

## Why smart organizations are transforming their Oracle technology platforms – and why you need to as well

Ever get frustrated that your organization can't keep up with the agility of innovative start-ups? We explain why your database technology platform may be to blame – and why you must act now to address it.



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Disruption has become the norm in virtually every industry: new and innovative companies – the likes of Uber, Airbnb and Rimac Automobili – are profoundly changing the way their respective sectors work. Established firms are struggling to keep up, and are seeing their margins squeezed, reputations eroded and customers abandoning them.

Your industry might already be facing disruptive change. If not, it could be just around the corner. Either way, rather than playing catch-up, you need to make sure you're leading the way as one of the successful pioneers.

### The ingredients for success

Successful modern organizations have the agility to innovate and get new products and services to market quickly, thereby gaining crucial competitive edge. They deliver the highest-quality customer experiences for anyone interacting with them, including customers and staff. They've established next-generation cost models, thanks to their modern, efficient and consolidated technology architecture designs. And they're cloud-ready, meaning they're able to achieve even greater agility, customer-centricity and cost benefits.

### Barriers to success

Yet despite lofty aims to accomplish these things, many organizations struggle. One of the biggest reasons for this is that their legacy technology platform isn't up to the task, particularly when it comes to their critical stores of data. This situation is compounded by the way many technology teams are structured, with numerous highly specialized roles, each looking after their own, siloed area.

### The criticality of data

Data is one of the most important enablers of success in modern organizations. It underpins virtually every business process and can help inform almost any decision. That's why smart organizations are kicking off their business transformations by ensuring the technology platforms that underpin their critical databases and applications are equipped to deliver success today and in the future.

Countless businesses, Government bodies and third-sector organizations rely on Oracle databases and applications. In this guide, we'll explain why you need to run these critical business tools on modern, hyper-converged architecture. We'll explore the benefits you can enjoy by doing this and reveal how to deliver this type of transformation for your organization.

### Business challenges that stem from non-optimized technology platforms

Let's look in more depth at the challenges many organizations are facing in their quest to be true pioneers – and explain why outdated technology platforms and associated ways of working are often to blame.

#### Challenge 1: Lack of agility

Getting a new service or product to market quickly can give you a real edge over competitors. Being first portrays you as an innovator and enables you to attract new customers or achieve savings more quickly. Even if you're not first, the ability to respond quickly to a competitor's move could mean the difference between retaining and losing customers.



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For your business to be truly agile, your database technology must support you: how quickly can you set up development and testing environments for new and improved products? Do these use genuine production data, or are you relying on out-of-date information? Can you as a technology function deliver ‘Database as a Service’?

Many organizations lack agility when it comes to developing and launching new offerings because the underlying technology isn’t aligned with their business vision. Things take too long, meaning new products or services are already behind the curve when they launch.

Another area where agility is essential is regulatory compliance: large numbers of organizations must be able to quickly provide full copies of their production databases. Yet many find their technology to be a considerable bottleneck, meaning they struggle to meet regulators’ requirements.

#### *Challenge 2: Poor customer experiences*

Customer experience (CX) is critical to the success of any organization: Gartner found that by 2017, almost 90% of marketers expect CX to be their main differentiator<sup>3</sup>. There are numerous facets to CX: how responsive are the interfaces your customers, staff and other stakeholders use? How responsive is your reporting? And how responsive are your batch processes, such as end-of-month billing? Does running them impact on other processes or interfaces?

Because so much of this relies on getting data in and out of your databases efficiently, the underlying technology must be up to the task and be supported by appropriate [Information Lifecycle Management](#) (ILM) measures. Many organizations find that both their technology and ILM aren’t suitable – and the increasing thirst for data to inform decisions right across businesses means the problem will only get worse.

This leads to poor experiences for customers, who will have little hesitation in seeking better from your competitors, and telling the world via social media about their bad experience of dealing with you.

#### *Challenge 3: Inability to take advantage of cloud*

When used in the right way, cloud can deliver significant benefits around flexibility, cost-effectiveness and even security. Many organizations are taking advantage of these for certain applications, but the complexity of their existing database technology architectures mean migrating this critical part of their operations to the cloud is too risky to contemplate. This complexity needs to be minimized, to enable effective use of cloud.

#### *Challenge 4: Legacy organizational structures*

As we touched on above, many organizations’ technology teams are made up of highly specialized roles, such as database administrators, network administrators and storage administrators. The very specific role and knowledge of each individual or team means problems can take time to resolve or lead to finger-pointing – neither of which is conducive to providing an agile, responsive technology service to the business. These team structures need to evolve.

3. <https://www.gartner.com/marketing/customer-experience>

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**Why these challenges are so common**

No one deliberately designs their technology platforms to cause the problems we’ve outlined. So why is it, then, that so many organizations have ended up with technology that isn’t suitable for their current or future needs?

*Organic and siloed platform growth*

A major reason is that many organizations have sprawling and complex estates of siloed hardware, databases and applications. These will typically have been designed to meet needs that have long since changed, while the platform will have grown and evolved organically over many years. Point solutions will have been added to deliver new functionality, and additional systems bolted on following mergers and acquisitions.

This will invariably have created duplication of capability and under-utilization of storage, compute and license resources. Moreover, the management and administration costs of such a complex estate will be higher than they need to be.

