



Cooperativa Regional de
Cafeicultores em Guaxupé Ltda.
Guaxupé, Brazil
www.cooxupe.com.br

Industry:

Consumer Goods

Annual Revenue:

US\$505 million

Employees:

1,901

Oracle Products & Services:

Oracle Financials
Oracle Cash Management
Oracle Financials & Sales
Analyzers
Oracle Purchasing
Oracle Order Management
Oracle Advanced Pricing
Oracle Order Capture
Oracle Service Contracts
Oracle Marketing
Oracle Process Manufacturing

Oracle Partner:

Aporte Gestão Empresarial e TI
www.aporte.com

“After the Oracle deployment, we were able to sensibly improve information management in the cooperative.” – Milton Calmazini, IT Manager, Cooperativa Regional de Cafeicultores em Guaxupé Ltda. (Cooxupé)

Cooperativa Regional de Cafeicultores em Guaxupé Ltda. Increases Number of Collaborators by 22%

Cooperativa Regional de Cafeicultores em Guaxupé Ltda. (Cooxupé)’s primary goal is to promote agricultural credit. Today, it is the largest coffee cooperative in the world, with 11,470 members. Located in Guaxupé, in the State of Minas Gerais, the company collects grains produced in more than 100 Brazilian municipalities. In addition to providing raw coffee grains for domestic and international markets, the cooperative has its own roasted, ground product line, conducts soil and vegetable tissue analyses, and provides assistance to coffee growers.

Challenges

- Unify various the cooperative’s IT systems, which had little integration with one another
- Share internal process practices from financial, industrial, commercial, logistics, lab, and technical assistance departments with all collaborators
- Control production processes using tools that allow production line analysis
- Improve production performance based on the cooperative’s strategic planning
- Support continued growth for the cooperative

Solution

- Implemented Oracle E-Business Suite with the assistance of Aporte Gestão Empresarial e TI, improving bottom-line results in financial, industrial, commercial, logistics, lab, and technical assistance processes for 11,000 members
- Centralized the database, providing information security for the decision-making process
- Improved sales planning with Oracle Process Manufacturing in the coffee production area allowing greater process control, use of raw materials and aligned production needs
- Implemented Oracle Process Manufacturing to measure manufacturing processes, resulting in lower costs, less time spent on certain processes, greater reliability, and increased delivery speed