



Gruppo Iper
Milan, Italy
www.iper.it

Industry:

Retail

Annual Revenue:

US\$2.93 billion

Employees:

8,000

Oracle Products & Services:

Oracle Data Integrator
Sunopsis Data Conductor
Oracle Data Quality Management

Oracle Partner:



BETA 80 GROUP
infinite solutions

Beta 80 Group
www.beta80group.it

“In an increasingly competitive and continually changing market, the ability to react to changes in consumer demand quickly is critical to survival. Oracle applications are critical to our ability to manage and analyze information on our policies.” – Valerio Cortese, Chief Information Officer, Gruppo Iper

Gruppo Iper Secures Market Leadership by Ensuring Data Integrity and Accessibility Across the Enterprise

Gruppo Iper is one of Italy’s largest and most dynamic supermarket chains, with 300,000 square meters of indoor store space. The company recently signed a number of national and international agreements and partnerships.

Challenges

- Ensure quality of data to drive informed decisions
- Support the group’s commercial and logistics policies and enable it to effectively monitor trends from a single console
- Consolidate monitoring of the group’s logistics and commercial operations and improve control of information flows
- Integrate data from different sources to reduce network traffic and to make detailed business analysis possible

Solution

- Created a single Web console to enable automatic data loading and improve data quality using Oracle’s Sunopsis applications
- Gained the ability to provide proactive e-mail alerts in the event of anomalies
- Implemented a logistics data warehouse to enable access to information in near real-time, permitting complex analysis of same-day data to provide timely support for improvement policies and optimize logistics
- Consolidated purchasing data, which the company can later send to the contracts applications to help it streamline the supplier bonus process
- Returned values of bonuses due to the data warehouse via Oracle Data Integrator
- Planned future use of Oracle Data Integrator as an enterprise data hub for use in management of flows outside the data warehouse
- Ensured a smooth implementation by working with Oracle partner Beta 80 Group, which provided strategic commercial and logistics expertise