



Freddo S.A.
Buenos Aires, Argentina
www.freddo.com.ar

Industry:

Consumer Goods

Employees:

600

Oracle Products & Services:

Oracle Database
Oracle Business Intelligence
Oracle Warehouse Builder

Oracle Partner:



Quanam
www.quanam.com

“With Oracle Database Standard Edition One and Oracle Business Intelligence, we’ve created a unified tool for accessing different sources of information. We’ve been able to bring the information closer to the end user.” – Cristian Caceres, Systems Manager, Freddo S.A.

Freddo S.A. Unifies Information and Achieves Operational Visibility throughout the Organization

Freddo S.A., founded in 1969, is a leading provider of ice cream in South America. Its name is synonymous with hand-made ice cream in the region. Freddo S.A. has 36 locations in Argentina, three in Uruguay, two in Paraguay, and one in Bolivia.

Challenges

- Implement a secure, flexible IT infrastructure to consolidate operations across all locations
- Unify information in a single database to enable information visibility throughout the organization
- Automate business processes to improve the company’s productivity and competitiveness
- Facilitate and improve analysis of the company’s performance

Solution

- Worked with Quanam, an Oracle Partner, to implement a flexible, scalable IT infrastructure, consolidating operations from all branches and locations
- Implemented Oracle Standard Edition One, unifying information throughout the organization in a reliable database
- Extended information visibility with Oracle Warehouse Builder, facilitating rapid access to up-to-date information for managers at the different points of sale
- Automated processes, such as sales updates—reducing manual processes by 90%
- Established sales and productivity indicators with Oracle Business Intelligence, allowing for rapid and informed management decision making
- Facilitated effective management control of work hours budgeted per employee, assuring that the number of hours worked per employee fulfilled monthly goals
- Reduced time required for generating information manually, increasing the hours available for analyzing the company’s performance by 80%