



Cartopel S.A.I.
Cuenca, Ecuador
www.cartopel.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$130 million

Employees:

800

Oracle Products & Services:

Oracle Database 11g Standard Edition
Oracle Application Server 11g Enterprise Edition
Oracle Application Express

Oracle Partner:



redPartner S.A.
www.redpartner.com.ec

“Oracle gives us the peace of mind that our information is properly backed up and supported by a strong platform and infrastructure. This implementation has significantly enhanced communication with our customers and improved information accessibility for greater operational efficiency.”

– César Ayala Salguero, Chief of Information Systems, Cartopel S.A.I.

Cartopel S.A.I. Improves Database Performance by 80% and Optimizes Customer Relationships

Cartopel S.A.I. is an Ecuadorian industrial manufacturing company that produces packaging paper and corrugated cardboard packaging. It has three plants in Ecuador, including a paper mill and corrugating plants located in Cuenca and Guayaquil. Cartopel manufactures boxes and packaging for the agricultural, industrial, maritime, and floricultural industries, as well as for banana exporters, one of Ecuador’s principal exports.

Challenges

- Consolidate administrative, financial, and production systems in a single platform to optimize production processes by linking the company’s disparate information systems across various offices and paper/cardboard production plants
- Provide a robust, reliable, and high-availability database to unify administrative, financial, and production plant information
- Offer a variety of communication services to the public, customers, shareholders, and vendors to enhance relationship building

Solution

- Migrated to Oracle Database 11g Standard Edition to achieve greater information security and consolidate 90% of the company’s data—such as administration, financial, inventory, production, and order information—in one database
- Acquired more dynamic database management to improve database performance by 80% over the previous version
- Increased information availability by 70%, which substantially improved customer communication with accessible information about the company’s cardboard packaging
- Moved administrative, financial, and production applications from a client-server environment to the firm’s intranet using Oracle Application Server 11g Enterprise Edition to centralize information and make it more accessible
- Used Oracle Application Express to develop the corporate Web site that offers customers a new communications channel and automates access to information
- Worked with Oracle Partner redPartner S.A. to complete the implementation