



Oracle Exadata Cloud Service Enables Rapid App Delivery for Reinhart Foodservice

[CON4867]

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Company Background



Get it right from us.

Reinhart Foodservice is a broadline food distributor that serves independent restaurants, delis, sporting venues, schools, nursing homes, hospitals, the military and chain accounts.

Founded in 1972, Reinhart operates from 29 distribution centers across the United States. Each center offers over 10K+ products, which range from top national brands to Reinhart's own high quality Exclusive Brand assortment.

Acquired in 2005 by Reyes Holdings, a family-run, holding company that ranks as the 12th largest privately held company in the United States.

Case for Change – Legacy ERP Limitations

Functional

- Data Exposures
- Modern Controls & Efficiency

Technical

- System, Resources & Infrastructure
- Risk to Operations

Customer

- Seamless Interactions
- Ease of Doing Business

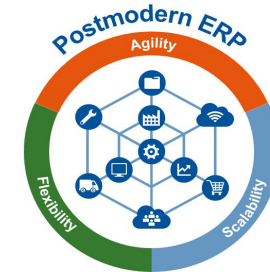
Growth

- Future Acquisitions
- Agility & Flexibility

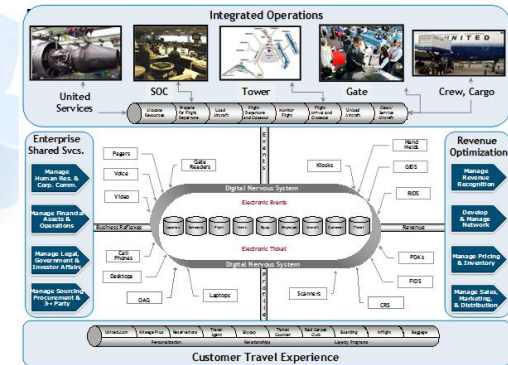


Strategic Solutions – Portfolio Evolution

- **Solution Philosophy – Adopt a Best of Breed**
 - Post Modern ERP is now Best Practice
 - Targeted, Strategic Investment Decisions
 - Focus on Functionality, not Technology
- **Incremental Implementation**
 - Start Small @ Limited Scope (Rebates – 100 users)
 - Build Skills @ Important (Forecasting – 500 users)
 - Full Stride @ Mission Critical (WMS – 5000 users and 28 locations)
- **Technical Principles**
 - Leverage Cloud “Hosted” Infrastructure
 - Own The Integration (middleware)
 - Leverage Experts (Application Managed Services)



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Decision to go “all-in” on Cloud

- **Industry and business “tipping points”**
 - Asset light model
 - Capacity agility
 - Speed to market
- **Signs of Maturing Market**
 - New Entrants
 - Hybrid Management Tools
 - Network & Security Options
- **Management Courage**
 - Ownership Support
 - Involved Leadership
 - Vision for Next 15 Years



Manhattan Associates is a global technology leader in supply chain, inventory, and omnichannel commerce. Our innovative cloud and on-premise solutions help drive both top-line growth and bottom-line profitability for our customers.

\$461M

R&D INVESTMENT

SINCE 2007,
\$55M IN 2016



**DEBT
FREE**

FOR 27 YEARS

IN A ROW AND COUNTING



**1,200 CUSTOMERS,
3,022 EMPLOYEES
WORLDWIDE AND
GROWING**

**1 OUT OF 4
RETAIL SALES**

FUELED BY MANHATTAN
SOLUTIONS



355

**"GO-LIVES"
IN 2016**



**27
YEARS**

**FOUNDED 1990
NASDAQ: MANH**

Cloud is not a Cloud – All Clouds are NOT Equal

- Advantages of Oracle's Cloud
 - Full support for IaaS deployments, virtualized or dedicated hardware, on premise as well as cloud options providing CHOICE & FLEXIBILITY along with a single pane of glass across all deployments
 - Next generation OCI, also supporting virtualized instances on physical BM industry leading hardware, networking & Storage capabilities
 - The ONLY Cloud that provides CHOICE from a PaaS Database Service perspective
 - Only Cloud that provides Oracle RAC capabilities
 - Only Cloud that provides Exadata capabilities
 - Only Cloud providing a completely Managed Oracle Database PaaS
 - The lowest-priced Oracle Database Services available anywhere!
 - Oracle's Cloud ability to "Burst" is a game-changer in IaaS and Database elasticity, allowing customers to scale as their workloads increase, but not need to pay for that capacity all of the time.

