



LaSalle Bristol Corporation  
Elkhart, IN  
www.lasallebristol.com

### Industry:

Retail

### Annual Revenue:

US\$265 million

### Employees:

650

### Oracle Products & Services:

JD Edwards World  
Distribution Management  
Financial Management  
Manufacturing Management  
Foundation  
Service & Warranty Management

**“JD Edwards World Distribution Management provided us with the flexibility to communicate effectively with our customers, regardless of their access to technology. It also allowed us to manage our inventory much more easily. My experience with JD Edwards since the Oracle acquisition has been superior.”**  
– Michael Caldwell, Vice President  
Management Information Systems,  
LaSalle Bristol Corporation

## LaSalle Bristol Upgrades Enterprise Applications to Enhance Customer Service and Competitive Advantage

LaSalle Bristol Corporation—a subsidiary of Heywood Williams, Inc.—distributes and manufactures quality products for the manufactured housing, modular home, and recreational vehicle industries. The company distributes its products—including plumbing items, vinyl flooring, carpeting, siding, shutters, roofing, decking, lighting, and furniture—through more than 25 branch facilities and national affiliates.

### Challenges

- Upgrade the company’s JD Edwards World applications from Oracle rapidly without disrupting operations
- Maintain competitive advantage in an industry with tight margins by effectively controlling inventory
- Communicate effectively with customers that run their businesses manually and have minimal computer access

### Solution

- Upgraded seamlessly to JD Edwards World A9.1, taking advantage of the new service and warranty module
- Improved functionality for managing, defining, and executing service and warranty contracts, giving LaSalle Bristol new flexibility to better serve its customers
- Provided employees with access to a single source of information for customer and product data
- Allowed LaSalle Bristol to manage its inventory more effectively and respond to customer inquiries more quickly
- Used JD Edwards Distribution Management to provide information requested by customers that do not have continuous computer access
- Set up an e-commerce site for customers to place orders online
- Provided real-time data on revenue, profits, and cash flow—enabling more informed business decisions
- Improved operational efficiency with the ability to concurrently manage process, discrete, repetitive, remanufacture, and to-order manufacturing modes in one system
- Ensured protection of the company’s IT investment with Oracle’s Applications Unlimited initiative, allowing LaSalle Bristol to make upgrades on its own timetable
- Received highly responsive support from Oracle during and following the upgrade