



Christofle  
Paris, France  
www.christofle.com

### Industry:

Consumer Products

### Annual Revenue:

US\$108.4 million

### Employees:

850

### Oracle Products & Services:

JD Edwards EnterpriseOne  
Financial Management  
Supply Chain Management

### Oracle Partner:

Unilog  
www.unilog.com

**“With Oracle’s JD Edwards solution, we have a stable, reliable information system that radically restructured our back office and helped us achieve better customer service, in line with the diversification of our markets.”** – Yves Léon, Information-System Senior Vice-President, Christofle

## Christofle Reorganizes Financial and Logistical Operations, Improves Customer Service

Epitomizing the finest in French luxury and elegance, Christofle is the world leader in production of silver plate from a unique, patented process, for use in tableware designs and decoration. The group owns three production sites in France, Chile, and Brazil and has a commercial presence in 130 countries through franchised and independent stores.

### Challenges

- Revamp the company’s information system by introducing an integrated management system
- Acquire a highly-responsive information system to support product diversification aimed at new markets such as the jewelry industry and IT products—within short lead times
- Gain a comprehensive view of the company’s financials, logistics, and lines of business

### Solution

- Upgraded its JD Edwards EnterpriseOne ERP solution from Oracle, creating a centralized, uniform customer database capable of handling queries any time
- Established foundation for complete reorganization of the business, including changes to logistics and financials; overhauled product codes and pricing
- Gained full visibility into the state of warehouse stocks; enabled invoicing breakdowns by country and point of sale
- Allows 400 managers, sales staff, marketing staff, and logistical experts to view financial status in real time, any time
- Automated exchanges of information with customers regarding order forms and delivery notes, streamlining orders and raising satisfaction
- Collaborated with Oracle Certified Partner Unilog to implement the new system, conduct impact studies, cleanse data, and help in developing processes for reorganization