

INFORMATION FOR SUCCESS

Oracle E-Business Suite Release 12 and 12.1
Customer Success Stories
September 2010



SOFTWARE. HARDWARE. COMPLETE.

This reference booklet contains a sampling of real business results that Oracle customers from around the world, in a variety of industries, have achieved by implementing or upgrading to the most current release of Oracle E-Business Suite. These customer stories represent the broad use and continued growth of Oracle's E-Business Suite applications, which enables businesses to think globally to make better decisions, work globally to be more competitive, and manage globally to lower costs and increase performance. With a new user experience and hundreds of cross-industry capabilities spanning enterprise resource planning, customer relationship management, and supply chain planning, our most current release helps customers manage the complexities of global business environments. As part of Oracle's Applications Unlimited strategy, Oracle's E-Business Suite applications will continue to be enhanced, thus protecting and extending the value of your software investment.

Some of my favorite stories in this booklet include:

- Abu Dhabi Media Company is one of the fastest growing, multi-platform media organizations in their region. Abu Dhabi Media Company upgraded its Financials, Inventory and Purchasing to Oracle E-Business Suite Release 12.1 in just six weeks, to prepare for a wider implementation project around Human Resources, but in the meantime, has seen significant performance improvements and is experiencing significantly more flexible reporting.
- Chicago Public Schools is the nation's third largest school district and the second largest employer in Chicago. It serves approximately 407,000 students in 666 schools. They upgraded to Oracle E-Business Suite Release 12.1 to take advantage of new functionality with minor impact to its 6,000 users in 700 departments, from procurement clerks and budgeting teams to treasury users
- Macsteel Service Centers USA, Inc. is one of the top metals service centers in North America, distributing a full range of carbon, stainless, aluminum, and specialty metals in more than 30 facilities. Macsteel deployed Oracle E-Business Suite Release 12.1 to gain real-time visibility that extends across the enterprise from order entry through invoice—enabling the company to identify opportunities for greater efficiency and innovation

In testimonials like these, from small, medium and large organizations, from different industries and countries, you'll learn how customers are able to compete more effectively, save money and improve operational performance by using Oracle E-Business Suite Release 12 and 12.1. Whether you are an existing customer considering an upgrade and/or expanding your product footprint or a new or prospective E-Business Suite customer, be assured we are dedicated to meeting your ERP needs with a solution that's right for you. We hope you find this reference booklet a valuable resource and we look forward to supporting your business goals as a valued E-Business Suite customer.

To learn more about Oracle's E-Business Suite applications, visit <http://www.oracle.com/applications/e-business-suite.html> or contact your local Oracle sales representative.

Sincerely,



Cliff Godwin

Senior Vice President, Oracle E-Business Suite

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124	Scottish Government (Scotland)
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126	Shanghai Xian Dai Architectura Design (Group) (China)
127	SimplexGrinnell (United States)
128	SMART Technologies (Canada)
129	Social Security Administration (United States)
130	Sorouh Real Estate PJSC (United Arab Emirates)
131	Spear Contract Logistics (India)
132	Technical Standards & Safety Authority (Canada)
133	The Lemelson Foundation (United States)
134	Tikona Digital Networks (India)
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France Telecom (France)	Communications
KT (Korea)	Communications
modu ltd (Israel)	Communications
MVS Televisión S.A. de C.V. (Mexico)	Communications
Tikona Digital Networks (India)	Communications
Al-Abbas Sugar Mills Limited (Pakistan)	Consumer Goods
Amway Corp. (United States)	Consumer Goods
Harvest Foods (Egypt)	Consumer Goods
KT&G (Korea)	Consumer Goods
Leviton Manufacturing (United States)	Consumer Goods
LG Electronics (Korea)	Consumer Goods
Nice Group Co., Ltd (China)	Consumer Goods
Pentel of America, Ltd. (United States)	Consumer Goods
United States Distilled Products Company (United States)	Consumer Goods
Rochester Institute of Technology (United States)	Education & Research
China Construction Eighth Engineering Division Corp. Ltd (China)	Engineering & Construction
KCC Engineering & Construction (Korea)	Engineering & Construction
Shanghai Xian Dai Architectura Design (Group) (China)	Engineering & Construction
WTorre S.A. (Brazil)	Engineering & Construction
Emirates NBD (United Arab Emirates)	Financial Services
Experian plc (Ireland)	Financial Services
Hyundai Capital and Hyundai Card (Korea)	Financial Services
Inter Partner Assistance España, S.A de Seguros y Reaseguros (Spain)	Financial Services
MoneyGram International, Inc. (United States)	Financial Services
Apricorn, Inc. (United States)	High Technology
Cortina Systems, Inc. (United States)	High Technology

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Customer Names by Industry

Facebook, Inc. (United States)	High Technology
LG Display (Korea)	High Technology
Meru Networks, Inc. (United States)	High Technology
OpenTV (United States)	High Technology
ProQuest (United States)	High Technology
Rocela (Scotland)	High Technology
Seiko Epson Corporation (Japan)	High Technology
SMART Technologies (Canada)	High Technology
Xsigo Systems, Inc. (United States)	High Technology
Zanett Commercial Solutions, Inc. (United States)	High Technology
Zebra Technologies Corporation (United States)	High Technology
ZyXEL Corporation (Taiwan)	High Technology
Carmanah Technologies Corporation (Canada)	Industrial Manufacturing
Control Solutions (United States)	Industrial Manufacturing
Crescent Steel and Allied Products Ltd (Pakistan)	Industrial Manufacturing
Falken Tire Corporation (United States)	Industrial Manufacturing
G.James Australia (Australia)	Industrial Manufacturing
Glasfloss Industries (United States)	Industrial Manufacturing
JA Solar Holdings Co., Ltd (China)	Industrial Manufacturing
Jiangsu Rongsheng Heavy Industries Group Co., Ltd (China)	Industrial Manufacturing
Kirloskar Oil Engines Ltd (India)	Industrial Manufacturing
Macsteel Service Centers USA, Inc. (United States)	Industrial Manufacturing
RAE Systems (United States)	Industrial Manufacturing
Royal Mosa (Netherlands)	Industrial Manufacturing
S&C Electric Company (United States)	Industrial Manufacturing
PT Pertiwi Agung (Landson) (Indonesia)	Life Sciences
Usana Health Sciences Inc. (United States)	Life Sciences
Abu Dhabi Media Company (United Arab Emirates)	Media & Entertainment
Eye Television Network Limited (Pakistan)	Media & Entertainment
TV Guide Magazine, LLC (United States)	Media & Entertainment
United Online, Inc. (United States)	Media & Entertainment

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Customer Names by Industry

Oxbow Corporation (United States)	Natural Resources
Agilysys, Inc. (United States)	Professional Services
C3 Business Solutions, Inc. (United States)	Professional Services
HiSoft Technology International Ltd (China)	Professional Services
OC ² (Netherlands)	Professional Services
SimplexGrinnell (United States)	Professional Services
Sorouh Real Estate PJSC (United Arab Emirates)	Professional Services
Spear Contract Logistics (India)	Professional Services
Technical Standards & Safety Authority (Canada)	Professional Services
The Lemelson Foundation (United States)	Professional Services
Chicago Public Schools (United States)	Public Sector
Lake County (United States)	Public Sector
Newport City Council (Wales)	Public Sector
Pace Suburban Bus (United States)	Public Sector
Parks Victoria (Australia)	Public Sector
Scottish Government (Scotland)	Public Sector
Social Security Administration (United States)	Public Sector
BloomNet (United States)	Retail
McDonald's (United States)	Retail
OneCall.com (United States)	Retail
Papelería Farah S. de R.L. (Mexico)	Retail
Agility Logistic (Kuwait)	Travel & Transportation
DP World Asia Ltd (Hong Kong)	Travel & Transportation
High1 Resort (Korea)	Travel & Transportation
Korean Air (Korea)	Travel & Transportation
Schipol Amsterdam Airport (Netherlands)	Travel & Transportation
American Transmission Co. (United States)	Utilities
Beijing Guohua Electric Power Co., Ltd (China)	Utilities
Green Mountain Power (United States)	Utilities



CUSTOMER SUCCESS STORIES
ORACLE E-BUSINESS SUITE RELEASE 12.1

Oracle Customer:**Abu Dhabi Media Company**

Abu Dhabi

www.admedia.ae**Industry:**

Media & Entertainment

Oracle Products & Services:

- Oracle Financials
- Oracle Inventory
 - Oracle Purchasing
- Oracle Business Intelligence
 - Publisher

Oracle Partner:**Hyperlink**www.hyperlink-me.com

Abu Dhabi Media Company Upgrades to E-Business Suite Release 12.1 in just Six Weeks

Abu Dhabi Media Company, one of the fastest growing, multiplatform media organizations in its region, owns and operates a range of television channels, radio stations, as well as a number of publications, and other media-related businesses, including Imagination Abu Dhabi, which will develop, finance and produce full length feature films and digital content for Arabic and international markets; LIVE which owns a fleet of outdoor HD broadcast vans; and United Printing Press, a state of the art printing press.

Challenges

- Abu Dhabi Media Company wanted to upgrade its E-Business Suite implementation to Release 12.1
- This is one of the first implementations of E-Business Suite Release 12.1 in the region

Solutions

- The company upgraded a number of modules in preparation for a wider implementation project around human resource modules, which is due to start in early 2010
- Implementation was rapid, and the company upgraded Oracle General Ledger, Accounts Payable, Inventory and Purchasing in just six weeks
- Since deploying the new modules, Abu Dhabi Media company has seen significant performance improvements and is experiencing more flexible reporting

Oracle Customer:**Agility**

Safat, Kuwait

www.agilitylogistics.com

Industry:

Travel & Transportation

Annual Revenue:

US\$6.8 billion

Employees:

37,000

Oracle Products & Services:

- Oracle Human Resources
- Oracle Self-Service Human Resources
- Oracle Performance Management

Oracle Partner:**Caliber Point**

www.caliberpoint.com

Agility Cuts Reporting Times with Consolidated HR Solution on Oracle E-Business Suite R12.1

“Because Agility expanded by acquiring other companies, we had serious integration issues with every business unit using its own system. The Oracle solution has allowed us to share data much more easily. Collaboration is much easier and we are now a much more cohesive organization.”

— **Ian G. Paisley**, Vice President, Human Resources Information Services, Agility

Agility (formerly PWC Logistics) is a leading global provider of integrated logistics. The company consists of three key business groups: Global Integrated Logistics, Defense and Government Services, and Infrastructure. Agility operates more than 550 offices in 120 countries.

Challenges

- Implement an integrated human resources (HR) strategy with a core HR system to consolidate data for more than 26,000 employees across 59 countries to improve the company’s worldwide delivery of logistics services
- Create visibility into Agility’s workforce through consistent reports and metrics based on a standard model for all countries
- Develop dashboard and analytic capabilities
- Improve reporting accuracy by eliminating manual processes
- Reduce reporting time for standard HR reports
- Eliminate redundant data collection and maintenance across multiple systems, including the corporate active directory, to enable better security and setup of email accounts

Solutions

- Worked with Oracle Business Process Outsourcing Partner Caliber Point to deploy Oracle Human Resources, enabling data consolidation from HR systems across 59 countries and ensuring timely and accurate employee information in support of global logistics services delivery
- Implemented a global enterprise wide human resource management system within one, 24x7 available database
- Reduced the time required to collect summary data from six weeks to a few seconds, with access to consolidated data
- Eliminated redundant data entry to Active Directory for creation, updates, and termination of employee e-mail accounts within 24 hours
- Established an employee directory—updated every 30 minutes and instantly accessible by workers—increasing collaboration and efficiency, and reducing the burden on the HR department
- Reduced the time required to produce basic employee headcount reports from weeks to less than 10 seconds
- Produced complex HR reports containing multiple levels of employee detail in seconds
- Planned to save US\$5.3 million over five years as a result of improved data accuracy and increased employee efficiency gained from the Oracle solution

Oracle Customer:**Agilysys, Inc.**

Cleveland, OH

www.agilysys.com

Industry:

Professional Services

Oracle Products & Services:

- Oracle Projects
- Oracle Assets
- Oracle Payables
- Oracle iProcurement

Agilysys, Inc. Upgrades to Oracle E-Business Suite Release 12.1 to Improve Financial Processes and Support Growing Enterprise

Agilysys, Inc., a leading provider of corporate and public-sector IT solutions, specializes in select markets, including retail and hospitality. It implements its partners' hardware and software, providing services such as disaster planning and storage management. It also provides industry-specific tools, including property management applications.

