



Distretto Tirrenico

Coop Tyrrhenian District
Florence, Italy
www.e-coop.it

Industry:

Retail & Distribution

Annual Revenue:

US\$3.39 billion

Employees:

50

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Application Server
Oracle Business Intelligence
Oracle Portal
Oracle Internet Directory
Oracle Enterprise Development
Oracle Developer Suite
Oracle Forms
Oracle Reports
Oracle Collaboration Suite

Oracle Partner:



“With Oracle, we coordinated activity among all three cooperatives, improving our relationship with suppliers, reducing costs, and increasing efficiency.” – Riccardo Rapi, Head of Organization and Systems, Coop Tyrrhenian District

Coop Tyrrhenian District Leverages Organizational Synergies with Integrated IT Infrastructure

Coop is Italy’s largest supermarket chain, which includes Coop Italia, its central procurement and marketing division, and various regional cooperatives. In accordance with the nationwide trend toward centralization of sales, cooperatives Unicoop Firenze, Coop Centro Italia, and Unicoop Tirreno united to form a new supermarket organization: Coop Tyrrhenian District.

Challenges

- Increase operational efficiency and drive higher profitability by creating a centralized purchasing center
- Enable individual cooperative organizations to conduct customized promotional initiatives while remaining consistent with corporate directives and procedures

Solution

- Implemented Oracle infrastructure software to create an integrated IT environment that gives Coop Tyrrhenian District the ability to centralize and improve purchasing processes, leverage and enable the creation of more flexible promotional campaigns, and optimize strategic synergies
- Improved decision-making processes in the new district through expanded business intelligence and reporting capabilities
- Gained the ability to analyze sales trends, promotional effectiveness, and profit and loss data, driving more efficient operations and higher margins
- Deployed personalized dashboards that enable the flexibility to display metrics of interest to specific managers
- Worked with Bridge Consulting S.r.l. to streamline implementation and adoption of the new system