



Amarr Company
Winston Salem, NC
www.amarr.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$101 million to \$500 million

Employees:

1,600

Oracle Products & Services:

JD Edwards EnterpriseOne
Manufacturing and Supply Chain
Planning
Oracle Business Intelligence

“As an industry leader in best practices, we wanted to align ourselves with the industry leaders in information technology. With a synchronized solution across hardware, applications, and technology, Oracle is that leader.” – Stephen R. Crawford, Vice President of Information Technology, Amarr Company

Amarr Company Maintains Competitive Advantage and Prepares for Rapid Growth

Amarr Company is an international manufacturer and distributor of residential and commercial garage doors. Established in 1951 by the Brenner family, Amarr now has more than 1,600 team members operating four plants and more than 65 door distribution centers in the United States, Mexico, Canada, and Hungary. More than 3,000 independent dealers, distributors, and leading retailers sell Amarr doors worldwide. Amarr has grown by double digits for the last six years.

Challenges

- Prepare the company for future growth and expansion
- Reduce customizations built over many years
- Establish a best-of-breed information platform across applications and technology
- Maintain a competitive advantage based on efficiency and customer service

Solution

- Implemented Oracle’s JD Edwards EnterpriseOne Manufacturing and Supply Chain Planning to maintain a competitive advantage by improving internal cost control, distribution efficiency, and customer service
- Replaced legacy information system, streamlined processes, and enabled access to real-time, accurate data
- Reduced the complexity of dealing with multiple IT vendors
- Simplified maintenance, freeing IT staff to focus on business process improvement
- Deployed Oracle Business Intelligence, integrated with the JD Edwards application, to provide better visibility into distributed requirements
- Reduced customizations by leveraging Oracle’s industry-leading functionality
- Maintained high quality customer service despite rapid growth
- Retained a consistent look and feel across applications
- Supported a unique supply chain model which includes carrying more inventory than the industry standard and requires superior distribution practices