

# INFORMATION FOR SUCCESS

Oracle Accelerate for Midsize  
Companies: Customer Reference Booklet  
March 2010

Find Out How OpenTV Saves  
Nearly US\$1,000,000 a Year

Oracle Accelerate  
For Midsize Companies



**SOFTWARE. HARDWARE. COMPLETE.**

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“Today, Midsize organizations compete globally with the largest companies on earth. They face the same complex financial management, supply chain, and operational performance challenges but with fewer resources. Oracle Accelerate—enterprise applications solutions for Midsize organizations—provide our customers with affordable, industry-specific applications, implemented rapidly using Oracle Business Accelerators, and delivered with the proven expertise of a global network of skilled partners. Customers deploy only the functionality they need, when they need it, while retaining flexibility to add capabilities as their businesses grows and changes. The results are fast time to value, improved performance, and low Total Cost of Ownership.

This Reference Booklet, which will be regularly updated, captures the success midsize companies achieve by empowering their unique products, services, and ideas with Oracle applications and Oracle partner expertise. It is a representative sample, across global regions and industries, and illustrates that organizations of all sizes can reap the benefits of an integrated, enterprise applications strategy.”

Sincerely,



Mark Kever,  
Group Vice President,  
Oracle Midsize Applications Program, Oracle Corporation

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**CUSTOMER SNAPSHOTS**

**Oracle Customer:****AA Autobay**

Johannesburg, South Africa  
www.aaautobay.co.za

**Industry:**

Automotive

**Employees:**

Fewer than 500

**Oracle Products & Services:**

- Oracle Database
- Oracle Application Server
- Oracle Financials

**Oracle Partner:****iFACTORY Consulting**

www.ifactoryconsulting.co.za

## AA Autobay Creates a Highly Scalable Online Vehicle Marketplace in Just Three Months

AA Autobay is an online marketplace that allows private individuals to buy, sell, finance, and insure pre-owned vehicles directly, rather than trading them through motor vehicle dealerships. AA Enterprises—a partnership between the Automobile Association and Kirsh Industries—created AA Autobay.

**Challenges**

- Identify an adaptable, scalable, and high-performance technology platform to power the online marketplace
- Implement the core technology platform in a short time
- Support very high online transactional volumes on an uninterrupted, 24/7 basis
- Develop a single repository for all data moving within the company, as well as between the company and external parties
- Enable the future creation of a single data warehouse for sophisticated business analytics
- Build an open standards-based platform to allow seamless integration with third party applications

**Solutions**

- Worked with iFACTORY Consulting to design and implement a single, integrated technology platform, comprising Oracle Database and Oracle Application Server, to support AA Autobay's online marketplace
- Delivered the core engine in just three months
- Enabled integration with third-party applications, using Oracle Application Server's open standards-based integration platform
- Created five data marts for rapid data analysis and reporting, with the aim of creating a single data warehouse in the future
- Used Oracle Financials to standardize and automate financial management processes across four legal entities
- Configured the technology platform to support the rapid and easy addition of further Oracle applications, as well as Oracle Customer Data Hub, in the future—to create a single repository of customer data

"Oracle and iFACTORY Consulting helped us to not only deliver a fully integrated solution that matched the vision of the business, but to also do so in a very short period of time."

**Ken Jarvis**, Chief Information Officer, AA Autobay

**Oracle Customer:**

**Atrium Medical Corporation**

Hudson, NH

www.atriummed.com

**Industry:**

Life Sciences

**Annual Revenue:**

US\$140 million

**Employees:**

500

**Oracle Products & Services:**

- Oracle Order Management
- Oracle Financials
- Oracle Inventory Management
- Oracle Mobile Supply Chain
- Oracle Purchasing
- Oracle Discrete Manufacturing
- Oracle Project Costing
- Oracle Advanced Pricing
- Oracle Internet Expenses
- Oracle Master Scheduling/MRP
- Oracle Field Sales
- Oracle Quoting
- Oracle Proposals
- Oracle Marketing

**Oracle Partner:**

**Tricore Solutions, Inc.**

www.tricore.com

“Oracle has been such a solid solution for us that we have been able to replace our disparate systems and manual processes and utilize one source of truth. With the ability to clearly visualize our business, we are able to support continuous growth.”

**Donna Martin**, Oracle Project Manager, Atrium Medical Corporation

# Atrium Medical Corporation Integrates Systems and Improves Inventory Visibility to Support Growth

Founded in 1981, Atrium Medical Corporation is a diversified healthcare technology company that develops quality medical devices for the treatment of cardiovascular disease. Atrium distributes more than 2 million sterile medical products annually to organizations around the globe.

## Challenges

- Replace legacy business applications with an integrated enterprise resource planning (ERP) system that can support rapid growth and multi-entity and multicurrency environments
- Automate manual processes to improve efficiency and the company’s competitive edge in the medical device market, which faces increased cost pressures
- Improve planning and increase visibility into inventory versus demand to support greater operational efficiency
- Extend visibility into and improve the consistency and efficiency of marketing and sales processes

## Solutions

- Implemented Oracle E-Business Suite applications to create an integrated and highly scalable IT environment that automates core business processes and enhances visibility of critical business information
- Reduced excess inventory and accelerated inventory turns with increased visibility into stock and demand
- Facilitated quality standard and industry regulation compliance
- Replaced cumbersome spreadsheets with automated reporting capabilities—enhancing information sharing and collaboration
- Increased sales by nearly 50% over three years and reduced inventory levels by 20% to 25% through better control and improved reporting and analytics
- Enabled employees to perform warehouse and shop-floor transactions using hand-held devices—driving real-time transaction processing and increased mobility and convenience
- Increased customer satisfaction with improved inventory accuracy, timely shipment confirmations, and quality tracking
- Enabled Atrium to support a sales force that more than tripled in size over two years (through the addition of 100 sales professionals) with robust tools and processes
- Deployed the initial phase of the solution within eight months

**Oracle Customer:****Bacup Shoe**

Bacup, England  
www.bacupshoe.co.uk

**Industry:**

Consumer Goods

**Annual Revenue:**

US\$22.6 million

**Employees:**

80

**Oracle Products & Services:**

- JD Edwards EnterpriseOne

**Oracle Partner:****Whitehouse Consultants**

www.whitehouse-consult.co.uk

## Bacup Shoe Leverages Integrated Technology Platform to Build Innovative, Demand-driven Business

Named one of the United Kingdom's top 50 fastest growing and most innovative mid-sized companies by Business XL Magazine in 2006, Bacup Shoe sells more than 4 million pairs of footwear products annually. The company's innovative designs have won it the business of leading High Street stores including Next, Marks & Spencer, and New Look. Bacup also boasts rights to many famous character licenses including Bratz, Winnie the Pooh, and The Simpsons. Bacup Shoe manufactures its products in Asia.

**Challenges**

- Streamline and automate sales and purchase-order processing and integrate processes with the company's back-office financial management system
- Gain the flexibility to manage each client's individual delivery and invoicing needs within a single Web-enabled system
- Facilitate just-in-time ordering and same or next-day delivery from the U.K. distribution center to high street stores
- Gain real-time global visibility of inventory from order to sale for all footwear products in multiple styles, sizes, and colors

**Solutions**

- Replaced standalone and spreadsheet-based sales, purchase order, inventory, procurement, and financial management systems with Oracle's JD Edwards EnterpriseOne applications
- Gained a single, end-to-end integrated suite of best-practice processes
- Chose JD Edwards over SAP for its flexible configuration, lower cost, and ability to support a multi-variant product range
- Leveraged the expertise of Oracle Certified Advantage Partner Whitehouse Consultants to customize the applications to Bacup's ordering, shipment, and dispatch requirements
- Improved ability to place, track, and fulfill customer orders for multiple items, colors, and sizes electronically
- Automated delivery and dispatch of four full container loads each day during peak winter and pre-Christmas periods
- Gained a real-time view of each individual inventory item throughout the global supply chain
- Collaborated online with manufacturers in the Far East
- Reduced stock held at distribution center through just-in-time ordering and dispatched stock faster to customers

"JD Edwards EnterpriseOne gives us real-time control of each item across the global supply chain, which maximizes our agility to meet customer demand and cuts costs."

**Chris Davy**, Finance Director,  
Bacup Shoe

**Oracle Customer:****Bank Al-Maghrib**

Rabat, Morocco

www.bkam.ma

**Industry:**

Financial Services

**Annual Revenue:**

US\$120 million

**Employees:**

3,000

**Oracle Products & Services:**

- Oracle Financials
- Oracle Assets
- Oracle Purchasing
- Oracle Inventory Management

**Oracle Partner:****STERIA Medshore**

www.steriamedshore.com

“Oracle E-Business Suite will streamline purchasing and enhance inventory optimization for production materials (paper, metal, etc.) that are critical for the printing of bank notes, coins, and passports. We plan to extend the Oracle system to support our production processes as well.”

**Mostapha Bounouar**, IT Manager,  
Bank Al-Maghrib

## Bank Al-Maghrib Enhances Procurement and Financial Management Processes, Improving Productivity

Bank Al-Maghrib, the central bank of the Kingdom of Morocco, is a public legal entity endowed with financial autonomy. Its primary missions are the issuance of bank notes and coins that are legal tender in the Kingdom, the implementation of monetary policy, ensuring the smooth operation of the money market and its control—the management of public exchange reserves, and the security of payment systems and means.

**Challenges**

- Improve service quality of business applications to streamline key management activities
- Obtain greater and faster visibility into financial activities by shortening the deadlines for monthly consolidation of reports
- Automate budgetary follow-up to save time and improve reliability

**Solutions**

- Worked with Oracle Partner STERIA Medshore to replace aging in-house applications with integrated Oracle E-Business Suite applications for financial management, purchasing, stocks, and fixed assets management
- Reduced time needed to close financial books from 15 days to 5 days—improving performance and productivity
- Established precise monthly provisioning of depreciation
- Saved time in analyzing numbers and activities by automating previously manual report generation processes
- Improved monitoring of expenditures by facilitating the reorganization of procurement from 13 departments to 5 specialized ones
- Streamlined procurement processes by allowing the bank’s 33 branches to input requests on common negotiated catalogs, including framework agreements, in terms of quantity
- Improved visibility over production inventory (paper for passports and notes, metal for coins) and general purpose inventory by adopting an automated follow-up process
- Automated integration of expenses related to recruitment and training—managed in Oracle Human Resources—into cost accounting

**Oracle Customer:****Beko Benelux**

Utrecht, Netherlands

www.beko.benelux.nl

**Industry:**

Consumer Goods

**Annual Revenue:**

US\$570 million

**Employees:**

450

**Oracle Products & Services:**

- JD Edwards EnterpriseOne

**Oracle Partner:****Steltix**

www.steltix.com

## Beko Benelux Ensures Continuity with Scalable and Reliable Enterprise IT Infrastructure

Beko Benelux is a cooperative center of purchase associations for independent bread and pastry bakeries. These associations purchase raw materials for the local bakeries. Beko also offers support services, including storage and distribution of materials and, if needed, sales and marketing support. Beko supplies independent bread and pastry bakeries with all they need for their daily work as well as services that promote growth.

### Challenges

- Supply an enterprise resource planning (ERP) solution that is suitable for the wholesale industry and supports logistic planning and streamlining of business processes
- Implement a central solution at the four connected purchase associations in Meppel, Utrecht, Veghel, and Gravenzande
- Replace the old legacy systems and deliver a manageable and future proof solution
- Deliver the needed flexibility that enables Beko to anticipate business changes quickly
- Strengthen Beko's competitiveness by optimizing the logistic process and efficient distribution to customers

### Solutions

- Implemented Oracle's JD Edwards EnterpriseOne applications to improve the efficiency and visibility of the organization's wholesale processes
- Streamlined business processes and provided the ability to prevent breakdowns of the outdated legacy systems
- Provided Beko the desired stability for the future with guaranteed support in the market for the ERP solution
- Reduced management costs by \$600,000 over the past six years
- Optimized business and distribution processes in order to save four FTE's (full time employees)
- Worked with Steltix, an Oracle Partner, to accelerate implementation and reduce risk

"Oracle's JD Edwards helped us immediately after our implementation by streamlining our wholesale processes and improving our purchasing processes. We were able to reduce management costs by approximately US\$600,000 over six years. At the same time, we became more agile in serving our customers."

**Ronald Wurtz**, IT Manager, Beko Benelux

**Oracle Customer:****Belzona Group**

Harrogate, England

[www.belzona.com](http://www.belzona.com)**Industry:**

Industrial Manufacturing

**Employees:**

200

**Oracle Products & Services:**

- Oracle Financials
- Oracle Purchasing
- Oracle iProcurement
- Oracle Order Management
- Oracle Process Manufacturing

**Oracle Partner:****Percipient**[www.percipient.co.uk](http://www.percipient.co.uk)

“Oracle has enabled us to build a robust, real-time, end-to-end integrated business that will support our expansion into new territories, facilitate continued product innovation and market leadership, and drive increased profitability.”

**Joel Svendsen**, President,  
Belzona Group

## Belzona Group Underpins Goal to Double Overall Sales in Seven Years with Integrated, Global Business Model

Belzona Group’s comprehensive range of industrial protective coatings and repair composite solutions help businesses in for example, the marine, oil & gas, petrochemicals, and power sectors maximize equipment life, reduce maintenance costs, save energy, and avoid downtime.

**Challenges**

- Capitalize on business opportunities in the rapidly growing South East Asian market by selling into China and Thailand with the goal of doubling sales in four years
- Improve efficiencies, cut process cycles, and enhance decision making through lean, agile, globally integrated processes

**Solutions**

- Replaced multiple legacy financial, purchasing, and order management systems used in the United Kingdom and the United States with Oracle E-Business Suite
- Implemented Oracle Process Manufacturing to automate entire product lifecycle from development to manufacture and sales
- Chose Oracle over SAP for Oracle’s fully Web-based model, and unparalleled scalability, functionality, and configurability
- Benefited from Oracle Financials to gain a single, consolidated, up-to-date view of performance for each business unit or region and cut time to generate statutory and management reports
- Optimized supplier negotiations using Oracle Purchasing
- Leveraged Oracle iProcurement to reduce administration by devolving purchasing for goods and services to employees
- Reduced procurement delays by enabling managers to approve purchasing requests online when traveling
- Gained a real-time view of every stage of production for each product batch and tightened control over ingredients, recipes, and quality using Oracle Process Manufacturing
- Cut costs and improved customer service using Oracle Process Manufacturing to automate production orders
- Maximized yield with the ability to manage variability
- Automated compliance with regulations for handling, packaging, and shipping hazardous materials
- Benefited from expertise of Oracle Certified Partner Percipient to build, configure, implement, and support the solution and ensure ongoing enhancements and continued best-practice

**Oracle Customer:****Berlingske Officin**

Copenhagen, Denmark  
www.berlingske.dk

**Industry:**

Media & Entertainment

**Annual Revenue:**

US\$780 million

**Employees:**

2,700

**Oracle Products & Services:**

- Oracle Financials
- Oracle Human Resources
- Oracle Procurement

**Oracle Partner:****Consit**

www.consit.dk

“Our Oracle solution enabled us to meet the expectations outlined in the corporate strategy—the consolidation of our 20 companies into one. As a result of the integration, we have increased visibility into business processes, reduced costs, and improved efficiency.”

**Gert Andersen**, Finance Director,  
Berlingske Officin

## Berlingske Officin Integrates 20 Companies to Improve Efficiency and Reduce Costs

Berlingske Officin is one of the leading media companies in Denmark; publishing more than 50 titles including “Berlingske Tidende,” the company’s commercial newspaper. The company is part of the Mecom Group, a leading European regional publisher with operations in Norway, Holland, Germany, Poland, and Ukraine.

**Challenges**

- Improve efficiency and reduce costs to meet shareholder requirements
- Automate processes and redesign shared service processes for vendor invoicing, intercompany and period end closing
- Integrate 20 individual companies into one to improve visibility
- Consolidate financial performance figures to improve transparency and decision-making processes

**Solutions**

- Worked with Consit to implement Oracle Financials to leverage new functionality, which helped to reduce costs and improve efficiency
- Automated processes (including the vendor invoicing, intercompany and book closure) by implementing Oracle Financials and re-designing shared service processes, which could be handled by a central group in Finance
- Centralized accounting processes—including creditor control, intra-company invoicing, and cut-off procedures—to create a more consistent and uniform information flow
- Integrated 20 companies into one, building one common chart of accounts to generate consistent, accurate data for improved decision making and transparency
- Enhanced invoice management through centralization of vendor invoice capturing into the system, which saved time and increased productivity
- Eliminated intra-company invoicing via the built-in intercompany functionality in Oracle General Ledger, a component of Oracle Financials, to eliminate the need for physical handling and reconciliation

**Oracle Customer:****Cambridgeshire Constabulary**

Huntingdon, Cambridgeshire  
www.cambs.police.uk

**Industry:**

Public Sector

**Annual Revenue:**

US\$237 million

**Employees:**

3,000

**Oracle Products & Services:**

- Oracle Human Resources
- Oracle Database
- Oracle Fusion Middleware

**Oracle Partner:****Cedar HR Software Ltd.**

www.cedarHR.com

“Oracle Human Resources provides a robust, scalable foundation for NSPIS HR and helps us leverage the extensive knowledge, capabilities, and resources we have within the force to deliver the highest levels of service.”

**Julie Spence**, Chief Constable,  
Cambridgeshire Constabulary

## Cambridgeshire Constabulary Cuts Human Resources Costs by US\$184,000 Amidst Growing Workload

Cambridgeshire Constabulary’s mission is to cut crime and disorder and win the trust of the population in its jurisdiction area, which encompasses three cities and several towns and villages.

