

BBK Adopts Centralized Management Platform to Cut Workflows by Half, Inventory by One-Third



BBK Electronics Corporation
Guangzhou, China
www.gdbbk.com

Industry:

Consumer Goods

Oracle Products & Services:

Oracle Financials
Oracle Assets
Oracle Cash Management
Oracle Inventory Management
Oracle Manufacturing
Oracle Advanced Supply Chain
Planning

Oracle Partner:



AdvancedTEK International
Corporation
www.advtekgroup.com.cn

“An enterprise should pick a solution that best fits its business. BBK chose Oracle not only for its industry leading management software, but also because the vendor understood and accommodated our requirements.” – Alice Cheng, Chief Financial Officer, BBK Electronics Corporation

Established in 1995, BBK Electronics Corporation is one of China’s largest consumer electronics companies. Based in Guangzhou, the company runs four manufacturing plants and research and development facilities in Beijing, Nanjing, and Shenzhen. BBK is known for its digital audio-visual equipment, communications devices, and electronic education products. The company’s DVD players are the market leaders in China.

BBK previously maintained one system for managing manufacturing processes and another for managing finance. The business also ran more than 30 subsystems. The lack of integration between the systems meant information could not be readily shared and infrastructure not easily upgraded. This hindered BBK’s ability to realize its management requirements and support growth.

In July 2007, BBK went live on an Oracle enterprise resource planning (ERP) system developed and implemented with help from Oracle Certified Advantage Partner AdvancedTEK International. BBK also reformed business processes to comply with best practice guidelines. As a result, the company cut the number of workflows by half and reduced inventory by one-third, leading to greater efficiencies and lower costs.

The Need for a Centralized Management Platform

When BBK compared its information technology infrastructure to other original equipment manufacturers, it became clear that it needed to replace its environment with a more advanced solution. While other manufacturers had consolidated their finance, production, and distribution systems into a single management platform, BBK was still using standalone systems to manage each process. This meant the company was unable to properly manage

Key Benefits:

- Cut the number of process workflows by half
- Reduced inventory by one-third
- Enabled information to be shared across the enterprise
- Allowed senior managers to review profit margins in near real time
- Ensured smooth deployment by working with experienced systems integrator

supply chain processes from and handle complex export and import requirements. There were also inconsistencies in sales and manufacturing data, which hindered decision-making.

In 2006, BBK embarked on a project to replace its disparate systems with a single Oracle ERP system. Moving to a centralized platform would enable departments to share information and allow workflows to be integrated across the company. BBK hoped the new platform would help boost efficiency, lower costs, and improve competitiveness.

BBK worked with Oracle Certified Advantage Partner AdvancedTEK International to design, customize, and implement the Oracle ERP system.

Single Source of Data

The Oracle platform integrates information from across the enterprise into a single database; ensuring staff can access critical data in real time. Previously, information was held in different systems, which meant people had to wait for their colleagues to send the data they needed. The ability to access information at any time has improved the timeliness of decision-making.

Simplifying Accounting Tasks

The Oracle system has helped improve efficiency in the accounting department. In the past, staff had to spend several days reconciling data from various databases and addressing discrepancies. Critical information that senior managers needed for decision making or strategic planning was only available after the books were balanced, which could often be two weeks after the end of the month.

Now, month-end accounting tasks can be completed quickly as information is extracted from a single database. Profit margins can be reviewed in near real time, allowing senior managers to closely monitor the performance of various products.

Workflows Cut by Half

BBK has cut the number of workflows by half by streamlining and automating processes. Inventory has also been cut by one-third, as the company can now track the amount of resources at its production facilities and ensure it has enough material on hand to meet customer orders. This prevents unnecessary restocking and reduces inventory costs.

Why Oracle?

BBK evaluated several ERP products before selecting Oracle.

“An ERP system is a crucial business tool for any enterprise,” said Alice Cheng, chief financial officer of BBK. “We were looking for a software suite that offered comprehensive features, reliable performance, and could scale to support our expanding business. Oracle fulfilled these criteria.”

Why AdvancedTEK International?

Due to the magnitude of the project, BBK wanted to work with a systems integrator that was trustworthy and reliable.

“Implementing a new enterprise platform is a significant task and required assistance from consultants with specialized knowledge and extensive experience,” said Cheng. “They need to understand our business issues and develop a system that meets our needs.

“Even through foreign consulting firms are technically proficient, we believed it would be easier to communicate with a local firm that understood the industry and could give us the attention to detail we demanded. AdvancedTEK went to great lengths to provide feedback and enable a seamless deployment.”

Implementation Process

BBK implemented a range of Oracle Financials and Oracle Manufacturing modules. AdvancedTEK customized a number of modules and processes based on BBK’s requirements, such as eliminating the need to complete forms manually, simplifying order to shipment workflows, and refining quality control during the manufacturing process.

“The project has been a learning experience for us and the AdvancedTEK team impressed us with their expertise and service,” said Cheng. “We are very pleased with the performance of the Oracle system to date.”

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