



Ingredia
Arras, France
www.ingredia.com

Industry:

Retail & Distribution

Annual Revenue:

US\$339.7 million

Employees:

350

Oracle Products & Services:

JD Edwards EnterpriseOne
Customer Relationship
Management
Manufacturing and Supply
Chain Planning
Demand Consensus
Logistics Management
Oracle EDI Gateway

Oracle Partner:

IBM
www.ibm.com

“With Oracle’s JD Edwards EnterpriseOne, we have an integrated, standardized, upgradeable solution, which takes account of our management constraints while providing advanced CRM functionality. We are proud to be the first JD Edwards EnterpriseOne CRM customer in France.” – Gilles Ghesquière, Supply Chain Director, Ingredia

Ingredia Streamlines Business Processes and Improves Productivity

A market leader in the development and marketing of functional dairy ingredients, Ingredia works with the world’s food processing industry. It markets almost 100,000 tons of ingredients each year and has a sales presence in more than 60 countries, through its range of approximately 60 products. Internationally certified, Ingredia is the complete milk industry operator.

Challenges

- Replace an aging information system with a modern, open, upgradeable system that can be deployed rapidly in multiple locations
- Enable production of operational and strategic reports
- Optimize distribution chain flows, from purchases of raw materials to transport of the finished products
- Improve productivity between internal sites and partners

Solution

- Implemented Oracle’s JD Edwards EnterpriseOne applications over a wide functional spectrum (CRM, distribution, production, and logistics) to replace a VAX-based information system with a more flexible, easily deployed solution
- Improved customer relationship management with solution’s full business monitoring capabilities (sales, orders, and production) and the ability to achieve a 360° view of customers
- Gained advanced pricing management capability, optimizing estimate and invoice production processes and improving order cycles
- Enabled collaborative order forecasting with JD Edwards EnterpriseOne Demand Consensus—an application that consolidates forecasting data input by sales staff
- Simplified sales and logistics exchanges between the company and its industrial partners by using EDI Gateway
- Reorganized stock management and optimized EAN 128 (product barcode information) traceability as part of the implementation of a new automatic labeling solution
- Worked with IBM to complete the implementation within budget and operational constraints