**Challenges**

- Improve on lagging performance of the constabulary’s human resources (HR) function, following an inspection by Her Majesty’s Inspectorate of Constabulary (HMIC) in 2004
- Leverage the full value of personnel resources, which account for 80% of budget, in order to manage a projected 12.5% expansion in population over nine years
- Gain accurate real-time data for reporting and strategy planning
- Add functionality as required to meet increasingly sophisticated HR requirements and ensure continued best practices

**Solutions**

- Selected National Strategy for Police Information Systems (NSPIS) HR, a pre-configured, police-specific solution based on Oracle Human Resources, developed by Oracle Certified Partner Cedar HR Ltd.
- Replaced multiple, standalone HR databases and disparate processes with a single source of accurate HR information and consistent personnel management procedures based on standard police practices
- Saved US\$61,000 per year by automating records management and eliminating the need to re-key data
- Cut one full-time employee (FTE) as a result of staff and line-manager self service
- Improved productivity by giving managers desktop access to staff attendance records without inquiries to the HR team
- Eliminated the need for staff to contact HR for duty roster or leave balance inquiries by providing self-service access to data
- Saved US\$184,000 per year using the Oracle-based applications and Cedar HR’s duty and training management modules, which are built with Oracle Fusion Middleware
- Gained the ability to integrate functionality from Oracle Payroll and other Oracle E-Business Suite applications into NSPIS HR
- Improved HR ranking in 2006 HMIC inspection and received commendation for a “complete turnaround” of HR

**Oracle Customer:****Carbano Química**

São Bernardo do Campo, Brazil  
www.carbono.com.br

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$82.7 million

**Employees:**

80

**Oracle Products & Services:**

- JD Edwards Business Accelerators
- JD Edwards EnterpriseOne
  - Financial Management Suite
  - Supply Chain Management Suite
  - Manufacturing – PDM
  - Manufacturing – Shop Floor
  - Inventory Management
  - Sales Order Management
  - Sales Order Processing
  - Quality Management
  - Requirements Planning

**Oracle Partner:****YKP**

www.ykp.com.br

“We implemented, with the help of Oracle Partner YKP, a complete financial management and manufacturing solution, meeting all SPED requirements. JD Edwards Business Accelerators helped us to meet our schedule and to deliver the highest level of quality to internal and external customers.”

**Rodrigo Gabriel**, Business Development and IT Director, Carbano Química

## Carbano Química Automates Accounting and Tax Processes and Reduces Monthly Closing Times

With more than 30 years in operation, Carbano Química is one of Brazil's main distributors of chemical products and hydrocarbon solvents. The company, which has three divisions, sells its products to manufacturers of ink, varnish, glue, adhesive, resin, and agricultural defense products.

**Challenges**

- Update the IT infrastructure, which no longer met the company's accounting, tax, logistics, and inventory needs, due to business growth, the addition of packaged chemicals, and a new strategy to manufacture products through outsourcing
- Automate routine accounting and tax processes, reduce monthly closing times, and eliminate duplicate operational and financial performance information
- Comply with Digital Accounting Public System (Sistema Público de Escrituração Digital, SPED) regulations and improve integration and management controls for all departments
- Consolidate inventory to improve the final product fabrication process and optimize product planning and raw materials use

**Solutions**

- Implemented, with the assistance of YKP, Oracle's JD Edwards EnterpriseOne Suite, meeting SPED requirements and integrating departmental and transactional information
- Facilitated and enhanced project deliverables using JD Edwards Business Accelerators
- Reduced monthly closing times from 15 to 5 days with JDEdwards EnterpriseOne Financial Management Suite, which helped to develop in-house accounting and tax areas and eliminated duplicate pricing and tariff information
- Reduced time to prepare delivery itineraries by nearly 10%, using JDEdwards EnterpriseOne Sales Order Processing
- Improved supply chain, distribution, and production process integration by using JDEdwards EnterpriseOne Supply Chain Management Suite
- Reduced time needed to consolidate inventory from 24 to 10 hours by using Oracle's JDEdwards EnterpriseOne, which made inventory more readily available

**Oracle Customer:****Castrol Brasil Ltda.**

Rio de Janeiro, Brazil  
www.castrol.com.br

**Industry:**

Industrial Manufacturing

**Employees:**

226

**Oracle Products & Services:**

- JD Edwards World
  - Distribution Management
  - Financial Management
  - Manufacturing Management

**Oracle Partner:****MPL Corporate Software**

www.mpl.com.br

## Castrol Brasil Ltda. Outsources Support for Users and Improves Service

Castrol Brasil Ltda., founded in 1899, has operated in Brazil since 1957. While its original products were created for industrial machinery, today, Castol's products are used by a wide-range of industries, including automotive, nautical, industrial, aviation, and agriculture.

**Challenges**

- Eliminate siloed systems and centralize the IT platform to more effectively manage business processes and support company development
- Optimize user support and monitor calls more accurately
- Respond to customer demand without relying on the availability of internal teams

**Solutions**

- Worked with MPL Corporate Software to centralize all procurement, sales, fixed assets, payables, accounting, taxes and instruction processes, enabling Castrol Brasil Ltda. to process more than 100 bills a day
- Provided seamless services to Oracle's JD Edwards' World users in Brazil and Venezuela in a standardized and documented way
- Provided ability to track service and call history, monitoring statistics of the users' issues, so the company could respond to customer needs more effectively
- Improved services, by responding to customer inquiries via the Web

"Working with Oracle is a great experience with a very positive return. Today, the company is able to measure and have a better control on the number of calls, including service statistics."

**Adriana Moraes**, System Manager, BP Lubricants, Latin America, Castrol Brasil Ltda.

**Oracle Customer:****Citelum**

Paris, France  
www.citelum.fr

**Industry:**

High Technology

**Annual Revenue:**

US\$393 million

**Employees:**

2,000

**Oracle Products & Services:**

- Oracle E-Business Suite
- Oracle Financials
- Oracle Order Management
- Oracle Procurement
- Oracle On Demand

**Oracle Partner:****Iorga**

www.iorga.fr

“As the only group in the world specializing in lighting, we needed an ERP to support our growth. With Oracle E-Business Suite we can meet our shareholders’ financial reporting requirements by speeding up period-end procedures, and also comply with Sarbanes Oxley regulatory requirements.”

**Olivier Coquille**, Information Systems Director, Citelum

## Citelum Cuts Its Period-end Closure Times by 66% to Meet Shareholder Requirements

Now a subsidiary of Dalkia, Citelum is a French-based company that supplies, operates and maintains public lighting, particularly in urban areas. A world leader in this sector, Citelum maintains a close relationship with its customers throughout the world through its 40 branches in France and six large subsidiaries in Mexico, Brazil, Chile, Spain, Italy and the Czech Republic.

**Challenges**

- Give head office a better overall view of the group’s business
- Improve management productivity
- Speed up report production to meet shareholder requirements
- Rationalize and coordinate procurement worldwide

**Solutions**

- Deployed Oracle E-Business Suite, Dalkia’s standard management application, at Citelum head office for accounts, purchases, e-procurement and sales
- Replaced an aging accounting program and Excel-based processes
- Chose Oracle On Demand, in partnership with Iorga, to overcome a lack of Oracle skills internally
- Reduced period-end closure from three weeks to one week by posting commitments to the accounts as they occur
- Moved from quarterly to monthly reporting to meet shareholder requirements
- Brought accounts procedures into line with Sarbanes Oxley risk management regulations
- Rationalized previously very diverse purchasing processes
- Improved control over expenditure commitments through consistent purchasing rules and payment approval procedures
- Achieved international deployment facilitated by Oracle On Demand thus ensuring continuous service cover to users worldwide

**Oracle Customer:****Control Solutions**

Aurora, IL  
www.controls.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$66.5 million

**Employees:**

100

**Oracle Products & Services:**

- Oracle Financials
- Oracle Inventory Management
- Oracle Procurement
- Oracle Order Management
- Oracle Business Accelerators

**Oracle Partner:****Terillium**

www.terillium.com

“Working with Oracle Partner Terillium, we were able to fully deploy Oracle E-Business Suite Release 12 in just 13 weeks using Oracle Business Accelerators. We immediately saw measurable business results. The enterprise functionalities of the Oracle solution help support our organization today, and also provide the flexibility we need to support our future growth.”

**Glen Mayer**, Vice President and Chief Operating Officer, Control Solutions, Inc.

## Control Solutions, Inc. Streamlines Business Processes and Improves Financial Reporting with Oracle E-Business Suite Release 12

Control Solutions, Inc. is an electronic design and manufacturing company that focuses on the military systems, commercial controls, and medical therapy applications markets. Founded in 1989, Control Solutions designed the first microprocessor-based direct current (DC) motor controller used in the scooter industry. The Control Solutions product line consists of DC motor controllers, user interfaces, and battery chargers

**Challenges**

- Replace legacy systems to improve data visibility and provide a single, accurate view of all company financial information and supply chain activity
- Provide a scalable solution capable of accommodating immediate company growth and expansion into new markets
- Facilitate the introduction of work orders, routings, and time studies on the shop floor as part of change-management
- Integrate financial systems with operational systems, such as billing and procurement, to provide a single, accurate source of data for financial reporting
- Integrate the company’s product lifecycle management system with its new enterprise resource planning system to facilitate new product development and product revisions

**Solutions**

- Implemented Oracle E-Business Suite Release 12 applications to streamline and standardize business processes
- Used Oracle Business Accelerators to adopt best practices across the company’s operational and financial processes
- Worked with Oracle Partner Terillium to ensure a rapid implementation—completing the deployment in just 13 weeks
- Consolidated onto a single financial system--providing a real-time picture of company performance to management for effective decision making throughout the month
- Consolidated the subcontractor supply chain onto one system—improving the efficiency of planning and inventory control
- Enabled immediate detection of inaccuracies and flawed processes from the legacy inventory control system
- Automated previously manual process to improve data visibility and increase the speed and accuracy of planning and financial reporting

**Oracle Customer:****Corporación CEFA S.A.**

San Jose, Costa Rica

[www.corporacioncefa.com](http://www.corporacioncefa.com)**Industry:**

Retail

**Annual Revenue:**

US\$220 million

**Employees:**

2,100

**Oracle Products & Services:**

- Oracle E-Business Suite On Demand
- Oracle Financials
  - Oracle Order Management
- Oracle Inventory Optimization
- Oracle Purchasing
- Oracle Advanced Pricing
- Oracle Sales

**Oracle Partner:****ERP Soluciones**[www.erpsoluciones.com](http://www.erpsoluciones.com)

## Corporación CEFA S.A. Integrates Financial Information and Improves Regional Business Practices

Corporación CEFA, headquartered in Costa Rica, has been a leading distributor of pharmaceuticals and personal care products in Central America for more than 50 years. The company also has branches in Honduras, Nicaragua, and El Salvador.

**Challenges**

- Implement a unified and reliable IT infrastructure to make the company's financial information visible throughout the organization
- Integrate administrative and business information procedures to improve communication and synergy among branches
- Automate inventory, purchase order, and billing procedures to improve operating efficiency and increase profitability
- Reduce reprocessing and the critical loss of business information

**Solutions**

- Worked with Oracle Partner ERP Soluciones to create a unified infrastructure with a single instance of Oracle E-Business Suite On Demand applications, extending visibility throughout the organization
- Integrated administrative and financial information procedures with Oracle Financials, including Oracle General Ledger, Oracle Payables, Oracle Receivables, Oracle Revenue Accounting, and Oracle Fixed Assets, improving business procedures in the company's four regional branches
- Automated purchasing and shipping procedures, reducing processing time for purchase orders by 25%
- Improved inventory control and rotation by 25%
- Reduced reprocessing and the lowered critical information losses by 75%
- Implemented On Demand services, simplifying the company's IT infrastructure and resulting in savings of US\$330,000 on hardware

"With Oracle E-Business Suite On Demand we've integrated transaction information and business intelligence. This allows us to make decisions quickly and effectively while improving our regional communication."

**Carlos Alpizar**, Director of Corporate Services, Corporación CEFA S.A.

**Oracle Customer:****Creative Cabinets Systems, Inc.**

Arcanum, OH

www.cabsys.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$30 million to \$50 million

**Employees:**

150

**Oracle Products & Services:**

- JD Edwards EnterpriseOne  
Financial Management  
Business Accelerators

**Oracle Partner:****Zanett Commercial Solutions**

www.zanett.com

"We were able to implement an advanced solution within our budget, and our current staffing level, due to Zanett's use of Oracle's Accelerators and the strength of Oracle's JD Edwards EnterpriseOne applications. Chart of accounts set up in a new system is usually a big task, but we accomplished it in an afternoon. Now we can truly manage our business with real-time, accurate insight."

**Tom Frederick**, CFO, Creative Cabinets Systems, Inc.

## Creative Cabinets Systems, Inc. Eliminates Nearly All Manual Financial Processes

Creative Cabinets Systems Inc. is a privately held manufacturer of custom store fixtures and architectural millwork. Since 1968, Creative Cabinets has fabricated and installed fixture and woodworking projects all over the United States including architectural woodworking for luxury suites of professional and large collegiate sports stadiums and retail store fixtures for large, national retailers.

**Challenges**

- Integrate manufacturing and operations with accounting to accelerate processes, improve accuracy, and decrease risk
- Reduce manual financial processes that keep employees from completing work on time
- Provide timely financial information for internal management review and analysis
- Minimize implementation costs

**Solutions**

- Worked with Zanett to implement Oracle's JD Edwards EnterpriseOne Financial Management to unify financial data, streamline business processes, and deliver current, real-time visibility into all financial transactions
- Enabled management team to respond to and manage costs, profitability, and efficiency
- Eliminated nearly all manual processes, enabling users to focus their efforts on more productive, business-critical tasks
- Created an automated, integrated purchasing system that improves efficiency and data accuracy
- Delivered timely, easily accessible financial information with the ability to drill down into specific account details
- Accelerated the monthly closing process by eliminating the need to gather data from multiple sources
- Provided standard reports and inquiries for costs, profitability, and financial position
- Leveraged Oracle Business Accelerators for JD Edwards EnterpriseOne, and Zanett's expertise to complete the implementation quickly in four months within a low budget, and with a small staff

**Oracle Customer:****CS Cargo, a.s.**

Jicin, Czech Republic

[www.cscargo.cz](http://www.cscargo.cz)**Industry:**

Travel &amp; Transportation

**Annual Revenue:**

US\$200 million

**Employees:**

2,000

**Oracle Products & Services:**

- Oracle Financials
- Oracle Assets
- Oracle Treasury
- Oracle Fusion Middleware
- Oracle BPEL Process Manager
- Oracle Database
- Oracle Real Application Clusters

**Oracle Partner:****Ness Technologies**[www.ness.com](http://www.ness.com)

"Thanks to Oracle, we can make faster business decisions and maintain our competitive advantage."

**Milan Beran**, Chief Information Officer, CS Cargo, a.s.

"Oracle has made our dream a reality: to have a single, consolidated view of our business."

**Michal Cerny**, Chief Financial Officer, CS Cargo, a.s.

## C.S. Cargo, a.s. Gains a Single, Enterprise wide View by Consolidating Complex Operations

C.S. Cargo, a.s. provides international and domestic haulage, outsourcing, logistics, and customs clearance services in the Czech Republic and the European Union. It offers transportation services via road, air, waterways, sea, and rail. The company, founded in 1995, was the first transportation firm in the Czech market to be awarded the ISO certificate and was also the country's first provider of third-party and fourth-party logistics.

**Challenges**

- Build an agile IT infrastructure to support the business goals of innovation, improved efficiency, and multinational growth
- Improve financial reporting by introducing a single source of data across the entire enterprise
- Reduce operational costs

**Solutions**

- Supported company growth by consolidating diverse IT systems for a single, enterprise-wide view of daily operations using Oracle E-Business Suite applications
- Created a unified architecture with seamless integration between third-party applications, legacy systems, and custom applications for C.S. Cargo and its three independent companies
- Increased business efficiency by centralizing, standardizing, and integrating key business processes online, including payroll, human resources, and invoicing
- Improved decision making with accurate, high quality, business information
- Increased organizational efficiency by streamlining and automating financial business processes from general ledger to banking transactions
- Reduced the cost of ownership by seamlessly integrating vast amounts of data from disparate systems and reducing the number of interfaces

**Oracle Customer:****DAR**

Nijmegen, Netherlands  
www.dar.nl

**Industry:**

Utilities

**Annual Revenue:**

US\$39 million

**Employees:**

227

**Oracle Products & Services:**

- JD Edwards EnterpriseOne

**Oracle Partner:****Ordina**

www.ordina.nl

## DAR Streamlines Logistical and Business Processes with Integrated Enterprise Resource Planning

Dar provides a wide range of waste management and cleaning services—all managed by a single administrative office. In addition, Dar provides waste management consulting, as well as services for winter road clearing; sewer, cesspool, and cesspit cleaning; pest control; and street cleaning. A large number of individuals, businesses, organizations, institutions, and municipalities in the Nijmegen region rely on Dar's services.

**Challenges**

- Support Dar's focus on efficiency and cost reduction as a result of its autonomization
- Facilitate agile and accurate decision making for operations and future growth by eliminating data silos created by isolated system implementations
- Streamline business processes, such as administration, logistics and sales, across the business and all operations
- Automate field service management processes to improve service and optimize operating efficiency
- Deploy an enterprise resource planning system that is easy to learn, use, and maintain

**Solutions**

- Implemented Oracle's JD Edwards EnterpriseOne 8.10 applications, with help from Oracle Partner Ordina, to create a central hub to automate all logistical and key business processes
- Facilitated resource-based planning and scheduling by using information from various modules from across disparate departments and IT-systems within the business
- Optimized the planning and scheduling of waste collection routes across the company's catchment area
- Gained full insight into business processes and information through Oracle's JD Edwards' easy to maintain and to manage applications

"Thanks to Oracle, we were able to optimize our logistical and business processes across our operations, helping us to become more operationally efficient, lower costs, and drive further organizational changes."

**Harry van Montfort**, Business Controller, Dar

**Oracle Customer:****Diligenta**

Peterborough, England  
www.diligenta.co.uk

**Industry:**

Financial Services

**Employees:**

750

**Oracle Products & Services:**

- PeopleSoft Enterprise  
Human Capital Management  
Global Payroll

**Oracle Partner:****Crocus Consulting Ltd**

www.crocus-consulting.com

## Diligenta Cuts Human Resources and Payroll System Implementation Costs

Diligenta, a financial services authority regulated subsidiary of Tata Consultancy Services, provides business process outsourcing (BPO) and transformation services for the United Kingdom's life assurance and pensions industry. The company is committed to attracting, developing, and retaining the most talented individuals and becoming a world-class center of excellence in its field.

**Challenges**

- Benefit from the advanced capabilities of Oracle PeopleSoft Enterprise Human Capital Management while minimizing implementation time, cost, and risk
- Streamline and automate payroll management by replacing a standalone tier-two solution
- Add best-practice human resources (HR) and payroll functionality incrementally to meet the needs of a rapidly growing BPO provider

**Solutions**

- Selected Oracle Accelerate solutions to benefit from comprehensive, pre-configured applications with industry-specific functionality and rapid implementation
- Leveraged self-service functionality for routine administrative HR tasks
- Gained the ability to adapt structural and administrative changes to staff hierarchy
- Improved payroll accuracy and timeliness with PeopleSoft Enterprise Global Payroll, and seamlessly integrated HR and pay functions
- Benefited from the expertise of Oracle Certified Partner Crocus Consulting to implement, configure, and support Oracle Accelerate solutions and build interfaces with third-party tools

“Oracle Accelerate delivers world-class functionality to fast-growing businesses that need a comprehensive, rapidly implemented solution capable of delivering value from day one while scaling cost-effectively to meet future needs.”