Oracle's Cloud is the Only Cloud Providing State of the Art Technology, PaaS, SaaS and IaaS Services coupled with Customer CHOICE!

Manhattan Public Cloud Perspective

- Support customers on public clouds
 - Provided underlying third-party software requirements are met
 - Provide customers with a reference deployment model for Cloud
 - Educate customers on software licensing across various clouds
 - Educate customers on capabilities across various clouds
- Partner with cloud providers
 - Customer success stems from a joint-effort
 - Positions MA & customers to influence cloud innovation together
 - Positions MA & Customer to achieve lowest TCO



Public Cloud Vendor Partnerships

- Providers are engaged
 - Independently & with customers
 - Research & testing
 - Performance Testing
- Provider resources
 - Substantial compute infrastructure
 - Dedicated cloud engineers
- Influenced cloud innovation
- Across ALL commercial Public Clouds, Oracle's contributions (HW, expertise, hands-on development) have **FAR** outweighed all others **Combined!**

Results

- ✓ Identified & quickly resolved gaps
- ✓ Reference architecture development
- ✓ Volume performance testing
- ✓ Active engagements
- ✓ Live customers



Manhattan Automated Principles

- **Abstracted deployment target, making Cloud agnostic to how we provision and deploy**
 - Irrespective of deployment target, go from “sizing” to provisioning
- **Leveraged 3rd-party solutions, such as Terraform to provide abstraction across clouds**
 - Terraform has rich support for Oracle Cloud provisioning
- **Modular use of Terraform, allowing simple transition to support “other” clouds; including Oracle’s Next Generation OCI Cloud**
- **Designed Patch Management (and VM image catalog) to offer Zero Downtime Updates leveraging Oracle’s Cloud**