Challenges

- Since implementing Oracle E-Business Suite in 2001, Agilysys has significantly changed the structure of its product offerings and business divisions
- To best support its growth, Agilysys upgraded its financial management system to Oracle E-Business Suite R 12.1

Solutions

- "We are confident that our Oracle E-Business Suite Release 12.1 financial management solution will benefit us and support our continued growth. We are eager to leverage the new capabilities of Oracle Financials to process transactions across operating units," said Dan Havelka, Senior Director of I.T., Agilysys, Inc
- Release 12.1 Financials will also provide the foundation for our Order Management and Oracle Projects implementation

Oracle Customer:
C3 Business Solutions, Inc.
 Santa Ana, CA
 www.c3biz.com

Industry:
 Professional Services

Annual Revenue:
 US\$8 million

Employees:
 40

Oracle Products & Services:

- Oracle Project Costing
- Oracle Billing
- Oracle Time and Labor
- Oracle Financials
- Oracle Purchasing
- Oracle TeleSales
- Oracle Field Sales
- Oracle Sales Intelligence
- Oracle Projects
- Oracle Business Accelerators

C3 Business Solutions, Inc. Extends Visibility and Flexibility Across Financial Processes with Oracle E-Business Suite Release 12.1

“With Oracle E-Business Suite Release 12.1, we achieved greater visibility and efficiency across our financial processes. For instance, we reduced our time to invoice by 60%. We also gained new flexibility in our billing function, enabling us to offer our clients expanded options that include fixed price, milestone, and time-and-material contracts.”

— **Matt Matthews**, Principal, C3 Business Solutions, Inc.

C3 Business Solutions specializes in the implementation of Oracle E-Business Suite for small to mid-sized businesses in Southern California. The company brings extensive software implementation and business process knowledge to its clients, including proprietary implementation methodologies.

Challenges

- Implement a fully integrated enterprise resource planning (ERP) environment with increased flexibility to enable configuring applications as needed and building a scalable foundation to support future growth
- Expand visibility into project costing and billing data—a critical requirement for an IT services organization
- Ensure a rapid implementation of to reduce the burden on the IT team, and minimize the impact on the bottom line

Solutions

- Implemented Oracle E-Business Suite Release 12.1 to increase efficiency, flexibility, and accuracy across the company’s financial processes
- Gained the ability to manage a 20% increase in workload without increasing administrative staff
- Improved analytics for project margins, resource utilization, and scheduling
- Gained greater visibility into costs and improved the company’s ability to match costs and revenue
- Reduced the time to invoice from five days to less than two days—a 60% improvement
- Enabled the company to produce more detailed bills and reports, and offer customers more diverse billing options, such as fixed price, milestones, and time and material
- Leveraged Oracle Business Accelerators to speed the implementation—enabling the IT staff to resume its exclusive focus on client projects, and minimizing the negative impact on the consulting company’s bottom line
- Achieved rapid return on investment by deploying the solution in just 90 days by leveraging Oracle Business Accelerators templates and mapping methodologies
- Broadened further the company’s knowledge base around Oracle E-Business Suite implementations to benefit its clients

Oracle Customer:
Chicago Public Schools
 Chicago, IL
 www.cps.edu

Industry:
 Public Sector

Annual Revenue:
 US\$6 billion

Employees:
 55,000

Oracle Products & Services:

- Oracle Financials
 - Fixed Assets
 - Cash Management
 - Treasury
 - Public Sector Budgeting
- Oracle Purchasing
- Oracle Procurement
- Oracle Projects
- Oracle User Productivity Kit
- Oracle Support

Chicago Public Schools Upgrades to Oracle E-Business Suite Release 12.1 on Time and on Budget

“We went live with Oracle E-Business Suite Release 12.1 on time and on budget. The new features in the latest version will enable us to operate more efficiently and effectively, such as managing our US\$6 billion capital and grant monies.”
 — **Prasad Nettem**, Director for Enterprise Financial Systems, Chicago Public Schools

Chicago Public Schools is the nation’s third largest school district and the second largest employer in Chicago. It serves approximately 407,000 students in 666 schools.

Challenges

- Upgrade the school district’s existing Oracle enterprise resource planning system to gain new functionality and enable the system to scale for future growth under extreme budgetary and staffing constraints due to the current economy
- Review and reduce the system’s more than 100 customizations for better management efficiency
- Implement additional modules on the latest version of Oracle E-Business Suite to save time and money

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1 to take advantage of new functionality with minor impact to its 6,000 users in 700 departments, from procurement clerks and budgeting teams to treasury users
- Decided halfway through the project to upgrade straight to the latest version, Oracle E-Business Suite Release 12.1, instead of 12.0.6, and completed the aggressive upgrade within the original project timeline and budget
- Completed the upgrade before the start of the school year, avoiding a delay of one year that would have been required in case the implementation taken longer
- Leveraged Oracle Support to quickly solve problems and help the school district’s small IT staff meet its aggressive goals
- Set the stage to implement Oracle Projects and Enterprise Asset Management to manage and monitor work orders more efficiently for the school district’s US\$6 billion capital and grants monies for numerous construction and IT projects at its 900 buildings
- Used Oracle User Productivity Kit to quickly train users of all levels on the new features

Oracle Customer:**Intelligrated, Inc.**

Mason, OH

www.intelligrated.com

Industry:

Industrial Manufacturing

Employees:

1,500

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Financials
- Oracle Discrete Manufacturing
- Oracle Projects
- Oracle Order Management
- Oracle Configurator
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Time and Labor

Oracle Partner:**AXIA Consulting**

www.axiaconsulting.net

Intelligrated, Inc. Upgrades Applications to Provide Foundation for Company Growth by Three Times

“As we prepared to triple in size due to a recent acquisition, we knew we needed a flexible, scalable system to support us, so we decided to move forward with the upgrade to Oracle E-Business Suite Release 12.1. Oracle helps us manage our business efficiently and has provided a stable foundation for future growth.”

— **Carole Landgrebe**, Senior Oracle Functional Analyst, Intelligrated, Inc.

Intelligrated, Inc. is a leading provider of automated material handling solutions with operations in the United States, Canada, and Mexico. Serving the warehousing, distribution, consumer product manufacturing, postal, and parcel markets, Intelligrated designs, manufactures, and installs complete material handling automation solutions.

Challenges

- Improve accuracy of the configure-to-order process to help ensure timely, cost-effective delivery of large, complex warehouse systems to customers, who are mostly large retailers
- Provide a reliable foundation to support company growth, including a recent acquisition that tripled the company’s size from 500 employees to 1,500

Solutions

- Ensured efficient and accurate manufacture and delivery of complex warehouse management systems with Oracle Discrete Manufacturing, enabling users to process complex sales orders with numerous different parts and long installation times
- Used Oracle Configurator to prevent users from entering orders that are not buildable or are not what the customer intended, resulting in an overall reduction in manufacturing and order errors amounting to nearly US\$1 million over three years
- Used Oracle Projects to manage large scale installations, tracking inventory and labor expenses to ensure the project stays within budget, and to assess project margins
- Upgraded to Oracle E-Business Suite Release 12.1 to prepare for the influx of about 1,000 new users with the acquisition and the growth from one to four manufacturing plants
- Worked with Oracle Partner AXIA Consulting to complete the upgrade in about seven months, from initial planning stage to go live
- Provided the opportunity to reduce future customizations to make the system more manageable by the small IT staff of just six full time employees
- Provided a stable, flexible system that will help the company quickly assimilate several new manufacturing facilities
- Updated the time and labor system to accommodate new users and ensure time entry is scalable and efficient

Oracle Customer:**Lake County**

Waukegan, Illinois

www.lakecountyil.gov

Industry:

Public Sector

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Financials
- Oracle Projects
- Oracle iProcurement
- Oracle Human Resources Management Suite

Lake County Upgrades ERP System on Time and under Budget; Benefits from New Functionality

Lake County has a total area of 1,368 square miles and is located in northeastern Illinois, with Lake Michigan to the east, Wisconsin to the north, and Chicago to the south. With approximately 713,000 residents, it is one of the fastest-growing counties in Illinois and in the nation.

Challenges

- In 2009, Lake County decided to upgrade to Oracle E-Business Suite Release 12.1 to ensure continued Premier Support and to take advantage of enhanced application functionality

Solutions

- Lake County completed the upgrade on time and under budget by US\$6,000
- It gained greater visibility into timecards, which saved time, improved insight to view approval routing, and allowed drill-down capabilities with transparent subledger accounting that increased visibility and provided cleaner ledgers, overall
- Another key enhancement was that Oracle BI Publisher allowed Lake County to customize seeded reports such as the account analysis report, which provides detailed information about movement on a particular account for a period or range of periods to deliver pertinent information and generates the output in Excel format
- Users also found the new interface easier to navigate

Oracle Customer:
Leviton Manufacturing
 Melville, NY
 www.leviton.com

Industry:
 Consumer Goods

Employees:
 8,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12.1
- Oracle Financials
- Oracle Purchasing
- Oracle iStore
- Oracle Configurator
- Oracle Advanced Pricing
- Oracle Product Lifecycle Management
- Oracle Quoting
- Oracle iSupport
- Oracle Proposals
- Oracle Service Contracts
- Oracle Field Service
- Oracle Discrete Manufacturing
- Oracle Inventory Management
- Oracle Order Management

Oracle Partner:
IBM
 www.ibm.com

Leviton Manufacturing Gains an Enterprise Solution to Support Global Manufacturing Environment

“Oracle E-Business Suite Release 12.1 provides the scalability and functionality we need to support our global manufacturing environment in a more integrated, efficient, and automated manner.”

— **Bob MacTaggart**, Global Chief Information Officer, Leviton Manufacturing

Leviton Manufacturing Company is a global manufacturer of electrical wiring devices, data center connectivity solutions, and lighting energy management systems. The company’s product portfolio consists of more than 25,000 devices and systems used in homes, businesses, and industries. Builders, electrical contractors, and other industry professionals have ranked Leviton products number one in brand preference.

Challenges

- Upgrade to the latest release of Oracle E-Business Suite—enabling the company to convert its electrical products manufacturing environment, consisting of 26 plants, to a single global system
- Implement a stable and cost-effective enterprise solution that will scale with company growth and adapt to changes in the electrical system industry

Solutions

- Worked with Oracle Partner IBM to upgrade to Oracle E-Business Suite Release 12.1 to gain a stable, cost-effective enterprise solution to support the company’s global manufacturing environment
- Leveraged the self-service functionality in Oracle Configurator to introduce new product modules individually and generate complete sales proposals online and new CAD drawings and specifications in approximately two hours or less, instead of six to eight weeks
- Leveraged Oracle iSupport and Oracle iService to automate all contracts and billing for the company’s new service business for lighting system products
- Leveraged Oracle iSupport to streamline the IT change management process that is the foundation for the company’s internal information management help desk, rolling the service to employees’ mobile devices Blackberry, iPhone, and Droid
- Used Oracle iStore to consolidate seven separate Web sites for the general public as well as for business-to-business processes
- Used Oracle tools to build a comprehensive, integrated sales and marketing data warehouse to provide restricted role-based access to profitability information to the sales force, ensuring security
- Deployed the upgraded solution successfully to 5,000 users within seven months

Oracle Customer:**Macsteel Service Centers USA, Inc.**

Newport Beach, CA

www.macsteelusa.com

Industry:

Industrial Manufacturing

Employees:

1,170

Oracle Products & Services:

- Oracle Financials
- Oracle Order Management
- Oracle Configurator
- Oracle Advanced Supply Chain Planning
- Oracle Purchasing
- Oracle Process Manufacturing
- Oracle Inventory Management
- Oracle Landed Cost Management
- Oracle Transportation Management
- Oracle Business Accelerators
- Oracle User Productivity Kit

Macsteel Service Centers USA, Inc. Deploys Oracle E-Business Suite Release 12.1 for Real-Time Visibility

“We chose Oracle E-Business Suite Release 12.1 because it is scalable, provides drill-down capabilities and data integrity, ensures Sarbanes-Oxley compliance, and provides information that our executives can rely on to make the most valuable business decisions.”

— **Stuart Patsos**, Vice President of IT, Macsteel Service Centers USA, Inc.

Macsteel Service Centers USA, Inc. is ranked one of the top ten metals service centers in North America, operating over 30 facilities and offering one of the largest inventories of metals in the service center industry. The company processes and distributes a full range of carbon, stainless, aluminum, and specialty metals to customers throughout North America and Puerto Rico.