**Tim Douglas**, Payroll Manager,  
Diligenta

**Oracle Customer:****Eclipse Internet**

Exeter, UK

www.eclipse.net.uk

**Industry:**

Communications

**Annual Revenue:**

US\$2 million to \$100 million

**Employees:**

Fewer than 500

**Oracle Products & Services:**

- JD Edwards EnterpriseOne  
Financial Management

**Oracle Partner:****Whitehouse Consultants Ltd.**

www.whitehouse-consult.co.uk

“We needed to escape from the rigid thinking that was holding back our business. Whitehouse’s approach to the project combined flexibility and stability in both outlook and implementation methodology. Oracle’s JD Edwards EnterpriseOne applications proved very quickly that they were the right choice for Eclipse while we were experiencing significant growth and changing business demands.”

**Mark Lang**, Director of  
Broadband and Internet Service  
Provider Development

## Eclipse Internet Improves Workforce Effectiveness by Automating Financial Processes

Based in southwest England, Eclipse was founded as a dial-up internet service provider in 1995, evolving to offer broadband services by 2001. Eclipse grew rapidly and has won numerous awards, including the latest Winner of Best Consumer Broadband Award 2007. UK communications provider, KCOM Group PLC, acquired the business in 2004 but the Eclipse brand remains, offering a range of internet services, including hosting and online data backup, to businesses and consumers.

**Challenges**

- Streamline billing and payments processes—safely manage a complex billing structure associated with various product offerings
- Enable transparency in financial processes to help the company drive further growth, including the addition of more than 1000 new customers each month
- Ensure consistent communication between customer services and the invoicing and payment functions to drive improved customer satisfaction
- Preserve existing IT investment

**Solutions**

- Streamlined and automated billing, invoicing, and account reconciliation by integrating Oracle’s JD Edwards EnterpriseOne applications with the company’s legacy CRM system, driving improved customer service
- Automated financial processes to extend visibility and improve staff productivity
- Eliminated the requirement for an annual headcount increase of approximately 1.5 people, enabling Eclipse to recoup the cost of the software within a few years
- Provided real-time visibility of transactions throughout the enterprise, driving more informed decisions
- Worked with Oracle Partner Whitehouse Consultants Ltd. to implement the new system in just two months

**Oracle Customer:****EL RAN Furniture**

Pointe-Claire, Quebec, Canada

[www.elran.com](http://www.elran.com)**Industry:**

Consumer Goods

**Annual Revenue:**

US\$50 million

**Employees:**

450

**Oracle Products & Services:**

- Oracle Database
- JD Edwards EnterpriseOne  
Financial Management Suite  
Manufacturing Management

**Oracle Partner:****Syntax**[www.syntax.net](http://www.syntax.net)

## EL RAN Furniture Ensures Select Deliveries within 24-Hours with Integrated Application Suite

EL RAN Furniture designs comfortable, timeless products that reflect the very latest trends in comfort and lifestyle features. Constantly evolving at the leading edge of technological innovation, EL RAN continues to fine-tune its recliner mechanisms and offer a terrific range of flexible styles and collections.

**Challenges**

- Implement database to improve system scalability and performance
- Deploy a new enterprise resource planning suite with integrated manufacturing capabilities and a configurator to improve accuracy for customized orders
- Enable “made to order” service to respond quickly to customer needs

**Solutions**

- Worked with Oracle Partner Syntax to implement Oracle’s JD Edwards EnterpriseOne applications for financial management, distribution, and manufacturing to support the entire order management process—from order entry to shipping
- Delivered to some of its major customers within 24-hours of placement—enhancing customer satisfaction
- Improved plant efficiency up to 95% by modifying business processes and the supporting JD Edwards software
- Made product changes instantaneously and ensured production schedule accuracy, improving product quality control
- Allowed the company to generate reports and analyze its business data—improving sales forecasting accuracy in a very seasonal industry and accelerating decision-making
- Eliminated duplication of information, improved data accuracy, and streamlined scheduling processes by running the applications on an integrated Oracle Database
- Allowed closing of financial data at the end of every day and closing books each month in just one day

“Oracle allows us to improve manufacturing efficiency and deliver customized products to customers within 24 hours enhancing our competitive advantage.”

**Fiaz Sheikh**, IT Director, EL RAN Furniture

**Oracle Customer:****Eurial Poitouaine**

Nantes, France

[www.eurial-poitouraine.fr](http://www.eurial-poitouraine.fr)**Industry:**

Consumer Goods

**Annual Revenue:**

US\$869 million

**Employees:**

1,250

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management
  - Supply Chain Management

**Oracle Partner:****IBM**[www.ibm.com](http://www.ibm.com)**Iorga**[www.iorga.com](http://www.iorga.com)**Whitehouse**[www.whitehouse-france.com](http://www.whitehouse-france.com)

“With Oracle’s JD Edwards EnterpriseOne applications, we have streamlined our procedures, improved visibility into our activities, and gained the agility to adapt to changes in our organization.”

**Philippe Clavier**, Head of IT,  
Eurial Poitouaine

## Eurial Poitouaine Standardizes Procedures Organization wide and Bolsters Export Growth

The Eurial Poitouaine group processes milk from agricultural cooperatives into several families of milk products, including cheese, butter, and cream. Its numerous processing facilities, located in collection areas, allow it to meet the needs of a varied client base in France, as well as abroad, serving wholesale distributors, caterers, and the food-processing industry.

### Challenges

- Deploy an enterprise application infrastructure that has the flexibility to adapt to changes in market conditions and company strategy, including growth in the company’s export business
- Share data and harmonize processes across the group’s 15 companies, milk cooperatives, and processors
- Streamline IT management and maintenance by deploying applications with minimal customization

### Solutions

- Deployed Oracle’s JD Edwards EnterpriseOne applications to optimize the business processes of more than 250 users in the finance, production, and distribution domains
- Used Oracle best practices to deploy standardized business processes across the company’s many divisions
- Enabled global visibility of the group’s activities through common reporting frameworks
- Allowed users to view—in real time—each supplier’s turnover for all of the group’s companies, driving more informed purchasing decisions and strategies
- Harmonized processes, resulting in improved data sharing and reliability
- Automated shipping and receiving flows for all of the company’s factories, improving on-time delivery rates
- Streamlined reporting, including the creation of audit plans
- Deployed transportation management and warehouse management modules at the company’s Spanish subsidiary to improve visibility into carrier costs, safeguard-ordering procedures, and optimize client satisfaction.

**Oracle Customer:****Falken Tire Corporation**

Fontana, CA  
www.falkentire.com

**Industry:**

Industrial Manufacturing

**Employees:**

110

**Oracle Products & Services:**

- Oracle Business Accelerators
- Oracle E-Business Suite
- Demantra Demand Management
- Oracle Supply Chain Planning
- Oracle Warehouse Management
- Oracle Order Management
- Oracle Inventory Management
- Oracle Procurement
- Oracle Financials
- Oracle Human Resources
- Oracle University
- Oracle Consulting

**Oracle Partner:****DAZ Systems, Inc.**

www.dazsi.com

“The tire industry is notorious for complicated pricing and programs. Oracle E-Business Suite Release 12 enabled us to more quickly implement new promotions and more effectively manage our discount programs.”

**Carlos Prieto**, Director of IT,  
Falken Tire Corporation

## Falken Tire Corporation Increases Customer Calls Served by 35% with Oracle E-Business Suite R12

Falken Tire Corporation is a wholly owned subsidiary of Sumitomo Rubber. The company is a wholesale manufacturer of high performance tires and wheels. Falken currently operates in California, Tennessee, and New Jersey.

**Challenges**

- Streamline the supply chain to ensure efficient and cost-effective operations in the face of rising cost of raw materials
- Increase insight into customer trends by improving reporting capabilities and data accuracy
- Drive compliance with Japanese Sarbanes-Oxley (J-SOX) regulations
- Facilitate continued global expansion by providing a scalable and flexible IT solution

**Solutions**

- Selected Oracle E-Business Suite Release 12 for its ease-of-use, flexibility, and robust industry-specific functionality
- Provided the necessary controls to implement workflows, exception reporting, audit trails, and security measures—driving compliance with J-SOX regulations
- Facilitated future growth by providing multi-currency and multi-regulatory capabilities that can easily integrate into additional organizations and locations
- Increased visibility into the supply chain—providing insight into product arrivals, transit times, and inventory levels
- Enabled service representatives to enter orders more quickly and provide more information to customers—increasing the number of customer calls served by 35% and decreasing on hold times by 15%
- Reduced the time needed to close monthly financial books from 17 days to less than one week
- Increased financial information accuracy and improved decision-making by providing a single, centralized data source
- Gained better control of discount programs with improved reporting and the agility to quickly implement new promotions
- Used Oracle Business Accelerators and worked with Oracle Consulting and Oracle Partner DAZ Systems, Inc. to complete the implementation in just four and a half months

**Oracle Customer:**

**Ferromatik Milacron Maschinenbau GmbH**

Malterdingen, Germany  
www.ferromatik.de

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$700 million

**Employees:**

500

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management System Suite
  - Customer Relationship Management Suite
  - Supply Chain Management Suite
  - Human Capital Management Suite

**Oracle Partner:**

**axelion GmbH**  
www.axelion.de

“JD Edwards applications enabled us to create a centralized, yet highly flexible environment, something that sets JD Edwards apart from other solutions. The global business vision of our company has become a reality that is already showing tangible financial benefits.”

**Thomas Klein**, IT Manager,  
Ferromatik Milacron  
Maschinenbau GmbH

# Ferromatik Milacron Maschinenbau GmbH

## Reduces Administration and Process Costs through Application Consolidation

Ferromatik Milacron Maschinenbau GmbH is the European subsidiary of the United States based Milacron Group. The company develops, manufactures, and distributes injection-molding machinery for the manufacture of plastic parts worldwide. Its two sister companies—Cincinnati Milacron, based in the United States, and Ferromatik Milacron, based in India—are also involved in the production of injection-molding machinery in their respective markets.

**Challenges**

- Standardize critical business processes, while retaining the maximum degree of flexibility for the subsidiaries
- Comply with accounting standards and regulations, including Sarbanes-Oxley, for countries in which the company operates
- Accelerate the production of financial reports and consolidate financial data across the entire group to gain a more accurate and up-to-date picture of the company’s financial position
- Identify a strategic enterprise application suite that the company can implement worldwide to optimize core processes

**Solutions**

- Worked with Oracle Partner axelion to implement JD Edwards EnterpriseOne applications to create a unified accounting and financial reporting system across the group
- Reduced time required to create financial reports to just a few days
- Achieved group wide synergies with associated cost reductions through unified price lists for global customers, global purchasing, and other global processes
- Created a flexible process model that easily adapted to the unique needs of each subsidiary company
- Reduced the time required to produce quotations by 50%
- Minimized feedback queries regarding the technical feasibility of customer-specific plant environment
- Reduced staffing costs and total cost by nearly 30% by consolidating three data processing centers into one

**Oracle Customer:****Geomant, s.r.o.**

Prague, Czech Republic

[www.geomant.com](http://www.geomant.com)**Industry:**

Professional Services

**Employees:**

125

**Oracle Products & Services:**

- Oracle Business Intelligence  
Standard Edition One
- Oracle Database
- Oracle Warehouse Builder
- Siebel Analytics
- JD EnterpriseOne Financials

**Oracle Partner:****BSC Praha**[www.bsc.cz](http://www.bsc.cz)

## Geomant, s.r.o. Consolidates Financial Data to Gain Greater Insight Across International Operations

Founded in 1997, Geomant is a system integrator headquartered in the United States with branch offices in the United Kingdom, Hungary, Poland, the Czech Republic, Serbia, and Austria. The company delivers a range of consulting, implementation, and other support services to its partners and customers all over the world. It helps organizations such as banks, telecommunications providers, and governments to implement Internet Protocol (IP) telephony and call center solutions.

**Challenges**

- Consolidate financial information from disparate sources including JD Edwards, Microsoft Excel spreadsheets, Microsoft SQL databases, and Geomant's project management system into a centralized database
- Provide managers with a comprehensive overview of financial information from across the entire Geomant group
- Provide access to financial information via a Web based dashboard

**Solutions**

- Integrated financial information from various sources throughout the organization's numerous international branches into a central repository built on Oracle Database
- Created consolidated financial information dashboards with Oracle Business Intelligence and made these accessible via the Web, providing managers with an up-to-the minute view of revenue by customer, costs by supplier, and other key metrics
- Enabled transactions to be automatically recalculated in U.S. dollars using fixed monthly exchange rates to enable consistent international comparisons
- Enabled management to analyze profit-and-loss statements and balance sheets by time and organization hierarchy, according to Generally Accepted Accounting Principles (GAAP)

"Our Oracle-based business intelligence solution has enabled us to gain greater insight into our financial operations, quickly and easily. We are now considering expanding the solution to provide a comprehensive view of all operations across our entire organization."

**Frantisek Zeman**, Chief Financial Officer, Geomant, s.r.o.

**Oracle Customer:**

**GNERA ENERGÍA Y TECNOLOGÍA S.L.**

Madrid, Spain  
www.gnera.es

**Industry:**

Utilities

**Annual Revenue:**

US\$127 million

**Employees:**

15

**Oracle Products & Services:**

- Oracle Database
- Oracle Business Intelligence Enterprise Edition

**Oracle Partner:**

**Atos Origin**

www.es.atosorigin.com

“When we implemented Oracle Business Intelligence Enterprise Edition, we wanted to be able to respond to any query at the executive level within the company and when face-to-face with clients. We didn’t want isolated islands of information, as the information has to be within everyone’s reach. We’ve succeeded with these goals.”

**Jesús Yamuza González,**  
Manager, Support and Operations, GNERA ENERGÍA Y TECNOLOGÍA S.L

# GNERA ENERGÍA Y TECNOLOGÍA S.L. Manages Emerging Power Market with Robust IT Solution

Founded in 2005, GNERA ENERGÍA Y TECNOLOGÍA S.L. (GNERA) manages renewable energy plants and integrates its production into the Spanish electrical power market. GNERA plans and executes energy engineering projects to ensure economic, environmental, and energy viability.

**Challenges**

- Enable the company to enter the renewable energy market
- Facilitate entry into the Iberian Peninsula’s energy market by streamlining compliance the requirement of Operador del Mercado Ibérico de Energia and Red Eléctrica (the Spain-based manager of that country’s electric system)
- Generate client confidence within an emerging market to increase new business opportunities
- Provide the flexibility to ensure continued compliance with the industry’s changing regulatory landscape
- Provide a robust, stable, flexible, and scalable solution to facilitate growth in the emerging renewable energy market

**Solutions**

- Worked with Oracle Partner Atos Origin in implementing Oracle Database 11g to integrate information from managed energy plants to achieve compliance with the electrical power market
- Replicated information across two databases on which GNERA hosts its technological configuration to allow the company to manage 30,000 files per month based on hourly data updates
- Created a metric system to effectively manage energy production and ensure compliance with Red Eléctrica requirements
- Implemented Oracle Business Intelligence Enterprise Edition to enable users to share information widely across the company, eliminating islands of proprietary data
- Facilitated a successful electrical power brokerage using Oracle’s capability to establish proactive alerts tied to the price and production of energy that is integrated with the Red Eléctrica power grid

**Oracle Customer:****Golden Temple of Oregon LLC**

Eugene, OR

www.goldentemple.com

**Industry:**

Consumer Goods

**Employees:**

470

**Oracle Products & Services:**

- Oracle Financials
- Oracle Purchasing
- Oracle Order Management
- Oracle Process Manufacturing
- Oracle Manufacturing Accounting Controller
- Oracle Inventory Management
- Oracle Project Costing
- Oracle Quality Management
- Oracle Discoverer
- Oracle Business Accelerators

**Oracle Partner:****Jibe Consulting, Inc.**

www.jibeconsulting.com

“Our integrated Oracle ERP system delivers a single source of the truth on business data, which is vital to helping us increase profitability. With Jibe Consulting and Oracle Business Accelerators, we were able to implement quickly and realize results right away.”

**Jeffery Smith**, Chief Information Officer, Golden Temple of Oregon LLC

## Golden Temple of Oregon LLC Improves Data Integrity and Increases Profitability

Founded in 1972, Golden Temple of Oregon LLC has grown into a leading manufacturer of natural and organic cereal products and tea. Golden Temple is known for its Yogi Tea, Golden Temple Granola, and Peace Cereal brands, as well as its social responsibility. Since 1999, the company has donated 10% of the profits from its Peace Cereal to grass roots peace efforts.

**Challenges**

- Support the company’s growth and international expansion by improving data integrity and providing visibility into all aspects of the business—from manufacturing to financials
- Migrate away from an average actual costing method to something more suitable to the consumer goods industry
- Accelerate reporting to enable smart decision making
- Reduce costs to increase profits and, subsequently, the company’s charitable contributions

**Solutions**

- Implemented Oracle Financials, Oracle Order Management, and Oracle Process Manufacturing to replace a slow, cumbersome, spreadsheet-based business system with an integrated enterprise resource planning system
- Worked with Oracle Partner Jibe Consulting, Inc. and leveraged Oracle Business Accelerators to implement the application on an accelerated timeline
- Migrated to an actual cost method, which enables the company to more accurately track costs across its product mix and make adjustments to increase profits
- Predicted savings of approximately US\$1.8 million over the next 18 months due to the move to a projected costs calendar
- Provided real-time profitability reporting and enabled reporting by product line and customer site with Oracle Discoverer, eliminating the previous 30-day wait for reports
- Empowered management with timely data—such as efficiency rates, non-conformance inventory transactions, and downtimes across various resources—to make more strategic decisions
- Reduced freight cost waste by thousands of dollars with visibility into discrepancies between freight quotes and bills
- Reduced total inventory by 20% year over year due to increased visibility and more effective tracking

**Oracle Customer:****Grupo Corporativo Papelera S.A. de C.V.**

Mexico City, Mexico

www.gcp-tissue.com.mx

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$36 million

**Employees:**

300

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management Suite
  - Sales Order Management
  - Demand Flow Manufacturing
- Oracle Accelerate

**Oracle Partner:****E-nnovative Solutions**

www.ennovative.com.mx

“With the Oracle’s JD Edwards EnterpriseOne applications, our company has organized its administrative areas, with notable improvements in daily resource control, resource maximization, and production cost control.”

