which gives us a significant competitive advantage."