



Welch's Delivers Oracle E-Business Suite Securely and Reliably with Citrix XenApp & Citrix NetScaler

WELCH FOODS, INC.

Concord, Massachusetts
www.welchs.com

Industry: Food Processing
Annual Revenue: ~\$550M
Employees: 1,200+

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Demantra
- Oracle Database
- Oracle Real Application Clusters
- Oracle Enterprise Manager
- Oracle Fusion Middleware

Citrix Products & Services:

- Citrix XenApp
- Citrix NetScaler

Why Oracle and Citrix?

- More than 15 joint product validations
- Over 25,000 companies enjoy the benefits of joint Oracle-Citrix deployments.

“Citrix’s load-balancing and optimization technology gives our brokers and co-manufacturers high-performance, high-availability access to Oracle. Citrix also protects our corporate network with end-to-end security.” – George Scangas, IT Infrastructure Manager, Welch Foods, Inc.

A 140-year-old company headquartered in Concord, Massachusetts, Welch Foods, Inc., is the food processing and marketing arm of The National Grape Cooperative Association, Inc., a grower-owned agricultural cooperative. Welch’s is the world’s leading producer of juices, jams and jellies made from Concord and Niagara grapes. The company has 1,200 employees and a number of processing plants and offices across the United States.

Challenges

- Information system comprised of outdated processes and products
- Time-intensive paper-based process to obtain information from the legacy ERP system resulted in lost information and duplication
- Insufficient application delivery solution to meet high availability, speed and reliability needs of newly implemented ERP solution
- Concern for data security and efficiency
- Outdated server load-balancing solution
- Small staff to manage infrastructure

Solution

- Replaced legacy ERP systems with Oracle E-Business Suite to improve scalability, support company business processes and provide reliable information
- Upgraded existing implementations of Oracle’s Demantra to create a single platform that integrates and automates best-practices to provide timely, relevant information to help improve forecasting accuracy, reduce inventory levels and strengthen relations with customers and suppliers.
- Utilized Oracle Database and Oracle Real Application Clusters to further optimize performance and reliability and benefit from improved scalability.
- Deployed Oracle Enterprise Manager to provide visibility for proactive management of its infrastructure and environments
- Selected two components of Oracle Fusion Middleware – Oracle Business Intelligence Suite Enterprise Edition Plus and Oracle Business Intelligence Applications – to provide role-based intelligence throughout the organization

“Oracle enables Welch’s to improve our business performance, streamlining and maximizing the value of information flowing in and out of our enterprise,” said Welch’s CIO, Ray Gosselin.

Gosselin also stated, **“We have been able to implement standard, enterprise-wide business processes from the front office through distribution, and now look to leverage the visibility and insight across our enterprise to make informed business decisions that benefit both Welch’s and our business partners.”** – Ray Gosselin, CIO, Welch Foods, Inc.

- Upgraded to Citrix XenApp Platinum Edition to deliver applications – including business intelligence, call center and sales forecasting software – to employees at headquarters and remote locations
- Implemented Citrix NetScaler to provide load-balancing and optimization technology for high-performance, high-availability access to Oracle
- Protected corporate network with the end-to-end security of Citrix technology

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