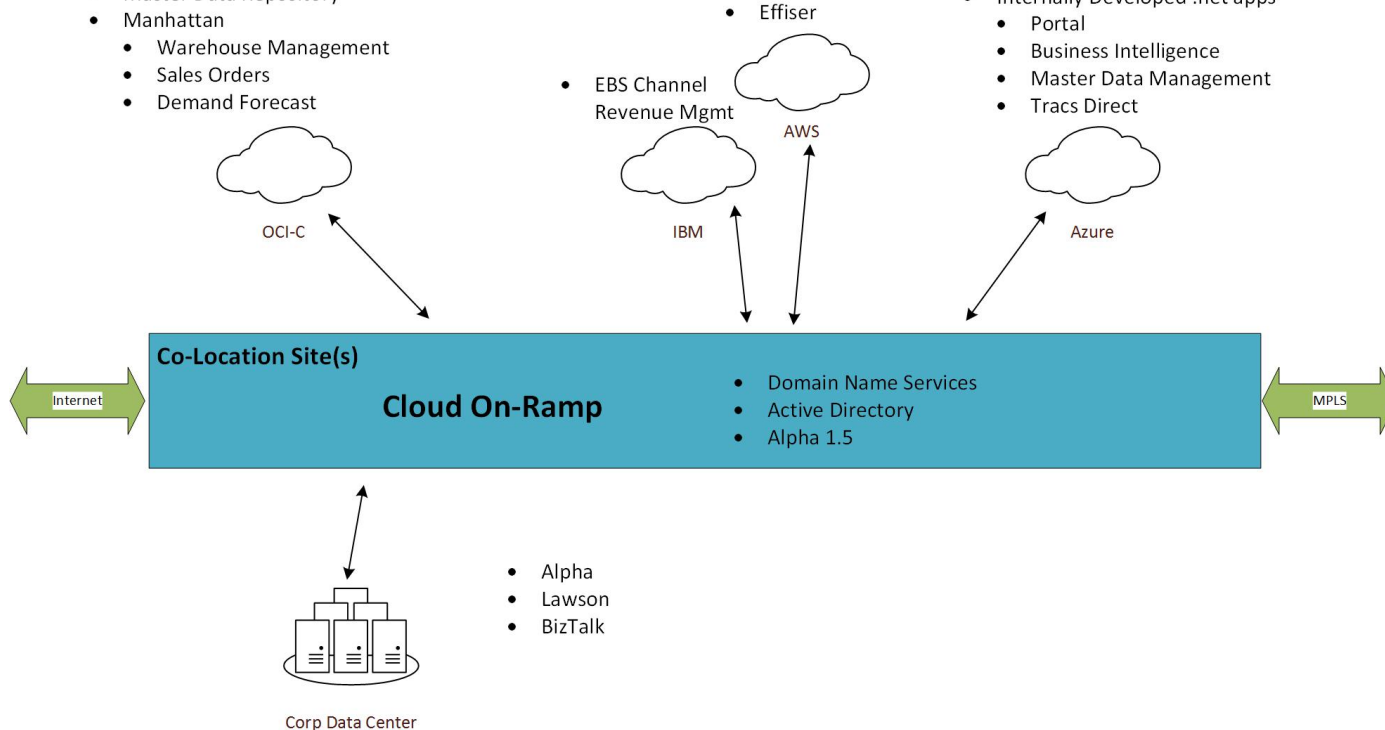


Application Topology

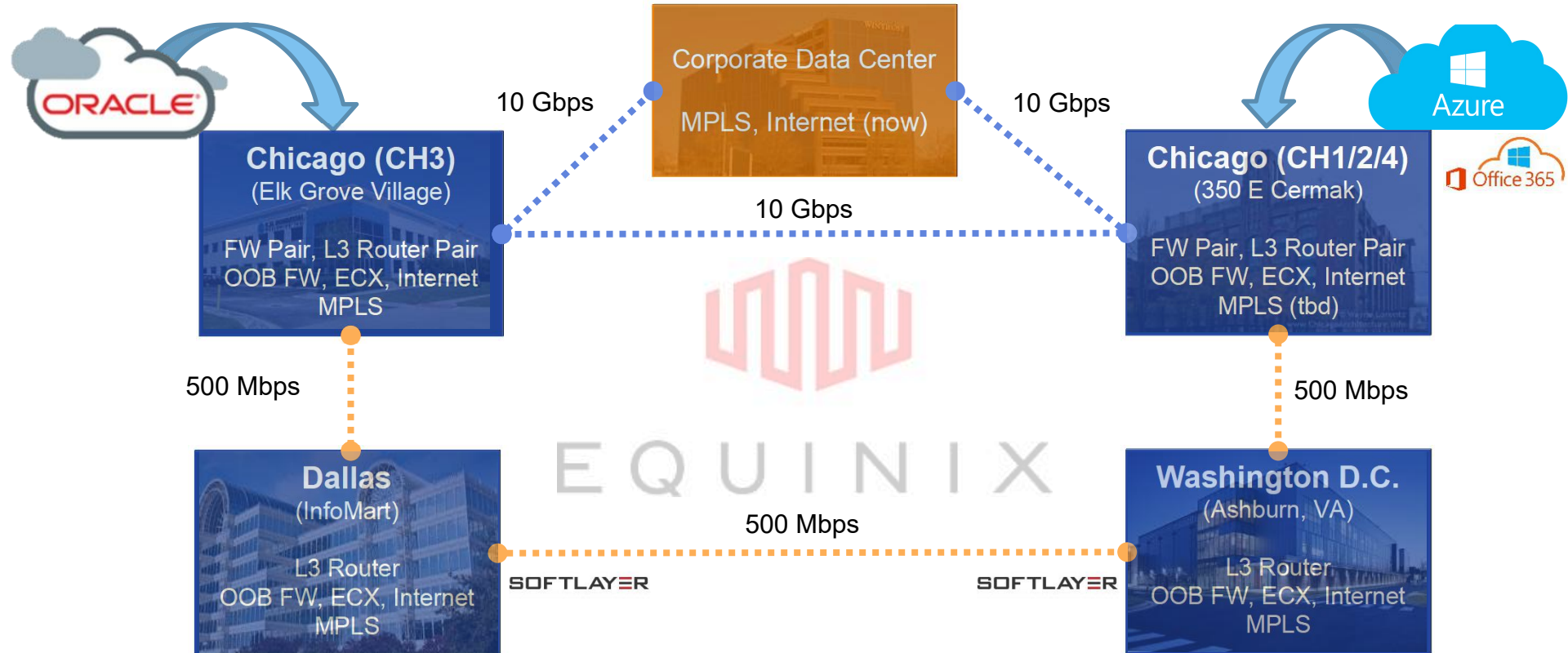
- Fusion Middleware
- Master Data Repository
- Manhattan
 - Warehouse Management
 - Sales Orders
 - Demand Forecast

