



Misr

Emaar Misr
Cairo, Egypt
www.emaar.com/misr

Industry:

Financial Services

Annual Revenue:

US\$1 billion

Employees:

200

Oracle Products & Services:

Oracle Database
Oracle Financials
Oracle Telesales

Oracle Partner:



Catalyst Business Solutions
www.catalyst-us.com

“Achieving a single view of our customer data has had a fantastic impact on our productivity. Oracle’s applications have allowed us to increase employee efficiency by 60% and improved our high-level decision-making. We are consistently impressed with the level of support we have received from Catalyst Business Solutions.” – Moataz Hassouna, Senior IT Director, Emaar Misr

Emaar Misr Increases Business and Employee Efficiency by 60%

Emaar Misr is one of the largest foreign direct investors in Egypt’s real estate sector. The company has a development portfolio of US\$5.6 billion. It specifically plans projects to energize the economy by developing growth engines that support job creation and growth in several industries.

Challenges

- Consolidate legacy systems for a single view of customer data
- Accelerate query management to improve customer satisfaction and reduce customer service costs
- Eliminate errors arising from manual re-entry and manipulating customer data in spreadsheets
- Eliminate inefficient manual data sharing processes
- Improve employee efficiency when working with financial data
- Increase security of customer data
- Reduce time required to create financial reports, sales reports, and summary financial performance reports for headquarters
- Ensure compliance with Egyptian housing investment regulations when reporting

Solution

- Worked with Catalyst Business Solutions to achieve a single customer view, consolidating customer data from multiple legacy systems using Oracle Database and Oracle’s customer relationship management applications
- Accelerated customer query resolution by 60% through access to all customer data from one interface
- Increased employee efficiency by 60% with automated guided workflows for common customer and data handling processes
- Minimized human error by automating workflows with Oracle E-Business Suite modules, including Financials—eliminating the need to rekey data into various spreadsheets
- Increased management’s visibility into financial data, accelerating decision making by 60%
- Reduced time to construct sales and financial reports by 30% with Oracle Financials
- Enforced employee-specific access privileges to ensure security
- Implemented with the expertise of Oracle Partner Catalyst Business Solutions