



Claro
Sao Paulo, Brazil
www.claro.com.br

Industry:

Communications

Annual Revenue:

US\$6.5 billion

Employees:

8,656

Oracle Products & Services:

Oracle SOA Suite

“In determining how to create the best IT organization, we realized that the implementation must increase the value to the company. Oracle Insight expedited our achieving this by helping to design an IT organization that was aligned to our business.” – Ricardo Santoro, Executive Director, Claro

Claro Identifies Gap Between Company Growth Strategy and IT Enabling Capabilities

Claro, a leading wireless carrier in Brazil that has licenses to operate nationally, currently serves more than 30 million customers. Claro offers innovative content and services (it was the first to market 3G technology in Brazil), in addition to providing digital infrastructure and global mobile communications. America Movil, one of the five largest wireless telecommunications groups in the world, with 143 million clients worldwide in 17 countries, is Claro’s parent company.

Challenges

- Increase IT productivity to support profitable growth
- Align application strategy and IT priorities to business needs
- Improve response time to meet new business requirements
- Attract and retain IT resources
- Improve user confidence by boosted effectiveness of business applications

Oracle Insight Accomplishments & Benefits

- Identified IT challenges and assessed their impact
- Identified new IT capabilities that could support Claro’s new strategic direction, and produced an outline of expected benefits
- Developed a recommended business-aligned, IT organization to support Claro’s growth goals
- Delivered a prioritized roadmap to facilitate IT decisions