

# Doux Group Accelerates Global Expansion Through Enhanced Business Analysis



Doux Group  
La Vraie-Croix, France  
en.doux.fr

## Industry:

Consumer Products

## Annual Revenue:

US\$1.88 billion

## Employees:

14,500

## Oracle Products & Services:

Hyperion Financial Management

## Key Benefits:

- Enabled analysis by brand
- Streamlined data consolidation, providing additional time and resources for strategic analysis
- Defined target markets for newly-launched products
- Provided highly accurate information for accelerated decision-making

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An expert in poultry since its founding in 1955, Doux Group and its subsidiaries offer poultry products in more than 130 countries. The group owns a portfolio of globally recognized brands, including Doux, Frangosul, Lebon, Père Dodu, Supreme, Le Janzé, Alsabia, and Guts-Gold.

With more than 14,500 employees and 12 food factories in five countries, Doux operates and oversees the processing of more than 1.1 million tons of bird and poultry-based processed goods annually.

In the midst of corporate diversification—and fighting the ill effects of a global bird flu scare—Doux needed to analyze the profitability of its entire enterprise on a monthly basis. Doux implemented Oracle's Hyperion Financial Management to completely redesign its reporting and consolidation systems. Using consistent, reliable financial data, Doux can now make faster, more accurate decisions about growing its global business.

## Complex Processes Require Robust Solution

Doux is the only poultry product manufacturer in recent years to successfully diversify its range, expand its global presence, and enhance its supply and distribution network. To support its diversification, Doux must closely monitor its economic and financial performance.

Doux initially attempted to meet its analytical needs by building an Excel-based reporting tool. But the group's complex processes made it impossible to conduct profitability analysis more than twice a year. Meanwhile, a global bird flu scare sent Doux's

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Corporate Controlling  
Director  
Doux Group

profits tumbling—creating additional pressure to analyze and enhance group profitability.

“We needed to answer questions about the profitability of our product ranges, customers, and countries,” said Marc Diot, corporate controlling director, Doux Group. “But our Excel-based system couldn’t handle the complexities of our product codes, countries, data sources, allocation rules, and intra-group exchanges.”

### **Monthly Profitability Reports Now Available**

By synchronizing operational analysis and financial reporting, Doux’s Hyperion solutions enable the group to communicate accurate, consistent monthly performance information across the enterprise. Every six months, Doux reconciles management data with financial data resulting from legal consolidation. During this process, Hyperion Financial Management helps ensure consistency across all reporting.

Doux has also implemented a multi-dimensional application that links to its reporting solution and generates weekly analyses of key indicators, such as stock and sales.

“Automating our processes with Hyperion has allowed us to create a comprehensive monthly analysis of our gross profit and EBITDA per product range, market, and key account,” said Diot. “The results from these analyses allow us to define target groups for newly launched products and new markets.”

### **Saving Time, Improving Credibility**

With Hyperion, Doux has built a solution that fulfills operational needs while also integrating powerful financial intelligence features. The system’s Web architecture increases efficiency by allowing Doux’s branches to analyze data for local decision-making processes. Hyperion has enhanced the accuracy of Doux’s financial information by letting the group manage document creation centrally.

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### Why Oracle?

Seeking to form a more complete view of its business, Doux looked for a robust, comprehensive analytical solution. In particular, the group wanted to analyze profitability on a monthly basis, and then use this information to make strategic improvements across all of its companies. Doux selected Hyperion software because it was the only vendor that could meet the group's financial and operational needs while providing a flexible Web architecture.

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### Implementation Process

Within six months, Doux redesigned its reporting tool and consolidation tool by going live on Hyperion Financial Management. Hyperion consultants facilitated the implementation and helped Doux's employees become productive on the new solutions within a short timeframe.

Doux feeds its Hyperion solutions with information from multiple sources. Financial data comes from accounting tools across the group, for example.

Doux has synchronized this data to enable consistent analysis at the group level, which is essential in monthly management reporting and quarterly legal consolidation. Operational data flows in from a newly-consolidated data warehouse that allows Doux to segment its data for more precise analysis.

"Oracle's Hyperion software enabled us to form a new data group so that we can analyze our profitability by brand," said Diot. "We've also automated our data interfaces with Oracle's Hyperion Financial Management, which means we have eliminated the manual data capture activities we previously had to perform."

*The Doux Group provides poultry and processed poultry products, including fresh and frozen products, whole or cut-up poultry, and processed products. The company sells its products in more than 130 countries in five continents.*