

MICROS-Fidelio doesn't gamble on future; launches first-class HP and Oracle platform to fuel business growth



“Working together, HP and Oracle deliver great, industry-standard solutions that support and enable our business. With an ROI of three to five years for our new \$6.5 million data center – and our hosting business increasing by 50 percent year after year – we are making substantial inroads into the hospitality sector.”

– Peter Stenz, Senior Vice President of Strategic Initiatives, MICROS-Fidelio

Industry: Hospitality business technology

Solution: MICROS-Fidelio engages both HP and Oracle to safeguard and grow its hospitality business with advanced technology solutions

Objective:

MICROS-Fidelio wanted to meet the needs of its hospitality customers with easy-to-deploy-and-manage information solutions and serve a growing demand for hosted services.

Approach:

- Standardize IT infrastructure to reduce cost, risk and effort
- Start with in-depth benchmarking at the HP Benchmark center in Böblingen, Germany
- Partner with HP and Oracle® Technical engineers to customize HP Reference Architectures for Oracle to meet specific MICROS-Fidelio requirements for users and workloads
- Ensure solutions are stable and robust via HP-Oracle alliance

Business technology improvements:

- Standardized systems with highly reliable hardware and software components
- Servers arrive pre-loaded with the correct software and applications
- HP Rapid Deployment Pack ensures the systems are set up quickly and efficiently
- Decreased deployment time for database and application servers by 50 percent
- Server consolidation through virtualization reduces costs in Frankfurt data center

- Increased CPU utilization by 20 percent
- Reduced managed downtime by 20 percent
- Oracle cluster technology allows MICROS-Fidelio to combine the processing power of HP servers
- Oracle development tools help to create customer's next-generation products
- Reduced power consumption by 40 percent for same total processing power

Business outcomes:

- Ability to handle annual 50 percent increase in “on-demand” hosting business over the last three years
- Working with HP and Oracle provides insight into products, services and technologies for next-generation hospitality industry solutions
- Totally integrated support from Oracle and HP safeguards the mission-critical nature of MICROS-Fidelio's systems
- Reduced IT complexity via streamlining and consolidating IT needs
- Next-generation HP Adaptive Infrastructure products will help to move the business forward
- Hosted customers focus on business, rather than IT issues
- Increased FTE (full-time equivalent) productivity by 35 percent

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Inviting strategic partnerships to the table

MICROS-Fidelio is a leading supplier of enterprise solutions to the hospitality industry in 150 countries. It combines tailored applications with suitable hardware to supply customers with standardized systems that reduce IT complexity and improve productivity through efficient information exchange. More than 25,000 hotels and about 310,000 restaurants, motels, casinos, arenas, cruise ships, and leisure and entertainment businesses employ these customized solutions to manage their transactions.

In addition, MICROS-Fidelio has global agreements with major organizations – such as the Rezidor Hotel Group and the Global Hotel Alliance – to handle reservations, check-in and check-out procedures, stores, procurement, sales and marketing. Besides the hospitality business, the company’s retail division, MICROS-Retail, is a leading developer of award-winning software solutions that offer cross-channel functionality to retailers and direct marketers – small and large – seeking to optimize transactions from all customer touch points.

To reduce IT complexity and improve productivity, MICROS-Fidelio provides its customers with a complete solution: tailored applications running on a standardized IT platform. A major ingredient in MICROS-Fidelio’s success, therefore, is its ability to create lasting partnerships with the IT companies that supply the hardware and software to satisfy MICROS-Fidelio’s needs.

MICROS-Fidelio is harvesting the benefits of its partnership with both HP and Oracle – a partnership which safeguards its mission-critical systems through totally integrated support and provision of suitable hardware, software and service solutions. HP Adaptive Infrastructure and Oracle Grid Computing technologies ensure that MICROS-Fidelio can offer its customers ‘on-demand’ processing of information either on-site or via its own data centers. Oracle provides the database technology and works in sync with HP Factory Express, which deploys and sets up the pre-configured systems. Over the last three years, MICROS-Fidelio has experienced 50 percent annual increase in its hosting business, and expects a return on investment (ROI) from its new \$6.5 million data center within the next three to five years.

“We are always looking to do more with less as we adapt to the changing needs of the hospitality business,” explains Peter Stenz, MICROS-Fidelio’s Senior Vice President of Strategic Initiatives. “While no single provider can satisfy these challenges, together HP and Oracle have delivered integrated products, services and experiences that power our enterprise-wide IT solutions.”

“Our relationship with Oracle goes back to the 1990s when we sought advanced technologies to run our systems worldwide,” says Pete Simpson, Vice President Business Technology, MICROS-Fidelio EMEA. “Compared to other vendors at that time, its database technology was just so much better and, today, as installations get larger and more complex, it still is. The Oracle Database 10g simply scales better than anything else on the market.”

Totally integrated support

MICROS-Fidelio originally employed several different vendors to supply its systems to customers, but concerns about the vendors’ varying deployment methods led to a move towards standardized solutions. While establishing its European call center in Ireland, MICROS-Fidelio entered into negotiations with HP and worked closely with the HP and Oracle technical Pre-Sales teams. The long-standing integrated solution and support relationship between HP and Oracle was a key consideration, says Simpson.

