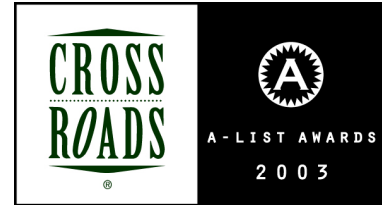


OuterBay Technologies

Campbell, CA

Application Data Management Suite

➤ Application Data Optimization



CUSTOMERS AT WORK

Industrial corporations ranging in size from Fortune 10 companies to mid-sized businesses served as references.

Common strategic objectives included:

- Achieving high performance despite data growth in Oracle or PeopleSoft systems—while reducing storage and server infrastructure cost
- Meeting business and regulatory requirements for transactional data retention and access

WHY OUTERBAY?

OuterBay approaches the data-growth problem from an application perspective in order to analyze and manage data through the entire lifecycle for Oracle, PeopleSoft, and custom applications. This delivers substantial application performance gains and server and storage savings. OuterBay Application Resource Manager (ARM) enables enterprises to monitor, detect, and diagnose problematic data growth and recommend policies to manage data growth more efficiently. OuterBay LiveArchive identifies and relocates inactive or fixed data while retaining user access to that data through the primary application, resulting in substantial application performance gains. OuterBay Instance Generator eliminates full-size production database copies in favor of smaller, but relationally intact, subsets of the database, further reducing infrastructure and maintenance costs.

COMPANY INFO

OuterBay is a private company with more than 60 employees.

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BUSINESS IMPACT

Near-term value: In today's economy, OuterBay reference customers don't have the option of automatically throwing more hardware at a performance problem, even for major business systems. Relocating inactive data to tape would exchange one problem (performance) for another (inability to respond effectively to customer queries or promptly and accurately produce financial information required by regulatory agencies). With OuterBay ARM and LiveArchive, Oracle users have dramatically improved performance of standard ERP and financial modules, maintained or reduced hardware allocation costs, and retained user access to historical data. With OuterBay Instance Generator, companies have reduced the hardware infrastructure supporting developers and held it constant. Beta customers anticipate success in the PeopleSoft environment.

Enterprise innovation: LiveArchive heads off problems in archiving customized reports or applications by enabling extensions to archiving rules from the core Oracle or PeopleSoft tables.

Technology gains: By enabling administrators to see data growth coming and proactively plan what and when to relocate, OuterBay helps IT shops avoid unpleasant surprises for the business.

SUCCESS FACTORS

Project strategy: With a short payback period and an exclusively IT audience, Instance Generator may be an ideal first project. Before approaching the business side, prepare a short, clear overview of archiving and distinguish it from an audit trail. LiveArchive can be implemented most quickly on standard Oracle or PeopleSoft modules. Because new releases typically reduce the need for or raise questions about the utility of modifications, OuterBay customers recommend considering LiveArchive as a part of every Oracle and PeopleSoft upgrade decision.

Skills: Minimize end-user training with a simple change of screen color to indicate access to archived data as opposed to live data.

Resources: Adopting OuterBay can be a great boost to the data warehousing initiative, not because it is an effective substitute—customers say there is no getting around the need for a star schema for reporting—but because hardware savings on the production system can be redirected to decision support.

Fit: Reference customers recommend that any user of Oracle or PeopleSoft systems consider OuterBay both tactically for the standard modules and strategically for the customized areas.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.