

## COMARCH STREAMLINES SERVICE OF ENTERPRISE CUSTOMERS WITH ORACLE MANAGEMENT CLOUD

ORACLE®

Comarch is one of the largest Polish IT vendors, manufacturers and providers of modern IT systems, which has successfully implemented more than 3 500 projects. Since the very start of its operations, Comarch has cooperated with Oracle Poland as technology and application partner. For 25 years, Comarch has been providing innovative tools and professional services which help to develop and manage loyalty schemes as well as improve customer satisfaction and engagement by automating marketing processes, improving communication and preparing offers addressing customers' specific needs and preferences.

Today, hundreds of thousands of customers use Comarch loyalty management business applications hosted in one of 15 Comarch Data Centers, developed in line with the latest standards and advanced architectures (Tier III and Tier IV). To streamline support for all users, Comarch decided to leverage Oracle Management Cloud (OMC) services, which are used for operational support of the already functioning installations as well as for development during the implementation of specific projects.

*"Comarch's solutions include extremely advanced systems with multiple modules for supporting business processes, tailored to the*

*specific industry requirements and business processes of every customer,"* says Ryszard Kluza, ICT Director, Comarch. *"Every project is unique and requires an individual approach. The deployment of Comarch Loyalty Management business systems hosted in our data centers is a very complex network of connections, requiring huge knowledge, experience and professional tools. Oracle Management Cloud services, which we have been using recently, vastly improve the activities related to the maintenance of our installations. We are able to perform activities such as detecting performance issues and application tuning in an optimum configuration, effectively and in real time, which allows us to better support customers as part of SLAs."*

The Log Analytics service is a module of the Oracle Management Cloud suite, which is used for operational support of business applications. The module provides real-time insights into machine data. Oracle Log Analytics Cloud Service monitors, aggregates, indexes and analyzes all log data from applications and infrastructure. It allows such data to be searched, explored and correlated in order to faster address application issues.

*"Machine data comprise technical information downloaded from various sources, without any sensitive business data,"* says Tomasz Jaworski,

Sales Manager, Oracle Polska. *"This includes operational parameters of the database itself and of other system components such as processor health, server memory, data transmission time, and queues in application servers. The main strength of the Oracle Management Cloud suite lies not only in the fact that this enormous amount of information is stored in the cloud, which provides huge storage cost savings to the customer, but primarily in the ability to analyze machine data using advanced analytics, including Big Data tools."*

Analyzing machine data in the Oracle cloud is a big advantage of OMC tools. They allow for diagnosis of anomalous application behavior and identify the elements responsible for the disruption. OMC also recommends improvements to adjust the system to the changing infrastructure environment – such as in the case of migration to a newer database version or to a different server.

*"OMC tools can simulate configuration behavior with changed parameters, such as in the case of a larger number of users. This is made possible by using sophisticated algorithms based on Oracle's many years of experience and expertise,"* adds Tomasz Jaworski. *"And much, much more: analytical systems and Big Data tools are hosted in our cloud and thus enable uploaded machine data to be compared*

*with those analyzed earlier. The more data you have in the cloud, the better the results of the analysis will be. Thanks to this, you can suggest specific solutions to the users – solutions that have already been tested in other deployments and other countries”.*

Another module of the Oracle Management Cloud suite used by Comarch is the Oracle Application Performance Monitoring Cloud (APM) service. This is a set of tools used during development and testing works, at the stage of designing a specific solution for the purpose of a new installation. APM can analyze every operation throughout the development cycle and checks, on an ongoing basis, how the changes in system

infrastructure – for example, adding extra databases or application servers – affect performance parameters of the application under development.

*“When developing our system’s architecture as part of another project, we must take into consideration lots of various parameters, which must be fine-tuned to ensure the best possible application performance,”* says Wojciech Sobczak, Global Data Center Manager, Comarch. *“It turned out that using Oracle APM tools at the development stage is very beneficial as it enables architecture optimization and parameter selection, ensuring that applications work quickly and minimizing bottlenecks. Oracle Application Performance Monitoring*

*Cloud works excellently in our company as a set of tools for monitoring the developed configurations and finding the best possible methods of addressing performance issues”.*

*“One of the most useful features of Oracle APM is the self-discovery of application architecture and interdependencies between its elements,”* sums up Tomasz Jaworski. *“APM Discovery models the structure of the application being developed, can estimate its performance parameters in real time, and indicates what should be changed in the architecture to improve performance in line with the customer’s requirements”.*



## COMARCH

Comarch, a global software provider, also offers reliable services related to IT infrastructure. Comarch outsourcing gives customers access to 15 Data Center located all around the world. Extensive international experience and the number of international offices allows the company to offer nearshoring services. The flexibility of our solutions convinced global brands, including Thomas Cook Group Plc, London Heathrow Airport and BP, to establish a long-term cooperation with Comarch. For 25 years, the company has helped them to optimise business costs by using the latest technologies and ensuring the highest data security standards.