



Juma Al Majid Group
Dubai, United Arab Emirates
www.al-majid.com

Industry:

Automotive
Contracting
Manufacturing
Trading

Employees:

>2,000

Oracle Products & Services:

Oracle Financials
Oracle Human Resources
Oracle Payroll
Oracle Purchasing
Oracle Order Management
Oracle Project Billing
Oracle Project Manufacturing
Oracle Discrete Manufacturing
Oracle TeleService
Oracle Service Contracts
Oracle Field Service
Oracle Depot Repair
Oracle Field Sales
Oracle Quoting

Oracle-Based IT Platform Positions Juma Al Majid for Growth

Juma Al Majid Group is one of the Middle East's oldest and most diverse trading conglomerates. Made up of more than 40 business units, it is engaged in a variety of industries including contracting, manufacturing, real estate, trading and automotive. The automotive business operates three companies that represent major automobile manufacturers such as Hyundai, Isuzu, and Kia Motors in the United Arab Emirates.

Challenges

- Integrate existing IT systems to create a common platform and business strategy across the automotive division
- Use the new platform to provide the needed flexibility and agility to enter new markets and add new companies to the corporate portfolio
- Improve visibility of the division's enterprise-level financial position to accurately measure and control costs of subsidiaries
- Create a uniform application environment for staff to manage changing customer needs and optimize resources

Solution

- Consolidated its systems for enterprise resource planning (ERP) and customer relationship management (CRM) into a single instance of Oracle E-Business Suite
- Installed an array of financials, HR, and project-management modules to serve all companies in the division
- Implemented a shared-services structure for back-office financial, human resources, and logistics functions
- Introduced a common systems framework created on Oracle E-Business Suite to improve the overall efficiency and flexibility of the division's operations, provide visibility over subsidiary activities and finances, and support decision-making
- Improved speed and reduced costs by streamlining and automating production processes at its concrete products plant using Oracle Discrete Manufacturing and Oracle Project Manufacturing
- Employed Oracle Human Resources to track skills, competencies, and performance in support of overall company goal to develop its skills base and expand its business portfolio