

Sorouh

Sorouh Real Estate PJSC
Abu Dhabi, United Arab Emirates
www.sorouh.com

Industry:

Professional Services

Annual Revenue:

More than US\$1.001 billion

Oracle Products & Services:

Oracle Financials
Oracle Telesales
Oracle TeleService
Oracle Human Resources
Oracle Payroll
Oracle Self-Service Human Resources
Oracle Purchasing
Oracle Inventory Management
Oracle iProcurement
Oracle Property Manager
Oracle Project Costing
Oracle Discoverer
Oracle Business Intelligence Enterprise Edition

Oracle Partner:

Satyam Computer Services Ltd.
www.satyam.com

“Oracle E-Business Suite has allowed Sorouh to streamline all our financial, project, procurement, sales, customer relationship management, and human resources processes. Oracle enables our organization to control costs and be more agile and customer focused.”

– Abubaker Seddiq Al Khouri,
Managing Director, Sorouh Real Estate PJSC

Sorouh Real Estate PJSC Streamlines Business Processes with Enterprise Resource Planning Solution

Sorouh Real Estate PJSC is one of the two leading real estate developers in Abu Dhabi, United Arab Emirates and one of the largest developers in the Middle East.

Challenges

- Streamline business processes with centralized access to financial, project, procurement, customer relationship management (CRM), and human resources (HR) data
- Increase and integrate reporting capabilities to accelerate report generation and improve data accuracy
- Improve budgetary controls over spending across the lifecycle of real estate development projects
- Automate business processes and enable electronic approvals to facilitate a paperless office and integrate business divisions
- Improve inventory, sales, and CRM management
- Streamline and automate HR services for employees

Solution

- Worked with Oracle Partner Satyam Computer Services Ltd. to implement Oracle E-Business Suite and Oracle Discoverer in just seven months to provide centralized access to data
- Consolidated financial data from disparate and manual legacy systems for sales, procurement, and real estate project management, providing integrated and real time data access
- Enabled end-to-end project cost tracking from budgets, contracts, and commitments to supplier invoices and payments, providing users with centralized access to critical information on real estate development projects
- Established total control over budget allocation
- Automated procurement processes with electronic approvals—eliminating errors associated with previous manual processes
- Gained the ability to generate a 360-degree view of real estate customers by automating processes for the sales division
- Improved payment collection and reduced chance of outstanding invoices by improving data visibility and receivables management
- Enabled employees to view personal data and pay slips—reducing administrative burden and enabling HR staff to focus on more strategic initiatives
- Provided management custom dashboard reports of key performance indicators, including reports on sales, finance, projects, and HR, resulting in improved decision making