

IBM DB2 UDB Customer Reference Animation

Interviewee: Bob Maddocks, President and CEO, Maddocks Systems Inc.

Interview Transcript

Final As-Produced for Animation

Maddocks Systems is the leading provider of trucking solutions in North America. Availability of information in the trucking industry is very important; shippers, consignees, third parties have to know where their freight is at all times. So we have to have real time feeds back into our system.

We found that companies that would have a thousand freight bills a day would suffer dramatically near the end of the day and have to reboot their databases, obviously totally unacceptable. We analyzed and reviewed Oracle, Microsoft SQL, Borland's InterBase, IBM's DB2 Universal Database. We found that there were a number of things that Microsoft SQL was not capable of handling which literally eliminated it from our first few. Oracle appeared to require much more technical expertise in the offices of our trucking clients and we felt that was something that was not going to work well. The simplicity of managing the DB2 database over Oracle was a definite strategic advantage.

Also the pricing, IBM and the pricing just beat everybody hands down. There was no comparison to what Microsoft SQL and to what Oracle were attempting to charge. In evaluating the IBM DB2 UDB database, the biggest thing we found was the universality. That was what we looked for, that's why we chose IBM. Besides that, the robustness of the system, the speed of it, we were able to maximize the utilization of the database, rate our queries far more efficiently than we ever had before.

The ability for us to service a small trucking company with ten freight bills a day, to a company with ten thousand freight bills a day, so the scalability was very important to Maddocks. The autonomic features within DB2 are going to save me probably 30 to 35 percent of my support costs and that's very exciting for us.

We are just very pleased with the relationship that we've had with IBM. Let me put it this way, we've been in business for 24 years, the first 20 years of this experience has not involved IBM, the last four have. If we added up cumulatively all the revenues in the first 20 years, we'd find out that the last four years were twice the revenues of our first 20 years. That really says it all, IBM has created a confidence with our employees, confidence with the prospects and the clients we have out there, and confidence with my investors, to allow us to expand our business and is very, very important to the growth of our business.