AMERICAN FOREST MANAGEMENT, INC.

"We were able to see a high level of productivity and greater IT efficiency with MIMIX replicate1 because it was able to handle our large geo-spatial files easily without programming."

–Stephen Keider, System Developer, American Forest Management, LLC

BUSINESS PROFILE

Headquarters: *Sumter, SC, and Charlotte, NC, USA*

Industry: *Forest & environmental management*

Employees: *80 employees*

Business Environment:

- *Serves large and small non-industrial private forestland owners, investors, conservation organizations, forest industry businesses and others*
- *16 district, 9 field offices*
- *1.5 million acres of timber under management*
- *Timely and high-quality services for sound, profitable natural resource management, forest health and site productivity*

Implementation Team:

- *MIMIX Solution Services*
- *AFM Information Technologies Team*

MIMIX Products: *MIMIX® replicate1™*

Critical Issue

To make continuous, real-time data available to its stakeholders via the Internet, AFM needed an information availability tool that could cost-effectively and efficiently deliver data where, when and how users need it—including geo-spatial data.

Results

- Increased IT efficiencies through efficient replication of large databases, including hard-to-handle geo-spatial data.
- Improved knowledge-worker efficiencies with real-time data available when and where it's needed.
- Saved administrator time with click-and-go management control center.
- Established greater user confidence in data integrity through extensive automation.
- Simplified application upgrade process with easy-to-use customization features.

Technologies

- MIMIX replicate1
- Oracle® 8.1.7 in live and copy versions
- Server: HP® LH4 Netserver™
- ArcSDE, geographic data-management application developed by ESRI
- JavaScript, XML and VBScript for web interface using Oracle Application Server on a separate server

Business Challenge

For an organization devoted to slow-growing forest products, speed and efficiency drive information exchange at American Forest Management (AFM). It maximizes return for its stakeholders and maintains its share of continually renewable resources through immediate access to real-time, accurate information. That means the right data must reach the right people at the just the right time.

AFM arms timberland owners and investment managers with a variety of powerful statistical data reports and spatial map data via its web-enabled information application, Cypress™. Cypress works with both "live" and "edit" versions of its information database, which must be continually synchronized. Consequently, AFM's IT infrastructure must replicate large quantities of geo-spatial graphics—and the binary data they require. But because it works with such large data volumes, replicating the entire database each time would tax its communications network and slow decision-making.

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To do this, AFM set out to find a replication solution that could handle the spatial data efficiently and offer the flexibility to selectively replicate data.

Solution

AFM's search turned up only one data sharing product robust enough to take on all of that geo-spatial data: MIMIX replicate1, the simplified, on-demand enterprise-wide data sharing solution from Lakeview Technology. AFM found that MIMIX replicate1 drives real-time information exchange through efficient capture, replication and transformation of all data types supported by commercial databases. It then cost-effectively makes this information available whenever and wherever users need it.

Immediately, AFM saw another advantage to MIMIX replicate1. It worked in AFM's IT environment, accommodating the unique needs of its Cypress application and AFM's business processes without any programming. MIMIX replicate1's built-in automation saved time as well, and was customizable with only a few clicks.

For example, all new data first enters the edit version of AFM's database, undergoes a three-step verification process, and then enters the live database. Using MIMIX replicate1's click-and-go options, AFM administrators can enable it to automatically select only approved records from the edit database based on an array of criteria and copy them to the live version, something not found in other replication solutions reviewed by AFM. MIMIX replicate1 works seamlessly with AFM's other data movement solution, a snapshot facility that copies all or portions of a database table at a point in time to a target database. While MIMIX replicate1 handles AFM's real-time data capture, transformation and replication, it also can be set to capture data periodically, whenever it changes, on demand or on a schedule AFM sets—all automatically.

The solution also proved to require minimal management and administration. MIMIX replicate1's Enterprise Data Movement Model, a business rule-based command center, provides an intuitive graphical user interface to create, maintain, initiate, monitor and control every aspect of information sharing. And because it drives all of the data sharing processes at the database level, the EDMM provides another benefit to AFM: no application code changes or costs.

In 2001, AFM released its third series of Cypress enhancements, providing owners and investment managers with the ability to submit, approve and reject attribute data changes directly to the edit database. This broadened data management responsibilities and facilitated faster loading of vital information.

"With MIMIX replicate1, I don't have to worry about keeping our edit and live databases in synch," said Stephen Keider, AFM's system developer. "After the changes have been submitted and approved, they automatically appear on our live database and are available to our clients."

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