**Eduardo Soto Zanatta**, General Manager, Grupo Corporativo Papelera S.A. de C.V.

## Grupo Corporativo Papelera S.A. de C.V.

### Consolidates Financial Information and Improves Administrative Control

Grupo Corporativo Papelera is a Mexican company that produces bathroom tissue, paper towels, napkins, and institutional lines. Founded in 2001, Grupo Corporativo Papelera competes with two of its own lines in the market, Floricel and Faning, both of which are leaders in quality and price.

**Challenges**

- Implement a flexible, reliable, and scalable IT infrastructure to support the company’s vertical growth
- Consolidate financial information to improve organization and control of administrative areas
- Make reliable, up-to-date information available for management decision making
- Automate business procedures to achieve operating efficiency

**Solutions**

- Worked with Oracle Partner E-nnovative Solutions to implement a flexible, reliable, and scalable IT infrastructure
- Automated financial procedures with Oracle’s JD Edwards EnterpriseOne Financial Management Suite, improving administrative organization and control
- Created critical financial indicators, extending visibility of up-to-date information to management
- Enabled detailed follow-up of production costs, allowing for accurate purchasing planning and control
- Eliminated less profitable product lines, increasing production in more profitable lines by 10%
- Improved control and effective rotation of inventory by 20%
- Reduced account-closing times from 20 days to 3 days
- Improved client satisfaction levels by 20%
- Eliminated reprocessing and loss of critical information
- Used Oracle Accelerate to implement applications in a timely manner, reducing the time-to-value in applications deployment

**Oracle Customer:****Hadrian Manufacturing Inc.**

Burlington, Ontario  
www.hadrian-inc.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

Less than \$100 million

**Employees:**

150

**Oracle Products & Services:**

- JD Edwards EnterpriseOne  
Financial Management  
Supply Chain Management

**Oracle Partner:****Syntax Systems Ltd.**

www.syntax.net

## Hadrian Manufacturing Inc. Automates Business Processes with a Single, Integrated System

Formed in 1983, Hadrian's founder chose their new company's name based on the legacy of the Roman emperor Hadrian, who forged a unique reputation based on his dedication to long-term relationships, an appreciation of art and architecture, and a commitment to quality. Today, Hadrian Manufacturing Inc. is a leading supplier of high quality metal lockers and toilet partitions. With operations in Canada, the United States, Latin America and the United Kingdom, Hadrian is dedicated to offering creative, high quality, and durable products that reflect their customers' needs.

**Challenges**

- Integrate front end quote and order processing with back end manufacturing and fulfillment
- Consolidate multiple databases to create "single source of truth"
- Create information infrastructure to support a multi-company, multi-currency, multi-country, multi-plant environment

**Solutions**

- Integrated entire core business process from start to finish, providing visibility throughout the organization
- Gained access to accurate, real-time information, leading to better decisions and improved customer service
- Reduced time to produce month-end results by half
- Established a single database which enables customer service personnel to view and commit order quantity and delivery dates from anywhere in the organization, regardless of plant or company alignment
- Leveraged Oracle Partner Syntax to meet all of the initial implementation objectives while continuing to provide expertise as needed as the company evolves

"The combination of Oracle's JD Edwards EnterpriseOne applications and Syntax addressed the demands of our multi-plant organization, resulting in increased service levels and real time collaboration with Hadrian's customers and suppliers."

**Rob Snyder**, Vice President  
Finance, Hadrian Manufacturing,  
Inc.

**Oracle Customer:****Halcrow**

London, England  
www.halcrow.com

**Industry:**

Engineering & Construction

**Annual Revenue:**

US\$687 million

**Employees:**

6,500

**Oracle Products & Services:**

- Oracle Human Resources
- Oracle Payroll
- Oracle Self-Service Human Resources
- Oracle iRecruitment
- Oracle Learning Management
- Oracle iLearning

**Oracle Partner:****Symatrix**

Leatherhead, England  
www.symatrix.com

“Oracle Human Resources and payment give us proven, best-practice processes combined with rapid deployment and fast time to benefits. We now have a robust framework that will underpin our ability to deliver world-class HR services globally and support our rapid growth.”

**Chris Farmer**, Group IT Director,  
Halcrow

## Halcrow Saves US\$1 Million Annually While Leveraging Staff Skills to Sustain Annual Global Growth of 15%

Halcrow specializes in the provision of planning, design, and management services for infrastructure development worldwide. With interests in transportation, water, maritime, and property, the company is undertaking commissions in over 70 countries from a network of more than 70 offices.

**Challenges**

- Gain a single global view of all employees and their skills
- Attract, recruit, develop, and retain the most highly skilled resources in the competitive construction services sector in order to sustain worldwide growth of 15% each year
- Streamline and optimize human resources management and cut administration while recruiting 1,500 staff in 2008

**Solutions**

- Replaced UK-centric, legacy HR and payroll solutions with a single suite of scalable, self-service based, workflow-driven processes globally to support future strategic needs for growth in the construction services business
- Achieved broad HR functionality and the ability to manage all employees within a single system while adhering to local in-country regulations
- Commissioned Oracle Certified Advantage Partner Symatrix to implement Oracle SIMPLY HR, a comprehensive, out-of-the-box, rapidly deployed HR management solution
- Leveraged Oracle Human Resources to create a single HR database and enforce consistent, best-practice processes
- Cut hiring cycle and saved US\$1 million annually by using Oracle iRecruitment to find, recruit, and hire new employees
- Mitigated problem of skills shortages using Oracle Learning Management to deliver training and track staff qualifications

**Oracle Customer:****Harvest Foods**

Cairo, Egypt

www.harvestfoodsegypt.com

**Industry:**

Consumer Goods

**Annual Revenue:**

US\$16.5 million

**Employees:**

600

**Oracle Products & Services:**

- Oracle Financials
- Oracle Financial Analytics
- Oracle Purchasing
- Oracle Inventory Management

**Oracle Partner:****Inatech**

www.inatech.com

“Harvest Foods is really benefiting from its implementation of Oracle E-Business Suite Release 12. The improved integration, intuitive interface, and excellent functionality have enabled Harvest to cut purchasing costs by 30% and make decisions much faster. These are tremendous benefits in a very competitive market.”

**Ibrahim El Awany**, IT Manager,  
Harvest Foods

## Harvest Foods Reduces Purchasing Costs by 30% with Oracle E-Business Suite Release 12

Harvest Foods is a leading manufacturer of canned foods in Egypt. Founded in 1998, the company has two factories that produce a range of goods, including halawa, stuffed vine leaves, cabbage, and okra.

**Challenges**

- Integrate multiple disparate modules for financial systems across the company's two manufacturing facilities
- Reduce generation times for standard financial reports, such as trial balance
- Enable custom reporting, such as sales forecasts
- Reduce raw ingredient purchasing costs to optimize profit
- Eliminate manual inventory recording processes, reduce human error in records, and establish digital inventory records
- Improve decision making at the executive level to accelerate purchasing, finance, and inventory processes

**Solutions**

- Worked with Oracle Partner Inatech to implement Oracle E-Business Suite Release 12, integrating financial systems and establishing a shared repository of information between Harvest Foods' two factories
- Reduced standard report generation times from 20 days to a few seconds by integrating the company's finance modules and leveraging the capabilities of Oracle Financials applications
- Gained the ability to produce custom reports, such as sales forecasts, previously not possible
- Reduced purchasing costs by 30% by leveraging Oracle Purchasing to gain access to supplier history and up-to-date pricing information
- Automated workflows with Oracle E-Business Suite Release 12—accelerating requisitioning of raw materials and ingredients by 50%
- Reduced inventory costs 15% by replacing paper-based records with digital records using Oracle Inventory Management
- Automated processes to reduce inventory record errors
- Reduced decision-making times from an average of two days to a few seconds, by providing executives with increased access to financial, purchasing, and inventory information

**Oracle Customer:****Inpac A/S**

Lier, Norway  
www.inpac.no

**Industry:**

Life Sciences

**Annual Revenue:**

US\$55 million

**Employees:**

300

**Oracle Products & Services:**

- JD Edwards EnterpriseOne  
Financial Management Suite  
Supply Chain Management Suite
- Oracle Database

**Oracle Partner:****SYSteam Applications AB**

www.system.se

“As Oracle’s JD Edwards EnterpriseOne suite is recognized as best-of-class for pharmaceutical manufacturers, we have a clear competitive advantage when attracting new customers. We are confident that our solution meets customer expectations and will support our growth. SYSteam presented an accelerated installation that met our critical timeline requirements.”

**Truls Simensen**, Managing Director, Inpac A/S

## Inpac A/S Improves Competitive Advantage with Compliant Enterprise Resource Planning Infrastructure

Inpac A/S offers innovative pharmaceutical manufacturing and packaging solutions. The company, founded in 1948 and located in three manufacturing sites in Sweden and Norway, acts as a contract manufacturer for several major pharmaceutical companies, adding value through product development, effective manufacturing, and packaging services. The company’s acquisition of the Actavis manufacturing plant in Norway 2007 is in line with its strategy of focusing on offering broader and more complete pharmaceutical services to existing and new customers.

**Challenges**

- Implement, in a short timeframe, a full enterprise resource planning (ERP) suite validated for pharmaceutical manufacturing in accordance with industry regulations
- Reduce cost and risk connected to the old technology and integration platform
- Install a recognized ERP system that gives confidence to clients and adds value in recruiting new clients.

**Solutions**

- Worked with SYSteam Applications AB to introduce Oracle’s JD Edwards EnterpriseOne applications to create an ERP infrastructure that complies with Good Manufacturing Practices (GMP) within the pharmaceutical industry
- Implemented a new technology platform with Oracle Database, complementary integration software, and new hardware
- Enabled improved internal control and reduced cost of maintenance
- Reduced time for implementation by using the packaged installation with existing processes and business scenarios
- Gave Inpac A/S a solid foundation that is scalable to accommodate future growth
- Deployed on time and at a cost that fulfilled Inpac’s expectations

**Oracle Customer:****JR286 Inc.**

Los Angeles, CA  
www.jr286.com

**Industry:**

Retail

**Annual Revenue:**

US\$2 million to \$100 million

**Employees:**

Fewer than 500

**Oracle Products & Services:**

- Oracle Warehouse Management
- Oracle Order Management
- Oracle Demantra
- Oracle Business Accelerators
- Oracle Financials

**Oracle Partner:****DAZ Systems, Inc.**

www.dazsi.com

## JR286 Inc. Streamlines Warehouse and Financial Management to Support Expected Growth

JR286 Inc. has a global sales license for selling and distributing accessories bearing the Under Armour logo. Primary products include caps, golf bags, sports bands, etc. The company has a similar arrangement with Speedo. Core business processes include designing, developing, and sourcing products, shipping to warehouse facilities, and distributing to retailers.

**Challenges**

- Establish information technology infrastructure to facilitate goal of becoming the world's #1 sports accessory company
- Take customer service to the highest level during sustained double-digit growth
- Find an integrated, scalable applications suite capable of providing control capabilities for maintaining established planning and execution processes
- Create a flexible platform to enable efficient expansion of product brands

**Solutions**

- Worked with DAZ Systems, Inc. to implement Oracle applications to streamline sourcing, warehouse management, distribution, and customer care in order to support an expected 40% growth this year
- Cut warehouse processing time in half
- Enhanced customer satisfaction with the ability to suggest or substitute products, resulting in more complete shipments and faster turnaround rates
- Improved inventory management—ensuring high-demand items are in stock
- Met customers' "mark for store" shipping needs to help them route products to specific stores more efficiently
- Used Oracle Accelerators to implement solution in 90 days in order to prepare for the high season in May
- Established a base platform that will be expanded to create the most sophisticated supply chain in the industry
- Oracle's Demantra will be leveraged to combine JR286's internal planning and execution processes with customer forecasting methodologies to directly schedule contract manufacturers assembly lines

"With Oracle Accelerators and DAZ Systems, we went live in 90 days. We have improved our financials and warehouse management processes dramatically. Now we are twice as efficient with half the staff."

**Rueben Infuentes**, Chief Information Officer, JR286 Inc.

**Oracle Customer:****Keune Haircosmetics**

Soest, Netherlands  
www.keune.com

**Industry:**

Consumer Goods

**Employees:**

275

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management Suite
  - Distribution
  - Manufacturing

**Oracle Partner:****Quistor**

www.quistor.com

“Thanks to Oracle’s JD Edwards EnterpriseOne, we were able to replace our outdated systems with a new solution to support our business-critical processes. We now work more effectively and have greater insight into results.”

**George Keune Jr.**, Vice President and Export Manager, Keune Haircosmetics

## Keune Haircosmetics Streamlines Business-Critical Processes with Supply Chain Management Solution

Keune Haircosmetics is an independent family business that manufactures hair care products for the beauty industry. The company was founded in 1922 by Jan Keune, one of the pioneers of the permanent wave. Today, Keune exports its products to more than 60 countries. All products are developed and produced in The Netherlands. Keune has its offices in The Netherlands, Belgium, France, and the United States, as well as a joint venture in Switzerland.

**Challenges**

- Replace aging business systems due to their limited functionality and support phase out
- Procure and integrate a warehouse location system for integrated logistical activities
- Link up systems on three sites to save costs by having one instead of three separate systems
- Ensure future proofing and scalability for upcoming extensions

**Solutions**

- Secured total logistical organization and stock management for product exporting and transportation with Oracle’s JD Edwards EnterpriseOne Financial Management Suite
- Reduced costs by consolidating two warehouses into a single system
- Ensured a smooth implementation of JD Edwards EnterpriseOne applications across Keune Haircosmetics’ two sites through the expertise of Oracle Partner Quistor
- Produced fast and accurate management reports using JD Edwards and various reporting tools
- Supplied managers with rapid access to the accurate business information they require to make informed decisions
- Realized time savings through better preparation and simultaneously picking up orders in warehouses instead of picking orders one by one
- Ensured IT scalability to support future business growth

**Oracle Customer:**

**Lesite.tv**  
Paris, France  
www.lesite.tv

**Industry:**

Media & Entertainment

**Employees:**

Fewer than 500

**Oracle Products & Services:**

- Oracle CRM On Demand

**Oracle Partner:**

**Logica Management Consulting**  
www.logica.com/france

“With Oracle CRM On Demand as the backbone of our CRM efforts, we have increased our campaign rate of return to 50% and boosted sales productivity. With the hosted model, we can quickly construct a multi-channel customer relationship and bypass hardware constraints while fully controlling costs.”

**David Blanchard**, Customer Center Executive, Lesite.tv

## Lesite.tv Improved Marketing Campaign Success and Increased Sales Productivity While Controlling Costs

Lesite.tv is the premier educational videos on demand (VOD) internet site for France and French-speaking countries. It is a subscription service provided by France 5 and the SCEREN that uses streaming and downloading to give teachers, researchers, and pupils access to more than 2,500 video sequences, such as documentaries, magazines, and archives, covering 15 disciplines, at three educational levels—primary school, secondary school, and high school.

**Challenges**

- Provide a multi-channel, easy-to-use customer relationship management (CRM) system that can be deployed rapidly
- Optimize customer knowledge over the various life-cycle phases: pre-sales, after sales, marketing, etc.
- Categorize different types of prospects more effectively (establishment heads, teachers, institutional users, local authorities, etc.)
- Communicate a unified customer vision and avoid increasing the number of silo commercial databases within the company

**Solutions**

- Worked with Logica Management Consulting to deploy Oracle CRM On Demand to 15 users in less than four months over the key customer relations functions—managing campaigns, sales, commercial opportunities, support, and requests for assistance
- Managed the sub-contracted multi-channel contact center more effectively, from categorizing inquiries to converting them into sales opportunities
- Used Oracle CRM On Demand to achieve net optimization of prospect targeting (by type of prospect) and marketing campaign effectiveness—boosting the conversion rate to 50%
- Used scripts included in the CRM tool to construct customer satisfaction inquiries
- Increased lead conversion rate and accelerated contract closings
- Reduced technical resources and support, despite doubling the number of subscribers from 1,300 to 3,000, with immediate total cost of ownership visibility
- Increased sales productivity by providing users with access to sales reports—such as opportunity follow-up, long-term outlook, and progress reports—in a click of a mouse

**Oracle Customer:**

**Letchworth Garden City Heritage Foundation**

Letchworth, England  
www.lgchf.com

**Industry:**

Professional Services

**Annual Revenue:**

US\$17 million

**Employees:**

150

**Oracle Products & Services:**

- Oracle Business Intelligence Publisher
- Oracle Database

**Oracle Partner:**

**Explorer (UK) Ltd**

www.explorer.uk.com

“Consolidating infrastructure and process development on Oracle enables us to meet the challenges of innovation and cost cutting while enhancing staff productivity and customer service.”

**Toby Roberts**, Head of Information and IT, Letchworth Garden City Heritage Foundation

# Letchworth Garden City Heritage Foundation

## Boosts Efficiency with Rapid Development Platform

Letchworth Garden City was created in 1903 to promote a healthy living environment for its citizens. The Heritage Foundation is Letchworth’s largest landlord and manages a property portfolio worth more than US\$167 million comprising houses, farms, land, community amenities, and 476 business premises.

### Challenges

- Gain ability to rework internal and customer-facing processes to reflect changing business needs rapidly and at low cost
- Capitalize on the value of enterprise information assets with advanced, rapid, search, analysis, and classification capabilities
- Leverage existing investment in Oracle technology to simplify infrastructure and cut IT support, maintenance, change management, development, licensing, and consultancy costs

### Solutions

- Redeveloped and updated landlord’s consent system, used to process planning applications, on Oracle Application Express, a tool available free of charge to Oracle Database customers
- Benefited from the flexibility of Oracle Application Express to build a rapid, agile development environment and gain ability to adapt processes in line with changing planning legislation
- Cut cost of ownership for landlord’s consent system by 30%
- Implemented Oracle Text, also included with Oracle Database, to replace need for specific search tools for each application, with Google-style functionality across all structured and unstructured data sources
- Increased staff productivity and maximized value of data assets by providing instant access to all corporate intelligence
- Replaced legacy tool used for designing, creating, and personalizing the 50 standard letters used by landlord’s consent system with Oracle Business Intelligence Publisher
- Made changes to letters in 20 minutes using in-house team, replacing a previously outsourced process that took three days
- Cut number of Oracle databases required from four to one
- Reduced licensing overhead by 35% by decommissioning legacy tools and standardizing on built-in Oracle functionality
- Leveraged bespoke development skills, technology expertise, and tailored services of Oracle Certified Advantage Partner Explorer to cut project management resources by 75%

**Oracle Customer:****LI MING REAL TIME**

Beijing, China  
www.lmaeg.com

**Industry:**

Aerospace & Defense

**Annual Revenue:**

US\$14.6 million

**Employees:**

Less than 10

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
- JD Edwards Business Accelerators

**Oracle Partner:****Beijing Teamsun Technology Co., Ltd**

www.teamsun.com.cn

## LI MING REAL TIME Rolls Out ERP System in Three Months Using Preconfigured Templates

Li Ming Real Time is a logistics and trading company that markets aero-engine parts and related products. It does business with many aero-engine manufacturers.

