

# On Demand eCommerce Provider asknet provides flexible, scalable and reliable shop solutions



asknet AG  
Karlsruhe, Germany  
[www.asknet.com](http://www.asknet.com)

**Industry:**

Application Software

**Annual Revenue:**

\$100 Million

**Employees:**

130

**Oracle Products & Services:**

Oracle Database Enterprise Edition 10g

Oracle Warehouse Builder 10g Release 2

Oracle BI Suite Standard Edition (Discoverer, BI Publisher)

Oracle Application Express

Oracle Application Server

**Key Benefits:**

- Rich Functionality
- Performance & Availability
- Ease of Use
- Flexibility

*“Oracle technology has enabled us to develop on demand applications faster than would have been possible otherwise. The Oracle SaaS platform allows us to protect investment and help leverage the latest state of the art technology”*

*– Dr. Dietmar Waudig, COO, asknet AG*

asknet offers its clients customized outsourcing solutions for global software distribution via the Internet. Founded in 1995 as a spin-off from elite university in Karlsruhe Germany, the company has become the number two global provider of electronic software distribution services.

In addition to its fully integrated solutions for software publishers, the company develops and maintains portals for software distribution such as [www.softwarehouse.biz](http://www.softwarehouse.biz), Europe’s largest platform for downloads of standard software.

Oracle Technology is the basis for asknet’s on demand eCommerce platform, which manages more than 100 online shops of leading software vendors and handles several millions in sales transactions/year.

**Rich Functionality**

asknet chose Oracle Database Technology as it provides flexible, powerful and easy to use languages, tools and features to develop and run a state-of-the art, multitenant architecture for an SaaS ecommerce platform.

Oracle Business Intelligence Technology provides powerful mechanism and tools to generate flexible and customizable reporting due to the specific needs of our customers.

### **Performance & Availability**

Oracle 10g provides the key infrastructure that enables asknet to manage high volume sales transactions in high-availability architecture at fast response times.

Adding Oracle 10g and Data Warehouse are very easy to scale and cope with asknet's dynamically growing transactions.

### **Flexibility**

To improve efficiency and quality of service, asknet develops and tests its software applications on different servers and platforms. This is achieved by leveraging Oracle's multi-platform capability, which enables fast implementations.

### **Ease of Use**

asknet found Oracle 10g easy to use and administer. The overall administration and set up of the database was relatively straightforward and the programming environments are simple. This allowed the company to implement the solution on schedule to achieve their goals.

### **Why Oracle?**

asknet is using Oracle from its very beginning. The decision for Oracle was made due to the criteria of investment protection and guaranteed future.

Over the years asknet has experienced that Oracle Technology adopts and reacts fast and quick to new market and technology trends, which allows an ongoing development and adoption of asknet's platform due to the requirements of latest state of the art technologies.