

# Timex Improves Order Fill Rates by Implementing a Single Global Instance of Oracle 11i

## Customer Profile



**Timex Corporation**  
Middlebury, CT  
<http://www.timex.com/>

**Industry:**  
Consumer Packaged Goods

**Employees:**  
7,500

**Number of Users:**  
300-400

### Oracle Products & Services

- Shop Floor Manufacturing and Supply Chain
- Order Management
- Financials
- Human Resources
- Oracle Database

### High Level Project Goals

- Improve fill rates
- Improve demand forecasting and planning
- Provide real-time access to all supply chain information through a single instance with an open architecture

### Key Benefits

- Enables high velocity order processing and better customer service
- Increases efficiency through use of a single global instance
- Improves logistical decision-making by providing global visibility
- Supports aggressive worldwide growth and consolidation

*"Prior to using Oracle, we weren't close to getting the detailed information on order fill rates that we can access today. Now, we have weekly fill rate measurements for our major customers." -- Dave Kulas, Oracle ERP Systems Manager, Timex Corporation*

### Managing Orders on a Global Scale

Founded in 1854, Timex Corporation has built a consumer brand that is synonymous with innovation and quality. Timex is a privately held company headquartered in Middlebury, CT, and the company's 7500 employees are located across four continents.

In the year 2000, Timex recognized that upgrading from Oracle 10.7 to 11i was necessary to meet its business objectives of centralizing and streamlining global business operations, and thereby providing the level of customer service required to maintain the company's leading competitive position. In January of 2001, Timex became an early adopter of Oracle 11i, and used Oracle Consulting Services to implement select modules projected to yield the highest ROI.

### Why Oracle?

Timex chose to upgrade to Release 11i of the Oracle Applications suite because it met their scalability requirements, with respect to business operations in general and order management in particular. "We had five instances of Oracle around the world. By consolidating onto one global instance, we were able to more efficiently channel orders to our manufacturing center in the Philippines, making overall turnaround and delivery to the customer more rapid," states Dave Kulas, Oracle ERP Systems Manager, Timex Corporation.

Timex needed no new customizations to migrate from Oracle 10.7 to 11i, and was able to use Oracle's new API's (part master, BOM, etc) and code sets to allow data to automatically update to the database - thereby removing one whole 'level' of customization.

Furthermore, the flexible and open architecture of Oracle 11i will enable Timex to continue bringing its various operations onto the single global instance with a minimum of customizations.

### High Velocity Order Management Is Now A Reality

Before using Oracle applications, Timex IT was implemented on a legacy mainframe system and was processing approximately two to four thousand orders per day. Since moving to Oracle Order Management 11i, Timex now processes up to 80 thousand order lines within a two hour window during peak order season. Over ninety percent of these orders are 'untouched by human hands', which enables Timex to maintain a lean organization and rely on only the most accurate supply chain information.

Timex receives customer demand from around the globe, and must work with very short order lead times. Fill rates, which measure the company's success at meeting this demand accurately and on time, used to contain insufficient detail and were unavailable on a regular timely basis. Once Timex integrated Order Management 11i, detailed fill rates were

reported for major customers on a weekly basis, giving the company "the ability to take all the world's orders and match them to all the world's inventory", says Dave Kulas.

#### **Future Plans**

Timex's plans revolve around optimizing its supply chain in order to provide the best possible service to its customers. The company is evaluating the addition of advanced planning and scheduling modules to improve collaboration with customers, produce accurate demand forecasts, optimize inventory levels, and formulate demand plans.

Timex also plans to leverage Oracle's logistics application suite to consolidate the four distribution centers it currently uses into one central distribution hub based at the company's Philippine manufacturing center.

The Oracle logo, consisting of the word "ORACLE" in a bold, red, sans-serif font.

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