“Oracle offers Real Application Clusters technology which allows us to scale horizontally and combine the processing power of HP servers. Other competitive databases simply cannot do this. Combining these technologies allows our data centers to provide customers with exactly what they want – capacity-on-demand processing of information. In my opinion, cluster technology has dramatically improved our data center operations. HP and Oracle are giving us tomorrow’s technology today.”

“With our software products utilizing Oracle applications that operate on an HP platform, it is imperative that such an alliance between both companies works well. The support provided by HP and Oracle is totally integrated,” continues Simpson. “Not only are our mission-critical systems benefiting from the stability of the HP Adaptive Infrastructure but, thanks to Oracle’s development tools, we can safely look to the future and produce our next-generation products.”

Whether it is industry-standard servers, storage, desktops, laptops or printers, solutions are dispatched to customers from HP Factory Express fully configured and loaded with the appropriate software and applications using HP Rapid Deployment Pack (RDP). HP RDP helps MICROS-Fidelio to set up systems quickly and saves money by reducing the time its engineers spend on-site. Systems are pre-assembled and tested before delivery to reduce installer time on site, operations are then monitored remotely via a central network center in Neuss (near Düsseldorf), Germany. Every solution carries the highest level of support with an HP Care Pack (Support Plus 24), with 24x7 on- and off-site services to minimize business disruption in the event of system failure.

Hosting business increases by 50 percent annually

MICROS-Fidelio also uses HP hardware in its data centers in Frankfurt, Germany, the U.S. and Singapore. Leisure organizations, especially large hotel chains, are increasingly outsourcing IT to such data centers so they can concentrate more on their core business. MICROS-Fidelio has a \$9.7 million global financing arrangement with HP Financial

Services to lease equipment for its data centers in the EMEA region. Under this arrangement, HP replaces its equipment every three years.

“We have seen our hosting business increase by 50 percent year-on-year over the last three years – that’s an increase of over 230 percent,” adds Stenz. “We currently host an amazing 25 percent of our customers from our Frankfurt data center, and I believe we now operate the world’s largest Oracle implementation within the hotel sector.”

Next generation data centers today

MICROS-Fidelio currently manages a total of about 650 HP physical servers and 370 virtual servers and plans to virtualize much of their server technology at its Frankfurt data centers, which employ HP server and HP StorageWorks 8100 Enterprise Virtual Arrays storage technology. To date, the company has consolidated 160 servers using virtualization technology. New solutions from MICROS-Fidelio are being developed on HP BladeSystem platforms using the latest HP Adaptive Infrastructure technologies including Insight Dynamic-VSE and HP Virtual Connect to virtualize the network and storage interface and further simplify and automate processes in the data center.

“Oracle offers Real Application Clusters technology which allows us to scale horizontally and combine the processing power of HP servers. Other competitive databases simply cannot do this,” comments Simpson. “Combining these technologies allows our data centers to provide customers with exactly what they want – capacity-on-demand processing of information. In my opinion, cluster technology has dramatically improved our data center operations. HP and Oracle are giving us tomorrow’s technology today,”

MICROS-Fidelio has opened a second data center in Frankfurt. This second data center helps the company handle its expanding business and further enhances its existing disaster-recovery strategy by providing an effective redundant site to protect operations.

“This \$6.5 million investment will again combine HP and Oracle technologies. We will employ HP Continuous Access storage technology and Oracle’s Real Application Clusters technology to provide cost effective active-active data center redundancy in strategic geographical locations. Thanks to our partnership with HP and Oracle, our business is set to grow further,” concludes Stenz.

Customer solution at a glance

Custom hospitality information and transaction management solutions

Primary hardware

- 8 HP StorageWorks 8100 Enterprise Virtual Arrays
- 2 HP StorageWorks 8400 Enterprise Virtual Arrays
- 6 HP StorageWorks Virtual Library Systems
- HP Virtual Connect
- HP ProLiant BL465c and 685c server blades
- HP BladeSystem c7000 enclosures
- Clusters of HP ProLiant DL385 and DL585 servers
- 500+ HP LaserJet printers in EMEA
- Over 3,000 HP desktop PCs and notebooks in EMEA
- 150+ HP ProCurve switches

Primary software

- MICROS-Fidelio custom hospitality applications
- HP Rapid Deployment Pack
- HP Integrated Lights-Out (iLO) Advanced Pack
- HP Insight Dynamic-VSE
- HP Data Protector
- Oracle Database 10g R2
- Oracle real Application Clusters (Oracle RAC)
- Oracle Application Server
- Oracle Developer Suite (Oracle Forms 10g R2)
- Oracle Application Development Framework (ADF)

HP Services

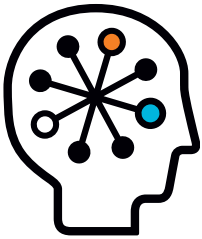
- HP Financial Services
- HP Care Packs – Support Plus 24

Why HP?

- Long-term HP-Oracle close working relationship
- HP-Oracle integrated support
- HP unified infrastructure management dramatically simplifies administration
- With Factory Express, customers get pre-assembled, pre-tested systems

About MICROS-Fidelio

MICROS Systems, Inc. (www.micros.com) provides enterprise applications for the hospitality and retail industries worldwide. More than 310,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 150 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 25,000 hotels worldwide – as well as point-of-sale and loss prevention products through its subsidiary MICROS-Retail (www.micros-retail.com) for more than 60,000 specialty retail stores worldwide.



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