



The Jewelry Exchange
Tustin, CA
www.jewelryexchange.com

Industry:

Retail and Distribution

Annual Revenue:

\$130 million

Employees:

350

Oracle Products & Services:

Oracle E-Business Suite Special Edition
Oracle Financials
Oracle Procurement
Oracle Support
Oracle University

Oracle Certified Partner:



DAZ Systems, Inc.
www.dazsi.com

“Our implementation was completed on time and under budget with a remarkably smooth transition from our legacy system. Oracle’s technology, applications, and implementation partner have been a winning combination for our company.”

– Sylvia Trujillo, Chief Financial Officer, The Jewelry Exchange

The Jewelry Exchange Supports Dazzling Growth with Integrated IT Infrastructure

The Jewelry Exchange is the largest privately held jewelry company in the United States. The company does business under three trade names (the Jewelry Exchange, the Jewelry Source, and the Jewelry Factory) through 15 US retail outlets and an extensive global e-commerce web site. In 2003, *National Jeweler Magazine* recognized the Jewelry Exchange as one of the top 10 jewelry companies in the United States.

Challenges

- Improve visibility of financial information across the organization’s three business divisions for improved decision-making capabilities
- Expand customer support capacity to handle 100% growth over 18 months
- Streamline asset management
- Eliminate redundant data entry to improve productivity
- Replace an outgrown legacy system

Solution

- Implemented Oracle E-Business Suite applications to create an integrated IT infrastructure that automates core processes and expands visibility of critical information across the enterprise
- Set up a scalable enterprise application and database environment to accommodate continued expansion with growth rates of 500% on Web sales and 22% overall in 2005
- Consolidated multiple legacy financial systems into one Oracle general ledger for improved visibility and reporting with drill-down capabilities and Microsoft Excel export tools
- Established a single data repository to eliminate redundant data entry, yielding improved productivity and more accurate data
- Automated asset management provides visibility of fixed assets across the enterprise
- Implemented a requisition process with automated workflow approval processes which decreased purchasing cycle time and improved buying accuracy
- Enhanced customer support for retail, internet and phone sales
- Oracle certified partner DAZ Systems, Inc. sold and implemented the software and hardware in six weeks with no customizations, a smooth transition, and complete end-user training: go-live was on-time and on-budget