



Allegro Group  
Poznań, Poland  
[www.allegro.pl](http://www.allegro.pl)

#### Industry:

Retail

#### Annual Revenue:

US\$2 billion

#### Employees:

850

#### Oracle Products & Services:

HP Oracle Database Machine Full Rack Hardware  
HP Oracle Exadata Storage Servers  
Oracle Database  
Oracle Real Application Clusters  
Oracle Partitioning  
Oracle Business Intelligence Enterprise Edition

#### Implementor:

Oracle Consulting

#### Oracle Partner:



ISE Gräfenberg  
[www.ise-informatik.de](http://www.ise-informatik.de)

**“In my view, the HP Oracle Database Machine is a great new data warehouse solution. It’s reliable, built on industry standard hardware, lightning fast, and completely scalable.”**  
– Christian Maar, Chief Information Officer, Allegro Group

## Allegro Group Ensures Enterprise Scalability with Flexible, Integrated Data Warehouse Solution

Allegro Group is the leading e-commerce company in Eastern Europe and the second-largest online auction business in the world. The company is a property of the international media group Naspers. With more than two dozen e-commerce Web sites across 14 countries in Eastern Europe, Allegro Group enables its 13 million registered users to bid on items ranging from clothes to cars. The company hosts more than 12 million new auctions on its trading platform each day, and business is growing by over 40% every year.

### Challenges

- Build a scalable enterprise data warehouse that meets business users’ performance and quality of service expectations
- Deliver a single point of truth with integrated metadata, from data integration through to enterprise reporting tools
- Provide flexible reporting and analysis tools, including sophisticated dashboard functionality for business users
- Enable the company to easily manage tens of terabytes of data in a consolidated database that can scale to support a 65% annual increase in data volume

### Solution

- Selected HP Oracle Database Machine for its performance capabilities and scalability, which provided Allegro Group’s online auction business with the ability to offload query processing to intelligent HP Oracle Exadata Storage Servers
- Leveraged the comprehensive and integrated Oracle Business Intelligence Enterprise Edition and Oracle data warehousing solution to achieve consistent metadata management across all components of the system
- Enabled Allegro Group to deliver standardized and ad-hoc reports, as well as dashboards, to multiple business users
- Gained a flexible solution with the scalability to meet future requirements for storage capacity, processing power, and network bandwidth
- Worked with Oracle Consulting and Oracle Certified Advantage Partner ISE Gräfenberg to efficiently implement the entire Oracle solution in just a few months