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Go Digital. Go Modern. Go Keste.

Keste Case Study:

Maritz Lift & Shift

The Company

Headquartered in Fenton, Missouri, Maritz has been a pioneer in the incentive industry for over 100 years. Their offerings include sales and marketing services for Fortune 100 companies — designing and operating sales incentive solutions, customer loyalty programs, and incentive travel programs. Maritz also plans trade shows, meetings and events, and designs and executes market research. They have three major business units and several smaller ones with operations through North America, Europe, and the Pacific.

Challenge

Maritz was facing a situation of aging hardware, overloaded IT staff, and complex system processes. The company managed over 27 key on-premise applications supporting critical business operations, all running on an aging platform that hadn't been upgraded in over a decade. As enterprise resource planning functions grew, their hardware struggled to keep up with the increasing workload. In addition, the infrastructure had grown complicated with an elongated disaster recovery failover that often took 72 hours to complete. Support staff was limited, several key personnel had announced their retirements, and there was an impending lack of skills necessary to maintain the legacy environment. System processing had become complex or convoluted and financial processes were often manual or required customization. In addition, reporting wasn't being delivered in user-friendly formats, which in turn affected the balance between company operations and client needs. Simply put, for this people-oriented company focused on innovation, it was time to reinvent themselves.

Products Leveraged:

- Oracle Cloud Infrastructure
- Oracle Cloud Infrastructure Database
- Oracle E-Business (EBS) Suite: Financials, Projects, Purchasing, iProcurement, Cost Management
- Oracle WebLogic
- Oracle Linux
- Cloud Managed Services

Results

Based on forecasted company revenue, third party benchmarks, and post-implementation results, Maritz has seen strong results from implementing the new system.

10x Improvement in EBS Performance

Reduced recovery time from 72 hours to 4 hours

Improved management and delivery speed for key reports

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Solution

Ron Hunsaker, VP of Enterprise Application Services at Maritz, made the decision to move to Oracle Cloud to alleviate their current and pending challenges. Keste was selected as the Oracle Partner to help them make the transition.

With support and buy-in from Maritz leadership, it took Keste nine months to modernize the Maritz infrastructure. Keste built out a secure Oracle Cloud Infrastructure (OCI) and moved 25+ applications from the existing on-premise environment to the cloud, including EBS, varied customer applications, Vertex, Markview AP Imaging, 5 supporting middleware servers, and 9 databases. The solution also included a re-platforming of the Solaris OS to Linux, creation of a scalable and flexible Maximum Availability Architecture (MAA) for EBS, and implementation of an automated backup/recovery strategy to replace the existing Disaster Recover failover.

Overall, 100+ integrations using 7 different integration types were established from OCI to both on-premise and cloud applications, and the 66 hour cutover was completed with no service requests opened. Communication between these systems was a critical benchmark of project success, as was ensuring that the entire infrastructure of existing hardware, on-premise applications, and multi-cloud solutions were a secure system. Keste successfully accomplished both. In addition, Terraform Scripting was utilized to accelerate subsequent builds.

Results

Since migrating to the cloud, Maritz has seen a 10x improvement in EBS performance. Specifically, on the back end, moving away from hardware meant more effective use of Maritz resources and better performance using systems engineered by Oracle.

There is now simplified processing, both overall and within individual modules, an improved test instance for clients to test roll-outs of new offerings, and increased security throughout the entire infrastructure – existing hardware, on-premise applications, and multi-cloud solution. With the enhanced security offered by OCI, by default data is now encrypted at rest and there is no latency in form refreshes.

Best of all, Maritz now has the high availability it previously lacked — financial processes that used to take one hour now require only 10 minutes, Finally, disaster recovery is simplified and greatly improved with a reduction in Recovery Time Objective (RTO) from 72 hours to four hours.

> "The entire Keste team has been incredible to work with during our journey to OCI, a true partner for this effort. Flexible, responsive, dedicated the list goes on and on, simply put they were 100% committed to our success. As leaders we all know that these big projects are riddled with surprises, speed bumps and the occasional mountain that needs to be climbed. Keste handled each of those challenges perfectly throughout our entire journey and I couldn't be more pleased with our partnership!"
>
> *- Ron Hunsaker, Vice President, Enterprise Application Services*

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