

**Quinsa**

Quilmes Industrial S.A. (Quinsa)  
Luxembourg  
www.quinsa.com

**Industry:**

Consumer Products

**Annual Revenue:**

US\$954 million

**Employees:**

6,400

**Oracle Products & Services:**

Oracle Database  
Oracle Real Application Clusters  
Oracle Application Server  
Oracle Discoverer  
Oracle Portal  
Oracle Order Management

**Oracle Partner:**

Grupo Most IT Solutions  
www.most.com.ar

**“We've chosen Oracle due to its credibility, transparency, and market leadership.”**

– Marcelo Méndez, Project Manager, Commercial Applications and Logistics, Quilmes Industrial S.A. (Quinsa).

**Quilmes Industrial S.A. (Quinsa) Consolidates Systems and Reduces Maintenance Costs**

Quilmes Industrial S.A. (Quinsa) controls beverage and malting businesses in five Latin American countries. Its beer brands are strong market leaders in Argentina, Bolivia, Paraguay and Uruguay, and have a presence in Chile. The Company also has bottling and franchise agreements with PepsiCo, and thus accounts for hundred percent of PepsiCo beverage sales in both Argentina and Uruguay.

**Challenges**

- Centralize data from all countries to improve visibility and decision making
- Reduce IT costs
- Introduce a multilayer system, which users can access either over the internet or the intranet
- Standardize all corporate applications and data

**Solution**

- Centralized information from all countries with Oracle Database 10g, reducing maintenance costs and improving data quality
- Improved data security with Oracle Database 10g
- Enabled faster and easier internet and intranet access for all users
- Increased control of distribution and sales in all countries
- Used Oracle Discoverer to create accurate reports more rapidly
- Worked with Oracle partner Grupo Most IT Solutions to reduce risk and accelerate the implementation process