



Prestaciones Universales  
S.A. de C.V.  
Mexico City, Mexico  
www.sivale.com.mx

#### Industry:

Consumer Goods

#### Annual Revenue:

US\$50 million

#### Employees:

233

#### Oracle Products & Services:

Oracle Database  
Oracle Technology On Demand  
Oracle Application Server  
Oracle Portal

**“The standardization and integration that we achieved with Oracle Technology On Demand have made it easier for us to meet the increasing demand for issuing, marketing, and distributing electronic coupons. Oracle has also helped us provide online service to a larger number of clients.”**

– José Luis Cabrera, IT Assistant Director, Prestaciones Universales C.A. de C.V.

#### Prestaciones Universales Offers New Online Services with an Integrated IT Infrastructure

Founded in 1998, Prestaciones Universales S.A. de C.V. is the pioneering company and leader in issuing, marketing, and distributing coupons or electronic coupons for food, restaurants, and gas for public and private companies in Mexico. Today, it produces 70% electronic coupons and 30% paper coupons. Headquartered in Mexico City, Prestaciones Universales S.A. de C.V. has nine branches throughout the country.

#### Challenges

- Create a solid, integrated technological infrastructure to achieve operating efficiency to meet the great demand of requests for electronic coupons and services in a Web environment
- Implement a robust database to provide secure information interfaces throughout administrative areas
- Develop a portal in a Web environment to offer quick Internet-based service for requests for electronic coupons
- Improve information processing time to accelerate response times and improve client service

#### Solution

- Established an integrated technological infrastructure with the help of Oracle Technology On Demand, allowing the company to meet the increase in monthly requests for electronic coupons
- Implemented Oracle Database to improve reliability and provide up-to-date information interfaces throughout administrative areas
- Created a portal with high processing capability, with the help of Oracle Portal, increasing online services
- Improved online client service time with Oracle Application Server, eliminating some 100 complaints and claims of disconnection or slow service per month
- Maximized the company’s competitiveness by offering new services in a Web environment, such as transaction queries by cardholders and online services
- Increased the company’s productivity, marketing two million electronic cards
- Reduced IT maintenance costs, using only three people for technical support throughout the company