**Challenges**

- Install a business and financial management system to support a small but fast-growing business with a large annual turnover
- Upgrade the Shenyang and Beijing offices to expand market share in these two cities
- Find a way to record and track commissions earned from selling products for affiliates and external partners
- Adopt best practice business processes to transform from a state-owned entity into a commercial enterprise

**Solutions**

- Engaged Oracle Certified Advantage Partner Beijing Teamsun Technology to implement a business management system based on Oracle's JD Edwards EnterpriseOne suite
- Completed the rollout in three months by leveraging Oracle Business Accelerators for JD Edwards EnterpriseOne
- Reduced risk and removed the complexity of assembling an entire IT solution, as the Oracle Business Accelerators include configured JD Edwards EnterpriseOne application software, business processes, user roles, and technical set-up
- Ensured the solution met business needs by using questionnaire wizards to capture process requirements and configure the JD Edwards EnterpriseOne environment
- Improved information sharing by enabling transaction data from different offices to be centralized on a single platform
- Gained an advanced financial and account management system that enabled better cost control and produced real-time reports
- Expected to improve revenue and profitability by supporting business expansion without the need to add more headcount
- Ensured integration with existing Oracle Database and legacy IT assets

"We had a very short timeframe in which to implement our ERP system. Oracle Business Accelerators for JD Edwards EnterpriseOne enabled us to roll out the suite in three months. We are 100% satisfied with the solution and the work of Beijing Teamsun Technology."

**Jin Xiulan**, Manager, Li Ming Real Time

**Oracle Customer:**

**Linatex Rubber Products**

Melbourne, Australia  
www.linatex.com

**Industry:**

Industrial Manufacturing

**Employees:**

800+

**Oracle Products & Services:**

- JD Edwards EnterpriseOne  
Financial Management
- JD Edwards EnterpriseOne  
Distribution Management
- JD Edwards EnterpriseOne  
Manufacturing Management

**Oracle Partner:**

**Oakton Limited**

www.oakton.com.au

“We imposed almost impossible deadlines and requests on Oakton, but the team met every single one of them. Thanks to them, we have a system that gives us greater control of our supply chain and distribution processes.”

**Madeleine Allnut**, Global HR and IT Manager

# Linatex Rubber Products Achieves Single View of Global Supply Chain and Distribution Processes

Founded in the 1920s in Malaysia, Linatex Rubber Products is now a global enterprise with operations on every continent. The company offers a wide range of products, including processing equipment, materials handling products, mining hoses, and molded and fabricated products. It also offers technical advice to help customers design solutions customized to specific needs.

## Challenges

- Cut over from the parent company to roll out one instance of the solution around the world in 13 weeks, and cutover to the system in three days
- Find a platform that can be rolled out to different locations, some with limited technology resources
- Establish standardized processes to better manage global and regional distribution and supply chain networks

## Solutions

- Completed three-month deployment on time and without any impact on the business after engaging Oracle Certified Advantage Partner Oakton Limited to install the solution
- Gained end-to-end control of business processes, from order management to manufacturing and distribution
- Provided senior managers with greater visibility of business units and workflows, enabling them to respond faster to potential problems
- Enhanced customer service by ensuring orders are produced to specifications and delivered on time
- Lowered inventory levels through more careful stock use
- Cut manufacturing costs by streamlining processes and eliminating redundant functions
- Improved distribution timelines by tightening shipping confirmation processes

**Oracle Customer:****Med.Con**

Trieste, Italy  
www.medcon.it

**Industry:**

Natural Resources

**Annual Revenue:**

US\$17.5 million

**Employees:**

14

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Capital Asset Management
  - Sales Order Management
  - Supply Chain Business Modeler

**Oracle Partner:****Alfa Sistemi**

www.alfasistemi.net

## Med.Con Introduces New Paradigms for Cement Distribution with Integrated IT Infrastructure

Med.Con is a cement distribution company created by a joint venture between the Pacorini Group of Trieste and the Spanish holding company I.C.A. Med.Con. Strategically located in the port of Trieste. Med.Con focuses exclusively on the distribution of cement, which arrives by ship and is unloaded and stored in four silos before being sent to final destinations including Italy and Eastern Europe.

**Challenges**

- Support an integrated, flexible, secure, high-performance management system
- Optimize supply chain to establish direct, long-term relationships with customers and suppliers
- Accelerate business processes and improve operational efficiency through automation

**Solutions**

- Implemented an information system, based on JD Edwards EnterpriseOne with support from Oracle Partner Alfa Sistemi
- Allowed the use of smart cards to track cement lots
- Enabled step-by-step monitoring of various stages in vehicle loading and unloading to ensure logistical efficiency
- Enabled automatic credit checks for each customer associated with a smart card, drastically reducing the need for human intervention regarding purchases
- Facilitated business projections, including that Med.Con will move 150,000 tons of cement in the first year of deployment

“Deploying a flexible, high-performance system like JD Edwards EnterpriseOne, right from the start, allowed Med.Con to be highly competitive and offer customers dynamic, flexible, and dependable service.”

**Luis Llimos**, General Manager,  
Med.Con

**Oracle Customer:****OpenTV**

San Francisco, CA  
www.opentv.com

**Industry:**

High Technology

**Annual Revenue:**

US\$116.5 million

**Employees:**

540

**Oracle Products & Services:**

- Oracle Business Accelerators
- Oracle On Demand
- Oracle Financials
- Oracle Order Management
- Oracle Inventory Management
- Oracle Bill of Materials
- Oracle Project Costing

**Oracle Partner:****DAZ Systems, Inc.**

www.dazsi.com

“Our ERP system may not have as high volume as a large enterprise, but it is just as complex. With Oracle On Demand and the Oracle Accelerate program, we were able to quickly launch an industry-leading ERP and almost immediately realize new efficiencies.”

**SK Mohanty**, Senior Director of Information Systems, OpenTV

## OpenTV Lowers Total Cost of Ownership with On Demand and E-Business Suite Release 12

OpenTV is a software company operating in the digital TV space. Its software enables a variety of advanced and interactive services including: advanced user interfaces, video-on-demand (VOD), personal video recording (PVR), high definition (HD), and interactive and addressable advertising.

**Challenges**

- Provide an industry-leading, enterprise resource planning system that is cost-effective for a midsize technology company
- Support a complex enterprise system that manages data for five operating units in 11 countries and seven currencies

**Solutions**

- Worked with Oracle Certified Partner DAZ Systems, Inc. through the Oracle Accelerate program to implement Oracle E-Business Suite Release 12 in just 12 weeks with Oracle Business Accelerators
- Reduced manual processing previously required to unify 11 different general ledgers, accelerating financial closing and reporting
- Reduced manual effort in supporting statutory and regulatory requirements, enabling the company to fulfill Sarbanes-Oxley requirements without manually gathering data from multiple systems
- Eliminated customizations to key business processes, such as revenue recognition, making it easier to maintain the systems
- Provided an integrated project management solution for the professional services group, including project billing and project profitability analysis with Oracle Project Costing
- Eliminated the need to create manual invoices previously required for certain services, such as ongoing maintenance, with Oracle Order Management
- Realized 99% availability with Oracle On Demand, without requiring a large IT staff or extensive in-house knowledge base
- Estimated total cost of ownership (TCO) reduction of 25% to 30% for the first two years, and about 40% per year after that, due to reduced maintenance required for the On Demand solution

**Oracle Customer:****PT Global Informasi Bermutu  
(Global TV)**

Jakarta, Indonesia  
www.globaltv.co.id

**Industry:**

Media & Entertainment

**Employees:**

550

**Oracle Products & Services:**

- Oracle Financials

**Oracle Partner:****PT Jati Piranti Solusindo  
(Jatis Solutions)**

www.jatis.com

## PT Global Informasi Bermutu (Global TV) Strengthens Financial Management and Gains Greater Business Visibility

Founded in 1999, PT Global Informasi Bermutu (Global TV) broadcasts a wide range of programs targeted at the youth market. In addition to local content, the broadcaster has an exclusive agreement with US-based MTV Networks that gives it access to shows such as American Idol. Every day, more than 110 million people in 142 cities tune in to Global TV for news, sport, music, movies, game shows, and other entertainment programs.

**Challenges**

- Replace legacy system with a reliable, feature-rich platform that can support growth plans
- Provide access to accurate, consolidated financial information to expedite month-end closing
- Deliver real-time information to senior management
- Ensure the new solution is cost-effective and easy to use

**Solutions**

- Selected Oracle Financials to build an integrated financial management platform
- Engaged Oracle Certified Partner Jatis Solutions to deploy the solution based on the company's technical expertise and experience in large-scale implementations
- Strengthened financial management by improving the reliability and accuracy of data
- Increased efficiency by streamlining and automating processes
- Promoted greater visibility of the company's financial performance and business activities
- Provided greater control over business planning and enabled informed decision-making through in-depth analysis
- Supported expansion plans by installing a flexible, scalable system

"By implementing Oracle, we reduced costs and increased efficiency. Furthermore, the system helped make our planning and decision-making more effective."

**Lodi Santono**, Head of  
Information Systems and  
Security

**Oracle Customer:****RDC Concrete (India) Pvt Ltd**

Mumbai, India

www.rdcconcrete.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$50 million

**Employees:**

500

**Oracle Products & Services:**

- Oracle Financials
- Oracle Fixed Assets
- Oracle Cash Management
- Oracle Purchasing
- Oracle Order Management
- Oracle Inventory Management
- Oracle Manufacturing

**Oracle Partner:****Hexaware Technologies**

www.hexaware.com

“Our customers include some of the largest building and infrastructure companies in India. With Oracle E-Business Suite, we can ensure they receive on-time delivery of the right quality concrete produced from the best-equipped plant.”

**N. Vairamuthu**, Chief Financial Officer, RDC Concrete (India)

## RDC Concrete (India) Pvt Ltd Reduces Inventory Costs by 5%, Achieves Integrated Management across 22 Locations

Established in 1993, RDC Concrete (India) is one of India's leading ready-mix concrete companies with a pan-India presence. It manufactures and supplies concrete mixes of various grades and paver blocks to construction companies, real estate developers, and building contractors across the country.

**Challenges**

- Install integrated enterprise resource planning (ERP) system to improve management of 22 ready-mix concrete plants
- Integrate the ERP platform with manufacturing and distribution systems to enable data transfer between the three applications
- Streamline the supply chain to ensure orders are delivered on time to avoid holding up construction projects

**Solutions**

- Engaged Oracle Certified Partner Hexaware Technologies to implement Oracle E-Business Suite, taking over a partially completed project
- Held group workshops to understand the business requirements and identify process gaps, enabling the deployment to be completed in four months
- Integrated the shipment management system with Oracle Financials, providing staff with weight and volume data that enables fast and accurate invoicing
- Gained a secure and scalable accounting system that cut invoice creation time from one week to two days, reducing working capital requirements
- Cut inventory costs by 5% through better insight into stock levels at manufacturing plants and more efficient resource use
- Supported quick, informed decision-making by making business data available online
- Improved productivity by standardizing processes
- Reduced communication lapses between business groups by enabling seamless information transfer across all locations
- Standardized and simplified data collection templates to improve the quality and consistency of information
- Ensured quick user acceptance by providing classroom-based training prior to the launch of the system

**Oracle Customer:****Schroders**

London, England  
www.schroders.com

**Industry:**

Financial Services

**Annual Revenue:**

US\$2,370 million

**Employees:**

2,500

**Oracle Products & Services:**

- Oracle Human Resources Management
- Oracle Compensation Workbench
- Oracle Self-Service HR
- Oracle TeleService
- Oracle Performance Management
- Oracle Financials

**Oracle Partner:****Symatrix Ltd**

www.symatrix.com

“Symatrix combined its knowledge of Oracle HR, tried-and-tested implementation methodologies, and insight into our business to deliver a strategic human resources platform.”

**Jenny Layley**, IT Manager,  
Financial and HR Systems,  
Schroders

## Schroders Optimizes Employee Relationship Management Globally with Performance-Driven HR

Global asset management company Schroders operates from 37 offices in 28 countries. The company's 250 portfolio managers and analysts manage almost US\$250 billion for a wide range of customers who include corporations, public authorities, charities, pension funds, retail investors, and high net worth individuals.

**Challenges**

- Leverage staff skills for business growth while incentivizing employee performance and loyalty in the competitive financial services sector through world-class, competitive remuneration packages
- Benefit from advanced HR technology to maximize value of human capital worldwide and align planning to global needs
- Increase flexibility and scalability to manage ongoing structural reorganizations needed for Schroders' continued market leadership in the rapidly changing financial sector

**Solutions**

- Commissioned Oracle Certified Advantage Partner Symatrix to replace legacy HR solution with Oracle Human Resources Management to create a global, integrated HR platform
- Chose Oracle over other leading HR solutions for its integrated suite of solutions that could meet the employee management needs of a large, diverse, global business most cost-effectively
- Chose Symatrix following a competitive tender involving seven potential implementation partners for its proven HR expertise, good references, and the teamwork approach of its consultants
- Completed implementation thanks to commitment of Symatrix
- Streamlined day-to-day human resources management by devolving routine HR tasks to employees and line managers
- Improved employee support by standardizing help desk processes on Oracle TeleService, resulting in faster handling and consistent follow-up processes for all enquiries
- Benefited from Oracle Performance Management to define staff objectives and track them regularly to ensure continued alignment with career aspirations and business needs
- Set to leverage Oracle Compensation Workbench to manage compensation packages globally and help instill a pay-for-performance culture that motivates and rewards high achievers

**Oracle Customer:****Shanghai Hi-Tech Control System Co., Ltd**

Shanghai, China  
www.hite.com.cn

**Industry:**

Industrial Manufacturing

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management
  - Sales Order Management
  - Inventory Management
  - Procurement and Subcontract Management

**Oracle Partner:****Elitesland Software System Co., Ltd**

www.elitesland.com

“JD Edwards EnterpriseOne helped us solve complex distribution processes and sales models. It is now easier for us to manage supplier relationships and track large volumes of purchase orders.”

**Hu Xinwei**, IT Manager,  
Shanghai Hi-Tech Control System Co., Ltd

## Shanghai Hi-Tech Control System Co., Ltd Boosts Profit Margins, Improves Inventory Management

Shanghai Hi-Tech Control System Co., Ltd. provides commodities distribution and system integration services for the industrial automation industry. Its main products include programmable logic controllers and systems, industrial automation software, ethernet products, and remote monitoring software, servers, and cables.

**Challenges**

- Share inventory data between locations across China
- Replace a sales system that was not properly configured, ensure internal transactions could be automatically settled, and provide greater transparency into back-end processes
- Record and track special prices offered by manufacturers to enable staff to adjust sales strategies accordingly
- Assist the procurement team to place orders at optimum times to ensure a balance between inventory supply and demand
- Support a large and growing volume of supplier transactions

**Solutions**

- Engaged Oracle Certified Partner Elitesland Software System to deploy accounting and distribution systems based on JD Edwards EnterpriseOne
- Ensured special prices offered by suppliers are automatically taken into account when devising sales campaigns
- Restructured the sales system to regulate internal accounting procedures and make back-end processes transparent
- Made it easier to calculate and allocate commissions based on more accurate sales results
- Improved inventory management by providing staff with access to real-time inventory data, ensuring they order the right amount of stock at the right times to minimize waste
- Minimized supplier disputes through more thorough tracking of purchase orders and payments

**Oracle Customer:****SKOPE Industries**

Christchurch, New Zealand  
www.skope.co.nz

**Industry:**

Industrial Manufacturing

**Employees:**

300

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management
  - Supply Chain Management
  - Customer Relationship Management
- Oracle Discoverer

**Oracle Partner:****Fusion5**

www.fusion5.co.nz

“We chose JD Edwards EnterpriseOne because it is fully integrated and would cover all our finance, manufacturing, procurement, and plant maintenance needs. We believed other vendors’ products would take more effort to configure than JD Edwards, which appears more flexible.”

**Clayton Ragg**, IT Manager,  
SKOPE Industries

## SKOPE Industries Builds Integrated ERP System to Support Evolution Over the Next 10 Years

Headquartered in Christchurch, New Zealand, SKOPE Industries designs, manufactures, and supplies heating and refrigeration products and services to markets worldwide. The company employs 300 staff and operates the largest design and innovation center of its kind in Australasia. Its portfolio includes products designed to meet the needs of the home, commercial, and industrial markets.

**Challenges**

- Standardize on a single technology platform to improve operational efficiencies, reduce costs, and secure competitive advantage through enhanced customer service
- Enhance reporting to enable managers to make more informed, timely decisions
- Eliminate the need to re-input and reconcile data across multiple disparate systems
- Expedite month-end and annual reporting

**Solutions**

- Deployed a comprehensive ERP system based on Oracle’s JD Edwards EnterpriseOne suite and Oracle Discoverer
- Customized the ERP system with minimal interruption to the business to support SKOPE’s theory of constraints (TOC) manufacturing methodology
- Simplified ERP processes within the factory to reflect the TOC logic and the speed in which production flows; this was achieved by implementing a flexible TOC scheduling workbench, removing WIP costing from the shopfloor, and integrating throughput accounting logic within the system
- Enabled close monitoring and assessment of operations, helping the company improve processes and resolve any issues before they impact the business
- Removed requirement to reconcile data across disparate systems, reducing error rates and staff workload
- Enhanced ease of access to information and quality of reporting by deploying Oracle Discoverer
- Gained a fully integrated system that would meet business requirements over a 10-year lifespan
- Engaged Oracle Certified Advantage Partner Fusion5 for implementation

**Oracle Customer:****Staffordshire University**

Stoke-on-Trent, United Kingdom

[www.staffs.ac.uk](http://www.staffs.ac.uk)**Industry:**

Education &amp; Research

**Annual Revenue:**

US\$149 million

**Employees:**

1,800

**Oracle Products & Services:**

- Oracle Financials
- Oracle Purchasing

**Oracle Partner:****Patech Solutions Ltd.**[www.patech-solutions.com](http://www.patech-solutions.com)

“Oracle’s value-generating solutions have helped transform financial and purchasing management at Staffordshire into an agile, strategy-focused function that optimizes cost-efficiencies across all faculties.”

