

# EMC Solutions for Retail Companies Using Oracle Databases and Applications

## The Big Picture

- Oracle technology is pervasive in the retailer space, with solutions for merchandising and promotions, store operations, logistics and distribution, corporate business, and e-commerce
- Our solutions are designed to work with Oracle technologies and meet retailer imperatives to prevent loss, comply with regulations, create new programs, expand your e-commerce schedule, and operate more efficiently
- Many of the largest online and traditional retailers run their businesses on EMC and Oracle

Both online and traditional brick and mortar retail companies are under increased pressure to reduce infrastructure costs, create unique customer experiences with data analytics, and meet regulatory requirements, such as PCI. EMC offers several solutions that integrate with Oracle's databases and applications, enabling you to cost-effectively leverage your customer information.

## Create new customer experiences with Oracle Optimized Data Warehouse and Business Intelligence solutions

Understanding your customers' preferences is critical for maximizing customer profitability and surviving intense industry competition. However, many companies struggle to achieve a single, consolidated view of their information and real-time access to the knowledge it contains. For over a decade, EMC and Oracle have helped the world's leading organizations deploy optimized data warehouse systems, ranging from robust enterprise-wide solutions to departmental data marts.

To help meet the challenges of today's retail environments, EMC became a founding partner of Oracle's Optimized Warehouse Initiative, an Oracle-sponsored engineering and solutions program for designing, testing, and documenting high-performance, scalable data warehouses.

EMC® Oracle Optimized Warehouse solutions offer a range of reference architectures as well as building block configurations, which are extensively tested over a series of months. The EMC Oracle design approach consists of both departmental data mart-level solutions and enterprise data warehouse solutions.

The documented solutions are designed for flexibility to either scale up into larger systems or scale out using low-cost servers, while maintaining Oracle database and EMC storage consolidation. Included within these solutions are best practices guidance for implementing added levels of high availability, backup and recovery, and ongoing workload performance tuning.

## Business Intelligence expertise

To complement the EMC Oracle Optimized Data Warehouse solutions, EMC Consulting offers a variety of Business Intelligence architecture and implementation services to help IT organizations customize a solutions specific to their business challenges.

## EMC Global IT implementation experience

EMC runs one of the largest Oracle implementations in the world. Through this experience we have gained in-depth knowledge of deploying and managing Oracle Optimized Warehouses together with Oracle Business Intelligence application systems, including the use of Oracle Business Intelligence EE.

Our solutions leverage the experience from our own internal implementations of Oracle software with leading EMC information infrastructure offerings, including the use of new Enterprise Flash drives (EFDs) for performance data sub-setting and archiving software for always-on application solutions.

## Speed up e-commerce portals and internal IT performance with EMC Enterprise Flash drives

As IT budgets remain flat, IT organizations are being asked to do more with less. EMC's continued heavy annual investment in R&D has delivered new innovations which enable IT organizations to drive more efficiency—while driving down cost.

Enterprise Flash drives are an example of this, providing greater than 10x performance and consolidation increases to many Oracle environments. This is achieved by targeting the most latency-sensitive Oracle applications and achieving quicker response time than mechanical storage that enhances OLTP transaction throughput and enables end users to receive their data more quickly—even as usage scales.

Increased performance from EFDs enables additional benefits, including the ability to consolidate storage, which drives reduced overall storage footprint and energy consumption.

These benefits are applicable to any application environment requiring the fastest levels of response time, including customer relationship management, enterprise resource planning, human capital management, and business intelligence.

## Meet PCI and other regulations with RSA Security

RSA®, the Security Division of EMC, is a leader in IT security solutions, especially those meeting PCI regulations. RSA's PCI solution integrates with Oracle databases and builds upon the security functionality inherent within EMC information infrastructure, including data-at-rest encryption within EMC platforms as well as data-in-motion encryption delivered through EMC PowerPath®.

However, encryption creates additional challenges around managing all of the security keys deployed across the enterprise today and in the future. RSA Key Manager Appliance provides a single management platform to keep centralized control of enterprise security keys and is integrated with Oracle 11g Database and Oracle Point of Sale Applications.

You can learn more about EMC solutions for retail companies using Oracle technologies by visiting our Executive Briefing Center or regional Solution Centers for live demonstrations.



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