- EBS Channel Revenue Mgmt
- Effiser

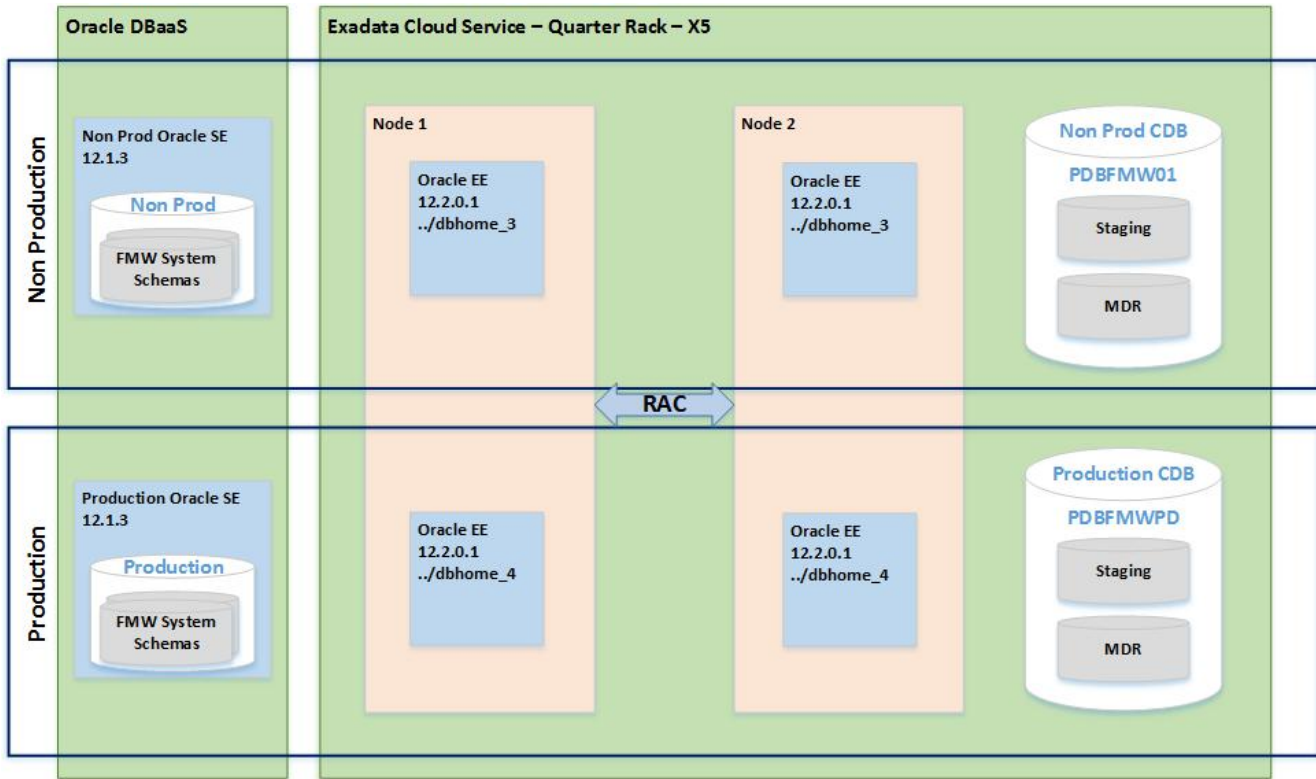
- Office 365
- Internally Developed .net apps
 - Portal
 - Business Intelligence
 - Master Data Management
 - Tracs Direct



