



Base3 SRL  
Buenos Aires, Argentina  
www.base3.net

#### Industry:

Industrial Manufacturing

#### Annual Revenue:

US \$15 million

#### Employees:

170

#### Oracle Products & Services:

Oracle TeleSales  
Oracle Financials  
Oracle Purchasing  
Oracle Order Management  
Oracle Advanced Pricing  
Oracle Discrete Manufacturing  
Oracle Manufacturing Scheduling  
Oracle Inventory Management  
Oracle Discoverer  
Oracle Business Intelligence

#### Oracle Partner:



Star Technology s.a.  
www.startechnology.com.ar

**“Integrating separate systems and counting on tools like Oracle E-Business Suite has allowed us to better control our operations, production, and client-service time.”**

– Sebastián Vázquez, Sales Manager, Base3 SRL

## Base3 Unifies and Standardizes Operations Across Branches by Integrating Systems on One Platform

Base3 SRL is an enterprise that specializes in visual communication through outdoor displays, point of sales, events, and vehicle decoration. The company, which has a strong presence in the Argentine and Spanish markets, has offices, digital production, and serigraphic facilities in Argentina, and digital production facilities in Spain.

### Challenges

- Create an IT infrastructure that unifies operations across the company’s central office in Argentina and branches in Spain
- Centralize business processes in Buenos Aires to accelerate administrative and accounting operations
- Standardize the cost basis of work orders to speed billing, credit administration, and commission calculation
- Eliminate manual processes to assure the integrity of client information provided by the sales and billing departments for use in promotional campaigns

### Solution

- Created an integrated application infrastructure with Oracle E-Business Suite, extending visibility across the enterprise and improving operational efficiency
- Centralized sales operations in one client database for improved operational efficiency and more effective initiatives
- Standardized product prices based on clients’ size and industry with Oracle Advanced Pricing and Oracle Order Management, reducing the time required to pay commissions to sales agents from 10 to two days
- Unified the manufacturing process, automating and accelerating the pre-sale, sales, ordering, materials planning, inventory, manufacturing, and billing processes
- Automated sales and client status reports, reducing compilation time from one week to minutes with Oracle Discoverer, while avoiding loss of critical client information
- Optimized direct marketing activities with Oracle TeleSales and Oracle Discoverer, reducing the time needed to send new promotions via mail from three days to one
- Enabled more effective decision making with expanded business intelligence capabilities