



**Business
Services**

Etrali SA
Paris, France
www.orange-business.com/etrali

Industry:

Telecommunications

Annual Revenue:

US\$101 million

Employees:

360

**Oracle Products &
Services:**

Oracle E-Business Suite On
Demand
Oracle Financials
Oracle Manufacturing
Oracle CRM
Oracle Consulting Services
Oracle Support
Oracle SSI

Oracle Partner:

Unilog
www.unilog.com

**“Oracle E-Business Suite On
Demand improved our business
flows, giving us a
comprehensive customer view.”**

– Patrick Maillard, Chief
Information Officer, Etrali SA

**Etrali Optimizes Sales and Production Processes,
Gains Full Visibility of Customers**

Trading Solutions is the Orange Business Services provider of international and unified communications solutions dedicated to the trading community. Its trading systems, connectivity and services are recognised throughout the industry for their technical superiority, reliability and functionality. Trading Solutions is the prime partner for more than 1,600 trading floors in more than 48 countries.

Challenges

- Improve managing of production, after-sale service, invoicing, and transactions and use data more effectively to create new commercial opportunities
- Integrate multiple databases from diverse business applications—including enterprise resource planning, customer relationship management, and best of breed—into a unified system

Solution

- Implemented a unified financial and CRM system from Oracle E-Business Suite On Demand to manage business flows, such as cash orders, order configuration, dispatch calls, author contracts, and renewals
- Improved processes by centralizing management of financial and ordering processes; gave the company a single frame of reference for customers
- Heightened visibility into products, customers, and markets, promoting data circulation and departmental interaction
- Collaborated with Oracle Partner Unilog to ensure rapid, local assistance with the implementation