

Mason Companies' Oracle EBS to Oracle Cloud Infrastructure (OCI) Journey



Five brands. One ERP. A 121-year-old retailer ready for what's next.

Mason Companies is a family-owned, multi-channel retailer headquartered in West-Central Wisconsin. They own and operate five businesses, selling shoes, apparel, bedding, and electronics through e-commerce and direct mail catalogs, with several brands offering their own proprietary credit options. It's a complex operation by any measure, and Oracle E-Business Suite (EBS) has been at the center of it.



17 Environments Migrated



5 Businesses



1 Cutover

The Challenge

Infrastructure investment, a platform decision, and a managed services search — all at once.

As part of its long-term planning process, Mason Companies was looking at significant future infrastructure investment, including the cost of investing in new hardware, the licensing it would require, and the demands of managing a new environment effectively. They required a partner who could rein in costs and help them stay ahead of the curve.

The challenge wasn't just technical — it was strategic. Mason needed to evaluate cloud hosting platforms, select a new Cloud Services Provider, and migrate five active businesses without disruption. Apps Associates' multi-cloud expertise was a key factor in Mason's decision to select both Apps Associates and, after an extensive cloud evaluation, Oracle Cloud Infrastructure (OCI). Apps Associates' guidance laid the foundation for a smooth and successful implementation.

Our Approach

A three-act migration built for zero-surprise go-live.

Apps Associates designed a phased, iteration-based migration, building toward production through three deliberate iterations using Oracle Physical Standby databases and keeping on-premises and OCI in sync until the moment Mason was ready to flip the switch. This enabled Mason to ensure business continuity at the start of the migration rather than at the end, offering immediate risk reduction for this key environment.

A Key Requirement: Millisecond EBS Response for Warehouse Automation.

Response-time requirements for Mason's warehouse automation were a defining, and somewhat unique, requirement for this project: multiple automation lines depend on millisecond response from EBS, or products don't ship. During the sales cycle, the Apps Associates team came on-site and assisted in testing to confirm OCI could meet these requirements. OCI's ability to meet these performance requirements were further validated in the project's first iteration (the POC).

Iteration 1: Establish Physical Standby in OCI, real-time replication live, isolated POC environment for early testing.

Iteration 2: DEV cutover, Stage build, UAT — business users testing in the actual target environment before anything critical moves.

Iteration 3: Production cutover, DR validation, Hypercare — then a clean handoff to the Apps Associates Infrastructure Managed Services (IMS) team.

Details:

- 17 environments. Oracle E-Business Suite, Oracle Database, Apex. Every instance migrated from RHEL 7.9 to OEL 8.10.
- Apex upgraded from version 19.2 to 24.2. WebLogic replaced with Tomcat.
- Chicago as primary OCI region, Ashburn for DR — with a defined Recovery Point Objective (RPO) of 15 minutes and Recovery Time Objective (RTO) of 2 hours baked into the design from day one.

“Both the Operating System and Apex upgrades were examples of Apps Associates’ expertise. These projects would have been standalone projects that would have taken significant time, but we were able to include them in the migration and remove the risk of outdated software. Throughout the project, there weren’t any technical hurdles that could have affected the project timeframe that Apps wasn’t able to overcome.”

- Dan Raffesberger, Sr Director of IT

“Our move to OCI has helped to provide 24/7 support for our entire applications tech stack. Certain things before ... we did not have support for, so it made it very difficult to try and do anything with those.”

- Ryan Plotz, IT Enterprise Application Manager.

Business Results

Off On-Premises. On OCI. On time.

Mason Companies went live 12 hours ahead of schedule, with five businesses intact. Here’s what that actually means:

- Robust, flexible, fast cloning — achieved by migrating to OCI and employing Apps’ proprietary clone automation tool, AppsCAT. Mason’s nightly requirement to clone an EBS environment used to be prone to failure and was unreliable, a risk given that the instance needed to be available for any urgent daily support that arose and lower-tier refreshes depended on the process succeeding. Through automation, clone completion now takes approximately 4 hours, with consistent, dependable delivery on schedule five days a week and no customer-reported errors since automation was implemented. In addition, Mason can now refresh environments and add new instances on demand.
- Hardware obsolescence risk eliminated — Hardware has been replaced with a robust, reliable cloud platform, avoiding future risk and investment while gaining the speed and flexibility of the cloud.
- Disaster recovery is no longer theoretical — RPO of 15 minutes and RTO of 2 hours are defined, tested, and operational.

- A modernized, security hardened OS baseline (OEL 8.10) and upgraded application stack position Mason for future enhancements without the drag of legacy technical debt.
- Full managed services transitioned to Apps Associates IMS — Mason’s team wakes up each morning with a trusted partner watching over the environment they migrated, who truly knows it inside and out. Mason now has a partner that they can grow with that has the capabilities to help them in other strategic initiatives.

Quantified efficiency and cost metrics are in progress as Mason completes post-go-live stabilization. The story isn’t finished — it’s just getting interesting.

What’s Next

The migration was the foundation. Now comes the fun part.

With a stable, cloud-native OCI environment under their feet, Mason Companies is evaluating what’s possible next — including an EBS upgrade to release 12.2.15 and a data analytics initiative that simply wasn’t practical in their previous environment.

For a 121-year-old company, this isn’t just a technology refresh. It’s the infrastructure platform for the next chapter.

If your Oracle EBS environment is running out of runway, this is what a clean path forward looks like. [Let’s talk.](#)

About Apps Associates

Apps Associates is the premier middle-market OneOracle partner with a full-service business built on advisory, implementation, managed services, and AI services delivered across Oracle Cloud Infrastructure (OCI) and Oracle Cloud Applications. With more than 20 years of experience, Apps Associates services clients across all major industries, specializing in Life Sciences, Manufacturing, Financial Services, Healthcare, High Tech, CME, and Energy and Utilities. With experience from 900+ cloud projects for 400+ customers worldwide, we deliver proven results that drive growth and innovation. With a customer retention rate consistently above 94%, Apps Associates is trusted as a long-term strategic partner, focusing on building lasting partnerships.

Our Strategic Partners

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