



Quiksilver
Saint-Jean de Luz, France
www.quiksilver.com

Industry:

Consumer Products

Annual Revenue:

US\$2.36 billion

Employees:

9,200

Oracle Products & Services:

Oracle Developer Suite
Oracle Forms
Oracle Reports
Oracle JDeveloper
Oracle Database Enterprise Edition
Oracle Application Server Enterprise Edition
Oracle Enterprise Manager
Oracle Grid Control

“With Oracle Developer Suite, we can develop applications and services at our own pace to shadow changing core business needs and underpin the quality of our customer and supplier relations.” – Jacques Beall, Systems Manager, Quiksilver

Quiksilver Improves Customer and Supplier Relations with Flexible IT Infrastructure and Portals

A world leader in the outdoor market, Quiksilver designs, produces, and distributes a collection of brands of clothing, footwear, winter sports and golf equipment, accessories, and other outdoor products. The group’s clothing and footwear brands embody a relaxed lifestyle aimed at the young-at-heart public that identifies with the culture and heritage of sports such as skiing, surfing, and windsurfing. Quiksilver is marketed throughout the world via a network of franchises—operating 300 shops in Europe—and through large distribution chains and independent stores selling a variety of brands.

Challenges

- Improve the company’s ability to manage and upgrade its IT infrastructure
- Enhance Quiksilver’s supply chain and sales applications to support evolving corporate strategy
- Enable Quiksilver shops to harmonize and optimize their sourcing procedures
- Improve information sharing with suppliers and the company’s distribution network

Solution

- Implemented a back-office architecture at the head office with centralized databases and a development platform based on Oracle Developer Suite
- Built core business applications—supply chain, sales, accounting, and decision making—on the new infrastructure
- Developed an in-house sourcing application with Oracle Forms—integrating it with the company’s supply chain and sales applications
- Created two portals in Java with Web services for customers (shops, distributors, etc.) and suppliers, respectively
- Leveraged Oracle’s easy-to-use development tools to enrich portal services on an ongoing basis
- Created more consistent reports by integrating different retrieval tools to feed into Oracle Reports
- Improved service quality and optimized operations and supervision with Oracle Grid Control