

Information Management

www.youfai.it chooses IBM DB2 9.7 and OneCube Brick over Oracle for its eCommerce needs

Overview
Faith Industry Isernia, Italy www.youfai.it
Industry • Retail
Products • IBM® DB2® 9.7 • OneCube Brick Platform, Community Module, eCommerce Module
IBM Business Partner • OneCube (www.onecube.it)
For more information, visit: ibm.com/software/data



“Reliability, decreased execution times and optimization of space are the three successes that have been indicated by IBM DB2 9.7 and OneCube Brick.”

—Arianna Perna, Owner, Faith Industry

Faith Industry was born to bring together fashion and textile professionals to allow the quality of Made in Italy fashions to emerge.

Challenge

With its launch of www.youfai.it, the company has created an eCommerce site for important brand names of clothing and accessories and for trademark names such as Rero Design, Johnny Faith and Alta Sartoria Molisana. Arianna Perna, owner of Faith Industry, explains the birth of the eCommerce Website: “Statistics relating to online purchases are growing and our experience in the clothing industry has led us to create the project www.youfai.it.”

Solution

In building its new eCommerce Website, the company turned to IBM and IBM Business Partner OneCube, after an initial Oracle-based pilot project, to deliver a platform that would:

- Provide an Enterprise Portal Management platform that is easy to manage, even for business staff. The company sought a scalable platform that used standard modular technology so it could effectively plan investments and offer new capabilities to customers.
- Support a catalogue of customized product cards with different lines (menswear, womenswear, childrenswear) and different categories (shirts, pants, denim, etc.) available in a variety of colors and sizes.
- Position www.youfai.it content on search engines. The company wanted a platform that was natively created to support all the Web marketing activities that are necessary to help potential customers to find the site and that could support everything from text and images to videos, catalogue cards, news and more.
- Use an integrated relational database with the company’s existing legacy systems. Once the project is implemented, monitoring and analysis of customer information will be the next step taken as the organization pursues a long-term strategy that is attentive to innovation—a legacy that has always been a part of the company’s DNA.

“We chose OneCube because the properties of the Brick platform guaranteed us that the complete customization of the project followed our existing consolidated processes,” says Perna.



As part of the project, one of the first significant evolutions has been the company's migration from Oracle technology to IBM technology. "The increase in the number of articles to be published and the desire to plan evolved business intelligence actions have led us to change over to IBM," says Perna. "The exceptional performance of IBM DB2 9.7, which guarantees portability from Oracle, has allowed us to execute the migration without wasting time in tests and investments that were made directly by IBM."

Engineer Stefano Bertaiola of OneCube, who managed the migration, adds, "In responding to the company's needs pertaining to performance, optimization of space and reliability, IBM DB2 9.7 allowed us to significantly reduce the space needed to archive the data (in some cases up to 75 percent), as compared to Oracle's version, decreasing storage-related costs. Moreover, DB2's portability from Oracle allowed us to use the applications that were written for Oracle without the need for costly migrations, with an average code portability of 95 percent."

Benefits

- Up to 75 percent reduction of space needed to archive data from previous Oracle database installation
- Provided an average code portability of 95 percent
- Delivered reliable and manageable platform to support expansion of eCommerce site

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