

## Case Study

# Automic® Workload Automation

## Morrisons Delivers the Agility Needed to Compete Effectively in the Ultra-Competitive UK Grocery Retail Market



### Client Profile

**Organization:** Wm Morrisons Supermarkets plc

**Industry:** Retail

### Business

Wm Morrison Supermarkets plc, trading as Morrisons, is the fourth largest chain of supermarkets in the United Kingdom, headquartered in Bradford, West Yorkshire, England.

### Challenge

- Improve efficiency and cost-effectiveness throughout retail supply chain
- Integrate disparate systems from mainframe to Oracle Retail
- Limited agility when responding to changing business demands

### Solution

- Centralized visibility and control of automated processes
- Managed complex crossapplication, cross-platform workflows
- Integrates with Oracle EBS and Oracle Retail

### Results

- Automated 14,000 daily processes
- Reduced implementation time scales
- Lowered operational costs and improved productivity

### Business

#### No Ordinary Food Retailer

From a market stall in Bradford Market to more than 600 UK stores and a thriving online delivery service, the Morrisons story is an impressive one. Every week, 12 million customers pass through the food retailer's doors. These customers, together with visitors to Morrisons.com, are served by 117,000 staff.

Morrisons is no ordinary food retailer. The company manufactures, sorts and packs much of its own produce, operates meat processing factories, bakeries, fruit and vegetable packing houses, food preparation factories, and its own farm. This fully-fledged, vertically integrated business model has been highly successful for Morrisons. It also places significant pressure on the company's back-end IT systems.

Morrisons has deployed Oracle solutions to enable analysis across a large number of manufacturing, warehousing, retail and financial applications, bringing data together to provide one view across the organization for improved customer service. The retailer is also using Oracle Retail, allowing the company to capitalize on opportunities for growth and innovation.

### Challenge

#### Effective Management of Business Application Workload

Automation is another crucial cog in this vertically integrated business model. It is being used to connect otherwise disparate applications and manage the underlying IT workloads that Morrisons needs to run if retail and merchandising processing is to meet deadlines. At the time Oracle Retail was initially implemented, it lacked a built-in solution that would control its automated processes.

Tony Stephenson, IT operations manager at Morrisons picks up the story: "A huge number of processes need to take place to make sure certain grocery products are available on the shelves every day," he explains. "There was no question of running Oracle Retail manually, as it would be a significant drain on resources and time—plus there is the threat of error. Any errors could have a direct consequence on the business. Process automation is critical in retail because it ensures all workload activities are run repeatedly and consistently."

The other challenge for Morrisons was the grocery retailer's increasing reliance on a patchwork of different and disconnected suite of tools and technologies. "Previously we'd used a single tool to automate our retail workload. Implementing Oracle, we found each application came with its own separate business scheduler. We wanted an umbrella solution that would allow us to centralize control of the processing generated by our Oracle applications," says Stephenson.

Automic® Workload Automation offered the ideal solution: a proven, enterprise platform that would centrally manage the execution of all Morrisons' Oracle business processes, quickly, reliably and free of errors. "Oracle recommended we use Automic," says Danny Balcomb, operations support team leader, Morrisons. "We get complete visibility and control of all our Oracle processing. For example, the pre-built templates save us time and resources because we're not caught up in customization. We also have the flexibility to run workloads from multiple disparate systems, building dependencies between each one."

### Solution

#### Centralized Management and Control of Workloads Simplifies Operations

Those multiple disparate systems supported by Automic Workload Automation include Oracle Retail and Oracle Data Integration, plus two supply-chain applications: Oracle Retail Demand Forecasting and Oracle Advanced Inventory Planning. Each one benefits from simplified operations, less waiting time, and increased performance and accuracy.

The Automic® platform provides Morrisons with complete visibility across end-to-end retail processes. This dramatically reduces the amount of time the Morrisons team spend on investigating and resolving issues. They have also been able to increase the number of processes that are automated, including very complex ones. Following the implementation of Automic Workload Automation, Morrisons has automated 14,000 processes per day, and some of those processes run up to 20 times per hour.

### Solution (con't)

“The enhanced insight and control we get allows us to react at the speed demanded by the business—and in retail that’s very fast,” says Balcomb. “For instance, Automic helps ensure the milk we order the night before is on the shelves the next morning, or we can deliver new inventory overnight, based on successful promotional campaigns. The business doesn’t see the power of Automic Workload Automation, but here in IT we see it every day.”

The impact of Automic Workload Automation isn’t just being felt in the Oracle Retail environment. The best-in-class process automation solution also supports up to 1,500 overnight processes in each of the company’s network of 12 physical warehouses. Operators manage all of this through one screen.

Stephenson concludes, “CA is an important and strategic software partner for Morrisons. As our business grows, more and more workload is being transferred to the Oracle environment. Automation ensures we can process more data in the same amount of time, streamline inventory management, and better serve our growing customer base.”

**For more information, please visit [ca.com/automation](https://ca.com/automation).**