*A multitude of hardware vendors*

Linked to the organic and piecemeal technology growth is the next reason why so many technology platforms struggle to meet organizations’ modern needs: too many vendors.

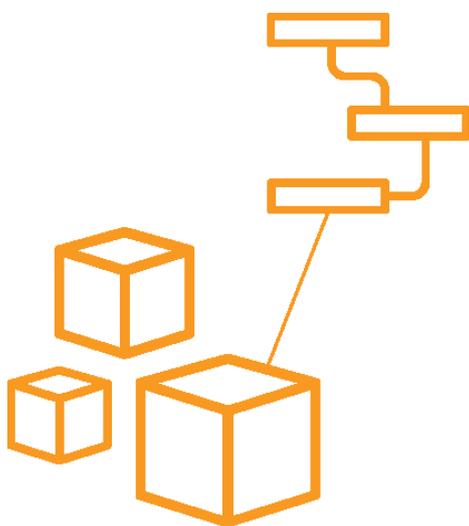
It’s common to find Oracle databases and associated applications running on servers from one vendor, networking from a second and storage from a multitude of others.

This complexity means your technology team will be spending time integrating all the parts – not always an easy task. Moreover, whenever a vendor releases a patch, there’s the chance of incompatibilities and associated business continuity risks if it affects the product’s integration with other parts of the architecture.

Worse, when issues occur that require help from one or more of the vendors, these can take significant time to resolve, because it’s not always clear which vendor’s technology is causing the problem. We’ve seen customers passed around between vendors, with each claiming that responsibility lies with another. The best solution would be for the vendors to work together to resolve any issue, but getting competitors to collaborate is challenging, and it’s the end customer organization that suffers.

*No strategic vision or technology growth plan*

Many organizations continue to reactively add technology to support a specific need. This means their overall architecture continues to fragment, making all the problems we’ve identified worse, and ultimately dragging the organization down, rather than empowering it.



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So what's the answer?

To overcome these challenges and deliver a platform for your Oracle databases and associated applications that truly aligns with your business vision, you need an enterprise-wide technology strategy, of which your database technology forms part. This strategy must eradicate the siloed, multi-vendor piecemeal approach of yesteryear and replace it with an architecture-led drive towards modern, shared, hyper-converged infrastructure that's truly aligned to support the needs of your company.

Ask yourself this: is your organization in the technology business, or are you in your business? Do you want to be spending time and money integrating and deploying technology, or do you want to be innovating to create new and better products and services?

By putting in place modern, hyper-converged technology foundations, you'll create a platform that empowers your organization to be the best it can be.

In our next piece, we'll look at what transforming and modernizing the technology platform for your Oracle databases entails, and show how it will empower you to overcome the issues we've discussed.

Legacy multi-vendor architecture

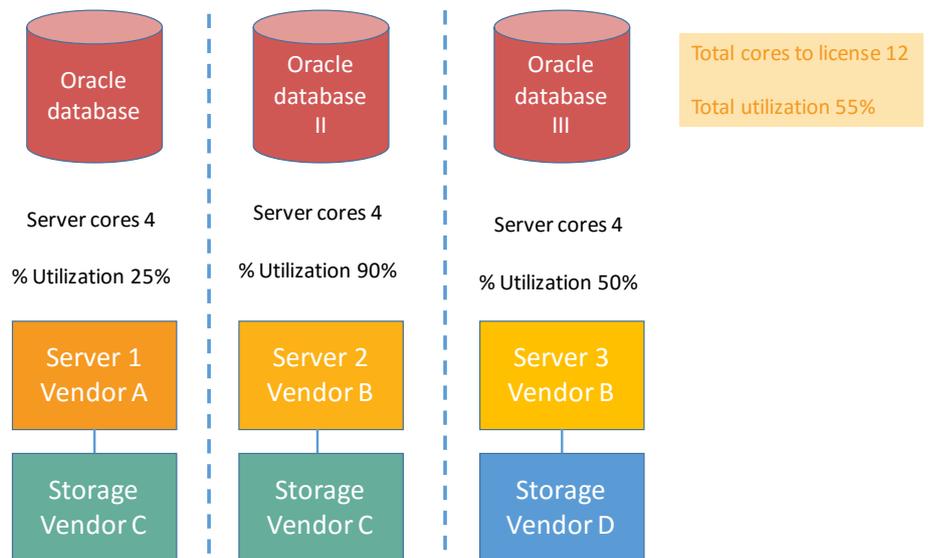


Figure 1: Many organizations run their Oracle databases and associated applications on siloed architecture from a multitude of vendors. This results in an environment with lots of (fragmented) unused capacity but high license costs.

## Your pathway to success

Cintra is a multi-award winning Global Oracle Platinum partner and Enterprise Architecture specialist operating in the Americas, Europe and Asia. Cintra focuses on enterprises undergoing digital transformation strategies in Retail, Financial Services, Gaming and other verticals; becoming a trusted partner for organizations investing in Oracle Business Technology – delivering value by helping architect the digital enterprise.

[www.cintra.com](http://www.cintra.com)

Architecting your success

Further reading:

Best Practice Guide: Unleash transformational business change by modernizing your Oracle Database technology platform

Opinion: Discover and quantify the benefits of transforming your Oracle technology platform

Opinion: Delivering transformation: A proven way to modernize your Oracle database technology platform

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