

Empresas Ediouro Publicações

The Customer

- Headquartered in Rio de Janeiro with nationwide business reach.
- One of the five leading publishing companies in Brazil.
- One of the 10 major printing companies in Brazil.
- Annual sales of \$140 million.
- 500 employees.

JD Edwards EnterpriseOne Products

- Manufacturing
- Financial Management
- Distribution

Implementation Team

InfoJBS, PeopleSoft Global Services, PeopleSoft Education and Support

"The implementation of the JD Edwards EnterpriseOne solution was a key tool to the growth strategy of Empresas Ediouro Publicações in an extremely demanding and competitive market."

Luis Fernando Pedroso
Executive Director

Ediouro Increases Visibility of Its Processes and Guarantees the Exactness of Its Management Data

Empresas Ediouro Publicações holds a significant share of the Brazilian publishing market. The group is among the five leading publishers in Brazil and is the largest printing company in the state of Rio de Janeiro, ranking in the country's top 10 printing companies. In the publishing business to which the company is currently allocating most of its investments, it publishes leisure (Coquetel) and informative magazines (Scientific American and Cabelos & Cia), as well as textbooks and books of general interest. The printing division produces different types of printed material, mainly for the Rio de Janeiro market. Founded in 1937, the company today has nationwide reach and 500 employees. Estimated annual sales in 2003 will be \$140 million.

Despite its being a traditional group, Ediouro has kept up with the latest trends throughout the years. It has a professionally contracted management staff and adopted, as a basic cornerstone for company growth, a framework made up of an independent company for each of its business interests. Each company is managed independently, but all are subordinated to a single administrative and financial supporting management. These are some of the characteristics that have afforded the group an edge in relation to its competitors and led it to register a 100 percent growth in billings in the last four years. To provide the technology support for this strategy, the group felt it was necessary to replace its technology platform, because this platform did not allow for integration with other platforms, had a single-company structure, and, most importantly, offered limited technical support. The implementation of the JD Edwards EnterpriseOne solution from Oracle was the answer to its needs.

"We chose JD Edwards EnterpriseOne due to its positioning in Brazil, its excellent technology solution, which facilitates integration with other platforms, and, especially, because it is a sound company with a strategy that can sustain its customers' growth and vigor," says Frederico Ozanan Ferreira de Freitas, IT manager at Ediouro. "We are certain we made the right choice. JD Edwards EnterpriseOne has been increasing its foothold on the market, buttressed by a customer-growth-oriented strategy that relies on a sound base, which it has effectively been putting into practice daily. We are satisfied with how the system has stepped up our business."

Business Drivers: A Technology Base to Support Company Growth

- Corporate growth support.
- Agile and precise information.
- Multiple-company structure.
- Multiplatform integration feature.

Results: Greater Control and Company Operation Integration

Empresas Ediouro implemented the Manufacturing, Financial, and Distribution applications. After these were implemented in the group's four companies that operate in different lines of business, the improvements in the new system were promptly identified. Working by processes, the group gained more control over fiscal transactions, and access to management data became easier.

Approval of requisitions and purchase orders started to be electronically processed, lending greater agility and reliability to these processes. In addition, system management was placed in the hands of users, releasing the IT team for other broader and strategic actions. Increased quality as a result of these controls, and the structure of having a compulsory order for each fiscal entry, have enabled the company to make financial projections today that were never possible before. Empresas Ediouro Publicações is most satisfied with the results of the JD Edwards EnterpriseOne system, which has proved to be a fundamental tool. "We classify the system as excellent in terms of integration and flexibility. With it, the company is continually reviewing and improving its processes," points out Freitas.

Results

- Accessible and reliable management data to buttress strategic decisions.
- Greater control over physical transactions, purchase orders, and approvals.
- System information management by users.

How Ediouro Got There: Working in Partnership with a Company Committed to Results

Empresas Ediouro Publicações strongly involved users in selecting the new management system. This group, which represented and defended the interests of all the group companies, started a three-year selection process, which assessed vendor representation both in Brazil and in the worldwide market, technology platforms, implementation methods, the possibility of its being managed by users, and the structure by process. Not only did it meet the requirements, but the JD Edwards EnterpriseOne solution also offered the best cost-benefit ratio. The implementation, undertaken by InfoJBS, was completed in the established time frame in the group's four companies. "The implementation method provides for detailed documentation, as well as a follow-up by a key user for each process during the project," comments Freitas. "This user then becomes a disseminator of know-how in the company. The learning process has been continual, and, considering that this implementation is recent, user-system interaction is excellent." The Windows platform and the friendly system interface have greatly contributed to this excellence. All these improvements have given Empresas Ediouro's business transactions greater visibility, thereby promoting an improvement in internal processes in an attempt to increase efficiency and profitability.

The Future: Business Intelligence and Supply Chain Management

As of 2004, when the ERP becomes stable, Empresas Ediouro proposes to take a step toward Business Intelligence and Supply Chain Management with a view to supplementing the implemented solution and enhancing gains produced by the system. This next step will provide even more support for its planned growth over the next few years.