



Cloud Creek Helps CallSource Achieve Nearly 180x Performance Improvement and Save 68% with Oracle Database Appliance



Partner Profile — Cloud Creek

Since 1996, Cloud Creek Systems has been a leading Oracle technology services provider and reseller to companies across the United States and Canada. Over the years, Cloud Creek has completed more than 1,600 consulting engagements spanning over 300 valued customers. An Oracle Platinum Partner, Cloud Creek delivers a range of services, from consulting and managed services to Oracle solution acquisition. Using a team approach, Cloud Creek provides the expertise organizations need to maximize the return on investment in their Oracle solutions.

Headquarters: Westlake Village, CA

Awards and Accolades

- 2015 CIOReview—Top 20 Most Promising Database Solution Providers
- 2013 & 2012 Oracle Excellence Award—Oracle on Oracle
- 2013 & 2012 Oracle Excellence Award—Database, Engineered Systems
- 2009 Oracle Global Partner Award
- 2009 & 2007 Oracle Titan Award



CALLSOURCE'S BUSINESS CHALLENGES

In 1991, CallSource quite literally founded an industry when it developed a call management system to help companies track and analyze call details to recover lost sales opportunities. Fast-forward 25 years, and CallSource leads the industry with innovative, award-winning, technology-enabled solutions to analyze advertising sources, identify in-bound call prospects, and coach call-handlers, just to name a few of its offerings.

CallSource tracks and analyzes approximately two million calls per quarter for its customers. The call detail report is **the** key document used for analysis that provides crucial attributes about each call, such as the time of call, duration, the originating number, and the disposition of the call, e.g. did the call connect or was it abandoned before pick-up. The company needs a database and technology platform with lightning-fast transaction processing speeds to quickly evaluate call detail data and generate summary reports.

According to Bryan Coville, Founder and President of Cloud Creek, "We'd been working with CallSource for about 10 years to help manage its Oracle database environment. It was 2011, and the company was using Oracle Database Enterprise Edition in a RAC configuration. However, the hardware and storage components were aging, and CallSource began experiencing performance issues."

As CallSource evaluated options, such as a build-your-own solution with well-known hardware and storage components, it faced sticker-shock with pricing estimated at nearly \$160,000.

CLOUD CREEK'S ODA SOLUTION

Since Cloud Creek had a very close relationship with Oracle's Engineered Systems product development team at that time in early 2011, Cloud Creek knew that the Oracle Database Appliance (ODA), powered by Intel® Xeon® processors, was in beta testing and would soon be commercially available. Using that close connection to Oracle, Cloud Creek secured a beta device to run proof-of-concept (POC) testing in its lab for CallSource.

Coville said, "We loaded CallSource's data and conducted nine different test scenarios to generate call detail analysis reports. On every comparative measure, the ODA outperformed the legacy system—with nearly 180x improvement. The performance tests were so impressive that the CallSource team wanted to buy that very beta demo unit. On top of that, the price was right at just \$50,000, less than a third of the price of the alternative, build-your-own solution."



“The combination of the ODA with the skills and experience of Cloud Creek brought us success.”

JASON SCINOCCA, CTO, CALLSOURCE

Why ODA

Powered by Intel® Xeon® processors

- Superior transaction processing
- Sub-capacity licensing
- More storage capacity

Customer Key Value Metrics with ODA

- Nearly 180x performance improvement over legacy system
- 68% cost savings over alternative solution
- Two-week implementation

“The ODA is one of the easiest devices to sell. Once we explain the benefits and cost-effective pricing to a technology decision-maker, they are sold.”

BRYAN COVILLE, FOUNDER AND PRESIDENT, CLOUD CREEK

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While CallSource couldn't purchase the beta ODA device, just a few months later in the fall of 2011, Cloud Creek helped CallSource purchase the very first commercially available ODA unit in the world. "That was a pretty exciting time for us," said Coville. "We helped CallSource find a cost-effective, high-performance solution to its technology challenges; we were able to work closely with Oracle on the final development and testing as the ODA was hitting the market; and we helped our customer acquire the very first ODA ever sold."

Because CallSource was already using an Oracle database and technology solution, the ODA implementation and data migration took just two weeks. According to Coville, "Once we got the ODA in place, we migrated the database. It was really that simple because we didn't have to make any changes to their database configuration. And, during most of the two-week timeframe, the customer was prepping for the project."

CALLSOURCE'S BENEFITS

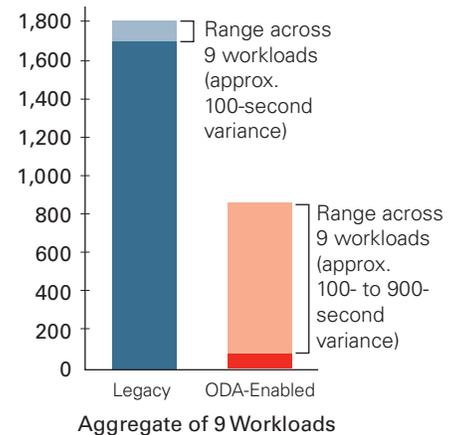
CallSource saw huge performance improvements immediately. In the few years since its original ODA implementation, the company deployed an ODA X3 and an X5—to gain more storage capacity and keep its technology current. Even with the added devices, the first ODA is still a "workhorse" for the company. CallSource now uses its first-generation ODA for disaster recovery; it uses the X3 for testing and development; and the X5 is its primary production device. Coville said, "The additional ODAs have allowed CallSource to move its database from a primary to a secondary site as needed, which has been very important when the IT team deploys new software applications."

While the cost-effective pricing has been very attractive to CallSource, the company has taken advantage of the sub-capacity licensing. "With any other non-ODA solution, CallSource would have to license all of the CPUs so Oracle's pricing is a huge plus for them."

WHY CLOUD CREEK

CallSource and Cloud Creek have enjoyed a long-standing, trusted relationship. In fact, nearly a decade ago Oracle referred CallSource to Cloud Creek when it was looking for a technology consultant with Oracle database expertise. According to Jason Scinocca, CTO of CallSource, "I count on Cloud Creek for guidance on strategic direction and also to be in the trenches with us as we forge ahead to support the business."

CallSource Workload Performance Tests



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