Challenges

- Gain real-time visibility across the enterprise to increase the company’s ability to respond agilely to changes in the price-sensitive, commodity-based steel business
- Gain a scalable enterprise application environment to support future growth
- Lead the competition in every aspect of the company’s business by exceeding customer expectations, spearheading industry innovation, inspiring and empowering employees, while constantly striving to offer customers the most cost-effective, creative solutions and competitive prices within the industry

Solutions

- Deployed Oracle E-Business Suite Release 12.1 to gain real-time visibility that extends across the enterprise—from order entry through invoice—enabling the company to identify opportunities for greater efficiency and innovation
- Created a solid and scalable foundation for capturing key performance indicators and driving the business through analytics
- Extended supply chain planning precision and execution
- Improved production set-up and batch review processes and reduced production waste, driving improvements to the bottom line
- Enabled the company to drill down into financials to support voluntary Sarbanes-Oxley compliance and provided managers with the information needed for timely and accurate decisions
- Improved Macsteel’s ability to track and manage genealogy data for structural steel, streamlining compliance with industry regulations
- Used Oracle Business Accelerators to rapidly map 1,071 business requirements and shorten deployment by several months
- Worked with various Oracle Partners to deploy the solution at five initial branches on time and on budget
- Used Oracle User Productivity Kit to facilitate system documentation and get users up and running quickly

Oracle Customer:**McDonald's**

Oak Brook, IL

www.mcdonalds.com**Industry:**

Retail

Oracle Products & Services:

- Oracle Projects
- Oracle Assets
- Oracle Payables
- Oracle iProcurement

Oracle Partner:**Fujitsu**www.fujitsu.com**PriceWaterhouseCoopers**www.pwc.com

McDonald's Upgrades to Oracle E-Business Suite Release 12.1 to Align Business Processes and Ensure Scalability and Support

McDonald's is the leading global food-service retailer with more than 32,000 local restaurants serving more than 60 million people in more than 100 countries.

Challenges

- McDonald's decided to upgrade to Oracle E-Business Suite Release 12.1 to standardize construction management processes, track and manage costs by project areas, and ensure continued system support
- McDonald's cited the consistent user interface and increased Web capabilities of the Oracle solution as key factors that facilitated swift user adoption

Solutions

- "We deployed the upgraded Oracle E-Business applications to approximately 2,000 to 3,000 users with minimal downtime or disruption in productivity. The flexible solution ensures that we can easily expand our Oracle footprint to further improve our business processes." – Rehan Aslam, IT Director, McDonald's

Oracle Customer:**Pentel of America, Ltd.**

Torrance, CA
www.pentel.com

Industry:

Consumer Goods

Oracle Products & Services:

- Oracle Financials
- Oracle Order Management
- Oracle Discrete Manufacturing
- Oracle Inventory
- Oracle Warehouse Management

Oracle Partner:**Zensar**

www.zensar.com

Pentel of America, Ltd. Upgrades to Oracle E-Business Suite Release 12.1 On Time and Under Budget and Is Set to Leverage New Functionality

Pentel of America, Ltd. is the United States operation of Pentel Co. Ltd., a privately owned, Japanese company that has been producing the world's most popular writing instruments for more than half a century.

Challenges

- Pentel upgraded to Release 12.1, running on Oracle Enterprise Linux, to stay current on support; take advantage of enhanced functionality, including new warehouse management features; and position the company to deploy Oracle's Demantra applications

Solutions

- Pentel worked with Oracle Partner Zensar on the upgrade, and completed it on time and under budget
- With Oracle E-Business Suite Release 12.1, the company has realized a boost in support and an opportunity to drive momentum for process improvement throughout the company
- The seamless upgrade has provided a platform to move forward and has encouraged the company to explore new functionality and applications

Oracle Customer:
Schiphol Amsterdam Airport
 Amsterdam, Netherlands
 www.schiphol.nl

Industry:
 Travel & Transportation

Annual Revenue:
 US\$1.565 million

Employees:
 2,100

Oracle Products & Services:

- Oracle iProcurement
- Oracle TeleSales

Schiphol Amsterdam Airport Moves into the Future with Oracle E-Business Suite Release 12.1

“Schiphol Amsterdam Airport is a dynamic business that is constantly developing and improving itself to be Europe’s best airport. The upgrade to Oracle E-Business Suite Release 12.1 provides Schiphol with a technical, functional, and strategic platform that is powerful enough to support current and future developments.”
 — **Arthur Waterham**, Project Manager, Schiphol Amsterdam Airport

Schiphol Amsterdam Airport connects The Netherlands with cities and economic centers around the world. It is a dynamic and efficient transport hub for air, rail, and road traffic for both passengers and freight. It offers travelers, visitors, employers, and staff full service, 24 hours a day, seven days a week, with an emphasis on efficiency, reliability, sustainability, inspiration, and hospitality.

Challenges

- Upgrade the airport’s software infrastructure to create a solid base that technically, functionally, and strategically supports future developments at Schiphol
- Help the control and accounting department function more leanly and comply more easily with the varying criteria of the domestic and internationally-based airlines that use Schiphol as a central destination

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1, facilitating implementation of project management modules such as Oracle TeleSales and Oracle iProcurement and allowing the airport to manage more services centrally
- Used Oracle iProcurement to enable the various units, such as airport facilities, ticketing, and account management, to control their own spending while still benefiting from the efficiencies of central management
- Controlled costs by reducing the need for customized software with the help of standard functionalities in Oracle’s applications
- Adapted processes such as reporting and invoicing to improve the airport’s ability to cooperate with the various systems used by its partner airlines
- Provided the control and accounting department with a solid basis on which to operate in a ‘lean and mean’ way, due to the reduced overhead and slimmer IT-infrastructure
- Achieved a smooth transition to the new system, using Oracle E-Business Suite’s standard toolset and Oracle’s automatic upgrade services, and laying out clear priorities

Oracle Customer:**United States Distilled Products Company**

Princeton, MN
www.usdp.com

Industry:

Consumer Goods

Oracle Products & Services:

- Oracle E-Business Suite 12.1
- Oracle Financials

Oracle Partner:**Traust Group**

www.traust.com

United States Distilled Products Company Streamlines Financials and Establishes a Foundation for Future Efficiency Achievements

United States Distilled Products Company (USDP) began as a small bottling operation in 1981 and has grown into an industry leader. USDP produces its own brands of alcoholic products and distributes them throughout the United States. It also does contract bottling on behalf of other spirits companies.

Challenges

- Based on the growth of the organization and outgrowing a legacy system USDP decided to deploy Oracle Financials 12.1 due to the application's proven flexibility and reliability with options for future enhancements throughout the organization
- With Oracle, USDP is able to more accurately manage financial data for both the main company and a subsidiary

Solutions

- Based on its success with Oracle Financials, USDP decided to deploy the entire Oracle EBS Suite of applications, including Oracle Process Manufacturing and Order Management to achieve significant efficiencies in Inventory Management, Cost Management and Taxation, Manufacturing and Order Delivery
- For example, the integration will help USDP manage its batching and mixing processes to monitor efficiencies and become more productive in maximizing batch sizes.
- In addition, the streamlined order management process will make it easier for USDP to manage orders that it takes on behalf of other companies for contract bottling

Oracle Customer:**USANA Health Sciences, Inc.**

Salt Lake City, UT

www.usana.com

Industry:

Life Sciences

Annual Revenue:

US\$450 million

Employees:

1,200

Oracle Products & Services:

- Oracle Financials
- Oracle Process Manufacturing
- Oracle Advanced Supply Chain Planning Foundation
- Oracle Mobile Supply Chain
- Agile Product Lifecycle Management
- Demantra Demand Management
- Demantra Real-Time Sales and Operations Planning
- Oracle Support

USANA Health Sciences, Inc. Improves Manufacturing Efficiency with Oracle E-Business Suite Release 12.1

“We have already achieved significant improvements in our manufacturing and financial processes with the move to Oracle E-Business Suite Release 12.1. This positions us well to move toward a fully integrated enterprise resource planning (ERP) system in the future.”

— **Gary Carter**, Enterprise Resource Planning Director, USANA Health Sciences, Inc.

USANA Health Sciences, Inc. develops and manufactures high-quality nutritionals, personal care, energy, and weight management products that are sold directly to preferred customers and associates in nearly 15 countries worldwide.

Challenges

- Support continuous improvement in operational efficiency across the health sciences company’s business operations which span nearly 15 countries
- Unify discrete and process manufacturing inventories to enable complete visibility of inventory enterprise wide
- Facilitate voluntary compliance with U.S. Food and Drug Administration (FDA) and Australia Therapeutic Goods Administration (TGA) guidelines on nutritional supplements

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1 to support the multinational company’s efficient operation with an advanced, flexible enterprise resource planning (ERP) system
- Improved inventory control by simplifying integration into warehouse management and creating a single inventory record
- United discrete and process manufacturing processes— simplifying reporting, improving configuration of items and master items, improving cycle counting, and creating a baseline for future products and enhancements
- Improved demand visibility, enabling USANA to more closely match supply to demand, ultimately, carrying less inventory while ensuring the right products are available to fill orders
- Reduced the cost of managing manufacturing processes
- Leveraged Oracle’s Agile modules to manage documentation, and quality events and actions through electronic signoff and versioning to ensure compliance with FDA and TGA guidelines, which are important for maintaining consumer trust in the company’s nutrition products
- Avoided significant problems with the yearly financial close after upgrading to the latest version of Oracle Financials
- Worked with Oracle Support to resolve issues, helping the company complete the upgrade in less than five months
- Leveraged Oracle Tutor to monitor user training and Agile Product Lifecycle Management to document the implementation for audit purposes

Oracle Customer:**Zebra Technologies Corporation**

Vernon Hills, IL
www.zebra.com

Industry:

High Technology

Annual Revenue:

US\$868 million

Employees:

3,200

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Procurement
- Oracle Human Resources
- Oracle Advanced Supply Chain Planning
- Oracle Customer Hub
- Oracle Application Integration Architecture Foundation Pack
- Siebel Marketing
- Siebel Partner Relationship Management

Zebra Technologies Corporation Upgrades to E-Business Suite Release 12.1 for Process Efficiency

“Oracle E-Business Suite Release 12.1 is the backbone to all other modules that we are deploying. It’s home for global financials, the core for our CRM, and it is where all of our order fulfillment takes place. Oracle has delivered what it promised.”

— **Don O’Shea**, Chief Information Officer, Zebra Technologies Corporation

Zebra Technologies Corporation provides products and solutions to identify, track, and manage assets for improved business efficiency. The company sells printers, state-of-the-art software, and hardware solutions and enables improvements in sourcing, visibility, security, and accuracy to help its customers to put the right asset in the right place at the right time.

Challenges

- Solve IT challenges from rapid growth that resulted in having a number of applications that didn’t communicate with each other
- Enable offshore supply chain and order-to-cash processes, so product assembly could take place in Asia
- Deploy a mature, robust, solid enterprise resource planning (ERP) solution as the backbone to other modules being deployed
- Increase competitive advantage through process efficiency
- Upgrade to Oracle Database 11g and Oracle E-Business Suite Release 12.1 at the same time, so users would have one major change period

Solutions

- Upgraded to Oracle E-Business Suite Release 12.1 to help execute a currency conversation project and take advantage of expanded functionality in the new release
- Implemented global ERP solution in Europe, North America, Latin America and Asia, running on a single instance and enabling processes to support offshore assembly
- Achieved credibility from more than 2,500 users by being able to deliver upgrades in a rapid manner that are seamless and transparent to the business
- Used Oracle E-Business Suite Release 12.1 as a multi-organizational access control where there is a shared service opportunity to save a significant amount of money
- Improved tax reporting in nine different countries
- Gained advantages with integrated banking reconciliation as well as a number of other workflow-based transaction solutions
- Lowered support costs and upgraded quickly by leveraging Oracle Application Integration Architecture
- Integrated Siebel and E-Business Suite Release 12.1 to be able to pass data successfully back and forth to meet business needs
- Anticipated a 100% return on investment in three to five years



**CUSTOMER SUCCESS STORIES
ORACLE E-BUSINESS SUITE RELEASE 12**

Oracle Customer:**Al-Abbas Sugar Mills Limited**

Karachi, Pakistan

www.alabbasgroup.com

Industry:

Consumer Goods

Annual Revenue:

US\$40 million

Employees:

850

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Order Management
- Oracle Inventory Management

Oracle Partner:**Sapphire Consulting Services****(Private) Limited**

www.sapphireconsultingservices.com

Al-Abbas Sugar Mills Limited Reduces Inventory Costs by 15%, Cuts Reporting Time with Oracle E-Business Suite R12

“Oracle E-Business Suite R12 provided us with a complete set of tools to improve customer service, manage the production and distribution lifecycle, and ensure prompt debt collection. We have more control over our operations, which has resulted in greater efficiency, lower costs, and improved corporate governance.”
— **Khurshid Anwer**, Director Finance, Al-Abbas Sugar Mills Limited

Founded in 1991, Al-Abbas Sugar Mills Limited manufactures sugar and industrial alcohol. The company operates a sugar plant and industrial alcohol distillery in Mirpur Khas, a province in south-eastern Pakistan known for its agricultural produce. Al-Abbas Sugar Mills is listed on the Karachi Stock Exchange.

