



Multicanal
Buenos Aires, Argentina
www.multicanal.com.ar

Industry:

Media & Entertainment

Annual Revenue:

US\$190 million

Employees:

2,500

Oracle Products & Services:

Oracle Inventory Management
Oracle TeleSales
Oracle TeleService
Oracle Field Service

“With Oracle we have taken a technological leap that allows us to use more modern tools. Now we can consider adding value-added services like Web sites for our clients and mobile devices for our technicians.” – Roberto Veigl, Systems Manager, Multicanal

Multicanal Adds a CRM Platform and Reduces Costs

Created in Argentina in 1991 and incorporated into Clarín Editorial Group one year later, Multicanal has risen to become one of the main cable TV providers in Latin America. Since then, Multicanal has maintained a constant level of growth and an increasing share of the market. Multicanal’s trademark has been ongoing technology innovation, constant development of new products and services, and a permanent commitment to excellent customer service. Multicanal currently has over 1.1 million subscribers in Argentina, Uruguay and Paraguay. In addition to offering channels from all over the globe, Multicanal complements its nationwide service with high speed internet. The company also publishes the entertainment magazine “Miradas” and a TV guide.

Challenges

- Move to a flexible business platform, replacing a customized IT environment that wouldn’t allow the company to expand easily and adapt to new projects and business needs
- Reduce IT costs
- Take advantage of the shift to another platform to incorporate new solutions

Solution

- Implemented Oracle E-Business Suite Special Edition, providing more flexibility on the system platform and allowing offer new services
- Strengthened the company’s call center and technical areas with Oracle Inventory Management, Oracle TeleSales, Oracle TeleServices, and Oracle Field Service
- Oracle E-Business Suite Special Edition consolidated and centralized operations on a single platform
- Established the foundations for future services linked to the Web, such as providing Websites for our clients