



Premium Wine Brands
Adelaide, Australia
www.orlandowynndhamgroup.com

Industry:

Consumer Goods

Annual Revenue:

US\$10.06 billion

Employees:

19,000 (Pernod Ricard)

Oracle Products & Services:

Oracle SOA Suite
Oracle WebLogic Server
Oracle Service Bus
Oracle Application Development Framework
Oracle Application Integration Architecture
Oracle JD Edwards EnterpriseOne

Oracle Partner:



Rubicon Red
www.rubiconred.com

“Oracle Fusion Middleware has enabled Premium Wine Brands to create reusable components that enable us to deploy new, innovative campaigns faster and at a lower cost.” – Ryan Klose, CIO, Premium Wine Brands

Premium Wine Brands Streamlines Process Automation, Reduces Cost of Ownership

Premium Wine Brands is a division of Pernod Ricard, the world’s second-largest wine and spirit group. The company is responsible for the global management of Pernod Ricard’s wine brands, such as Australia’s Jacob’s Creek, New Zealand’s Brancott Estate, Spain’s Campo Viejo, and Argentina’s Graffigna.

Challenges

- Optimize business processes and enable seamless transaction processing by integrating disparate applications and systems
- Provide greater agility to introduce new processes, such as mobile capabilities to support remote workers
- Enable more rapid implementation and integration of new systems using service-oriented architecture, and reduce the complexity of application upgrades
- Minimize error-prone manual processes by removing the organization’s reliance on spreadsheets and data rekeying

Solution

- Reduced total cost of ownership by engaging Oracle Partner Rubicon Red to build a reusable service layer using Oracle SOA Suite and Oracle WebLogic Server, enabling rapid system development and integration of disparate applications
- Improved product lifecycle management by integrating Oracle JD Edwards EnterpriseOne with BizCaps (used to define and manage new wine products)
- Developed, deployed, and tested three complex business processes in three weeks, reducing the double handling of information to improve data accuracy and streamlining the creation of new products and campaigns
- Implemented a business-to-business (B2B) order management system that provided staff with transparent, fast access to their B2B transactions, making it easier to provide status updates to trading partners on their pending liquor orders
- Improved customer and supplier service by deploying Oracle Application Integration Architecture to support real-time integration between the JD Edwards and warehouse management systems, enabling staff to track fulfilled and partially fulfilled orders, and the status of inventory on hand
- Provided mobile workers with remote access to a sales order system, allowing work on the road