**Lynn Coburn**, Deputy Finance Director, Staffordshire University

## Staffordshire University Saves Time and Automates Processes with Financial Management Solution

Created in 1992, Staffordshire University is a dynamic, progressive, and adaptive learning institution in the United Kingdom. The university provides an extensive range of courses, at all levels, to 16,000 full- and part-time students from diverse cultures and age groups.

**Challenges**

- Replace the university’s standalone and inflexible financial and purchasing solution with integrated, automated, adaptable applications that can scale to handle increasing revenue growth
- Enforce higher-education sector best practices to cut cycle times, improve user productivity, and minimize customizations
- Implement the solution swiftly and cost-effectively—facilitating rapid user adoption and a seamless migration from legacy tools without loss of data

**Solutions**

- Selected Oracle E-Business Suite over competing solutions for its ability to deliver long-term value through in-depth functionality, user-friendly interfaces, and greater scalability
- Reduced the cost of building and maintaining interfaces, and automated and streamlined financial and purchasing processes with Oracle’s integrated, Web-enabled applications
- Saved time by streamlining routine functions, such as automating monthly stage payments and general ledger updates
- Created a full procure-to-pay audit trail—increasing buyer accountability and enforcing the use of approved suppliers across the devolved, multi-budget purchasing environment
- Migrated opening and closing balances seamlessly, achieving complimentary approval from external auditors
- Managed the university’s growing financial management workload without the need for additional resources with Oracle’s lean processes
- Leveraged preconfigured higher-education specific processes built by Oracle Partner Patech Solutions Ltd. to implement the solution in just seven months—50% faster than standard implementations—and meet 95% of the university’s needs out-of-the-box with prebuilt functionality

**Oracle Customer:****The Boero Group**

Genoa, Italy  
www.gruppoboero.it

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$156 million

**Employees:**

364

**Oracle Products & Services:**

- Hyperion Essbase

**Oracle Partner:****eXstone**

www.exstone.com

## The Boero Group Improves Efficiency and Effectiveness of Management Reporting

The Boero Group, established in 1831, makes and sells paints for construction (under the Boero, Attiva, Rover and Grandi Superfici brands), shipbuilding (under the BOAT and Chugoku brands), and yachts (under the Boero Yacht Paint, Attiva Marine, Veneziani, and SuperNavi brands).

**Challenges**

- Guarantee one version of company data and provide simple, immediate access to it through standard layouts
- Customize analyses of various business requirements and to create effective simulations
- Increase variety of analysis coordinates across data dimensions to offer top management a global view of business areas
- Enable “what-if” analysis

**Solutions**

- Worked with Oracle Partner eXstone to implement Oracle’s Hyperion Essbase for corporate economic and financial reporting
- Optimized business reporting by analyzing data in several dimensions
- Optimized the business planning process in head offices and branches with workflow and “what-if” simulation scenarios
- Allowed users to create reports in Microsoft Excel—exploiting Hyperion Essbase’s scalability
- Reduced control risk with internal audit trails, thereby increasing the amount of time business analysts can devote to data analysis and interpretation
- Planned extending the system to analyze business functions and logistics, including order dispatching and warehouse management

“Oracle’s Hyperion Essbase permitted a significant reduction in data determination time, accelerating the decision-making process.”

**Alessandro Beneventi**, Head of Organization and Reporting Systems, The Boero Group

**Oracle Customer:****Tikona Digital Networks**

Mumbai, India

[www.tikona.in](http://www.tikona.in)**Industry:**

Communications

**Employees:**

200

**Oracle Products & Services:**

- Oracle Financials
- Oracle Purchasing
- Oracle Inventory
- Oracle Business Accelerators

**Oracle Partner:****New Generation Consultants**[www.newgenusa.com](http://www.newgenusa.com)

## Tikona Digital Networks Deploys ERP System in 35 Days with Oracle Accelerate Methodology

Tikona Digital Networks is a wireless broadband service provider based in Mumbai, India. Established in mid-2008, Tikona is currently building a framework that can deliver data, voice, and multimedia content services over any broadband or IP-based network. The company is operated by a group of telecommunications experts who have built some of the largest mobile, broadband, and direct-to-home services networks in India.

**Challenges**

- Find an enterprise resource planning solution that would meet the needs of an organization with a complex, sophisticated product line
- Deploy the solution in a short time frame of five weeks

**Solutions**

- Engaged Oracle Certified Partner New Generation Consultants to deploy Oracle E-Business Suite to automate financials, purchasing, and inventory management functions
- Used Oracle Accelerate methodology to capture the company's business requirements, automate the configuration process, and go live within 35 days
- Enabled monthly financial reports to be completed within one hour to two hours
- Improved visibility, tracking, and control of 20,000 network components and devices at customer sites, which helped to maintain an accurate inventory of assets
- Automated the procure-to-pay cycle, which eliminated errors resulting from manual data entry
- Installed a Web-based product ordering system, which allowed the purchasing department to process transactions within one day
- Enabled the company to meet its regulatory, taxation, and reporting requirements
- Integrated with existing Siebel CRM, Oracle billing, and operational support systems

"As a new business, it was vital that our ERP infrastructure was deployed quickly so we could start serving customers. Using Oracle Business Accelerators, we installed the solution in record time."

**Tarun Kumar**, Chief Technology Officer, Tikona Digital Networks

**Oracle Customer:****TV GUIDE MAGAZINE, LLC**

New York, NY & Radnor, PA  
www.tvguidemagazine.com

**Industry:**

Media & Entertainment

**Employees:**

120

**Oracle Products & Services:**

- Oracle Business Accelerators
- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Purchasing
- Oracle iProcurement
- Oracle Inventory Management

**Oracle Partner:****BizTech**

www.biztech.com

## TV GUIDE MAGAZINE, LLC Facilitates Swift Company Transition with Oracle E-Business Suite Release 12

For almost six decades, TV Guide Magazine has guided its subscribers to the best of television. In December 2008, a private equity company acquired the print version of the guide. In 2009, as an independent company, TV Guide Magazine launched a new Web site, tvguidemagazine.com, as the company's new digital platform.

**Challenges**

- Facilitate the swift deployment of a new enterprise resource planning (ERP) solution to meet the nine-week deadline for the company to operate as an independent entity
- Maintain capabilities from the previous IT platform to ensure continuity of business operations across the enterprise
- Ensure the deployment costs of the new ERP solution do not exceed the company's limited implementation budget
- Streamline and standardize financial processes and minimize process reengineering to facilitate the transition from a large corporation to a smaller, stand-alone company

**Solutions**

- Selected Oracle E-Business Suite Release 12 and Oracle Certified Advantage Partner BizTech over competing solutions to meet a mandatory accelerated timeline
- Deployed the solution on time and on budget in only 60 days using Oracle Business Accelerators
- Minimized required in-house IT resources by deploying a hosted implementation of the Oracle ERP applications and related infrastructure
- Provided a streamlined approval process that met all process requirements, simplifying previously complex financial processes
- Enabled two-way data exchange with other systems to facilitate financial reporting, planning, and cash management processes
- Avoided disruption of core business processes—facilitating a seamless transition for users across two company locations

"The rapid deployment of Oracle E-Business Suite Release 12 facilitated by Oracle Business Accelerators helped to seamlessly transition operations to our new, standalone company within an extremely tight timeline and without disrupting daily business users."

**Mark Fernberg**, Chief Financial Officer, TV Guide Magazine, LLC

**Oracle Customer:****V.ABC Paints Manufacturing (Shenzhen) Co., Ltd**

Shenzhen, China  
www.vabc.cn

**Industry:**

Chemicals

**Annual Revenue:**

US\$30 million

**Employees:**

More than 300

**Oracle Products & Services:**

- JD Edwards Business Accelerators
- JD Edwards EnterpriseOne
  - Financial Management
  - Distribution Management
  - Manufacturing Management

**Oracle Partner:****Axline Limited**

www.axline.com

“We chose Oracle over other vendors because it is flexible and has built-in business processes that cater for the chemicals industry. Oracle Business Accelerators is easy to implement, hence it saved us time and money. We had a good working experience with Axline and found them highly professional and very experienced.”

**Tony Wong**, MIS Manager,  
V.ABC Paints Manufacturing

## V.ABC Paints Manufacturing (Shenzhen) Co., Ltd Cuts Deployment Time by 50%

V.ABC Paints Manufacturing (Shenzhen) is a subsidiary of Hong Kong-based V.ABC Group Limited. The company produces paints and chemical coatings for architectural, automotive, industrial, infrastructure, and residential use. It has seven subsidiaries, two manufacturing plants in China, and research and development centers in China, Hong Kong, and the United States.

**Challenges**

- Unify business and finance systems, making it easier to manage and calculate costs
- Share business data between departments, eliminating the fragmented nature of the legacy system
- Replace the system in which data was being entered multiple times, leading to inconsistencies and duplicate efforts
- Enable proper workflows where roles and responsibilities are properly defined

**Solutions**

- Used Oracle’s Business Accelerators for JD Edwards EnterpriseOne to fast-track implementation from six months to three
- Used Oracle Partner Axline’s industry and implementation experience, which contributed to the rapid deployment
- Provided support for company expansion by implementing new business models and well defined workflows
- Provided V.ABC management with enhanced capabilities by achieving accurate, up-to-date cost management and providing key performance indicators (KPIs) to evaluate business performance
- Delivered a single source of the truth and enabled collaboration across the enterprise by sharing data among departments
- Improved efficiency and reduced human error by eliminating manual processes and automating workflows

**Oracle Customer:****Warwick International Limited**

Mostyn, Wales

www.warwickint.com

**Industry:**

Chemicals

**Annual Revenue:**

US\$232 million

**Employees:**

200

**Oracle Products & Services:**

- Oracle Manufacturing
- Oracle Human Resources
- Oracle Self-Service HR
- Oracle Internet Expenses
- Oracle Discoverer Viewer
- Oracle Financials
- Oracle Purchasing

**Oracle Partner:****Percipient Consulting**

www.percipient.co.uk

“Oracle’s flexible, configurable, out-of-the-box enterprise resource planning solutions give small and medium-sized businesses faster deployment, less complexity, and lower cost of ownership than competitor solutions.”

**Richard Prosser**, IT Manager,  
Warwick International Limited

## Warwick International Limited Builds Growing Business on Scalable, Flexible, Best-in-Class Functionality

Leading European specialty chemicals provider Warwick International Limited manufactures and markets chemicals for a diverse range of industrial applications. The company is renowned for customer service excellence, product quality, and innovation.

**Challenges**

- Leverage best manufacturing technology advances to reinforce lean planning, scheduling, and order management processes
- Optimize the value of human capital through training and career management while cutting administration costs
- Make timely, actionable business intelligence available to human resources (HR) managers for smarter, informed operational decision making

**Solutions**

- Upgraded to the latest version of Oracle Manufacturing to benefit from new industry updates, including advanced production scheduling and improved order management functionality
- Replaced 12-year old legacy HR application with a single, accurate, Web-enabled repository of HR data
- Gained the ability to enforce consistent personnel management practices across the company
- Gained the ability to easily create, deliver, manage, and track both classroom-based and online learning solutions
- Enabled staff to update personal details on their HR records and select training courses via self service
- Automated the reimbursement of employee expense claims while enforcing process consistency
- Used Oracle Discoverer Viewer to allow the HR team to access and drill down on live data and perform ad hoc queries for accurate real-time decision making
- Streamlined HR operations to manage 200 employees with a small HR team
- Cut annual IT maintenance costs by between US\$125,000 to \$167,000 with a support contract from Oracle Certified Partner Percipient Consulting

**Oracle Customer:****WEBHELP**

Paris, France

www.webhelp.fr

**Industry:**

Professional Services

**Annual Revenue:**

US\$1222 million

**Employees:**

5,500

**Oracle Products & Services:**

- PeopleSoft Enterprise
  - Human Capital Management
  - HRMS Portal Pack
  - Enterprise Learning Management

**Oracle Partner:****PeopleNow**

www.peoplenow.net

“Oracle’s prepackaged Human Capital Management solution, delivered through Oracle Partner PeopleNow, has helped us to take full advantage of the world’s leading human resources technology. The suite offers HR best practices—addressing our business needs and growth requirements, which focus on rapid, quality recruitment and the development of a loyal, skilled staff.”

**Jean-Marie Roche**, Human Resources Director, Webhelp

## WEBHELP Adopts Human Resources Best Practices in Four Months to Improve Customer Service

Founded in June 2000, Webhelp is a leader in customer relationship management, providing multichannel (telephone, e-mail, fax, and short message service), multiservice (consultancy and integration), and multilingual outsourcing of customer relationship management. Through its call center, Webhelp offers hotline services, telemarketing, and processing of correspondence, including e-mail.

**Challenges**

- Enable the company to effectively manage the increase in staff and strategically develop human resources (HR) expertise within the group
- Enhance the quality and management of HR-related data
- Improve the recruitment, development, and retention of staff, ensuring that employees’ skills align with management goals

**Solutions**

- Worked with Oracle Partner PeopleNow to implement Oracle’s PeopleSoft Enterprise applications, as part of Oracle’s Accelerate program for small-to-medium sized businesses, to manage growth and improve service delivery
- Deployed Oracle applications across all Moroccan production sites within four months, with minimal disruption to operations
- Formalized and streamlined recruitment process, from recruitment to training to professional development and the identification of skills gaps
- Increased productivity with Oracle’s PeopleSoft Enterprise Workforce Management to get new employees into the system
- Provided project managers with an online self-service method for entering and monitoring staff requests
- Automated the printing of administrative certificates, which the company produced manually prior to the deployment
- Enabled managers to monitor critical performance indicators online, such as turnover and recruitment capacity, over time
- Implemented several HR self-service functions, including access to recruitment tests and the training catalogue
- Improved overall responsiveness to requests for one-off customer recruitment requirements



**CUSTOMER CASE STUDIES**

**Oracle Customer:****Darma Henwa**

Jakarta, Indonesia

www.ptdh.co.id

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$226 million

**Employees:**

1,263

**Oracle Products & Services:**

- Oracle Database
- JD Edwards EnterpriseOne
  - Financial Management
  - Order Management
  - Supply Chain Management
  - Human Capital Management

**Oracle Partner:****PT BERCA Indonesia**

www.berca-indonesia.com

## Darma Henwa Improves Equipment Tracking, Slashes Reporting Time with Automated System

“All the processes relating to details of equipment purchasing, repairs, what parts are being used, how well the repairs are being done, and the mean time before equipment failure is now completely automated.”

— **Dewa Putu Nugraha**, Head of IT, Darma Henwa

Established in 1991, Darma Henwa is a leading mining contracting business in Indonesia, with expertise in heavy equipment, bulk earthworks, general mining, construction, civil engineering, and plant maintenance. Darma Henwa has won over US\$5 billion worth of contracts from local and international corporations including the Bengalon and Asam Asam mining projects.

It operates a head office in Jakarta, Indonesia and branch offices in the Indonesian provinces of Kalimantan Timur and Kalimantan Selatan. On September 26, 2007, the company was listed on the Indonesia Stock Exchange.

In 2006, Darma Henwa initiated a project to deploy several JD Edwards EnterpriseOne modules from Oracle to gain a better view of its supply chain, warehouse, and financials. Although the company could manage transactions at a financial level, it wanted to automate the process of managing equipment throughout its lifecycle. Equipment purchasing and payroll was also a fairly manual process with Microsoft Excel being used as a database.

A year later, Darma Henwa deployed additional JD Edwards EnterpriseOne modules to help automate the process of managing heavy equipment used in the mines, and streamline its payroll and human resources functions.

### Sale Prompts Platform Migration

Darma Henwa inherited an old JD Edwards OneWorld enterprise resource planning system from Oracle in mid-2005 when its former owner, Australian mining company Henry Walker Eltin, sold 95% of the Indonesian operation to Zurich Asset International.

By 2006, the company had begun migrating from JD Edwards OneWorld to JD Edwards EnterpriseOne, moving key data from Australia across to its Jakarta office after the sale.

Initially, Darma Henwa deployed JD Edwards EnterpriseOne Financial Management, Order Management, Supply Management, and Supply Chain Execution Management modules to manage financial transactions. However, the company wanted to extend the capabilities of the system to better manage its capital assets and payroll.

“For example, all our heavy equipment purchasing was done manually using Microsoft Excel and when you asked two people the same question about something relating to our equipment, you would get two different answers,” said Dewa Putu Nugraha, head of IT at Darma Henwa.

The company was also using locally developed payroll software that wasn't up to the task. “HR staff were staying back until 3 a.m. getting all the timesheet data out of Microsoft Excel and it even took up to 30 minutes for the accountants to post an invoice,” Nugraha said.

In September 2007, Darma Henwa engaged Oracle Certified Partner Berca Indonesia to deploy JD Edwards EnterpriseOne Capital Asset Management and JD Edwards EnterpriseOne Human Capital Management modules. All company data is held in Oracle Database 10g.

**Key Benefits:**

- Automated lifecycle management of heavy equipment
- Enabled faster HR management and reporting
- Facilitated quicker reporting for the Indonesia Stock Exchange
- Reduced time to process invoices from half an hour to a couple of minutes
- Increased database performance by over 100%
- Reduced time to complete voucher matching process from one day to five minutes

**Automated Equipment Management**

Darma Henwa is using JD Edwards EnterpriseOne Capital Asset Management to automate the process of managing heavy equipment. The module gives Darma Henwa a complete view of these assets from the time they are deployed until they are retired. This automated process also helps the company avoid equipment downtime.

“Heavy equipment is Darma Henwa’s major asset and all the processes relating to details of equipment purchasing, repairs, what parts are being used, how well the repairs are being done, and the mean time before equipment failure is now completely automated,” said Nugraha.

“Mining contractors can drill down and analyze all this information very easily. They can also record equipment depreciation by the hour, which is useful because we can depreciate the assets by usage instead of in a lump sum.”

**Faster HR Data and Financial Reports**

The human resources and payroll process has also been automated with the rollout of JD Edwards EnterpriseOne Human Capital Management. Work orders and accounts payable data is automatically updated with time and employee information.

“We no longer have to sift through manually-produced purchase orders or spend too much time finding basic information about an individual employee. Information that previously took weeks or even a month to find is now available immediately,” said Nugraha.

