

ALULINE

Aluline A/S
Tølløse, Denmark
www.aluline.dk

Industry:

Industrial Manufacturing

Employees:

Fewer than 500

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Collaboration Suite
Content Services
Oracle Identity Management

Oracle Partner:**SoftBASE**

Softbase A/S
www.softbase.dk

“Oracle provides high-level software that improves productivity for companies of all sizes. With Oracle, we believe that we are ahead of the competition.” – René Schow Jørgensen, Managing Director, Aluline A/S

Aluline A/S Improves Service Levels and Collaboration Abilities with Streamlined Information Access

Aluline A/S achieves added value for the customer through competence, ingenuity, and state-of-the-art technology by developing and manufacturing aluminum material products. The company’s factory occupies more than 10,000 square meters of modern manufacturing facilities and includes a tool and development center, and surface treatment, assembly, and manufacturing departments for the CNC and conventional fabrication. Aluline exports 85% of its products to international companies within the telecommunications, automotive, and electronics industries.

Challenges

- Improve level of customer service
- Improve profitability
- Control access to information from disparate systems
- Meet company demand for more automated workflows and improved quality assurance in all processes

Solution

- Implemented a suite of Oracle applications to improve efficiency across sales, purchasing, and accounting activities
- Enabled prompt access to data, decreasing response times to customers and suppliers
- Created a centralized repository for scanning and storing all company information, providing an integrated view of data
- Gained the ability to integrate work processes and collaborate with customers and suppliers with the integrated solution, increasing service and satisfaction levels
- Streamlined access to information, generating a new overview of sales and purchasing opportunities
- Provided multiple parties access to relevant data in a controlled and secure way, with content sensitive access through Oracle Identity Management