

# DKUIL Improves Information Sharing with Integrated Business Management System



DKUIL  
KyongKi-Do, Korea  
www.dkuil.com

**Industry:**  
Industrial Manufacturing

**Annual Revenue:**  
US\$160 million

**Employees:**  
600

**Oracle Products & Services:**

Oracle Financials  
Oracle Financial Analyzer  
Oracle Order Management  
Oracle Inventory  
Oracle Purchasing  
Oracle Discrete Manufacturing

**Partner:**



Nexerve  
www.nexerve.com

*“Instead of developing a system from scratch, we decided to implement a packaged solution with embedded best practice processes. With Oracle, we succeeded in improving efficiency and collaboration.” – Song Ho-yeol, Vice-Chief Director, Business Management Team, DKUIL*

In the 25 years since its foundation in 1982, DKUIL has grown to become a leading manufacturer of cell phone components. The South Korean company counts most of the major cell phone vendors as clients and has increased sales by 50% year-on-year for the past several years. In July 2005, it became a subsidiary of steel manufacturing giant Dongkuk Steel Group.

With business growing, DKUIL wanted to establish stronger controls over every aspect of its operations, as well as link its Korean head office with facilities in China. The company selected a range of Oracle E-Business Suite applications to build an integrated enterprise resource planning (ERP) system.

After the system went live in November 2004, DKUIL’s productivity surged thanks to streamlined processes and automation of manual tasks. Information management also improved, as did communications with customers and suppliers. The company now plans to build a function that will give managers the ability to analyze business data.

## Transforming Business Practices

DKUIL launched a process innovation project in 2004 to enhance productivity and improve competitiveness. The company wanted to replace disparate systems with a single platform, synchronize work processes, and gain the flexibility to respond quickly to changing market conditions.

Oracle Partner Nexerve was engaged to deploy Oracle E-Business Suite in the Korean head office and the Chinese manufacturing facility. The company introduced standardized data formats and centralized information in a single location, ensuring staff had access to statistics in a form they understood. Information also flows freely between the Korean and Chinese locations since both are using the same system.

**Key Benefits:**

- Boosted productivity by automating manual tasks and streamlining workflows
- Cut month-end closing time from 12 days to three
- Gained real-time access to sales, inventory, and production information
- Improved communications with customers and suppliers
- Ensured a smooth flow of information between Korean and Chinese offices

This reduced administration time and enabled DKUIL to cut month-end closing time from 12 days to three days. DKUIL can also determine the status of orders, production schedules, and inventory levels in real time; in the past, the company had to wait 24 hours to obtain this data.

The Oracle system helped boost productivity and freed staff from basic administrative duties to focus on higher-value tasks. When it reengineered its business processes, the company simplified inventory management, production analysis, and credit note input.

Collaboration with customers and suppliers is easier after DKUIL installed an interactive communications platform linked to its ERP system.

**Future Plans**

The next step for DKUIL is to build an analysis system that will allow managers to review business performance in depth, with the aim of enhancing informed decision-making. The company also wants to give individual users the ability to receive information customized to their needs.

**Why Oracle?**

DKUIL decided against developing a system from scratch in favor of a packaged solution. The company chose Oracle E-Business Suite because the package incorporated best-practice process guidelines that would help it streamline workflows. Its easy-to-use features and scalable architecture were also attractive, as it ensured the system would be quickly accepted and expandable to keep pace with growth.

**Implementation Process**

DKUIL engaged Oracle Partner Nexerve to install the new system, based on the company's experience in implementing ERP platforms for electronics companies and knowledge of Oracle technology. The project began in March 2004 and the system went live in November.

*DKUIL manufactures cell phone components and counts most of the major cell phone vendor as its clients. The company employs 600 staff in Korea and China.*