



PUMA AG
Herzogenaurach, Germany
www.puma.com

Industry:

Consumer Goods

Annual Revenue:

US\$3.56 billion

Employees:

9,200

Oracle Products & Services:

Hyperion Financial Management

Implementor:

Oracle Consulting

“Oracle has helped us dramatically accelerate our year-end closing, making it possible for us to publish our results rapidly, efficiently, and cost effectively. Without Oracle, it would be impossible for us to compile consolidated financial statements for all 80 subsidiaries within an acceptable period.”

– Matthias Gerngross, Head of Financial Controlling, PUMA AG

PUMA AG Consolidates Financial Reporting Across 80 Systems with Efficient Financial Management Platform

PUMA AG is a sports lifestyle company. With 80 companies in addition to its head office, PUMA offers consumer products that successfully reflect the differing influences from the worlds of sport, lifestyle, and fashion. PUMA played a key role in EURO 2008, sending a strong portfolio of five national teams to the soccer championships.

Challenges

- Consolidate data from 80 subsidiary systems as rapidly and cost-effectively as possible
- Enable centralized internal and external reporting in compliance with legal industry requirements, including the International Financial Reporting Standards
- Implement an efficient management information system to consolidate financial data and statements across the business
- Improve financial decision making and reduce IT management costs by consolidating financial data from 80 subsidiary systems
- Provide a flexible business intelligence solution to cope with rapid shifts in market conditions, while also accelerating year-end closing cycles
- Invest in a scalable BI solution to support growth objectives cost effectively, and with minimal disruption to operations

Solution

- Worked with Oracle Consulting to implement Oracle’s Hyperion Financial Management for greater analytical insight across all 80 subsidiary systems
- Ensured compliance with the IFRS for all consolidated financial systems and applications
- Automated the exchange of data within the in-house PUMA system, providing staff with immediate access to critical sales and operational information for rapid, ad-hoc analysis
- Consolidated internal processes across all operations, providing more detailed reporting and analysis across disparate departments within the organization
- Accelerated year-end reporting cycles, rapidly, efficiently, and cost-effectively