

# CENTROID AND THE ORACLE CLOUD LET CREATIVITY FLOURISH AT CHARLES TOMBRAS ADVERTISING

## client

### The Tombras Group

## challenge

Hoping to focus on core business competencies by shedding their data management operations, The Tombras Group needed a knowledgeable partner who could migrate their Tableau environments to the Oracle Cloud and provide ongoing management and support.

## solution

Centroid migrated The Tombras Group's workloads to the Oracle Cloud in a matter of weeks and provided ongoing managed services for their Oracle Infrastructure as a Service (IaaS) and Tableau data warehouse systems).

## results

With their data on the Oracle Cloud and ongoing managed services provided by Centroid, The Tombras Group is freed to focus on its core business operations.

Since its inception in 1946, family-owned Charles Tombras Advertising (The Tombras Group) has grown steadily, reaping a long list of awards and accolades along the way. Based in Knoxville, Tennessee, the agency now runs five offices with more than 300 employees and bills annually in excess of \$250 million. In order to continue its long history of success, The Tombras Group leadership identified the need to focus on core competencies.

### the burden of data

Vital to business operations is data – and yet the ongoing management of an on-premise data center was becoming cumbersome and distracting for The Tombras Group. Time spent managing their data infrastructure was getting in the way of focusing on their core competencies – the very reason they're in business in the first place.

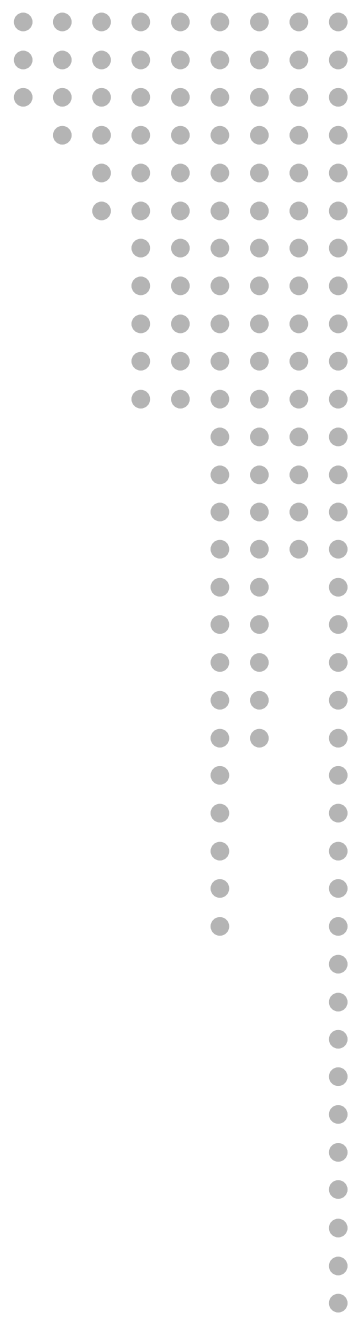
Tombras management knew the way to solve their problem was to connect with a cloud services technology provider with proven expertise in Oracle products that could exclusively and safely manage their continuously growing data and Tableau environments from on-premise to the cloud.

### relief found in the oracle cloud

Centroid got right to work to bring Tombras end-to-end solutions to their challenges. They assembled the staffing required to build a custom, comprehensive Oracle Cloud infrastructure that would handle Tombras' Tableau environments.

In addition, Centroid provides the necessary personnel to manage all aspects of Tombras' data: recovery, planning, operational management, and regular testing. "Our managed services provides The Tombras Group with the people, tools, techniques and best practices they didn't have previously" states Jim Brull, Managing Partner, Centroid. "It was just what The Tombras Group needed to achieve strategic business objectives."

Charles Tombras Advertising is one of many Centroid clients that are able to free up valuable employee time by allowing Oracle technology experts to design and build a cloud infrastructure, oversee a seamless migration of data, and then provide comprehensive management services for the entire environment.



*"The flexibility and security of Oracle Cloud provided The Tombras Group exactly what they needed. Combined with the ongoing managed services provided by Centroid, The Tombras Groups is set up for success because they no longer have to worry about managing their data and can focus on what they do best."*

**Jim Brull**

Managing Partner, Centroid

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