“Payroll and HR staff are also able to go home earlier,” said Nugraha. “All this information is integrated and it only takes a couple of minutes to do an invoice now, compared to up to one hour previously. Our people are working smarter, not harder.

“Also, now that we are listed on the Indonesia Stock Exchange, there is a lot of reporting that has to be done. With all this company information at our fingertips, we are able to release reports to the market much earlier,” Nugraha added.

**Performance Improvements with Oracle Database**

Darma Henwa completed a migration from a Microsoft SQL Server to Oracle Database 10g running on two HP-UX Unix servers.

“The performance on Microsoft SQL Server was poor as we were running the database and JD Edwards applications on the same machine,” said Nugraha.

“With the JD Edwards applications running on one Unix server and the Oracle Database 10g on the other, we have seen performance improvements of over 100%.

“For example, the voucher matching process in the accounts payable module previously took up to one working day to complete, but now it takes no more than five minutes on Oracle Database 10g.”

### Why Oracle?

Darma Henwa has always felt that the JD Edwards platform was more comprehensive and easier to customize than other offerings in the marketplace.

“A lot of data relating to our mining operation had to be entered into the JD Edwards system,” explained Nugraha. “We had to do a fair bit of customization to integrate all this information into the platform. This information included things like the activity card for each piece of equipment, how many hours it was used, and when it wasn’t used because the operator was on a meal break.

“I believe the JD Edwards platform is the only offering that allows for this type of customization to be done with information that is specific to our industry,” said Nugraha.

The JD Edwards platform is very suitable for a medium-sized mining operation like Darma Henwa.

“Currently, around 50 staff are accessing the system and there’s room to scale up as the business grows,” said Nugraha.

### Implementation Process

In 2006, Darma Henwa replaced the JD Edwards OneWorld ERP platform with JD Edwards EnterpriseOne Financial Management, Order Management, Supply Management, and Supply Chain Execution Management modules.

The JD Edwards EnterpriseOne Capital Asset Management and Human Capital Management modules were deployed and fully operational by June 2008.

“Our partner Berca provided consulting services for the implementation. Berca is one of the top Oracle Certified Partners in Indonesia,” Nugraha said.

“The company ensured that all information relating to our mining operation could easily be placed into the JD Edwards platform.”

Darma Henwa will soon start investigating Oracle’s Hyperion business intelligence offerings now that the transaction foundation has been put in place.

“We want to be in a position where senior management can use business intelligence tools to do more predictive analysis on all our financial and operational information,” Nugraha said.

### Advice from Darma Henwa

- Find a good partner with experience in JD Edwards implementations.
- Run the JD Edwards platform with the Oracle database on Unix for the best performance.

*Darma Henwa is a leading mining contracting business in Indonesia, with expertise in heavy equipment, bulk earthworks, general mining, construction, civil engineering, and plant maintenance.*

**Oracle Customer:****KC Feed Corporation**

Gyeongbuk, Korea  
www.kcfeed.co.kr

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$73.7 million

**Employees:**

90

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
- Oracle Database

**Oracle Partner:****Wilus Co., Ltd**

www.wilus.com

## KC Feed Corporation Improves Information Management and Cuts Reporting Time

“KC Feed Corporation implemented JD Edwards EnterpriseOne applications to improve workflow and enhance user convenience. The integrated information the system delivers has helped us increase efficiency and maximize competitiveness.”  
— **Yoon Ju-young**, Director, Computing Department, KC Feed Corporation

KC Feed Corporation is one of Korea’s leading assorted feed manufacturers, producing and selling feed for poultry, pigs, and cows. The company has added biotechnology to its research base to boost innovation and become a globally competitive business.

Consumption of farm stock products and feed has increased in line with South Korea’s economic development. As a result, the number and capacity of feed production facilities has expanded to meet this demand. However, import liberalization means local manufacturers such as KC Feed have had to work harder to protect their market share from overseas competitors. Growing interest in organic feed means the company must be able to accurately trace the origin of its raw materials.

To respond to these challenges, KC Feed decided to implement a new business management platform. It selected a range of JD Edwards EnterpriseOne applications from Oracle and engaged Oracle Partner Wilus to build and deploy the platform.

Since going live in January 2007, the company has increased efficiency, improved data quality, cut inventory costs, and enhanced customer satisfaction.

### Strengthening Business Management

KC Feed deployed the JD Edwards EnterpriseOne platform to improve business management. It specifically wanted to build an efficient financial structure, refine customer service, and strengthen competitiveness.

The company’s first task was to consolidate and integrate information from across the organization into a central database. This improved the reliability of information by minimizing manual input and ensured staff could easily access accurate, up-to-date data. This improved data quality meant KC Feed was able to reduce its month-end reporting time from 15 days to five, as it no longer needed to spend time reconciling information. The company also simplified sales closing settlement tasks.

Improved access to data also enabled KC Feed to improve inventory management. The company can now view stock levels in real time, ensuring it can prevent over-stocking while keeping enough inventory to meet demand. It has reduced inventory costs as a result.

In addition, KC Feed has greater insight into customer profiles. The company regularly analyzes its customer database to identify new sales opportunities or help create customer campaigns. KC Feed’s better understanding of customer needs helped the company deliver better service.

### Why Oracle?

KC Feed selected JD Edwards EnterpriseOne because the solution was the most appropriate for its mid-sized business. The company also welcomed the software’s scalability and suitability for the feed manufacturing industry.

**Key Benefits:**

- Strengthened business management by installing an integrated ERP system
- Enhanced data quality by integrating and consolidating information
- Cut month-end reporting time from 15 days to five
- Reduced inventory costs through better stock management
- Improved service as a result of deeper insight into customer needs

The Web-based solution also integrated easily with KC Feed's production information system and an existing Oracle database.

**Why Wilus?**

Oracle Partner Wilus was chosen to implement the solution based on its strong track record in JD Edwards projects. It provides solutions that are customized to companies' needs and the Korean marketplace. The company is the only Oracle partner in Korea that provides end-to-end service, from system design to deployment and post-implementation support.

**Implementation Process**

The implementation began in August 2006 and was completed on time and on budget in January 2007. KC Feed is now fine-tuning the system to make it even easier to use.

*KC Feed Corporation is one of Korea's leading assorted feed manufacturers, producing and selling feed for poultry, pigs, and cows.*

**Oracle Customer:****Korea Food Service Corporation**

ChoongChungNamDo, Korea

**Industry:**

Consumer Products

**Annual Revenue:**

US\$10.3 million

**Employees:**

90

**Oracle Products & Services:**

- JD Edwards EnterpriseOne
  - Financial Management
  - Manufacturing and Supply Chain Management
  - Tools & Technology

**Oracle Partner:****Wilus Co., Ltd**

www.wilus.com

## Korea Food Service Corporation Installs Web-based Ordering System for Greater Efficiency

“We chose the JD Edwards EnterpriseOne suite from Oracle because it integrated easily with our Web-based ordering system. As a result, we achieved rapid order processing and invoicing, as well as real-time insight into inventory levels.”

— **Park Kyo-jin**, Team Leader, Computing Team, Business Support Division, Korea Food Service Corporation

Founded in 1997 as a delivery center for McDonald’s Korea, Korea Food Service Corporation (KFSC) expanded its activities to include food manufacturing and distribution. While the company mainly produces hamburger bread for the fast food chain, its business spans all hamburger food items.

KFSC has always searched for innovative ways to improve operational efficiency. In addition to regular business process reengineering, the company has looked to information technology to automate workflows and boost productivity.

It has used Oracle’s JD Edwards applications since 1998, and most recently integrated its JD Edwards enterprise resource planning (ERP) platform with a Web-based ordering system. This enabled KFSC to place orders with ingredient suppliers, ensure rapid processing and invoicing, and gain deep insight into inventory levels.

### Emphasis on Quality Food Products

From day one, KFSC has followed strict quality control standards. The company implemented a Hazard Analysis Critical Control Point (HACCP) program to identify potential food safety hazards, so that actions can be taken to reduce or eliminate risk.

Its vigilance was rewarded in December 2000 when the American Institute of Baking (AIB) awarded the company the highest points among all bakeries worldwide for its attention to food safety.

The following year, bread produced by KFSC for McDonald’s was rated the most outstanding in the Asia-Pacific region. From 2004 to 2007, the company’s bread was the best-practice standard for McDonald’s bread suppliers worldwide.

In 1998, KFSC first implemented an integrated ERP system based on a range of JD Edwards applications from Oracle. The company upgraded to JD Edwards OneWorld Xe in 2001 to take advantage of new features.

Its latest project involved integrating the JD Edwards platform with a Web-based ordering system. The system enables KFSC to place orders for food ingredients with a range of suppliers. By linking the Web ordering system with the JD Edwards platform, order details flow through to KFSC’s finance system for rapid processing. Order information is also captured in the inventory management system, giving staff real-time insight into stock levels.

In addition, KFSC has cut month-end closing times, improved productivity through workflow automation, and maintained high quality food production standards.

**Key Benefits:**

- Achieved integration with Web-based ordering system
- Enabled rapid order processing and invoicing
- Gained real-time insight into inventory levels
- Cut month-end reporting time
- Maintained high quality food production standards

**Why Oracle?**

KFSC considered JD Edwards as the solution that offered the best fit for its business. The software's open interfaces offered easy integration with existing applications such as Microsoft Office and the new Web ordering system. It also offered a complete, easy to use feature set, fast implementation, easy administration, and a long-term support policy.

**Why Wilus?**

KFSC chose Oracle Partner Wilus to integrate the Web system with the JD Edwards ERP platform. Wilus has a solid track record in ERP implementations and can customize solutions to customers' needs and the local market. It is the only Oracle partner in Korea that provides end-to-end service.

**Implementation Process**

KFSC is now preparing to upgrade to JD Edwards EnterpriseOne v8.10. Meanwhile, Keystone Group, a KFSC shareholder, is implementing the JD Edwards platform in its Chinese production facilities and considering extending the solution to other countries in the Asia-Pacific region.

*Korea Food Service Corporation mainly produces bread and food items related to burger production for McDonald's Korea.*

**Oracle Customer:****Leroy Somer and Controls India Pvt Limited**

Noida, India

www.leroy-somer.com

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$13.32 million

**Employees:**

More than 250

**Oracle Products & Services:**

- JD Edwards World
  - Manufacturing Management
  - Sales and Distribution
  - Financial Management
  - Asset Management

**Oracle Partner:****SYSTIME**

Mumbai, India

www.systime.net

## Leroy Somer and Controls India Pvt Limited

### Improves Reporting, Inventory Management with Software Upgrade

“JD Edwards software enabled us to transform our business processes, with significant improvement in management report preparation times, inventory, and sales turnover in just a few months after implementation.”

— **Ashok Brij**, Chief Executive Officer, Leroy Somer and Controls India Pvt Limited

Leroy Somer and Controls India Pvt Limited is an alternator manufacturing and marketing joint venture between Indian company Controls & Switchgear Group and Leroy Somer, the world’s leading manufacturer of alternators, electric motors, and drive systems. Leroy Somer is itself part of the Emerson Industrial Automation Group of the United States-based US\$20 billion Emerson Corporation.

The management of Leroy Somer and Controls (LSC), whose state-of-the-art manufacturing plant is based in Noida in the central province of Uttar Pradesh, reports to Leroy Somer France. The venture designs, manufactures, and sells alternators—devices that convert mechanical energy to alternating current electrical energy when coupled with any prime mover—to companies that assemble generator sets.

The Indian plant is linked to similar Leroy Somer facilities in France. The plant in Noida employs more than 250 people and builds the most extensive range of alternators in the country, from 10 kilovolt-amperes (kVA) to 2,850 kVA. LSC is expected to increase production from about 4,000 units in the 2005 financial year to more than 9,000 units in FY06.

In February–March 2005, Leroy Somer France conducted a high-level business assessment to ensure LSC’s Noida operation complied with a global mandate from Emerson to standardize on JD Edwards manufacturing, sales and distribution, and finance software.

Following a lengthy wait due to Leroy Somer’s focus on a JD Edwards implementation in Europe, the project commenced in February 2006 with LSC receiving integration support and advice from Oracle Certified Advantage Partner SYSTIME.

Based on the requirements, SYSTIME charted out a detailed project plan, and designed and executed the technical changes required to build a seamless system. SYSTIME implemented a range of JD Edwards World modules from Oracle to manage finance, distribution, and manufacturing. Its integration skills ensured a fast, smooth implementation.

Deployment of the modules took place from April to August 2006. SYSTIME also installed a localization module that ensured compliance with India’s complex tax regime and facilitated integration with the systems used by Leroy Somer France.

Once operational, the new system enabled LSC to sharply reduce the time taken to compile monthly reports, increase sales turnover, and improve inventory management. The division is targeting ongoing improvements on an annual basis and plans to extend its JD Edwards implementation in coming months to include asset management software.

**Key Benefits:**

- Reduced time taken to prepare management reports from 8–10 days to 4–5 days with an eventual target of one day
- Cut month-end inventory holding by 15%
- Increased sales turnover by 15–20%
- Forecasted improvement of inventory turnover from 6.5 to 10 times per year by 2010 financial year

**Global Directive Delivers Local Benefits**

Emerson's corporate office mandated in 2000 that all its divisions and subsidiaries in Europe and the Asia-Pacific had to standardize on JD Edwards software to refine and integrate processes and build synergies across the business.

In the case of LSC, a joint venture created in 2003, this meant replacing an aging collection of isolated, inefficient legacy applications that were failing to properly support its design, engineering, and validation center in Noida.

The problems caused by the outdated systems included delay of jobs due to operational bottlenecks, failure to align materials flow with demand, management of inventory on a weekly or monthly basis rather than in line with medium to long-term needs, and significant errors in corporate reporting due to manual processes.

According to LSC, the deep functionality and seamless integration of JD Edwards modules delivered a platform that allowed the business to make significant improvements in all these areas. It would also provide a platform for integration with Leroy Somer Global in the first instance and subsequently with Emerson's existing JD Edwards implementation.

"Once our chartered accounts were switched to the JD Edwards system, reporting became very easy and very efficient," said Ashok Brij, chief executive officer, Leroy Somer and Controls India. "The errors that emerged due to our previous highly manual procedures have been dramatically reduced and we can now undertake real-time, detailed analysis of our performance to a level previously unattainable under our old systems.

"We also now know when receivables are due, whereas previously we had to refer to a laborious, time-consuming system to check their status."

Time taken to compile monthly management reports has been reduced from 8–10 days to 4–5 days, with LSC planning to cut this to three days in the near future. However, once staff has been fully trained to exploit the functionality in the JD Edwards software, these reports are only expected to take one day to compile.

Implementation of the new software has also enabled LSC to reduce its month-end inventory by 15% and improve total sales turnover by 15–20% due to improved manufacturing and resources planning. Adoption of materials resource planning software is expected to play a key role in accelerating the number of times inventory is turned over from 6.5 times to 10 times per year by the 2010 financial year.

"The solution implemented by SYSTIME enabled us to respond rapidly to market needs; drawing from the benefits of the error-free system, standardized business processes, and optimum operational efficiency," said Brij.

The JD Edwards software, operating in an IBM AS400 environment incorporating an IBM DB2 database, has been supplemented with locally developed software to help the business calculate excise imposts on its products. The external software has been seamlessly integrated with the JD Edwards system to provide a seamless solution for LSC.

### Why J.D. Edwards?

The JD Edwards implementation was largely undertaken in response to the global mandate from LSC's ultimate parent Emerson. However, the functionality and performance of the software has impressed the managers of the Indian operation, particularly its role in transforming business processes and generating efficiencies.

### Why SYSTIME?

Leroy Somer France selected Oracle Certified Advantage Partner SYSTIME to provide integration services and advice to the Indian subsidiary after considering proposals from several consultancies, including CapGemini. SYSTIME was awarded the contract in December 2005 due to the quality and cost-effectiveness of its services after making a series of presentations to the Leroy Somer France senior management team.

Critical to SYSTIME winning the deal was its forging of a strong relationship with the management hierarchy at Leroy Somer France and convincing them of its ability to deliver on time and on budget. A highlight of the contract was the effective deployment of a localization module that delivered seamless integration between the systems of LSC and Leroy Somer France.

### Implementation Process

The JD Edwards project required SYSTIME to help LSC map all processes to the new software; integrate interdepartmental processes; deliver visibility across all processes; secure acceptance of ownership from department heads; and approval of mapping and setups by Leroy Somer's global head office.

Success was achieved largely by allocating individual success matrices to each department, super-user, and end user. These were mapped out in business analysis documents and confined to the individual or department's work and interaction with the remainder of the business, ensuring clear ownership, transparency, and accountability.

"SYSTIME's technical and functional teams were very dedicated and capable, particularly in the provision of post go-live support," said Brij. SYSTIME worked closely with LSC's three-person internal information technology team and company users on the implementation of the JD Edwards software. The entire project, from partner selection to go-live, was completed in 150 days.

The SYSTIME engagement included a further month of what Brij described as "hand-holding" once the software was implemented to train employees in the use of the JD Edwards system.

LSC further engaged SYSTIME to conduct an inventory of its information technology systems and assets, and to assist in the implementation of the MRP software. That supplementary project was completed in November 2006.

SYSTIME's effectiveness was further highlighted by the fact that Leroy Somer France asked the consultancy to submit proposals to help complete its extended JD Edwards implementation.

**Advice from Leroy Somer and Controls**

- Ensure appropriate gap analysis and training are factored in to a project schedule.
- Complement initial training with a refresher course to ensure employee skill sets remain current.
- Select a partner with sound integration capabilities and good understanding of business processes.

*Leroy Somer and Controls is a joint venture between India's Controls and Switchgear Group and Leroy Somer, a subsidiary of the United States' Emerson Group. The venture operates a state-of-the-art alternator manufacturing facility at Noida in Uttar Pradesh.*

**Oracle Customer:****Surf Life Saving New Zealand**

Wellington, New Zealand  
www.surflifesaving.org.nz

**Industry:**

Public Sector

**Annual Revenue:**

US\$3.5 million

**Employees:**

14

**Oracle Products & Services:**

- Siebel CRM On Demand

**Oracle Partner:****Fusion5**

www.fusion5.co.nz

## Surf Life Saving New Zealand Embraces Hosted Web Technology to Secure Revenue Stream

“After just a few hours of supervised training, our people were enthusiastically using Oracle’s Siebel CRM On Demand to more effectively manage our growing database of clients. A month later we had established enough new business to pay for the system’s costs for the next three years.”