Challenges

- Replace ageing accounting system with a more advanced platform to increase visibility into payables and receivables
- Automate procure-to-pay process and improve supply chain management
- Implement a system to track requisitions and approvals and ensure a transparent audit trail
- Reduce costs and ensure compliance with company policies

Solutions

- Engaged Oracle Certified Partner Sapphire Consulting Services to implement a financial, inventory, procurement, and order management system based on Oracle E-Business Suite R12
- Completed month-end reports in five days, compared with two to three weeks in the past
- Reduced business reporting time from five days to three days
- Cut inventory costs by 15% by enabling staff to monitor and maximize resource use and ensuring that the right amount of stock is ordered at the appropriate times
- Shortened the purchasing lead time from 15 days to 5 days by streamlining the order management and approval process
- Lowered system maintenance costs by 40% by replacing disparate applications with an integrated platform
- Gained a flexible and scalable system that can be easily modified to support the changing requirements of a rapidly growing business
- Improved corporate governance by creating a transparent audit trail to track the lifecycle of transactions

Oracle Customer:**American Transmission Co.**

Waukesha, WI
www.atcllc.com

Industry:

Utilities

Annual Revenue:

US\$408 million

Employees:

540

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
 - Oracle Payables
 - Oracle Receivables
 - Oracle Cash Management
 - Oracle General Ledger
- Oracle Procurement
 - Oracle Sourcing
 - Oracle iProcurement
 - Oracle Purchasing
 - Oracle iSupplier Portal
 - Oracle Contracts
- Oracle Fusion Middleware
- Oracle Business Intelligence
- Oracle Database

Oracle Partner:**O2Works LLC**

www.o2works.com

American Transmission Co. Implements Oracle E-Business Suite Release 12 to Eliminate Paper-Based Processes

“Oracle E-Business Suite Release 12 is a great foundation that will help take us where we want to go in the next 5 to 10 years. We now have a solution that we can scale and adapt to as our business evolves.”

— **Lora Platt**, Team Leader for the Project Management Office of IT, American Transmission Co.

American Transmission Co. (ATC) started business in 2001 as the first multi-state, transmission-only utility in the United States. Its transmission system of 9,350 miles of transmission lines and 500 substations allows energy producers to transport power from where it is generated to where it is needed in portions of Wisconsin, Michigan, Minnesota, and Illinois.

Challenges

- Provide a scalable and stable solution to manage business processes and eliminate existing paper-based processes
- Provide support for operational financial controls, audit traceability, security profiles, transaction attachments, and external document imaging capabilities
- Implement an end-to-end compliance and integration solution

Solutions

- Worked with O2Works LLC to implement Oracle E-Business Suite Release 12 to automate previously paper-based processes and provide a foundation for future growth
- Reduced accounts payable close process by two days
- Provided greater visibility into contract management, ensuring that staff members purchase goods and services from approved vendors
- Streamlined purchasing, ensuring that employees with the proper authority are making approvals and eliminating various administrative functions
- Improved visibility into the audit trail to streamline regulatory compliance
- Enabled outsourced engineers to submit all bills of materials in great detail into a requisition—allowing ATC to track on-time deliveries
- Improved efficiency, freeing staff to work on other priority projects
- Provided the scalability and flexibility the company needs as it continues to grow

Oracle Customer:**Amway Corp.**

Ada, MI

www.Amway.com

Industry:

Consumer Goods

Annual Revenue:

US\$8.2 billion

Employees:

13,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
 - Oracle Financials
 - Oracle Order Management
 - Oracle Supply Chain Planning
 - Oracle Procurement
- Oracle Application Integration Architecture
- Oracle SOA Suite
- Oracle Application Server
- Oracle Identity Management
- Oracle Business Intelligence Enterprise Edition

Amway Corp. to Leverage Oracle E-Business Suite Release 12 and Oracle AIA as Part of Technology Foundation to Support 100% Growth by 2012

“We needed an ERP Application along with a technology infrastructure that offered the scalability and flexibility to support our business needs as we grow. Oracle Application Integration Architecture and Oracle E-Business Suite Release 12 provide the out-of-the-box functionality and integration capabilities to provide a solid foundation.”
— **Tina Abdo**, Manager, Enterprise Development, Amway Corp.

Amway Corp. is a global corporation offering products; business opportunities; and manufacturing and logistics services in more than 60 countries and territories worldwide. Amway helps more than 3 million people own and operate their own independent businesses. Its companies focus on nutrition, wellness, beauty, and home products. Alticor is the parent company of Amway Corp., Amway Global, Access Business Group LLC, and Alticor Corporate Enterprises.

Challenges

- Double the size of business by 2012 and support this growth with a solid technology infrastructure
- Replace front-end of e-commerce system to better serve customers
- Integrate front-end e-commerce system with back-end enterprise resource planning (ERP) applications for better insight into business data

Solutions

- Implemented Oracle E-Business Suite Release 12 in three flagship countries—Australia, South Africa, and New Zealand—to provide the foundation for Amway’s Project ATLAS initiative—which will streamline and standardize back-office transaction processes worldwide, while improving reporting and analytics to support better decision making
- Replaced multiple legacy and custom-built systems—enabling Amway to take advantage of packaged, integrated business applications
- Prepared to use Oracle Application Integration Architecture and Oracle SOA Suite to standardize integrations across a front-end ‘Global Web’ e-commerce system with the back-end Oracle E-Business Suite R12 applications, as well as numerous third-party legacy systems
- Reduced risk and cost involved in this comprehensive technology initiative, while creating a re-usable foundation for future integration needs
- Leveraged Oracle SOA Suite to put common methodologies and processes in place that will enable Amway to roll out technology changes quickly to all 60 countries in which it operates
- Examined and standardized the company’s top ten business processes globally to reduce technology costs
- Consolidated and streamlined functions, enabling users to see all the data they need on one screen and reduce training requirements

Oracle Customer:**Apricorn, Inc.**

Poway, CA

www.apricorn.com

Industry:

High Technology

Oracle Products & Services:

- Oracle Financials
- Oracle Assets
- Oracle Business Intelligence
- Oracle Customer Relationship Management
- Oracle Order Management
- Oracle Inventory
- Oracle Purchasing
- Oracle Discrete Manufacturing

Oracle Partner:**C3 Business Solutions**

www.c3biz.com

Apricorn, Inc. Upgrades to E-Business Suite Release 12 and Improves Order Processing Times by 30% to 35%

“Upgrading to Oracle E-Business Suite Release 12 increased our efficiency and improved our overall ability to remain competitive and pursue aggressive growth goals in the challenging technology market.”

— **Robin Shirley**, Vice President of Finance, Apricorn, Inc.

Apricorn, Inc. is a leader in the design and manufacture of notebook storage products, utilities, and accessories. Founded in 1983, Apricorn began as a supplier of Apple interface products and has since expanded its product line to include third-part memory modules, as well as a family of portable computing peripheral solutions.

Challenges

- Ensure system stability and performance to facilitate projected company growth
- Streamline financial processes and increase functionality to meet the changing needs of the growing enterprise
- Accommodate the company’s simultaneous transition to a more cost-effective Linux environment
- Streamline the manufacturing process to ensure the output of quality products, while minimizing costs

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to streamline financial and manufacturing processes and facilitate growth
- Reduce the time needed for return-material authorization by 25% to 30% through improved order management processes
- Improved order processing times by 30% to 35% and accelerated the timeline for sending shipments from the warehouse by 30% to 40%
- Reduced the time needed to close monthly financial books by one-half day
- Streamlined tax calculation with upgraded applications, facilitating order and invoicing processes
- Improved inventory management by providing global visibility into the company’s previously segmented stock
- Facilitated swift user adoption of upgraded applications by providing users an improved interface and more efficient processes within the upgraded modules
- Worked with Oracle Partner C3 Business Solutions to complete the enterprise wide upgrade within three months
- Provided a compatible solution to facilitate the company’s simultaneous migration to a Linux operating system

Oracle Customer:**AT&T Inc.**

Dallas, TX

www.att.com

Industry:

Communications

Annual Revenue:

US\$124 billion

Employees:

294,600

Oracle Products & Services:

- Oracle Financials
- Oracle Fixed Assets
- Oracle Financial Accounting Hub
- Oracle Project Costing

AT&T Inc. Upgrades to Oracle E-Business Suite Release 12 to Centralize Accounting Processes

“We upgraded to Oracle E-Business Suite Release 12 and Oracle Financial Accounting Hub to achieve greater efficiency and effectiveness globally in the wake of our recent acquisitions and our plan to centralize accounting for all of our worldwide operating companies. Oracle helped us to achieve that goal on time and on budget.”

— **Roxanne Shelton**, Executive Director, Financial Applications, AT&T Inc.

AT&T Inc. is a communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. With powerful network resources that include one of the nation’s fastest 3G networks, AT&T is a leading provider of wireless, Wi-Fi, high speed internet, and voice services.

Challenges

- Upgrade the company’s existing Oracle enterprise resource planning (ERP) system to accommodate recent communications industry acquisitions and more easily incorporate international operating companies
- Support centralization of business operations to achieve greater consistency, data reliability, and global visibility

Solutions

- Worked with Oracle Consulting to upgrade to Oracle E-Business Suite Release 12 to accommodate the company’s recent acquisitions as well as its international companies, operating in 85 countries with more than 70 currencies
- Enabled users to perform multiple tasks—including entering and paying invoices—across operating units
- Enabled users to get financial results more quickly and get up-to-date data into the hands of decision makers, ultimately accelerating the monthly financial close by nearly 25%
- Standardized accounting rules, reducing the chart of accounts by one-third and reducing other values, such as expenditure items, journal category, and journal sources, by two-thirds
- Streamlined accounting processes, including the use of Oracle Financial Accounting Hub, reducing journal categories—including accruals, payments, and receipts—from 600 to approximately 200, and reducing the number of lines in the general ledger by about 60%
- Ensured Sarbanes-Oxley compliance by consolidating all financial data into one central repository
- Streamlined processing of more than 1.2 million invoices per month, of which 98% are generated outside of the Oracle ERP
- Improved asset tracking efficiency and capital utilization by pinpointing specific items in the pipeline

Oracle Customer:

Beijing Guohua Electric Power Co., Ltd

Beijing, China

www.ghepc.com

Industry:

Utilities

Annual Revenue:

US\$4.17 billion

Employees:

7,400

Oracle Products & Services:

- Oracle Database
- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Financial Analyzer
- Oracle Human Resources
- Oracle iRecruitment
- Oracle Payroll
- Oracle Time and Labor
- Oracle iLearning
- Oracle Training
- Oracle Performance
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Collaborative Planning

Oracle Partner:

Beijing Beidou Xingye Info Tech Co., Ltd

Beijing Datang Xingzhu Software Co., Ltd

IBM Business Consulting Services

Beijing Guohua Electric Power Co., Ltd Cuts Costs and Gains Tighter Control over Diversified Operations

“We implemented a unified business management system based on Oracle E-Business Suite Release 12 to support our expanding domestic and international operations. The system has helped us improve financial, human resource, and supply chain management.”

— **Ding Tao**, IT Manager, Department of Science and Information, Beijing Guohua Electric Power Co., Ltd

Founded in 1999, Beijing Guohua Electric Power and its divisions invest in, construct, and operate electric power plants and serve as consultants for new energy projects. The company is a subsidiary of Shenhua Group Corporation Limited, a state-owned enterprise with businesses in coal, electricity and thermal power, railways, and ports.

Guohua Power owns or has interests in 33 enterprises with operations spanning northern China, the Pearl River Delta, and the Yangtze River Delta. The company has an installed capacity of close to 19 million kilowatts and is aiming to increase this output to 30 million kilowatts by 2010 and 50 million kilowatts by 2020.

To ensure it could keep control of its expanding business, Guohua Power implemented financial management and human resources systems based on Oracle E-Business Suite 11.5.9 in August 2003. These two integrated systems were installed at the company’s head office, holding companies, and power plants. In 2007, Guohua Power upgraded to Oracle E-Business Suite Release 12 and added a supply chain management system to the existing financial and HR systems.

The systems are now in use at 18 Guohua Power subsidiaries, providing the company with a single, integrated platform to manage its sprawling business. This has enabled Guohua Power to streamline processes for greater efficiency, cut procurement costs, reduce inventory holdings, improve HR management, and simplify financial reporting. The system can also scale to support international expansion plans.

