



Inmobiliaria Parques y Jardines S.A.  
Santiago, Chile  
www.parquedelsendero.cl

#### Industry:

Engineering & Construction

#### Annual Revenue:

US\$70 million

#### Employees:

1,700

#### Oracle Products and Services:

Oracle Database Standard Edition One  
Oracle Developer Suite

#### Implementor:

Oracle Consulting

**“Having our data centralized on one platform with Oracle Database made a big difference in our ability to work with and access up-to-date and accurate information. In addition, keeping accounts updated online has helped us improve our closing and collection processes, and the quality of our customer service.”** – Aníbal Pacheco, Director of Processes and Information Systems, Inmobiliaria de Parques y Jardines S.A.

## Inmobiliaria Parques y Jardines S.A. Improves Client Service with Centralized Access to Information

Founded in 1989 in Chile, Inmobiliaria Parques y Jardines S.A. is the country's largest memorial gardens enterprise, dedicated to the sale of gravesites for future use in its memorial gardens. Inmobiliaria Parques y Jardines has 150,000 clients among its 13 parks, a crematorium and funeral home, and 34 client service offices throughout the country.

### Challenges

- Create a scalable IT infrastructure to improve the company's enterprisewide business information system
- Provide a secure, robust database to allow access to up-to-date information and avoid data reprocessing
- Centralize business information and enable the company to update and distribute data online to the company's branches
- Automate sales and collection processes to ensure reliable, up-to-date financial reporting

### Solution

- Implemented a secure and scalable IT infrastructure with the help of Oracle Consulting, improving communication and internal operations throughout the organization
- Delivered a single operating view of all data, including financial, transaction, and marketing information, using Oracle Database Standard Edition One
- Improved access to business information and execution of online transactions for the company's 34 client service offices
- Centralized accounting information, accelerating online account updates for 60,000 active clients
- Reduced the time for closing sales and processing monthly collections from seven days to near real time
- Created online data entry forms, permitting rapid entry of 1,500 sales, 50,000 payments, 500 credit renegotiations, and 700 death notifications annually
- Improved customer service by offering up-to-date account statements online, eliminating inquiries to the call center
- Facilitated access to sales performance and daily collections reports, allowing management to make timely decisions