



Grupo Peñaflor
Buenos Aires, Argentina
www.grupopenaflor.com.ar

Industry:

Consumer Products

Annual Revenue:

US\$220 million

Employees:

1,400

Oracle Products & Services:

JD Edwards EnterpriseOne
Financial Management
Supply Chain Planning
Distribution Grower Management

Implementor:

Oracle Consulting

“We selected Oracle’s JD Edwards EnterpriseOne applications because they offered us a flexible business model that adapted well to changes in the wine industry on both the local and export level. Now, with a simplified IT infrastructure, we can efficiently support business processes to compete in the marketplace.”

– Norberto Galarraga, Chief Information Officer, Grupo Peñaflor

Grupo Peñaflor Integrates Systems and Improves Business Processes in a Flexible, Scalable Platform

Grupo Peñaflor is one of the largest wine producers in Latin America, with seven wineries and almost 7,500 acres of vineyards in various climates and regions of Argentina. The company produces 200 million liters of wine annually and exports US\$90 million in wine each year.

Challenges

- Integrate different systems in a flexible, scalable, consolidated application platform
- Unify financial processes to adapt to the company’s specific needs, given robust local and export consumption of its wines
- Standardize business processes to integrate real-time information and communication throughout the organization
- Achieve total visibility to efficiently monitor and control sales and collections processes
- Reduce IT complexity to enable the organization to easily adapt applications to changes in the company’s business

Solution

- Integrated disparate information systems in a single application platform with Oracle’s JD Edwards EnterpriseOne
- Consolidated administrative processes with JD Edwards EnterpriseOne Financial Management applications, improving the company’s operating efficiency
- Standardized business processes in a single database, permitting real-time communication among various departments throughout the organization
- Improved billing control and end-to-end followup of sales order collections
- Achieved greater visibility and control of distribution processes with JD Edwards Supply Chain Planning applications
- Simplified the IT infrastructure, reducing IT operating and maintenance expenses by 80%
- Adapted applications specifically to manage the firm’s seven wineries, improving business practices throughout the company
- Implemented Oracle Distribution Grower Management, improving the company’s vineyard management and providing continuing control of harvest quality