Integrated Systems Enhances Management

From 2002 to 2007, Guohua Power constructed 20 new generators with a combined capacity of more than 11 million kilowatts.

The power plants were scattered across 10 provinces, cities, and autonomous regions. To ensure stringent management over these assets, the company implemented Oracle Financials and Oracle Human Resources modules to oversee finance and HR activities. In 2007, Guohua Power upgraded to the latest release of Oracle E-Business Suite. In addition to new features, the software offered easy integration with third party systems, ensuring the company did not have to spend time and money building interfaces.

The new platform enhanced business management by standardizing processes across the group, delivering integrated information in real time to senior managers, and providing the company with a detailed audit trail.

Key Benefits:

- Gained tight management control over diversified operations in China and overseas
- Reduced purchasing costs by instructing subsidiaries to only do business with preferred suppliers
- Cut inventory costs by more than 20% through efficient resource allocation
- Enabled financial reporting to be completed in three days
- Streamlined HR management and ensured fair payment rates for staff
- Complied with local financial regulations

Improved Financial Management

With its network expanding into surrounding provinces, Guohua Power has gone from a regional to a nationwide power supplier with more than 30 subsidiaries under its supervision. While the subsidiaries mostly operate autonomously, Guohua Power sets the strategic framework and has ultimate financial control.

Its multi-level, multi-organization business required a comprehensive financial system that was easy to use yet delivered the detailed information required for informed management. The Oracle financial system is used by 18 subsidiaries and provides head office managers with accurate, real-time access to accounting, human resources, inventory, logistics, procurement, and other business data. This ensures Guohua Power can keep a close eye on costs at these subsidiaries.

Maintaining financial control is critical as Guohua Power expands overseas. The company is currently constructing a power plant in Indonesia and must ensure that it complies with financial regulations in the country. The Oracle system enables Guohua Power to establish standardized accounting rules that adhere to company policy while meeting local country rules.

Financial analysis and auditing is also easier with the Oracle system. Because financial information is stored in a single database, reports can be generated without the need to manually consolidate data from disparate sources. Reports can also be set up to deliver information required by local regulations, saving valuable time and driving down management costs.

Streamlining Supply Chain Management

The Oracle supply chain management system comprises a purchasing and inventory management system and a collaborative planning portal. It encompasses the entire supply chain, from demand planning and purchase order to delivery and invoicing, allowing Guohua Power to monitor procurement costs and identify any inefficiencies in the supply process.

Establishing a centralized procurement system to regulate purchasing decisions has helped lower procurement costs. The company has set up a list of preferred suppliers in the provinces in which it operates; ensuring subsidiaries are doing business with the most price-competitive supplier. While subsidiaries are free to select from this list, there are some items that must be purchased from a particular supplier. These items and the appropriate procurement agreements are preset in the Oracle system to alert staff to the protocol.

The inventory management system provides staff with real-time updates on inventory levels. This helps them ensure there is always enough stock on hand to meet current and projected demand while preventing overstocking. As a result, Guohua Power has cut inventory costs by more than 20%.

The supply chain management system is integrated with the financial system, enabling staff to monitor procurement and inventory costs and drill down to the original purchase order to check any irregularities. Data is input into a central repository, eliminating the need for staff to re-enter the same information multiple times, resulting in improved data quality. It now takes three days to generate financial reports, compared to 10 days in 2000. Accounting records can be automatically generated, creating a detailed audit trail that ensures the company meets internal and external compliance requirements.

Ensuring Fair and Efficient HR Management

By upgrading the HR system to Oracle E-Business Suite Release 12, Guohua Power has introduced a range of new features that will improve the management of the company's 7,400 employees.

The system enables Guohua Power to oversee the employee lifecycle, from recruitment and training to performance evaluation, salary reviews, and professional development. This has helped improve HR management efficiency. For example, pay raises and bonuses are directly linked to performance; if a staff member meets all the criteria for a pay increase, this is noted in the system and the information sent to their manager.

Oracle Payroll enabled Guohua Power to standardize salary rates across the group to ensure employees received fair payment for their level of experience and responsibilities.

Why Oracle?

Oracle's flexibility and open interfaces were highly attractive, according to Ding Tao, IT manager at the department of science and information at Guohua Power.

"We have many different applications and platforms at Guohua Power, so we were looking for a solution that would integrate easily with our existing infrastructure," he said. "Oracle's open architecture made it easy to integrate systems in different departments and regions.

"The Oracle suite also included built-in best practice processes that helped improve efficiency. In addition, it supported multi-region financial reporting, which was important in light of our international operations."

Implementation Process

The first version of the Oracle system was implemented in August 2003 with assistance from Beijing Beidou Xingye Information Technology Co., Ltd and Beijing Datang Xingzhu Software Technology Co., Ltd. After a six-month development period, the system went into production at head office, a holding company, and three power plants. The system was progressively extended to 18 subsidiaries over the next four years.

In 2007, Guohua Power upgraded to Oracle E-Business Suite Release 12 with assistance from Oracle Consulting. Oracle Certified Advantage Partner IBM developed and integrated the supply chain management system with the financial and HR management systems.

Beijing-based Guohua Electric Power and its divisions invest in, construct, and operate electric power plants and serve as consultants for new energy projects.

Oracle Customer:**BloomNet**

Carle Place, NY

www.mybloomnet.net

Industry:

Retail

Annual Revenue:

US\$54.59 million

Employees:

120

Oracle Products & Services:

- Oracle CRM On Demand
- Oracle E-Business Suite

BloomNet Improves Quality of Customer Service with Hosted Customer Relationship Management Solution

“The depth of our customer relationships is a critical component to the success of our business. Oracle CRM On Demand provided us with centralized access to the comprehensive customer data necessary to deliver the high-quality, high-touch service our florist network members expect, while also enabling us to track and analyze service trends to continue to improve service to our customer base.”

— **Mark Nance**, President, BloomNet

BloomNet, a wholly owned subsidiary of 1-800 Flowers.com, is an international floral wire service provider offering products, services and resources to a select network of professional retail florists.

Challenges

- Provide a customer relationship management (CRM) solution that enables the company to meet the unique, business-to-business needs of its floral industry customers
- Improve service by providing customer service representatives (CSRs) with centralized access to detailed information
- Enable virtual call center capabilities that empower the company to build a highly skilled CSR team to serve the company’s unique client base

Solutions

- Implemented Oracle CRM On Demand to provide the company with a central repository as well as enterprise visibility for all customer information, including florist names, locations, and account and service request histories
- Provided the Web-based capabilities and online training and monitoring functionality necessary to launch a virtual call center—enabling the company to recruit highly skilled CSRs, regardless of a candidate’s geographic location
- Provided service agents with comprehensive customer data on a single screen, enabling them to provide highly personalized service and assess and resolve issues rapidly and accurately
- Automated tracking of service requests, from ticket opening through to resolution of the reported issue, to ensure agents close out service requests in a timely manner and enable analysis to improve business processes
- Optimized company resources by providing increased visibility into customer service trends, enabling BloomNet to strategically reallocate staff based on the volume and types of service requests it is receiving
- Deployed the hosted solution to 120 users in just 45 days and enabled BloomNet to scale and adapt the system as needs arise
- Integrated the system with the company’s Oracle E-Business Suite Release 12 applications to ensure consistent data
- Facilitated user adoption by providing BloomNet with comprehensive training and online training resources

Oracle Customer:

Carmanah Technologies Corporation

Victoria, British Columbia, Canada

www.carmanah.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$31.6 million

Employees:

135

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Inventory
- Oracle Purchasing
- Oracle Fixed Assets
- Oracle Order Management
- Oracle Configurator
- Oracle TeleService
- Oracle iStore
- Oracle Business Accelerators
- Oracle User Productivity Kit

Oracle Partner:

DAZ Systems, Inc.

www.dazsi.com

Carmanah Technologies Corporation Improves Order Speed and Accuracy

“Oracle E-Business Suite Release 12 was essential to our ability to adopt a more efficient business-to-business model and to effectively leverage contract manufacturers—both strategies that help us to compete profitably on a global stage.”

— **Trevor Hurst**, Director of IT, Carmanah Technologies Corporation

Carmanah Technologies Corporation develops, manufactures, and distributes solar LED lighting and grid-tied solar power systems for industrial applications worldwide.

Challenges

- Support transformation of the company’s business model from a business-to-consumer model to a business-to-business model that relies on distributors around the globe
- Enable the company to effectively and efficiently work with the contractor manufacturers that produce its products
- Ensure efficient order creation and fulfillment for the company’s highly configurable solar-powered lighting systems to ensure high levels of customer satisfaction

Solutions

- Deployed a scalable and integrated enterprise resource planning system that supports the company’s contract manufacturer environment and new business-to-business model
- Gained a highly reliable, multi-language and multicurrency solution that enables the company to expand business internationally and positions it to grow significantly without a commensurate increase in staff
- Automated the sales order, configuration, and fulfillment process, end-to-end, to save time and resources, and improve accuracy
- Deployed Oracle Configurator to rapidly automate and accelerate order creation—enabling Carmanah to configure complex general illumination orders in just 16 minutes, a process that previously took up to an hour
- Cut the incidence of configuration errors and associated manufacturing errors with drop down menus
- Cut the time required to create a purchase order (PO) from up to four hours to two hours to create all POs daily—with 90% accuracy
- Transmitted orders electronically to contract manufacturers—processing any number of orders in just 15 minutes, a process that previously took 15 minutes per order
- Worked with Oracle Partner DAZ Systems, Inc. and used Oracle Business Accelerators to speed implementation—going live in three months and saving nine months over a non-template process

Oracle Customer:

China Construction Eighth Engineering Division Corp. Ltd
Shanghai, China
www.cscec8b.com

Industry:

Engineering and Construction

Annual Revenue:

US\$4.4 billion

Employees:

More than 10,000

Oracle Products & Services:

- Oracle Project Management
- Oracle Project Costing
- Oracle Project Collaboration
- Oracle Project Intelligence
- Oracle Project Billing
- Oracle Financials
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Human Resources

Oracle Partner:**Deloitte Consulting**

www.deloitte.com

China Construction Eighth Engineering Division Corp. Ltd Controls Over 847 Projects across China with EBS R12

“Oracle E-Business Suite Release 12 gave us control over the project management lifecycle. We also standardized project management processes to create a new work model that supports our growing business.”

— **Yuan Yiping**, Director, Information Center, China Construction Eighth Engineering Division Corp. Ltd

China Construction Eighth Engineering Division (CCEED) is a state-owned enterprise responsible for industrial and civil construction projects across a wide range of industries. The company has projects in 27 Chinese provinces and cities. In 2008, CCEED won a US\$7.5 billion (RMB 51.1 billion) contract, lifting its revenue to nearly US\$4.4 billion (RMB 30 billion).

Challenges

- Implement a new enterprise resource planning (ERP) system and reengineer business processes to optimize efficiency
- Integrate project management processes, from financing to supply chain and human resources, to provide managers with tighter control over the construction lifecycle
- Strengthen cost analysis capabilities to minimize financial risk and improve project quality and delivery

Solutions

- Installed Oracle E-Business Suite Release 12.0.5 to build an integrated ERP system linking project management processes, such as finance, procurement, inventory, and human resources
- Gained control over the entire project lifecycle (initiation, planning, production management, engineering change, review and appraisal, cost control and analysis) for 847 projects
- Eliminated repetitive data entry and enabled information to be shared between departments, ensuring the management team and business units can access up-to-date project information
- Increased efficiency by removing the need to complete intermediate data summaries and auditing work
- Enhanced the timeliness and accuracy of financial reporting as all projects costs are captured in a single system
- Provided staff with easy access to pricing for project-related material and equipment, improving the company's ability to respond to bid requests
- Enhanced customer service by storing client information in single repository, creating a complete transaction history
- Prevented overspending by enabling staff to track procurement and inventory costs throughout the life of the project
- Set up a system to manage 10,000 suppliers, enabling the company to select the best provider for a particular job

Oracle Customer:
Control Solutions, Inc.
 Aurora, IL
www.controls.com

Industry:
 Industrial Manufacturing

Annual Revenue:
 US\$66.5 million

Employees:
 100

Oracle Products & Services:

- Oracle Financials
- Oracle Inventory Management
- Oracle Procurement
- Oracle Order Management
- Oracle Business Accelerators

Oracle Partner:

Terillium
www.terillium.com

Control Solutions, Inc. Streamlines Business Processes and Improves Financial Reporting with Oracle E-Business Suite Release 12

“Working with Oracle Partner Terillium, we were able to fully deploy Oracle E-Business Suite Release 12 in just 13 weeks using Oracle Business Accelerators. We immediately saw measurable business results. The enterprise functionalities of the Oracle solution help support our organization today, and also provide the flexibility we need to support our future growth.”

