



Pernod Ricard  
Paris, France  
www.pernod-ricard.com

#### Industry:

Consumer Goods

#### Revenue:

US\$9.43 billion

#### Employees:

19,300

#### Oracle Products & Services:

Oracle Business Intelligence  
Enterprise Edition  
Hyperion Financial Management  
Oracle Consulting

#### Implementor:

Oracle Consulting

**“Oracle Business Intelligence forms the new backbone of our decision-making system for the group’s subsidiaries. By improving the reliability and consistency of our indicators, it will enable us to manage each of our 70 subsidiaries better, while maintaining our decentralized structure.”** – Vincent Meunier, IT Systems Manager, Pernod Ricard

## Pernod Ricard Steers Dynamic Growth by Optimizing Management of 70 Subsidiaries

Pernod Ricard is regarded as a world co-leader in the production and distribution of wines and spirits. The group has built up a portfolio of the most prestigious products in the sector, thanks to its strong domestic growth and ambitious acquisitions policy—including Seagram, Allied Domecq, and V&S Group. Pernod Ricard has a decentralized structure made up of brand owners and distribution subsidiaries. It is committed to its policy of sustainable and focused development.

### Challenges

- Renovate the decision-making support system for the group’s 70-plus subsidiaries, in a context of strong international growth, while maintaining the decentralized structure
- Minimize the solution’s cost of ownership by streamlining management tools for the brand owners and distribution subsidiaries
- Implement a single multilanguage business intelligence (BI) solution that delivers high performance and can be integrated with the existing data systems for financials, HR, distribution, etc.
- Provide subsidiaries with operations management and business analysis tools, to help maintain and increase Pernod Ricard’s position across the wines and spirits market worldwide

### Solution

- Implemented a groupwide BI network, enabling the group and its subsidiaries to share and capitalize on best practices in application management and data model creation
- Reduced project implementation costs by 20% by reusing the acquired knowledge, expertise, and processes to optimize implementation when rolling out the solution to subsidiaries
- Enabled 1,500 staff to optimize operational management of their activities through an intuitive, fully-featured Web-based interface for financial reporting, so that end users achieved proficiency on the system with less than one day of training
- Established Oracle as the group’s new BI standard, replacing previous solutions based on Cognos and Business Objects
- Optimized financial reporting through integration with Oracle’s Hyperion Financial Management