

COPESA

Consortio Periodístico de Chile
Santiago, Chile
www.copesa.cl

Industry:

Media & Entertainment

Annual Revenue:

US\$100 million to \$120 million

Employees:

1,600

Oracle Products & Services:

Oracle Financing
Oracle E-Business Suite

Implementor:

Oracle Consulting

“Oracle Financing allowed us to directly update our systems at very attractive rates.”

– Max Alberto Sichel, Chief Executive Officer, Consortio Periodístico de Chile

Consortio Periodístico de Chile (COPESA) Integrates Systems for Lower Costs and Greater Efficiency

Consortio Periodístico de Chile, or Copesa, is a Chilean media company with a combined readership of 1.5 million for all of its printed products. Copesa, whose publications include the newspapers La Tercera, La Cuarta and La Hora and the magazines Qué Pasa, and Paula, is among the biggest media companies in the market. It also has a network of six radio stations nationwide. Copesa ranks first in circulation in the newspaper market, second in radio business, and first in commercial printing.

Challenges

- Acquire a system that integrates the financial departments of Copesa’s 23 companies to reduce system integration costs
- Invest in technology over the long term at rates that allow for capital investment in the company's main business
- Find a technology provider that offers fast credit approval and attractive financial advantages

Solution

- Used Oracle Financing to purchase Oracle products, enabling the company to update its systems with lower costs and greater efficiency
- Selected a four-year payment option to finance over US\$ 1 million in local currency
- Integrated the systems of Copesa’s 23 companies, reducing high integration and management costs for higher profitability
- Obtained financing from Oracle in 30 days, allowing Copesa to install its Oracle solution quickly and take advantage of new efficiencies
- Allowed the company to invest in its core business and apply any budget surpluses to other projects, including the acquisition of five more companies over the last couple of years
- Expected to yield a full return on investment in 24 to 36 months