— **Nigel Cox**, Business Development Manager, Surf Life Saving New Zealand

Few volunteer associations are more respected in New Zealand than the country’s surf lifesaving body. Surf Life Saving New Zealand (SLSNZ) has a proud, century-long history of saving the lives of men, women, and children who swim in the seas surrounding the country.

SLSNZ’s 13,000 members freely offer their time and expertise at the country’s 71 surf lifesaving clubs. But clubhouses and surf rescue equipment are expensive to buy and maintain, and like other registered charities SLSNZ has traditionally relied on grants and donations to fund its annual US\$3.5 million budget. To establish a more stable and reliable source of income, the association began offering fee-based first aid courses to members of the public in 2006.

SLSNZ established an initial trial in Wellington on New Zealand’s North Island. “We needed to find out if our plan was viable before expanding into other areas of the country,” said SLSNZ Business Development Manager Nigel Cox. “So in October 2006, armed with little more than a Web site for online bookings and a team of highly-trained surf lifesavers, we began our commercial operations.”

Public response to this project was positive and over the following months hundreds of New Zealanders learned practical first aid techniques. But as the number of participants grew, SLSNZ’s customer management procedures began to experience problems.

SLSNZ realized a comprehensive customer-focused software solution was needed to refine its sales processes. After careful evaluation, SLSNZ chose a Web-hosted solution, Siebel CRM On Demand from Oracle, to resolve its customer relationship woes.

“This was a significant turning point in the venture and local Oracle Certified Advantage Partner Fusion5 took care of everything for us,” said Cox. “After just a few hours of supervised training, our people were enthusiastically using Siebel CRM On Demand to more effectively manage our growing database of clients.

“A month later we had established enough new business to pay for the system’s costs for the next three years.”

### Funding a Lifesaving Entity

Surf lifesaving is both a sport and a community service. The New Zealand chapter of this global movement has been saving the lives of citizens and visitors since 1910. During the Southern Hemisphere summer, SLSNZ patrols 80 of New Zealand’s busiest beaches.

The surf sports offered by Surf Life Saving clubs provide training for the physical and psychological demands of saving lives in the surf. Membership is free and children as young as seven enjoy the fun and excitement of pitting themselves against each other on the sand and in the water.

**Key Benefits:**

- Simplified and streamlined sales processes through enhanced access to database files
- Provided 360-degree view of clients, enabling more accurate follow-up procedures
- Enabled comprehensive reporting to facilitate easy analysis of market trends
- Gained 24/7 anywhere-access to client data via hosted, web-based technology
- Protected valuable customer information via secure online data warehousing

SLSNZ members have a healthy repository of first aid knowledge, and management discussed marketing this to the general public. Cox said SLSNZ embraced this avenue to secure its financial future.

“With everyone onboard, we went ahead with a trial and began offering first aid courses on our website,” he said. “But soon we realized that a booking system and a spreadsheet were not going to provide us with the client information and business methodology we needed to create a truly commercial operation out of this venture.”

SLSNZ turned to Fusion5 to establish and host a web-based Siebel CRM On Demand solution for a once-only setup cost and modest monthly maintenance fee.

“Once we had our web-hosted Siebel CRM On Demand solution in place, our commercial operation really took off,” said Cox. “Customers can make a booking for first aid training and pay for it on our website. This data is then automatically fed into our Siebel system.”

**Gaining a 360-Degree View of Clients**

SLSNZ has been able to exploit Siebel CRM On Demand’s deep sales, service, marketing, and analytics functionality, as well as its call center capabilities and intuitive, easy-to-use interface. The software’s sales and analytics modules immediately improved the organization’s operations.

“Sales gave us our first truly complete look at our client operations,” said Cox. “With the push of a button we had a 360-degree view of our existing clients and from this we were able to build up realistic sales forecasts. Importantly, we were able to set future alerts into the system so that we knew when these customers should be followed up for first aid refresher courses.”

The analytics module enables management to make better informed decisions based on up-to-date data residing in the data warehouse within the Siebel system. This enables SLSNZ to combine current, real-time intelligence with stored historical information for comparative analysis.

“Because Siebel CRM On Demand is a hosted web-based solution, everything is done for us,” explained Cox. “Our organization doesn’t have to worry about supporting a complex IT infrastructure. Another big plus with a web-based system is that it can be accessed and used from work, home, on the road—in fact from anywhere in the world.”

With the trial phase of the project successfully completed, plans are now in place to roll out the first aid training courses to the rest of the country. As this happens, SLSNZ plans to implement the system’s marketing module, enabling it to create targeted advertising campaigns, improve lead management, and allocate funds more effectively based on accurate sales forecasts.

“We wanted to have a system that could provide a comprehensive view of our customers and to manage our sales processing and sales forecasting in a simple and easy to use manner,” said Cox. “That is exactly what Siebel CRM On Demand has provided for us.”

### Why Oracle?

In late 2006, two SLSNZ members found themselves on the same flight to Wellington. One was a board member of the organization and the other a representative of Fusion5. They discussed problems being experienced by SLSNZ in its trials of public first aid courses.

The Fusion5 representative suggested that for the courses to succeed commercially, a better customer management system than a spreadsheet was necessary. He suggested SLSNZ management consider a hosted, web-based solution backed by Oracle—Siebel CRM On Demand.

“The closer we looked at this product, the more we understood how this solution could help us to properly manage our growing customer base,” said Cox.

“The real test came when we introduced it to our office staff. They were not about to embrace this new technology just to please us or anyone else. But the more they used Siebel CRM On Demand, the more they wanted to use it.”

Cox said he understood multinationals were successfully using this solution to manage their customer relationships. “For smaller surf lifesaving organizations, this technology is something new,” he said. “It has been successfully customized to meet our own specific needs.”

### Why Fusion5?

For half a decade, Fusion5’s reputation for technical excellence has been well established across Australasia. The company specializes in providing affordable, high-value enterprise resource planning, customer relationship management, and human resource management system services to New Zealand and Australian businesses.

For SLSNZ, Fusion5 was a natural fit as the supplier understood the organization’s operational needs before the project started.

“Fusion5 took very special care of us, gave us on-the-spot training, and generously donated a lot of their time and expertise to this project,” said Cox. “Their thorough understanding of both the Siebel CRM product and our own requirements resulted in the success that this project has enjoyed.”

### Implementation Process

Implementation of Siebel CRM On Demand sales and analytics modules began in June 2007 and after several weeks of trials within Wellington, the system will be expanded to include New Zealand’s largest city, Auckland.

The solution’s marketing module will help the SLSNZ team to create targeted sales campaigns and allocate funds more effectively as the year progresses.

### Advice from Surf Life Saving New Zealand

- Plan ahead so that you have a clear idea of the business outcomes you want to achieve before installing your software solution.
- Ensure comprehensive training is provided for all end users to minimize potential problems once the system is implemented.

*Surf Life Saving New Zealand (SLSNZ) is the leading water safety association in the country. Established in 1910, SLSNZ provides surf lifesaving services to communities via its 71 clubs and 13,000 members located in nine districts. As well as providing summer beach patrols on 80 of the country's busiest beaches, SLSNZ provides a range of education programs, including first aid training, to members of the public.*

**Oracle Customer:****Tibet Tianlu Communications Company Limited**

Lhasa, Tibet  
www.xztianlu.com

**Industry:**

Engineering and Construction

**Annual Revenue:**

US\$65.2 million

**Employees:**

1,000

**Oracle Products & Services:**

- Oracle Financials
- Oracle Project Management
- Oracle Procurement
- Oracle Inventory Management
- Oracle Human Resources

**Oracle Partner:****Chongqing Helpgo Information Technology Co., Ltd**

www.helpgo.com.cn

## Tibet Tianlu Communications Company Limited Achieves End-to-End Control of Financial and Human Resources Operations

“Oracle has transformed the way we work. We adopted best practice processes and management guidelines, and implemented systems that integrated information from across the enterprise. As a result, we have insight into every aspect of our operations, from project costing to finance and human resources management.”  
— **Duojiluobu**, General Manager, Tibet Tianlu Communications Co., Limited

Founded in 1999, Tibet Tianlu Communications Co., Limited undertakes large-scale highway construction. The majority of its business is in the Tibet Autonomous Region, where it has built over 70 bridges and more than 5,000 kilometers of highways, including the Qinghai–Tibet, the Sichuan–Tibet, and the China–Nepal Highways.

Its rapidly expanding portfolio of work prompted Tibet Tianlu to reconsider the way it managed its business. Many of the company’s processes were completed manually, leading to inefficient use of resources and inaccurate data. Senior managers did not have a complete view of the organization or insight into project, human resources, inventory, and procurement costs. The lack of standardized reports also made it difficult for Tibet Tianlu to meet statutory requirements.

In 2007, the company implemented a new business management system based on Oracle E-Business Suite. It also adopted best practice business guidelines, streamlined processes, and introduced advanced management concepts. The Oracle system enabled Tibet Tianlu to improve financial management, cut month-end closing time, reduce payroll processing time by 60%, cut project evaluation and approval time by 40%, and increase inventory turnover by 25%.

### Greater Financial Control

Prior to Oracle, Tibet Tianlu’s finance systems were not integrated with any other business systems. This made it difficult for the company to monitor operating costs on a daily basis, leading to budget blowouts and unnecessary spending. It could often take up to 15 days to complete month-end closing because of the amount of data that had to be consolidated.

The Oracle financial system is linked to Tibet Tianlu’s project, human resources, procurement, and inventory management systems, giving the company insight into spending associated with these activities. Finance staff can now develop more accurate project budgets based on historical inventory and labor costs, track spending against budgets, and prepare in-depth evaluation reports after a project has been completed.

Tibet Tianlu also standardized financial management processes, ensuring all its subsidiaries followed set guidelines when collecting and sending information to head office. This allowed senior managers to view the financial status of each subsidiary and track data back to the original source.

Highway and bridge construction in Tibet is funded by the Chinese government. Tibet Tianlu must provide financial information to the authorities about a project once it is completed. The company has set up a ledger in the system that collects information from every department involved in the project. This allows users to see, at a glance, a breakdown of costs by activity and department. It also means Tibet Tianlu can pinpoint any areas where budgets are being overspent.

**Key Benefits:**

- Improved financial management and cut month-end closing time
- Shortened payroll processing time by 60%
- Cut project evaluation and approval time by 40%
- Increased inventory turnover by 25%
- Reduced the amount of redundant inventory by 15%
- Cut the time need to compile inventory reports by 30%

**Payroll Processing Time Cut by 60%**

Each subsidiary previously maintained its own human resources system. There was no easy way to consolidate information to form a coherent picture of the company's workforce. Senior managers did not have a failsafe way to obtain human resources statistics or conduct analysis.

Tibet Tianlu used a number of Oracle Human Resources applications to build a centralized human resources management system. Head office and branches can use the Oracle HR system to monitor attendance and manage employee files, recruitment, payroll, and performance assessment. The system also generates in-depth reports that provide senior managers with the information they need to make informed staffing decisions. Human Resources staff no longer have to consolidate data and can concentrate on higher value work.

Automating human resources processes has enabled Tibet Tianlu to increase efficiency. For example, the company has reduced payroll processing time by 60%.

**More Efficient Project Planning**

Prior to implementing Oracle Project Management, Tibet Tianlu completed engineering plans and project budgets manually. There was no way for head office to check in real time the status of a particular project, if any implementation issues had occurred, or monitor costs on a daily basis.

With Oracle, Tibet Tianlu now has end-to-end project management control, from quotation to implementation and closure. The entire process can be completed online: tenders can be issued, evaluated, and awarded; timelines and budgets developed and monitored; and tasks assigned to specific departments. Information about inventory, staff responsibilities, cost accounting, handovers, and maintenance management can be entered into the system to create a complete picture of the project. The company estimated it has cut project development time by 40% using the Oracle system.

It has also reduced project costs by closely monitoring spending on raw materials, labor, and equipment. Any anomalies can be queried and resolved before they impact the project.

**Streamlining Procurement**

In the past, Tibet Tianlu did not have a preferred supplier list or formal processes to request quotes from suppliers. As a result, it was difficult for head office to supervise the procurement process, which led to escalating costs.

The company established a centralized procurement platform based on Oracle Procurement. Every purchase has to be made using the system, which allows the company to track costs by department, project, and type and quantity of material. To date, Tibet Tianlu can check more than 70% of costs incurred by different project departments.

### **Increasing Inventory Turnover by 25%**

Tibet Tianlu now has real-time access to inventory information, enabling the company to improve resource use and reduce costs. As part of the Oracle implementation, Tibet Tianlu established standard material codes so it could track the amount and type of material it had on hand. As a result, the company improved inventory turnover by 25%, reduced redundant inventory by 15%, and cut the time needed to compile inventory reconciliation reports by 30%.

### **Why Oracle?**

Oracle E-Business Suite was selected for a number of reasons, including:

- Oracle could support the entire project management lifecycle. It could also break down each element in the project to enable in-depth cost monitoring.
- Oracle offered a solution that was flexible and could be customized to meet complex processes.
- Oracle's integrated suite enabled the company to share information across the enterprise.
- Oracle provided business intelligence capabilities, ensuring staff could undertake real-time analysis of enterprise information to support decision-making.

### **Implementation Process**

Tibet Tianlu engaged Oracle Certified Partner ChongQing Helpgo Information Technology Co., Limited to develop and implement the Oracle system. Tibet Tianlu went live on the system in May 2007.

*Tibet Tianlu Communications Co., Limited undertakes large-scale bridge and highway infrastructure construction. The majority of its business takes place in the Tibet Autonomous Region.*

**Oracle Customer:****Wooree Lighting Co., Ltd**

Seoul, Korea

www.wooree.co.kr

**Industry:**

Industrial Manufacturing

**Annual Revenue:**

US\$150 million

**Employees:**

700

**Oracle Products & Services:**

- Oracle Financials
- Oracle Financial Analyzer
- Oracle Order Management
- Oracle Inventory
- Oracle Purchasing
- Oracle Discrete Manufacturing
- Oracle Human Resources
- Oracle Learning Management
- Oracle Payroll
- Oracle Time & Labor

**Oracle Partner:****Nexerve**

www.nexerve.com

## Wooree Lighting Co., Ltd Cuts Settlement Time and Achieves Real-Time Financial Management

“A business is a living organism that needs to innovate to changing business conditions if it is to survive. An ERP system is essential for any company wanting to improve its ability to adapt to the market because it is designed to help businesses optimize organizational structures, processes, and technology use.”  
— **Min-Ho Ha**, Supervisor, Business Planning, Wooree Lighting Co., Ltd

Wooree Lighting products are installed in every major city from London and Paris to New York and Japan. Founded in 1966, the lighting specialist develops and produces incandescent, fluorescent, and halogen lamps, and filament coils. It has a dedicated facility where it undertakes research and development into new products.

With business expanding in the early 2000s, Wooree Lighting realized it needed a reliable IT solution to manage finance, manufacturing, and distribution processes.

The company selected Oracle E-Business Suite to build an integrated enterprise resource planning system, rolling it out across the organization in 2004. The system helped Wooree Lighting standardize processes for greater efficiency, cut account settlement time, achieve real-time monitoring of sales and profitability, and strengthen decision-making.

### Standardized Workflows

Wooree Lighting’s initial implementation of Oracle resulted in better resource management, increased efficiency, and significant increases in sales and revenues.

This increased the workload at the organization and led to requests from staff for more precise, in-depth information to support faster decision-making and cost and profit analysis. In addition, fiercer competition underlined the importance of strict quality control and having a flexible system that can be easily adjusted to meet changing requirements.

To address these issues, Wooree Lighting implemented Oracle E-Business Suite to standardize its business processes and ensure it could handle its complex, growing workload. This involved integrating finance, inventory, procurement, manufacturing, logistics, and local and international sales activities to enhance efficiency.

### Reduced Account Settlement Time

The integrated Oracle platform delivered more precise data on every aspect of Wooree Lighting’s operations in real time. This gave staff and managers the knowledge to make faster, more effective decisions in response to changing needs.

Within the finance area, staff now has greater control over accounts payable and accounts receivable. They can access client and supplier information that helps them pinpoint and correct accounting errors. As a result, the company has reduced lead-time for account settlement from 22 days to five days.

Other areas of improvement include real-time monitoring of sales and profits, and more precise cost calculation.

**Key Benefits:**

- Improved efficiency by standardizing workflows
- Cut account settlement time from 22 days to five days
- Streamlined order management processes
- Enabled production schedules to be developed in an hour, as opposed to three days previously
- Enhanced HR management by installing a single system to manage staff, payroll, and training

**Improved Order Management**

Wooree Lighting improved order management processes by storing all order-related information in a single database. The Oracle system allows staff to record the date of the order, product types and quantity, deadlines, transportation details, and the agreed price. Previously, this information was held in separate documents, which made crosschecking more difficult.

**Streamlined Production**

Significant efficiency improvements were felt in the manufacturing division after Wooree Lighting streamlined workflows and eliminated manual processes. The company can check inventory levels and calculate costs against baseline figures when making production plans. It has also made it easier to revise bill of materials and routing procedures and enabled staff to bring up active manufacturing schedules at the touch of a button.

As a result, Wooree Lighting can develop a comprehensive production plan in one hour, as opposed to three days in the past.

**Enhanced HR Management**

Wooree Lighting implemented the Oracle HR Management System from March to May 2005. As a result, the company lowered HR costs, achieved better management of staff information, performance evaluation, education, and training.

**Future Plans**

Next on the agenda is a planned enhancement of Wooree Lighting's management information system to ensure managers and staff has access to high-quality, customized data for decision-making.

**Why Oracle?**

Wooree Lighting considered four issues during the evaluation process:

- Can the package manage the existing client base, enhance customer satisfaction, and increase sales?
- Can the package bring reduce costs by lowering marketing and purchasing expenses, and eliminating redundant practices?
- Can the package standardize work processes and reduce the time required to complete tasks?
- Can the package enhance the quality of information and strengthen the company's ability to make better decisions?

Oracle E-Business Suite was considered the package that best met these requirements and the company's strategic objectives. The software was praised for its quality, flexibility, and cost-effectiveness, especially for small to medium-sized firms.

### **Why Nexerve?**

Wooree Lighting selected Oracle Partner Nexerve to develop, install, and roll out the Oracle platform. The company is regarded as one of the most experienced Oracle implementers in Korea, which gave Wooree Lighting the confidence that the project could be completed quickly and cost-efficiently.

### **Implementation Process**

The Oracle implementation began in May 2004 and was completed in November the same year.

*Wooree Lighting develops and manufactures incandescent, fluorescent, and halogen lamps, and filament coils for local and international use.*





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