



Distribuidora de Calzado la Gran Barata, S.A. de C.V.  
Mexico City, Mexico  
www.grabasa.com.mx

#### Industry:

Retail

#### Annual Revenue:

US\$78.75 million

#### Employees:

70

#### Oracle Products & Services:

JD Edwards EnterpriseOne  
Financial Management  
Supply Chain Management

#### Implementor:

Oracle Consulting

#### Oracle Partner:



ERP Soluciones  
www.ersol.com.mx

**“With Oracle’s JD Edwards EnterpriseOne applications, our company has consolidated financial, administrative, and storage information. The 150% growth rate that we’ve experienced is related to the technology that we’ve implemented.”** – Jorge Noriega García, Systems Director, Distribuidora de Calzado la Gran Barata, S.A. de C.V.

#### Distribuidora de Calzado La Gran Barata, S.A. de C.V. Unifies Financial, Sales, and Purchasing Information

Distribuidora de Calzado la Gran Barata, S.A. de C.V. has 18 years of experience buying and selling footwear, sportswear, and sporting accessories with distinctive, world-famous brand names. It is Mexico’s leading distributor in its product lines and boasts over 2,000 clients.

#### Challenges

- Create a solid and scalable IT infrastructure to support the company’s growth and needs
- Establish performance indicators to facilitate analysis of financial statistics for strategic decision making
- Unify and organize administrative and storage information to improve operating efficiency
- Extend visibility of reliable financial information throughout the organization
- Improve product inventory control and administration

#### Solution

- Worked with Oracle Partner ERP Soluciones to implement an integrated infrastructure built on Oracle’s JD Edwards EnterpriseOne applications, supporting the company’s 150% growth rate
- Implemented JD Edwards EnterpriseOne Financial Management, extending visibility of up-to-date financial information throughout the organization
- Unified accounting and administration, as well as sales and purchases, reducing information processing and human error by 90%
- Improved organization and administration of purchasing and sales, allowing the company to open two new branches
- Improved rotation and achieved efficient control of inventory with execution of JD Edwards EnterpriseOne Supply Chain Management
- Reduced times for information capture from all areas of the company by 40%
- Provided online, real-time sales visibility to 20 sales agents, improving customer service by 70%