



Gibson Overseas, Inc.
City Of Commerce, CA
www.gibsonusa.com

Industry:

Consumer Products

Employees:

Less than 500

Oracle Products & Services:

Oracle E-Business Suite
Oracle Financials
Oracle Cash Management
Oracle Trade Management
Oracle Order Management
Oracle Advanced Pricing
Oracle Purchasing
Oracle Inventory
Oracle EDI Gateway
Oracle Business Intelligence
Oracle Balanced Scorecard

Oracle Partner



DAZ Systems, Inc.
www.dazsi.com

“We selected Oracle because they understood our business better than SAP, and DAZ Systems, Inc. had the best CPG expertise and experience to get us up and running quickly.”

– Soloman Gabbay, President,
Gibson Overseas, Inc.

Gibson Overseas Serves Customers Better with Streamlined Order Fulfillment and Inventory System

Founded in 1979, Gibson designs, manufactures, and markets a wide range of products including dishes, flatware, pots and pans, and heat mitts. Gibson’s designs reflect the company’s ability to capture trends and understand the unique needs of customers. Gibson products are featured by the biggest names in the United States retail market. Gibson has received numerous awards, reflecting its commitment to quality, value, and customer service.

Challenges

- Legacy systems could not accommodate user growth, requiring temporary, patchwork systems
- Inventory system was inefficient and plagued by inaccuracies, making it difficult to find and ship products on time
- Customers increasingly demanded fully automated processes
- Legacy systems did not support EDI, requiring manual entry between systems
- Rapidly implement new system to reduce costs and quickly address inventory issues

Solution

- Leveraged expertise of DAZ Systems to implement a broad solution footprint in less than five months
- Improved accuracy of inventory and bin tracking, dramatically increasing efficiency of order fulfillment
- Adopted a full range of industry-best practices with minimal software customization
- Went live on the Oracle solution in the same month that Gibson experienced record sales, immediately realizing benefits from improved order fulfillment capabilities
- Gained ability to close books on last day of the month rather than keeping books open for a week or more
- Radically improved EDI (electronic data interface) processes to receive purchase orders and send invoices and packing lists all within one system without manual intervention