



EL RAN Furniture
Pointe-Claire, Quebec, Canada
www.elran.com

Industry:

Consumer Goods

Annual Revenue:

US\$50 million

Employees:

450

Oracle Products & Services:

Oracle Database
JD Edwards EnterpriseOne
Financial Management Suite
Manufacturing Management

Oracle Partner:

Syntax
www.syntax.net

“Oracle allows us to improve manufacturing efficiency and deliver customized products to customers within 24 hours—enhancing our competitive advantage.” – Fiaz Sheikh, IT Director, EL RAN Furniture

EL RAN Furniture Ensures Select Deliveries within 24-Hours with Integrated Application Suite

EL RAN Furniture designs comfortable, timeless products that reflect the very latest trends in comfort and lifestyle features. Constantly evolving at the leading edge of technological innovation, EL RAN continues to fine-tune its recliner mechanisms and offer a terrific range of flexible styles and collections.

Challenges

- Implement database to improve system scalability and performance
- Deploy a new enterprise resource planning suite with integrated manufacturing capabilities and a configurator to improve accuracy for customized orders
- Enable “made to order” service to respond quickly to customer needs

Solution

- Worked with Oracle Partner Syntax to implement Oracle’s JD Edwards EnterpriseOne applications for financial management, distribution, and manufacturing to support the entire order management process—from order entry to shipping
- Delivered to some of its major customers within 24-hours of placement—enhancing customer satisfaction
- Improved plant efficiency up to 95% by modifying business processes and the supporting JD Edwards software
- Made product changes instantaneously and ensured production schedule accuracy—improving product quality control
- Allowed the company to generate reports and analyze its business data—improving sales forecasting accuracy in a very seasonal industry and accelerating decision-making
- Eliminated duplication of information, improved data accuracy, and streamlined scheduling processes by running the applications on an integrated Oracle Database
- Allowed closing of financial data at the end of every day and closing books each month in just one day