



## F5, Oracle, and Cintra Provide Integrated, Best of Breed Technology Solutions

### Customer Profile

**Company Name:**

Cintra

**Location:**

New York, New York

**Industry:**

Systems Integrator

**Web site:**

<http://www.cintra.com/>

**About Cintra**

CINTRA is the leading Oracle systems integrator and software reseller. Since 1996, CINTRA has designed, implemented, and supported Oracle architectures for such prominent organizations as jetBlue, Estee Lauder, and priceline.com. CINTRA's flexible solutions address all of the major requirements for successful Oracle architecture and application requirements including; scalability, availability, and total cost of ownership.

CINTRA has over 300 customers in a variety of industries including Financial, Retail, Healthcare, Pharmaceutical, Legal, Marketing, Entertainment, and Internet.

### Executive Summary

In today's complex business environment, strong partnerships are essential. The relationships between partnering companies, like F5 and Oracle®, often result in a competitive advantage over organizations trying to succeed alone. These technology partnerships are further enhanced by partnerships with companies like CINTRA, system architects who implement these integrated solutions, offering intelligent configurations for complex environments. The result? Extremely satisfied customers and a better way of doing business.

### About the Partnerships

F5 is a proud member of Oracle PartnerNetwork (OPN), and works closely with Oracle on developing and enhancing application robustness of Oracle's complete High Availability (HA) blueprint, Maximum Availability Architecture (MAA). Oracle is an F5 iControl Advantage Partner, and together with F5, has validated the interoperability of F5's BIG-IP solution with both Oracle E-Business Suite 11i and Oracle9i Application Server (Oracle9iAS). Looking forward, Oracle is using F5's iControl to integrate Oracle Enterprise Manager with the BIG-IP system, which allows one to configure, manage and monitor BIG-IP devices from the Enterprise Manager console.

The partnership and integration between F5 and Oracle presents an opportunity for other solution providers and systems integrators. These companies look at a customer's complete network architecture needs and assist with the integration and interoperability of seemingly disparate devices and platforms. Cintra is a leading Oracle systems integrator and solutions architect with an extensive track record of delivering enterprise class solutions, and they have been a valued partner with Oracle since 1996.

Cintra recognized the benefit that F5 brought to the Oracle platform, and began to develop best of breed solutions that integrate F5 and Oracle products for their customers. "F5's BIG-IP application traffic management solutions, with validated Oracle interoperability, enable customers to achieve higher uptime and better performance of their Internet applications, while increasing the return on investment of their business infrastructures," said Abdul Sheikh, CTO at Cintra. Cintra is now exploring "other areas of the architecture that would benefit from the use of BIG-IP."

### How it works together

F5 contacted a well-known online retailer who was searching for a traffic management solution to solve their application challenges. When F5 initially spoke to the retailer about their needs, they explained that they were looking for a high availability solution at the Web tier.

F5 listened to their requirements and the challenges of their existing solution. This retailer had a critical legacy application that was recently converted to Web technology, and needed a device that could ensure that this application was constantly available with advanced load balancing and monitoring capabilities. And they wanted this traffic management solution to optimize the performance of the application, as well as provide a scalable platform for future growth. Tight integration with the rest of the network, specifically their Oracle implementation, was also a requirement.



F5 spoke with their internal Oracle experts, as well as a contact at Oracle, to help find the best solution. The decision was made to engage Cintra, as a leading Oracle systems integrator/architect who knew the benefit of the F5 solution. Cintra worked closely with the online retailer's network and application administrators to optimize the solution. Cintra helped the retailer realize that there were other areas of the architecture that would benefit from the use of a traffic management device.

Most of the retailer's networking equipment came from the same vendor, so they were initially very biased toward using that vendor's traffic management product. But first they wanted to evaluate both that vendor's solution and the BIG-IP system. F5's more software based approach was an important factor, which allowed Cintra to offer a more adaptable solution, "F5 takes the software approach, which gives much more flexibility over a hardware based solution, [for Cintra] to extend our services and get creative in our combined solutions, which results in best of breed technology systems integration for the end customer," explained Sheikh.

So, with the help of Cintra, and the power of the F5 and Oracle partnership, this online retailer decided on "the F5 solution because of the tight integration with Oracle," as well as "configurability and flexibility of BIG-IP."

**About Oracle** Oracle Corporation is the world's largest enterprise software company, providing enterprise software to the world's largest and most successful businesses. Oracle is the first software company to develop and deploy 100 percent Internet-enabled enterprise software across its entire product line: database, server, enterprise business applications, and application development, and decision support tools.

**About F5** As the pioneer and global leader in Application Traffic Management, F5 continues to lead the industry by driving more intelligence into the network to deliver advanced application agility. F5 products ensure the secure and optimized delivery of applications to any user - anywhere. Through its flexible and cohesive architecture, F5 delivers unmatched value by dramatically improving the way organizations serve their employees, customers and constituents, while lowering operational costs.