— **Glen Mayer**, Vice President and Chief Operating Officer, Control Solutions, Inc.

Control Solutions, Inc. is an electronic design and manufacturing company that focuses on the military systems, commercial controls, and medical therapy applications markets. Founded in 1989, Control Solutions designed the first microprocessor-based direct current (DC) motor controller used in the scooter industry. The Control Solutions product line consists of DC motor controllers, user interfaces, and battery chargers

Challenges

- Replace legacy systems to improve data visibility and provide a single, accurate view of all company financial information and supply chain activity
- Provide a scalable solution capable of accommodating immediate company growth and expansion into new markets
- Facilitate the introduction of work orders, routings, and time studies on the shop floor as part of change-management
- Integrate financial systems with operational systems, such as billing and procurement, to provide a single, accurate source of data for financial reporting
- Integrate the company’s product lifecycle management system with its new enterprise resource planning system to facilitate new product development and product revisions

Solutions

- Implemented Oracle E-Business Suite Release 12 applications to streamline and standardize business processes
- Used Oracle Business Accelerators to adopt best practices across the company’s operational and financial processes
- Worked with Oracle Partner Terillium to ensure a rapid implementation—completing the deployment in just 13 weeks
- Consolidated onto a single financial system—providing a real-time picture of company performance to management for effective decision making throughout the month
- Consolidated the subcontractor supply chain onto one system—improving the efficiency of planning and inventory control
- Enabled immediate detection of inaccuracies and flawed processes from the legacy inventory control system
- Automated previously manual process to improve data visibility and increase the speed and accuracy of planning and financial reporting

Oracle Customer:
Cortina Systems, Inc.

Sunnyvale, CA
 www.cortina-systems.com

Industry:

High Technology

Annual Revenue:

US\$101 million to US\$500 million

Employees:

400

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financials
- Oracle Order Management
- Oracle Purchasing
- Oracle iProcurement
- Oracle Human Resources
- Oracle Self-Service Human Resources
- Oracle Compensation Workbench
- Oracle Shop Floor Management
- Oracle Manufacturing
- Oracle Advanced Supply Chain Planning
- Oracle Trade Management

Cortina Systems, Inc. Reduces Errors and Improves Efficiency with Oracle E-Business Suite Release 12

“Oracle E-Business Suite Release 12 has significantly enhanced our financial and inventory processes, reduced errors, and improved productivity.”

— **John Livingston**, Vice President of Operations, Cortina Systems, Inc.

Cortina Systems, Inc. is a leading supplier of intelligent communication solutions to the core, metro, access, enterprise and digital home network market segments. Cortina, a fabless semiconductor manufacturer, delivers a suite of more than 300 different products. Since it started operations in 2001, the company has invested US\$150 million in research and development, and acquired four companies to drive its product offering growth.

Challenges

- Replace financial, order management, and inventory systems to increase efficiency and enable organizational growth in the expanding, but competitive communications solutions market
- Support new complexities associated with ever-increasing high-tech product lines, suppliers, customers, and processes

Solutions

- Implemented Oracle Financials, Oracle Order Management, Oracle Purchasing, and other Oracle E-Business Suite Release 12 modules to replace the company’s legacy systems
- Supported the company’s strategic expansion in the rapidly changing communications solutions market
- Enabled increase in the number of inventory transactions to hundreds per day, and ensured inventory accuracy
- Minimized errors, helping to streamline accounts payable/accounts receivable and financial closing processes
- Reduced order management inefficiencies, helping users to quickly process 70 new orders and about half as many change orders per day, and a backlog of 2,500 to 3,000 line items
- Eliminated manual processes for order acknowledgement, decreasing consumption of planner’s day by 30% to 40%
- Reduced errors in the complex inventory tracking process and transformed order scheduling, ensuring 100% on-time delivery
- Decreased non-value added tasks, enabling employees to spend more time on strategic activities like supplier management
- Improved productivity significantly, reducing the hours worked per employee and the planning team headcount by two
- Enhanced the integrity of the company’s reporting data

Oracle Customer:**Crescent Steel and Allied Products Ltd**

Karachi, Pakistan

www.crescent.com.pk

Industry:

Industrial Manufacturing

Annual Revenue:

US\$39.8 million

Employees:

1,100

Oracle Products & Services:

- Oracle Financials
- Oracle Order Management
- Oracle Purchasing
- Oracle Projects
- Oracle Inventory Management
- Oracle Discrete Manufacturing
- Oracle Advanced Supply Chain Planning
- Oracle Production Scheduling
- Oracle Enterprise Asset Management
- Oracle Business Intelligence Solution

Oracle Partner:**PricewaterhouseCoopers**

Pakistan

www.pwc.com/pk

Crescent Steel and Allied Products Ltd Improves Decision-Making with Oracle E-Business Suite Release 12

“Oracle E-Business Suite Release 12 has provided senior managers, including our CEO, with real-time access to critical business information rather than reports compiled laboriously from two or more systems based on outdated information. — **Muhammad Saad Thaniana**, Chief Financial Officer, Crescent Steel and Allied Products Ltd

Based in Pakistan, Crescent Steel and Allied Products Ltd operates three business lines: steel pipe manufacturing and coating, cotton manufacturing, and investment and infrastructure development. Following the commencement of commercial production in 1987, the organization has grown to support 1,100 workers, including contractors, and is listed on all stock exchanges in Pakistan.

With multiple in-house and proprietary applications operating separately on several platforms, Crescent Steel staff had to pull data together manually from a variety of sources to produce reports. The time required to complete these reports often meant senior management had to make critical decisions based on outdated or varying information.

In February 2008, following a review of systems integration partners, Crescent Steel engaged PricewaterhouseCoopers to implement an enterprise resource planning system based on Oracle E-Business Suite Release 12 modules.

“We have integrated our various systems, improved information flows, given ourselves real-time access to crucial business information and started reducing the time required to produce month-end reports,” said Muhammad Saad Thaniana, chief financial officer at Crescent Steel.

Disparate Systems Multiply Workload

Over the years since its inception, Crescent Steel had developed several applications in-house and purchased a number of proprietary applications from vendors. With little or no integration between these systems, workers had to manually gather data from several sources to prepare reports to support management’s decision-making. This laborious process could take up to 12 days after the end of the month, compromising the timeliness of key decisions and seeing opportunities missed.

“As managers and staff, we were responsible for delivering sustainable growth through productive, strategic management,” said Thaniana. “We needed to be proactive rather than use our energies to generate reports based on information so old we could not make the right decision at the right time.”

In 2007, with market research completed, Crescent Steel used a business case to set out a range of objectives for a new system. These included: achieving full integration of disparate systems and databases, reducing costs through centralization, improving the flow of information, implementing online reporting, and cutting the time required to prepare month-end reports to five days.

Key Benefits:

- Enabled senior executives to access current financial information immediately online rather than wait for weekly reports compiled from two or more systems, which improved decision-making
- Removed the need to re-enter data one or more times into disparate systems
- Delivered a single version of the truth across the organization
- Ensured close monitoring of departments such as purchasing to identify inefficiencies and bottlenecks and adjust key performance indicators accordingly

The organization opted to implement an enterprise resource planning system based on a range of Oracle E-Business Suite modules, including Oracle Financials, Oracle Supply Chain Planning, Oracle Order Management, Oracle Purchasing, Oracle Projects, Oracle Inventory Management, Oracle Discrete Manufacturing, Oracle Advanced Supply Chain Planning, Oracle Project Billing, Oracle Project Costing, Oracle Production Scheduling, Oracle Enterprise Asset Management, and Oracle Business Intelligence Solution.

Web-Based View of Financial Status

Crescent Steel went live with Oracle Financials in July 2008 and has integrated its receivables, payables, cash management, fixed assets, and general ledger systems to enable senior managers to obtain a real-time, online view of the company's financial status. "Previously, we prepared these reports weekly by extracting data from two different systems and invested a lot of time to get these done," said Thaniana. "As well as better supporting management decision-making, we have improved our environmental performance by reducing the amount of paper used in reporting.

"We now have a single source of the truth from which all decisions can be made, rather than multiple versions in disparate systems."

The organization then went live with the supply chain component of its implementation in November 2008, improving visibility of inventory and enabling it to reduce inventory holdings across the business. It is also able to monitor the performance of its buying department to see whether key processes such as management of purchasing requisitions can be made more efficient.

"Previously, we had no way of seeing how this department was operating," said Thaniana. "Now, as we grow in confidence in our use of the system, we can devise key performance indicators that require the department to address any areas of inefficiency."

With a new manufacturing system based on Oracle Discrete Manufacturing live from April 2009 and Oracle Projects deployed the following June, Crescent Steel can now achieve visibility into the status of jobs underway to meet customer orders. "We expect Oracle Order Management to further improve the visibility of every order," said Thaniana.

"We can also now review our inventory of raw materials and integrate the results with supply chain planning and discrete manufacturing," he added. "This provides additional planning tools to the manufacturing team that enable them to identify how much raw material is required to support customer demands and place a purchasing requisition in time to support rapid production and delivery."

With Oracle Enterprise Asset Management implemented only in August 2009, Crescent Steel is still coming to grips with the efficiencies it can deliver. However, it expects to use the product to reduce the complexity and optimize the performance of its sizeable Oracle implementation. The organization is also planning to implement Oracle Discoverer as well as additional Oracle business intelligence modules to provide further dashboards and reporting.

Why Oracle?

An existing user of Oracle Database since the early 1990s, Crescent Steel already had a level of confidence that the vendor's products could meet its business needs. When reviewing its options, the organization considered an SAP system as well as Oracle Applications.

"We based our final decision on several factors: the availability of technical support and qualified partners in Pakistan, a track record of successful implementations in the manufacturing sector in Pakistan, and the overall cost of the solution," said Thaniana.

"Our assessment based on these criteria found that Oracle was superior to the alternative."

Crescent Steel also applied strict criteria when selecting its implementation partner as it was well aware that the project's success hinged on making the right decision.

These included: the partners' professionalism and ability to operate in harmony with the Crescent Steel corporate culture; the number, skills and experience of consultants that would be assigned to the project and their understanding of its issues and challenges; and the quality of the consultants' training in Oracle manufacturing and advanced supply chain systems.

Crescent Steel also wanted a partner that would train the organization's staff in use of the products and systems.

"We looked at other implementors and we found that, overall, PricewaterhouseCoopers had more experience in delivering this type of project," said Thaniana.

Implementation Process

Implementation of the Oracle system commenced in February 2008 and was completed in August 2009.

PricewaterhouseCoopers undertook an extensive process of determining and documenting user requirements and ensuring they were reflected in the system customization. A gap analysis project helped guarantee that nothing was omitted. A rigorous testing program made sure the system would operate smoothly during production, with the PricewaterhouseCoopers consultants' expertise ensuring troubleshooting was performed quickly and efficiently.

PricewaterhouseCoopers also delivered an extensive program to transfer the skills of its consulting team in Oracle products across to Crescent Steel staff. "This included training sessions, handouts, and on-the-job training," said Thaniana. "They were very good at taking our people along with them throughout the process, and overall, their implementation and processes were best-in-class."

Based in Pakistan, Crescent Steel and Allied Products Ltd operates three business lines: steel pipe manufacturing and coating, cotton manufacturing, and investment and infrastructure development.

Oracle Customer:**DP World Asia Ltd**

Hong Kong

www.dpworld.com

Industry:

Travel & Transportation

Annual Revenue:

US\$2.8 billion

Employees:

30,000

Oracle Products & Services:

- Oracle Advanced Customer Services
- Oracle Financials
- Oracle Inventory Management
- Oracle Purchasing
- Oracle Essbase
- Oracle Discoverer
- Oracle Database

DP World Asia Ltd Enables Key System Upgrade On Time and Within Budget

“We are happy with the service provided by Oracle Advanced Customer Services—they were very professional and worked together with DPW as one team.”

— **Hannah Hung**, Senior Project Manager, Information Technology, Asia-Pacific Region, DP World Asia Ltd

DP World is one of the world’s largest marine terminal operators, with 49 terminals and 12 new developments across 31 countries. In 2009, the organization handled more than 25.6 million twenty-foot equivalent units (TEU) from the Americas to Asia. Over the next 10 years, DP World expects to grow its annual capacity to 95 million TEUs. In Hong Kong, DP World Asia Ltd. is providing shared services to support Oracle financial systems at the corporate level and at other DP World locations.

