



Itautec
São Paulo, Brazil
www.itaute.com.br

Industry:

Industrial Manufacturing

Annual Revenue:

US\$750 million

Employees:

5,000

Oracle Products & Services:

Siebel Customer Relationship Management
Siebel Sales
Siebel E-Channel
Siebel E-Service
Oracle E-Business Suite
Oracle Order Management
Oracle Manufacturing

“Oracle’s Siebel CRM and E-Business Suite solutions made it possible to see ahead and have the sharpness of mind to work well with supplies. To sell, you have to have products available for sale and Oracle helped with that.” – Paulo André Garcia, Systems Manager, Itautec

Itautec Delivers Higher Level of Service to Customers, Boosting Satisfaction

Itautec is a 100% Brazilian-owned company that provides equipment and services to the banking, commercial automation, and IT industries. The 27-year-old company manufactures servers, computers, and notebooks; develops software; and provides services in outsourcing, electronic surveillance, and technical support. Itautec is Brazil's biggest technology company abroad, with subsidiaries in the United States, Chile, Portugal, Spain, Mexico, Argentina, Venezuela, and Ecuador.

Challenges

- Strengthen support to field services, especially its technical assistance
- Adopt a materials planning solution that can be implemented in modules, replacing an internal legacy solution that did not allow for sufficient planning variables
- Increase plant productivity, reducing the time needed to plan material purchases

Solution

- Implemented a customer relationship management (CRM) system and Oracle’s Siebel line of products, reducing customer response time and increasing call service capacity, which fields about 5,500 calls per day
- Improved customer service by rolling out the solution to the entire sales staff, allowing the staff to monitor pending customer issues and proactively takes steps to resolve them
- Improved customer care quality, which the company measured and documented in its service level agreement contracts
- Reduced planning time for the purchase and import of components, moving from monthly to weekly cycles, and using daily variables in simulations
- Enabled the integration of purchasing systems with production processes, and improved process control
- Increased productivity by optimizing plant resources to achieve full capacity production