

AUTOonline enables Real-Time Business Intelligence with Attunity Oracle-CDC for SSIS and SQL Server 2008 R2

AUTOonline

The Value Experts

At a Glance

About AUTOonline

Germany-based AUTOonline, an internet eCommerce network for marketing and selling used vehicles, offers more than 650,000 vehicles across Europe and the US. The eCommerce network consists of over 1000 dealers and 4000+ buyers and insurers.

Objectives

To enable real-time BI and reporting as well as ensure that dealers and registered customers/buyers have access to the most accurate, up-to-the-minute vehicle information in a streamlined online experience.

Solution

Attunity Oracle-CDC for SSIS, data replication software used to offload Oracle data into a BI Platform based on Microsoft SQL Server 2008 R2.

"By utilizing Attunity's ODR/CDC Solution, we can now provide the real-time data essential to customer satisfaction and at the same time increase our report processing capacity by at least 30%."

Kai Müller
IT Director
AUTOonline GmbH

Solution offloads eCommerce production data to a BI Platform to scale up processing and improve user experience

The Organization

Established 1996, AUTOonline is a leading internet eCommerce network for valuing, marketing and selling over 650,000 used vehicles in Europe. AUTOonline's network brings together more than 1,000 associated professional dealers and over 4,000 appraisers, insurers, adjusters, fleet remarketers, and bidders of vehicles. Headquartered in Germany, AUTOonline also has subsidiaries in 15 other countries including Greece, Poland, Spain and the United States.

The Objectives

"We were increasingly receiving requests from management to provide real-time business intelligence and reporting," explained **Kai Müller, IT Director at AUTOonline GmbH**. "We also needed to ensure that our dealers as well as registered customers/buyers have access to the most accurate, up-to-the-minute vehicle information online and that their experience on our site is as streamlined as possible. In our prior environment, it had been extremely challenging to meet such requirements because our main production systems were strained."

The Challenge

What made it challenging to deliver real-time information at AUTOonline was the load on their database system and its impact on user experience in their online network. In this environment, making BI information available to management meant risking a harmful impact on the customer web applications since queries were running against the same database. As a result, their ability to produce reports and analytics was restricted and had to be postponed to less active times.

The Solution

In order to meet its objective and address its challenges, AUTOonline required a solution that would enable them to scale up BI processing while lowering the impact on their core eCommerce servers. The chosen strategy was to offload BI processing to a dedicated BI Platform to scale up capacity and use data replication software to move the data in real-time with minimal impact on the source databases. AUTOonline ultimately chose to implement Attunity Oracle-CDC for SSIS software, which provided an affordable and complete solution for offloading the Oracle eCommerce data into a BI platform based on Microsoft SQL Server 2008 R2.

Attunity Benefits

- Real-time data access
- Low latency/low overhead
- Supports heterogeneous environments
- Log-based CDC; batch windows no longer required
- Best price performance

"Attunity's operational data replication (ODR) solution enables high availability of data for real-time BI and optimal customer experience in our global eCommerce network."

Kai Müller
IT Director
AUTOonline GmbH

CONTACT ATTUNITY

North America
T: +1 781 328-0960
1-866-288-8648
sales@attunity.com

Europe, Middle East & Africa
T: +44(0) 1344 742 805
info-uk@attunity.com

Asia Pacific
T: + (852) 2756 9233
info-hk@attunity.com

Connect With Us:



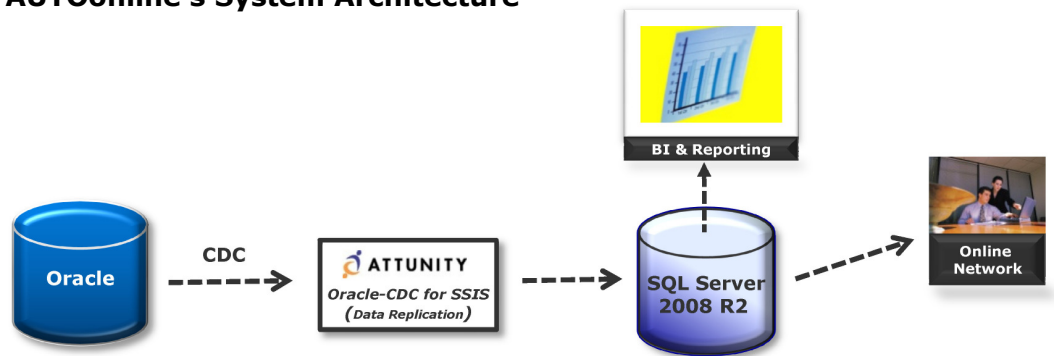
www.attunity.com

The Results and Benefits

Attunity Oracle-CDC for SSIS leverages [log-based CDC technology](#) to capture data changes from a cluster of Oracle databases and replicates the data to SQL Server 2008 R2 where the data is made available for Business Intelligence, reporting and customer web applications. With the Attunity solution in place, AUTOonline can now deliver and extend highly available information to online customers while providing management with the real-time, up-to-the minute reports they require.

Gabriele Münster, Team Leader Software Developer, AUTOonline GmbH, explained: "Attunity CDC technology allows us to replicate productive data without severe impact to the productive DBMS. Combined with SSIS, we have a transparent solution that is easy to adapt and monitor. The GUI is quite intuitive, especially to our trained users of SQL Server technology. Issues concerning data type conversion are resolved easily and satisfactorily with Attunity CDC technology."

AUTOonline's System Architecture



The Benefits of Real-time Information for AUTOonline

- Delivery of real-time information, enabling accurate and timely BI and reporting to meet the needs of senior management.
- Improved online customer experience by streamlining data access and availability for more than 1000 dealers and 4,000 appraisers, insurers, adjusters, fleet remarketers and bidders of vehicles.
- Improved efficiency & productivity by increasing report processing capacity by a minimum of 30%.
- Decreased load on operational systems and reduced IT staff resource load.
- Enables heterogeneous data access from an Oracle system to SQL Server 2008 R2.