



Alsea S.A de C.V.
Mexico City, Mexico
www.alsea.com.mx

Industry:

Retail

Annual Revenue:

US\$528 million

Employees:

17,000

Oracle Products & Services:

Oracle E-Business Suite On Demand
Oracle Financials
Oracle Manufacturing
Oracle Advanced Procurement
Oracle Purchasing
Oracle iSupplier Portal
Oracle Assets
Oracle Supply Chain Planning
Oracle Inventory Optimization
Oracle Sales
Oracle iStore

“Upon adopting Oracle’s scalable and highly available platform, we were able to consolidate operations, which allowed us to generate synergies between the group’s businesses. Furthermore, we obtained the added value of having a flexible technology platform that adjusts to our vertical growth.” – Vidal Méndez Fernández, Assistant Manager of Technology, Alsea S.A. de C.V.

Alsea S.A. de C.V. Consolidates Administrative Operations and Increases Productivity

Alsea S.A. de C.V. is a restaurant operations leader in Latin America that manages global brand-name franchises including Domino’s Pizza, Popeyes, Chilis, Starbucks Coffee, and Burger King. The group’s 30 businesses have access to a shared service center, Alsea, which manages the group’s administrative and financial services. Furthermore, the group has a second shared service center, DIA (Distribuidor Internacional de Alimentos), which includes the group’s distribution chain and logistics.

Challenges

- Create an IT platform that can support Alsea’s growth
- Consolidate administrative processes that generate synergies among the group’s business units
- Develop a shared transactional service center for the company’s 30 businesses
- Decrease administrative costs for each business unit, maximizing the group’s productivity

Solution

- Established a flexible and scalable technology platform for the group’s 30 businesses
- Consolidated administrative processes online and nationally for the franchises
- Reduced administrative costs 18% with Oracle Financials
- Improved operational efficiency and achieved 20% growth, incorporating 400 new stores and increasing the number of employees to 8,500
- Increased manufacturing and distribution productivity 35% with Oracle Manufacturing
- Optimized the order distribution process and increased the number of orders processed weekly to 4,030
- Reduced human resources management costs, avoiding human errors and extra manual effort
- Guaranteed rapid communication with remote franchises and national distribution centers with Oracle iStore
- Selected a hosted implementation to ensure predictable IT costs as well as high performance and reliability