DBmaestro
DevOps for Database

Case Study

GENEX

Customer Name:
GENEX

Headquarters:
Istanbul, Turkey

Line of Business:
Brokerage, Call Center and CRM Systems and Services

DCEM Solution:
DBmaestro TeamWork™

www.geneks.com.tr

Telecom, IT Vendor to Stock Exchanges streamlines and Secures Database Change processes.
Genex gains control of a previously inefficient and vulnerable change process and automatically advances new deployments from initial test to customer production.

- **Genex team can manage database development and deploy changes in an enforced sequence of test, pre-production, customer-test and production environments.**

- **Each of the customer's requests can be fully controlled, monitored and tracked the last detail of the changes.**

- **Genex can now automatically deploy all changes to production for their customers.**

- **A deployment mechanism that took weeks to accomplish is now performed overnight.**

Background
Genex International is a software company founded in 1994 and headquartered in Turkey. With a software package named GENDEX, which serves the call center and brokerage markets, Genex boasts customers of all sizes and needs, including the stock exchanges of Istanbul and Athens. Developed for front- and back-office operations, GENDEX serves brokerage activities, accounting, operations and customer relationship management.

The Challenge
Genex suffered from their customers' unstructured, one-off approach to change requests. Once their GENDEX package was implemented in their customers' data centers, they would often see these customers decide to promote specific change requests based on their importance at any given time, frequently skipping or removing previously released change requests. This, in turn, incurred more overhead on the Genex team to produce an updated deployment script that included only the approved changes.
Equally worrisome, Genex customers were performing pre-production acceptance tests in their own data center or Genex environments, which complicated the task of managing and keeping track of every environment and its current release.
It had become impossible for Genex to track, control and monitor each of their different customer requests. Worse, developers were forced to manually recreate a deployment script

for the newly selected change requests for each customer, since the database definition had different a structure in each release (based on the customer's current status and choice of which CRs to promote).

The Solution

DBmaestro was found as the right solution to impose order and control over Genex's customers' database changes. DBmaestro established and enforced a complete work process for Genex that enabled their developers to work off an established baseline in a test environment, followed by a successful rollout to production. The software company could always return to the current baseline if customers decided to break the order of scheduled deliveries and apply an immediate work item.

By implementing DBmaestro for their database development, Genex staffers now can not only control all changes, they can automatically deploy them to production for their customers. DBmaestro's out-of-the-box integration with Microsoft TFS (Team Foundation Server) marks each single change with a designated change request or task. Only those changes with a distinct and previously-approved work item are implemented in Genex's deployment. In this way, Genex can be sure that they are working in complete synchronization with their customers.

Results

DBmaestro's implementation gave Genex the peace of mind they had been seeking in managing database changes for many different customer deployments.

By implementing DBmaestro automation, developers can now promote changes from development to test while creating modules and labels in testing environments.

Configuration managers can deploy the scripts in the test, pre-production, customer-test and production environment and generate a package to be delivered to the customer test environment.

Finally, a deployment mechanism that was taking weeks to accomplish can now be performed overnight with a click.

The company also was impressed with the ease with which DBmaestro was integrated into their software change management solution (SCM), Microsoft TFS. This, in turn, enabled the smooth management of production-system patches via a well-defined and closed-loop process.

The automation and oversight of DBmaestro has enabled Genex to reduce rollbacks, ensure compliance and perform more work in less time, increasing revenues and while boosting customer satisfaction.

"Genex has many customers, each with a different version of our software and different feature requests. This makes it critical for us to employ a well-established methodology and a solution that covers the database development end-to-end, from development through internal testing and customer testing to applying the package in the customer production environment. DBmaestro enables us to do this in an elegant way. We also loved the way it integrated so easily with the Microsoft TFS."

Cüneyt Tasli, CEO
Genex