



VISCOSITY  
PROFESSIONAL SERVICES

Viscosity Sales Customer Case Study

## ABC Fitness Success Story: Migrating Oracle Database to Oracle Cloud



ABC Fitness partnered with Viscosity and Oracle to evaluate their existing on-premise infrastructure and licensing model. Through a collaborative effort between ABC, Viscosity, and Oracle's Sales and Finance teams, they uncovered a more cost-effective path forward.

### Project Overview

**Company:** ABC Fitness  
**Headquarters:** Sherwood, Arkansas  
**Industry:** Technology  
**Technologies:** Oracle Database, Oracle Cloud Infrastructure

### Executive Summary

Through a collaborative effort between ABC Fitness, Viscosity's Managing Director, and Oracle's Sales and Finance teams, they uncovered a more cost-effective path forward. By moving away from their legacy on-premise licenses and adopting the license-included model with Oracle Exadata Cloud@Customer (ExaCC), ABC was able to simplify their IT environment and significantly reduce costs. This strategic decision not only modernized their data platform but also positioned them for scalable growth with a more predictable and optimized cost structure.

### The Background

The customer currently has their entire Oracle footprint on Exadata. They heavily leverage the ZDLRA (Zero Data Loss Recovery Appliance, now just referred to as the Recovery Appliance or RA).

- In May 2024, Viscosity sold them RA storage expansion servers, including licenses for both of their data centers.
- The customer is an existing ExaCC customer for the lower environments (DEV).
- Their entire production environment runs on a customized Exadata configuration with extra compute and storage cells.
- It took six months of persistent effort for Viscosity to secure a meeting with the CIO to discuss budgetary and financial projections. Despite an existing relationship, the CIO was initially hesitant to engage, having grown weary of repeated conversations around transitioning to Oracle Cloud.
- The customer is looking to exit the data center business. They are already major consumers of AWS and Azure Cloud.
- They considered Exadata in Azure but decided against it because ZDLRA is not offered in Azure today.

## Beyond Our Technical Contribution

Viscosity's Managing Director was able to negotiate with Oracle and secure ABC Fitness an extra 5% discount on OCI above their discount tier. This is almost impossible to achieve. The channel team told us that it would not be possible (and had never seen it approved). We encouraged them to push for it anyway.

- This is where the relationship with the VP of Sales really helped. It is essential to have them push with the Partner to get the extra 5% off the Cloud Credits. Of course, the size of the deal is another important component.
- Our Managing Director also negotiated with Oracle Finance to get ABC Fitness 6 months of free financing terms.
  - Viscosity was also able to offer them a lower interest rate, translating into more savings.
- Viscosity submitted three abstracts for Oracle Cloud World with the customer to showcase their cloud journey and investment in Oracle Cloud Infrastructure. Two of the abstracts are focused on the Oracle Sales Team. One of the abstracts is targeted at the Oracle ACE program.
- Viscosity road mapped their initial ExaCC consumption at their data center.
- Viscosity road mapped their complete migration to Exadata Cloud Services (ExaCS) over the next 2 years.
- Viscosity executed two Statements of Work (SOW) with the customer to migrate the databases to the new ExaCCs.
  - There are additional SOW components to help them reorganize and transform their data as we migrate to the new ExaCC platform.

## Future Consumption of OCI

The customer is considering Oracle Cloud VMware Solutions (OCVS) as they are being significantly impacted by the new VMware licensing model. This is another potential multi-million dollar deal in the upcoming year(s).

## Our Team Supporting ABC

Viscosity's longstanding partnership with ABC has been built on a foundation of trust, consistent delivery, and deep technical expertise. The successful execution of key projects over the years reflects the commitment and skill of Viscosity's consulting team. ABC continues to engage Viscosity as a strategic partner for future initiatives, confident in the value and outcomes delivered to date.