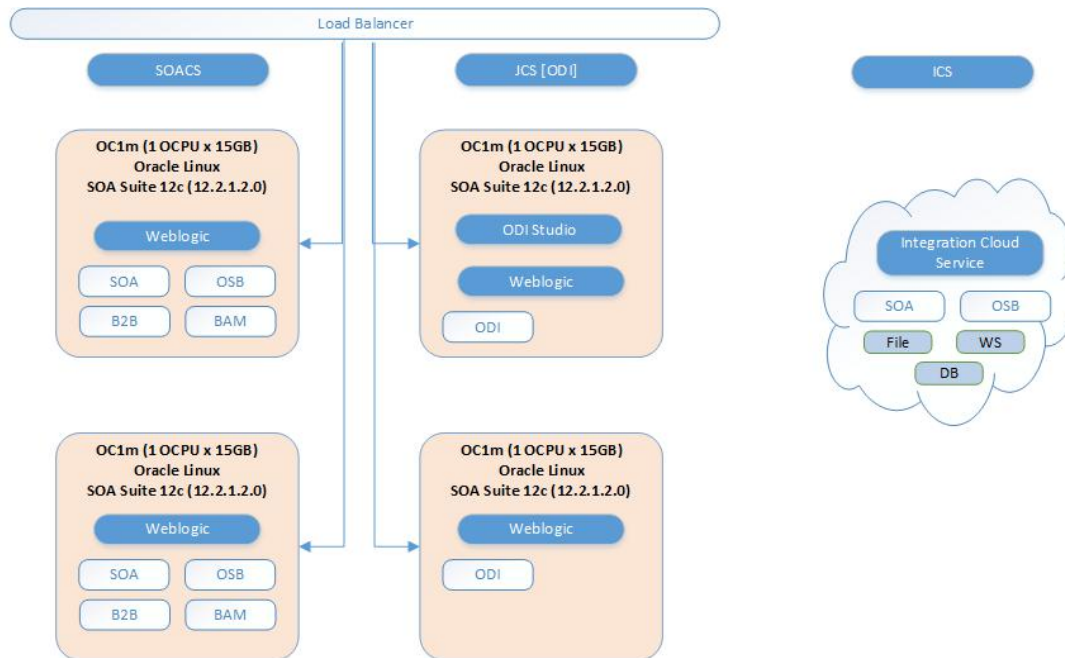
Cloud On-Ramp



Fusion Database Architecture



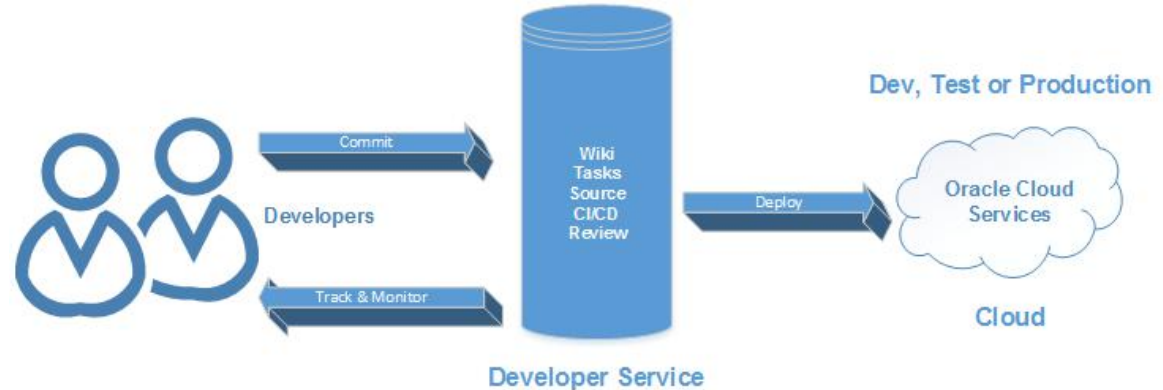
Fusion Middleware Architecture



Refer to Database Diagram

Continuous Integration Developer Cloud Services

- Source Control/Git
- Fully Integrated with jDeveloper
- Automated Builds
- Automated Testing
- Scripted Deployment [Ant/Maven]
- No Manual Configuration in higher environments



Thank You

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