



SMART Technologies  
Calgary, Alberta, Canada  
www.smarttech.com

### Industry:

High Technology

### Employees:

1,300

### Oracle Products & Services:

Oracle E-Business Suite  
Oracle Financials  
Oracle General Ledger  
Oracle Payables  
Oracle Receivables/Revenue Accounting  
Oracle Cash Management  
Oracle Assets  
Oracle iProcurement  
Oracle Order Management  
Oracle iStore  
Oracle Inventory Management  
Oracle Warehouse Management  
Oracle Discrete Manufacturing  
Oracle Product Lifecycle Management  
Oracle Advanced Supply Chain Planning  
Oracle Business Intelligence Enterprise Edition

**“We needed a solution that would scale as our business grows. Oracle E-Business Suite Release 12 is a functional and scalable solution we can count on.”**

– Mike Battistel, Vice President of Information Systems, SMART Technologies

## SMART Deploys Oracle E-Business Suite Release 12 and Handles 40% More Orders

SMART Technologies designs and creates easy-to-use interactive whiteboards and other group collaboration tools. Using SMART products, groups can access and share the information they need to meet, teach, train, and present, regardless of distance. SMART is best known for the SMART Board interactive whiteboard—used by over 25 million students in over 175 countries around the world today. In addition to the education market, SMART also sells to business, government, and military customers for enhanced collaboration and training.

### Challenges

- Continue aggressive growth while improving productivity and customer service
- Implement a strong logistics capability to ship and deliver products to customers in a timely manner
- Integrate information from a variety of sources to provide a holistic view of the business
- Deploy financial capabilities to improve visibility and financial forecasting

### Solution

- Provided a scalable solution that will adapt as SMART Technologies continues to grow its business
- Handled 40% more orders without adding staff
- Reduced cost per shipment and improved customer satisfaction by picking, staging, and loading shipments more quickly and more accurately
- Simplified and reduced cycle time for adjustments to SMART’s global pricing models
- Delivered improved visibility to key financial data to manage current budgets and future financial requirements
- Eliminated manual pricing structure and replaced with an automated system that automatically determines and assigns pricing to reseller orders
- Processed more orders with fewer invoicing adjustments post sale