Challenges

- Upgrade to Oracle E-Business Suite R12 to ensure continued support and take advantage of new features
- Minimize interference to the company’s 24-hour cargo transportation business during the upgrade
- Consolidate financial data across multiple regions for reporting

Solutions

- Completed the upgrade on time and on budget by engaging Oracle Advanced Customer Services to automate the consolidation of financial data from several sources globally, transfer support and management skills to DP World’s in-house IT team, manage currency translations, and undertake data cleansing
- Gained an individual set of books for each subsidiary to facilitate faster month-end reporting in local currency
- Gained the ability to patch systems and undertake database cloning, backup, and restoration in the upgraded Oracle Database 10g without calling on external technical help
- Transferred the latest technical skills to DP World’s IT team
- Resolved technical queries—such as consolidation and translation of financial data—quickly and to the satisfaction of DP World
- Cleansed outdated and legacy data such as old account codes and redundant business units

Oracle Customer:**Eye Television Network Limited**

Karachi, Pakistan
www.eyetv.com.pk

Industry:

Media & Entertainment

Annual Revenue:

US\$21.76 million

Employees:

480

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Fixed Assets
- Oracle Cash Management

Oracle Partner:**Sapphire Consulting Services Limited**

www.sapphirecs.net

Eye Television Network Limited Slashes Inventory Costs by More Than 30%, Cuts ERP System Maintenance Costs by 20%

“Eye Television was the first media company to implement Oracle applications. Oracle E-Business Suite enables us to make more informed decisions based on complete information about our finances and the current state of our different TV channels, while boosting productivity.”

— **Islam Ahmed Khan, CFO, Eye Television Network Limited**

Eye Television Network Limited operates a network of television channels in Pakistan. The company was established in February 2004 to provide quality entertainment with a focus on content for female viewers. Its channels include Hum TV, an entertainment channel; Masala TV, a food-related channel; Style 360, a lifestyle and entertainment channel; and OYE, a youth entertainment channel.

Challenges

- Upgrade to a modern finance and accounting system that can help reduce resourcing and inventory costs
- Integrate different billing and accounting systems
- Ensure the new system can serve multiple accounts charts and has comprehensive reporting capabilities
- Reduce manual reconciliation and minimize accounting errors
- Enable new TV channels to be incorporated in the general ledger

Solutions

- Engaged Oracle Platinum Partner Sapphire Consulting Services to implement a new financial system based on Oracle E-Business Suite Release 12
- Cut inventory costs by more than 30% through greater control of fixed assets, such as broadcasting equipment, video cameras, lighting, audio consoles, DVD recorders, and amplifiers
- Enabled monthly accounts to be closed in five days, compared to two to three weeks previously
- Delivered program budgeting, cash flow, channel profit and loss, and channel asset and liability reports to senior managers within the first week of the month
- Increased productivity, as financial data on individual TV channels can be provided much faster than in the past
- Improved reporting by allowing users to generate customized reports using the financial statement generator tool
- Provided managers with the detailed financial information they need to control costs and execute organizational strategies
- Reduced enterprise resource planning system maintenance costs by 20%

Oracle Customer:**Emirates NBD**

Dubai, UAE

www.emiratesnbd.com

Industry:

Financial Services

Annual Revenue:

US\$1.9 billion

Employees:

8,500

Oracle Products & Services:

- Oracle Human Resources
- Oracle Self-Service Human Resources
- Oracle Payroll
- Oracle Learning Management

Emirates NBD Leads Human Resources Technology Revolution Across the United Arab Emirates

“We are empowering our employees by implementing a series of cultural-based human resources processes with Oracle E-Business Suite. We want to invest in our people, be an employer of choice, and realize real change, driving the whole company from the bottom up.”

— **Charles Rocky D’Souza**, Human Resources Strategy Consulting Manager, Emirates NBD Bank

Emirates NBD is the biggest banking group in the Middle East by assets. The group has a leading retail banking franchise in the United Arab Emirates (UAE), with more than 115 branches and 486 ATMs. It is a major player in the UAE corporate banking arena, with a combined market share of almost 20% of corporate loans. It also has strong Islamic banking, investment banking, private banking, asset management and brokerage operations. The Group has operations in the UAE, the Kingdom of Saudi Arabia, Qatar, the United Kingdom and Jersey (Channel Islands), and representative offices in India, Iran and Singapore.

Challenges

- Upgrade human resources (HR) system and add genuine business value through decentralization
- Create a “virtual HR manager” by instilling greater dependency on systems and self-service while eliminating bottlenecks
- Reduce overhead costs associated with core HR processes, including workflow, payroll, and performance appraisals
- Establish training methodologies to encourage HR autonomy
- Gain greater control over staff churn to reduce manpower costs
- Explore powerful, flexible platforms for future development

Solutions

- Deployed Oracle E-Business Suite to enable a more dynamic, flexible, efficient, and less stressful HR environment
- Automated more than 50 processes and sub processes such as workforce planning, new hire procedures, training, payroll, performance management, and career management
- Empowered 8,500 employees across the region to manage their own HR processes using Oracle Self-Service Human Resources
- Enabled automation and business process integration using Oracle workflow
- Reduced the time required to run and reconcile payroll
- Enabled new flexibility with a workflow engine that accommodates rapid implementation of new or updated procedures
- Trained 250 reference leaders across disparate sites, encouraging decentralized support and self-service enrollment
- Improved efficiency by identifying workflow bottlenecks
- Became a leading international reference site for Oracle HR and workflow automation implementations

Oracle Customer:**Experian plc**

Dublin, Ireland

www.experian.com

Industry:

Financial Services

Annual Revenue:

US\$3.9 billion

Employees:

15,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Human Resources
- Oracle Payroll
- Oracle Procurement
- Oracle iRecruitment
- Oracle Essbase Plus
- Oracle Hyperion Planning
- Oracle Business Intelligence Enterprise Edition

Oracle Partner:**Tata Consultancy Services**

www.tcs.com

Experian plc Upgrades to Support Global Expansion and Improve Efficiency

“Oracle E-Business Suite Release 12 applications provided a solid foundation on which to deploy value-added functionality across the business. It enables Experian to be agile as we continue to grow and expand our network of credit and financial information services around the globe.”

— **Collin Markwell**, Senior Vice President, Global Corporate Systems, Experian plc

Experian plc, a leading global information services company, provides data, analytical tools, and marketing services to clients in more than 65 countries. It provides businesses with decision-making support—helping them to manage credit risk and prevent fraud—and assists consumers with checking credit reports.

Challenges

- Upgrade enterprise resource planning system (ERP) to a single global instance of Oracle E-Business Suite Release 12 in 21 countries and create three regional service centers
- Create a scalable platform to help integrate future acquisitions, such as a growing credit bureau presence in Brazil
- Support rapid expansion by deploying new core financial and human resources functionality to additional countries
- Expand the company’s enterprise performance management and business intelligence capabilities to empower business users and enable greater visibility across the company’s information services divisions and product lines

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to support Experian’s rapid credit bureau growth with a single global instance using a shared service center that spans 30 countries
- Completed the upgrade in five months, while supporting concurrent country deployments
- Enabled Experian to establish a global chart of accounts, which allowed it, in the first month after the upgrade, to complete its financial close to agreed service level agreements
- Served as the foundation for the company’s three regional shared services centers, designed to consolidate resources and optimize economies of scale and operational efficiency
- Created an extensive, stable ERP foundation that offered new functionality and enables rapid integration of new businesses into its financial information services network
- Worked with Oracle Partner Tata Consultancy Services on 100 interfaces between Oracle E-Business Suite and other reports, interfaces, conversions, extensions, and workflows, delivering project estimated to take 16,000 working days in 12 weeks
- Improved visibility and empowered line-of-business managers with greater reporting capabilities with Oracle Business Intelligence Enterprise Edition

Oracle Customer:**Facebook, Inc.**

Palo Alto, CA

www.facebook.com

Industry:

High Technology

Employees:

800

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Order Management
- Oracle Sales
- Oracle Quoting
- Oracle Business Intelligence
Enterprise Edition

Facebook, Inc. Fine-tunes Operations and Supports Global Growth with Oracle E-Business Suite Release 12

“Oracle E-Business Suite Release 12 streamlined our order-to-cash cycle. With Oracle, we have an integrated solution for sales, order management, and financials, along with a solid technology platform that supports integration with other systems. This is essential to supporting our rapid growth around the world.”

— **Kunal Malik**, Director of IT, Facebook, Inc.

Facebook is a leading social site that allows its users to interact with the people they know in a trusted environment. It began by connecting students at universities, but has since expanded to a broad base of users around the globe. Millions of people use Facebook every day to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. The service has more than 175 million active users.

Challenges

- Automate and bring together key business processes to enable greater efficiency and visibility, and ensure that critical information is available to key decision makers at all times
- Coordinate management of the company’s multiple and diverse sales channels—both direct and indirect—to ensure greater efficiency in the order-to-cash cycle
- Support the rapidly expanding company with a highly scalable and flexible enterprise application platform

Solutions

- Deployed Oracle E-Business Suite Release 12 to enable standardized global business processes and increased efficiency
- Achieved an automated revenue cycle, enabling seamless processing of various billing scenarios and consolidated billing regardless of sales channel
- Integrated Ad-Server, the engine that delivers and tracks Facebook ads, with Oracle applications to enable accurate tracking of ad clicks and video plays
- Introduced new transparency and audit-trail capabilities for functions such as sales, order management, and finance
- Facilitated voluntary compliance with various regulatory requirements as well as equipped the company to comply with international statutes as it continues to grow
- Gained new flexibility in managing campaigns and orders
- Went live in just nine months with robust functionality of the order-to-cash system
- Automated 75% of financial and order management processes
- Condensed the financial close cycle by 50%
- Improved reporting and forecasting capabilities for more accurate and informed decision making

Oracle Customer:
Falken Tire Corporation
 Fontana, CA
www.falkentire.com

Industry:
 Industrial Manufacturing

Employees:
 110

Oracle Products & Services:

- Oracle E-Business Suite
- Demantra Demand Management
- Oracle Supply Chain Planning
- Oracle Warehouse Management
- Oracle Order Management
- Oracle Inventory Management
- Oracle Procurement
- Oracle Financials
- Oracle Human Resources
- Oracle Accelerators
- Oracle University
- Oracle Consulting

Oracle Partner:
DAZ Systems, Inc.
www.dazsi.com

Falken Tire Corporation Increases Customer Calls Served by 35% with Oracle E-Business Suite R12

“The tire industry is notorious for complicated pricing and programs. Oracle E-Business Suite Release 12 enabled us to more quickly implement new promotions and more effectively manage our discount programs.”

— **Carlos Prieto**, Director of IT, Falken Tire Corporation

Falken Tire Corporation is a wholly owned subsidiary of Sumitomo Rubber. The company is a wholesale manufacturer of high performance tires and wheels. Falken currently operates in California, Tennessee, and New Jersey.

Challenges

- Streamline the supply chain to ensure efficient and cost-effective operations in the face of rising cost of raw materials
- Increase insight into customer trends by improving reporting capabilities and data accuracy
- Drive compliance with Japanese Sarbanes-Oxley (J-SOX) regulations
- Facilitate continued global expansion by providing a scalable and flexible IT solution

Solutions

- Selected Oracle E-Business Suite Release 12 for its ease-of-use, flexibility, and robust industry-specific functionality
- Provided the necessary controls to implement workflows, exception reporting, audit trails, and security measures—driving compliance with J-SOX regulations
- Facilitated future growth by providing multi-currency and multi-regulatory capabilities that can easily integrate into additional organizations and locations
- Increased visibility into the supply chain—providing insight into product arrivals, transit times, and inventory levels
- Enabled service representatives to enter orders more quickly and provide more information to customers—increasing the number of customer calls served by 35% and decreasing on hold times by 15%
- Reduced the time needed to close monthly financial books from 17 days to less than one week
- Increased financial information accuracy and improved decision-making by providing a single, centralized data source
- Gained better control of discount programs with improved reporting and the ability to quickly implement new promotions
- Used Oracle Accelerators and worked with Oracle Consulting and Oracle Partner DAZ Systems, Inc. to complete the implementation in just four and a half months

Oracle Customer:**France Telecom**

Paris, France

www.francetelecom.com**Industry:**

Communications

Annual Revenue:

US\$78.12 billion

Employees:

182,000

Oracle Products & Services:

- Oracle Financials
- Oracle Consulting
- Oracle Advanced Customer Service

Oracle Partner:**ATOS Origin**www.atosorigin.com**Softa Conseil**www.softa-conseil.com

France Telecom Halves Accounting Closing Times with a Single Accounting System on E-Business Suite R12

“With Oracle E-Business Suite Release 12, we are reaping the benefits of a new, reliable, and state-of-the-art financial system, which gives us new opportunities in terms of flexibility, process optimization, and qualitative analysis production. On top of that, we can now close accounts much faster than before.”

