

## Transmed Eliminates Database Downtime while Accelerating Business Processes with Flexible, Secure, Enterprise Application Infrastructure

Transmed is a regional sales, distribution, and bottling organization, representing major brands, such as Coca-Cola and Procter & Gamble. Transmed operates in Lebanon, UAE, Jordan, Syria and Africa, with each site acting largely as an autonomous entity, with its own, separate IT infrastructure.



Transmed used a SQL database but had unacceptable levels of downtime and outages as a result of poor stability. It also needed to upgrade its enterprise resource planning (ERP) applications to gain the latest functionality, such as support for mobile workforces, to ensure it remained at the forefront of a competitive, regional-sales distribution marketplace.

Oracle Customer: [Transmed](#)

Location: Dubai, United Arab Emirates

Industry: [Consumer Goods](#)



The company deployed [Oracle Database Standard Edition 11g](#) and upgraded its existing JD Edwards applications from [Oracle](#), to [JD Edwards EnterpriseOne 9.0](#). With its upgraded environment, Transmed has accelerated its sales process, reduced errors, increased customer service quality, and accelerated deliveries. Greater control over pricing has enabled Transmed to attract new customers, while its mobile workforce can now process new orders and accept customer payments remotely, which has increased overall efficiency and revenue flow.

Transmed has also deployed [Oracle WebLogic Server 11g](#), a scalable, enterprise-ready Java Platform, Enterprise Edition (Java EE) application server that enables Transmed to deploy mission-critical applications in a robust, secure, highly available and scalable environment.

### Challenges

Replace unreliable, SQL database responsible for more than 200 gigabytes of transactional data related to consumer goods distribution, and eliminate unacceptable periods of downtime—without disrupting the sales, distribution, and bottling businesses

Simplify storage management to eliminate complexity, increase storage utilization and agility, and maximize administration efficiency

Accelerate business processes by implementing a more flexible database that handles queries faster, as well as an upgraded ERP system crucial to a consumer goods company that must deliver products quickly and reliably in a competitive market

Increase accuracy of order, stock, and financial data by eliminating manual data entry across all areas of the business, including consumer goods production, bottling, marketing, advertising, communications sales, and distribution

Accelerate sales order processing and invoice creation for clients that include wholesalers, hypermarkets, supermarkets, and grocery stores, as well as healthcare and educational institutions

Establish new, mobile, ordering system to enable salesmen to process orders and take payments for goods online, accelerating customer payments

### A word from Transmed

"Thanks to Oracle, our business no longer suffers the frustrating database downtime that forced us to restart our old SQL servers every day to prevent production systems from crashing. Now, we have the strong, flexible data and resource planning infrastructure that we need to succeed in the region's highly competitive consumer goods industry." Samir Harb, Regional ERP Head/IT Manager, Transmed

### Solutions

Eliminated daily, one- to two-hour downtime and systems outages experienced with SQL and accelerated database query handling by 50%

Accelerated consumer goods distribution and sales processes in every department, including logistics, delivery, and warehousing, thanks to increased flexibility and data accessibility

Ensured streamlined storage management for database administrators with Oracle Automatic Storage Management, eliminating complexity and increasing storage utilization and agility

Established online ordering and invoicing, thanks to [JD Edwards EnterpriseOne 9.0 Supply Chain Management's](#) improved online functionality, increasing efficiency of traveling salesmen by standardizing mobile, ordering processes

Reduced processing time for new sales orders from three hours to just seconds by automating workflows

Simplified ordering processes by establishing a mobile sales system integrated with [JD Edwards EnterpriseOne](#) applications, enabling sales teams to register new customer orders online from any location

Reduced sales order processing from an hour to just seconds, due to increased data availability through [Oracle Database, Enterprise Edition 11g](#) and improved workflows with [JD Edwards EnterpriseOne Sales Order Management 9.0](#)

Achieved greater understanding of the quantity and location of beverage and consumer goods inventory worth US\$25 to US\$30 million

Accelerated the order-to-delivery cycle by 25% to 30%

Enabled the business to grow its average consumer goods inventory by 10%, year-on-year, while eliminating up to two hours of downtime each day

Standardized entire enterprise, across all regions, on [JD Edwards EnterpriseOne 9.0](#) applications to simplify data sharing and reporting

### Oracle Product and Services

[Oracle Database, Standard Edition 11g](#)

[JD Edwards EnterpriseOne 9.0](#)

[JD Edwards EnterpriseOne Financials](#)

[JD Edwards EnterpriseOne Inventory Management](#)

[JD Edwards EnterpriseOne Advanced Pricing](#)

[JD Edwards EnterpriseOne Sales Order Management](#)

[JD Edwards EnterpriseOne Procurement and Subcontract Management](#)

[Oracle WebLogic Server 11g](#)

### Why Oracle

<http://www.oracle.com/us/corporate/customers/customersearch/transmed-1-jde-ss-1877046.html#printOnly=2>

Page 1 of 2

Transmed demanded a database that would prove more resilient and reliable than its legacy SQL installation, and selected Oracle Database Standard Edition 11g because it had already been deployed very successfully at other Transmed locations in the Middle East and Africa. The next step was to implement a suite of powerful, fully-integrated ERP applications across all subsidiaries to simplify management and enable more efficient data sharing. Transmed was already using Oracle JD Edwards EnterpriseOne 9.0 in Lebanon and Jordan and chose to extend the system to Dubai.

-Oracle is in the unique position of being able to supply us with a complete, integrated solution of database, applications, and, now, even hardware. Rather than having multiple vendors arguing and blaming each other, Transmed Overseas trusts Oracle as a single vendor with a single solution that simply works," said Samir Harb, regional ERP head/IT manager, Transmed.

## Implementation Process

Transmed's previous experience deploying Oracle Database Standard Edition and JD Edwards EnterpriseOne 9.0 led to a rapid and smooth rollout. This was critical because any delay during the deployment would augment one of the issues that the new technology was intended to solve—unacceptable loss of business continuity. Transmed originally deployed Oracle Database Standard Edition 11g as a replacement to SQL in September 2011. It then deployed the upgraded JD Edwards EnterpriseOne applications. The process took two months and was completed on time and in budget in January 2012.

## Partner

Global Technology Solutions is Transmed's preferred IT partner. The two companies have worked together for many years, completing implementations of JD Edwards EnterpriseOne 9.0 in Jordan and Lebanon. With the assistance of Global Technology Solutions, Transmed's new JD Edwards EnterpriseOne ERP upgrade went live in just two months.

-GTS is an Oracle partner, specialized in Oracle JD Edwards deployments and highly experienced in deploying Oracle Database and other key solutions in this region, including major transformations at our own subsidiaries in Lebanon and Jordan. They're extremely good at what they do. They know Oracle technology inside out, and they also know what is expected of them with any Transmed deployment," Harb said.



**Oracle Partner**  
**Global Technology Solutions (GTS)**

## Resources

[Transmed Jordan Reduces Delivery Time, Accelerates Order Processing to Drive Sales Growth](#)

[Transmed S.A.L Lebanon Increases IT Infrastructure Reliability, Accelerates Sales Order Processing](#)