— **Djamel Benallal**, Financial Information System Director, France Telecom

France Telecom is one of the world’s largest telecommunications providers, serving more than 182 million customers across 30 countries. Orange, the group’s flagship internet, television, and mobile communications brand, accounts for 123 million customers on its own. The group’s strategy is founded on innovation and leveraging synergies between mobile and fixed-line telecommunications.

Challenges

- Adopt a global enterprise resource planning (ERP) approach to consolidate and homogenize the disparate financial systems used for customers, suppliers, taxes, expense claims, analyses, and other data supporting the group’s telecommunications business
- Enable the group’s accountants to work on unified data for the whole group
- Optimize the availability of financial information by cutting closing times, and harmonize process between business units to improve qualitative analyses

Solutions

- Merged all of France Telecom’s existing accounting applications within a single financial management system based on Oracle E-Business Suite Financials Release 12, to support 800 users and handle 20 million accounting transactions per month and 1.3 million supplier invoices per year
- Leveraged the expertise of Oracle Partner Atos Origin to deploy the solution across France in only 12 months
- Became one of the first enterprises in France to deploy Oracle E-Business Suite Release 12
- Saved five days on monthly purchasing closings
- Reduced IT maintenance costs by 50%, thanks to the ability to pool knowledge and expertise for a single, comprehensive accounting application instead of multiple disparate systems
- Teamed up with Oracle Consulting to design and configure the solution and manage the hand-off to end users
- Collaborated very closely with Oracle Advanced Customer Services during the project’s planning and roll out phases

Oracle Customer:**G.James Australia**

Brisbane, Queensland

www.gjames.com.au

Industry:

Industrial Manufacturing

Employees:

2,764

Oracle Products & Services:

- Oracle Financials
- Oracle Payroll
- Oracle Discrete Manufacturing
- Oracle Enterprise Asset Management
- Oracle Configuration
- Oracle SOA Suite

G.James Australia Completes Financial Reports 50% Faster, Determines Profitability Accurately

“As a manufacturer of glass and aluminium products, it is vital that we have the right data at hand to schedule and track production. Oracle E-Business Suite enables us to streamline our production workflow, produce reports faster, and improve our overall cash position.

— **Bruce Moy**, Director of IT, G.James Australia

Established in 1917, G.James Australia is a family-owned manufacturer of glass and aluminum products that are used in the construction of residential, commercial, high-rise, and monumental buildings. The company is headquartered in Brisbane, Queensland and has 54 offices around Australia, Malaysia, and Singapore. It employs 2,700 staff worldwide.

In 2004, G.James Australia started looking for a new enterprise resource planning (ERP) package to replace a COBOL-based system that had been in place since the early 1990s to run its financials and store-manufacturing-related data.

“After about eight years, we purchased the code from the supplier so we could modify the system to suit our needs,” said Bruce Moy, Director of IT, G.James Australia. “This was not only time consuming, but good COBOL programmers are harder to find these days, which is reflected in the prices they charge for their services. In addition, we could not extract accurate costing or sales analysis data, and most people were doing their calculations using spreadsheets or pen and paper.”

After a rigorous evaluation process that was completed in 2007, G.James selected Oracle E-Business Suite Release 12 modules Oracle Financials, Oracle Payroll, Oracle Enterprise Asset Management, Oracle Discrete Manufacturing, and Oracle Manufacturing Operating Center. The company also selected Oracle Configuration and Oracle SOA Suite.

The solution has enabled G.James Australia to streamline its financial reporting, gain more visibility over customer and manufacturing data, speed up production times, and easily calculate equipment depreciation.

“As a manufacturer, it is vital that we have the right data at hand to schedule and track the production of our glass and aluminum products,” said Moy. “Oracle E-Business Suite enables us to streamline our production workflow, produce reports faster, and improve our overall cash position.”

Company-Wide Reporting Times Slashed

G.James Australia has 72 business divisions worldwide which are all profit centers that must report financials at the end of each month. The company uses Oracle Financials to close off monthly reports from all its divisions in 10 days. “We can now complete these reports 50% faster than with the previous system,” said Moy.

Financial staff and senior managers can view financial data related to individual creditors and instantly produce a report. “It used to take two days to determine if a customer was paying bills or how a project was tracking against budget,” said Moy. “Our receivables are being closed at the end of each day and accountants are no longer wasting time searching for information.

Key Benefits:

- Enabled products to be manufactured faster by streamlining workflows
- Produced monthly company wide financial reports 50% faster than previously and improved the company's overall cash position
- Reduced the time taken to analyze manufacturing and stock information from one month to one week
- Enabled staff to calculate equipment depreciation immediately rather than spending one week doing sums using spreadsheets
- Removed 15% of the costs from its aluminium extraction business
- Expected to enable managers to determine the profitability of each order to help decide if it's worthwhile to continue producing a particular product
- Expected to provide more accurate manufacturing schedules that ensure customers received an exact product delivery date

"These staff members have more time to chase outstanding debt and get money into the business faster. They are also freed up to do more analysis on stock and other manufacturing information on a weekly basis. This sort of analysis used to take a month," said Moy.

Remote branch offices also use Oracle Payroll to enter payroll data, which is received at head office and processed immediately. "Staff previously used pen and paper to record payroll information and mail or fax it to head office," said Moy.

Exact Asset Depreciation, Streamlined Production Flow

G.James Australia uses Oracle Enterprise Asset Management to gain a more accurate view of the depreciation status of its manufacturing equipment.

"We can calculate this depreciation immediately," said Moy. "Previously, it would take staff a significant amount of time each month using spreadsheets to do these calculations."

The company is also currently conducting a pilot of Oracle Discrete Manufacturing, which will go live in January 2011.

The solution will streamline the production system by automating the development of manufacturing schedules and enable staff to capture and generate standard costs for materials used in the manufacturing process.

"We will have the ability to determine where every product is along the production line and provide accurate schedules to staff," said Moy. "Importantly, the solution will enable us to decide immediately whether each order has been profitable or not, which will ultimately help us make decisions about whether it is worthwhile to continue producing a particular product before it's too late."

Oracle Configurator, which is also being tested to go live in early 2011, will allow staff to quickly and easily configure the products that G.James Australia sells. It will help the company create a bill of materials and choose the most efficient route through the factory to produce a particular product.

"This will speed up our manufacturing times; we can take a factory schedule, determine if it's overloaded, and select alternative manufacturing routes," said Moy. "For example, the system will show that a piece of glass is in production and will be shipped on time or delayed. As a result, our customers will receive an exact delivery date for the product; there will be no second-guessing."

Capturing the Cost of Doing Business

G.James Australia uses Oracle Manufacturing Operating Center to take raw data from the machines on the shop floor and convert it into useful information for both shop floor supervisors and business managers. The solution calculates the number of orders being processed at a particular time, which enables the company to capture the real cost of doing business.

During the initial rollout, G.James Australia conducted a pilot of Oracle Manufacturing Operating Center in its aluminum extrusion tool room where dies are produced for windows and door sections.

“Using Oracle Manufacturing Operations Center, we have been able to remove 15% of the costs out of that business because we know where a particular die is at any point in time, which means that each die is not going into an interim storage area or buffer in the production stream. This releases large areas of floor space that can be used to house more machinery.”

Single Engine Eases the Migration

G.James Australia has used Oracle SOA Suite to develop a single data transfer engine between the new Oracle E-Business Suite applications and its old ERP system.

“We kept running on the old system as we implemented the new Oracle platform,” said Moy.

With Oracle SOA Suite in place, IT staff doesn't have to write an interface between Oracle Financials and the old system for each data field.

“Using Oracle SOA Suite we have deployed the engine and applied it to every different data table that we need,” said Moy. “We can apply different rules for each data transfer (between the old and new platforms) so we never have duplicate files.

“This has reduced the time it takes to do data integration and conversion from six months to six weeks because programmers no longer have to crunch hard code. Oracle SOA Suite is the link that is used to build the whole integrated application. Without the solution, the project would not be possible in the short time frame.”

Why Oracle?

G.James Australia spent two years evaluating potential suppliers before selecting Oracle. Initially, around 10 vendors, including Oracle and SAP, were invited to develop an interim solution that could be demonstrated to the company.

“We wanted to see how each platform handled multiple currencies in the costing and invoicing areas as well as how they would handle trade offshore in US dollars,” said Moy. “Following this testing, we felt that the Oracle solution was the most suitable for our needs.”

In addition, Oracle has an office in Brisbane, unlike SAP, which is represented by a reseller. “We want to deal directly with a company and be in contact with people who develop the solutions,” said Moy.

Moy and his IT staff were also given the opportunity to meet with Oracle's Vice President of Product Development Thomas Kurian, who heads up a team responsible for Oracle's product strategy.

“He went through the vision that Oracle had for its applications and how Oracle SOA Suite would be used to integrate Oracle’s solutions,” said Moy. “This gave us confidence that Oracle had a sound roadmap for the future.”

Implementation Process

The Oracle solution had to be designed to handle the unique organizational structure within G.James Australia. “Family members own various parts of the business, and tax liability for each individual is different,” said Moy. “This was a challenge, but it worked out well in the end.”

G.James Australia took three months to test the Oracle solution and train staff that had limited experience using a graphical user interface. “Business users also had to get used to owning the application, unlike previously when the IT department owned the code,” said Moy.

Oracle Consulting provided some advice to G.James Australia’s IT staff through a series of design workshops.

G.James Australia is a family-owned manufacturer of glass and aluminum products that are used in the construction of residential, commercial, high-rise, and monumental buildings. The company is headquartered in Brisbane, Queensland and has 54 offices around Australia and abroad.

Oracle Customer:
Glasfloss Industries

Dallas, TX
www.glasfloss.com

Industry:

Industrial Manufacturing

Employees:

800

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Inventory
- Oracle TeleSales
- Oracle Discrete Manufacturing
- Oracle Configurator
- Oracle Order Management
- Oracle Purchasing
- Oracle Mobile Supply Chain Applications

Oracle Partner:

Lucidity Consulting Group

www.luciditycg.com

Glasfloss Industries Speeds Orders and Improves Manufacturing Precision and Customer Service

“Our products are very specialized, with literally, more than a million possible configurations. Oracle Configurator is the only solution that offers the functionality we need to effectively manage our complex and specialized configurations with ease.”

— **Juby Alexander**, IT Manager, Glasfloss Industries

Glasfloss Industries, Inc. is one of the world’s leading manufacturers of heating, ventilating, and air conditioning filters. The company, owned by the same family since its inception in 1936, produces a diverse line of filtration products for industrial, commercial, and residential use.

Challenges

- Replace the company’s legacy enterprise resource planning (ERP) system that had reached the end of life for support
- Automate additional financial, sales, manufacturing, and supply chain processes to improve operational efficiency
- Improve ability to more quickly and accurately create orders for Glasfloss’ 100,000 standard air filter products, which can be configured in many ways

Solutions

- Worked with Oracle Partner Lucidity Consulting Group to implement Oracle E-Business Suite Release 12 as foundation for an integrated, flexible, and scalable ERP environment
- Benefitted from Oracle E-Business Suite Release 12’s easy-to-learn and use interface, reducing the time required to train new order management employees by 30%
- Leveraged Oracle Configurator to accelerate order creation for the company’s highly specialized filter products and to configure products to specifications with greater accuracy
- Simplified the development of configuration models and rules with reusable components
- Automated manual processes for entering and confirming order information—resulting in greater accuracy and speed, and less manufacturing waste and rework
- Improved visibility into order status for improved communication with customers
- Enabled real time sales and order shipment information for improved visibility into the business
- Increased order picking accuracy by 60% with Oracle Mobile Supply Chain
- Eliminated paper-based processes to support environmental sustainability—and improved the accuracy of inventory and shipping processes with Oracle Mobile Supply chain and hand-held scanners

Oracle Customer:**Green Mountain Power**

Colchester, VT

www.greenmountainpower.com

Industry:

Utilities

Annual Revenue:

US\$240 million

Employees:

192

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Payables
- Oracle Receivables
- Oracle Revenue Accounting
- Oracle Projects
- Oracle Project Billing
- Oracle Inventory Management
- Oracle Purchasing
- Oracle Active Data Guard
- Oracle VM

Green Mountain Power Automates Invoice Process to Dramatically Reduce Paper Consumption

“With Oracle’s solutions and ReadSoft’s invoice automation software, we have been able to automate a previously manual invoice process. This has helped us to become a greener company and eliminated the need for physical document storage.”

— Green Mountain Power Corporation

Green Mountain Power, an electric utility, generates, transmits, distributes, and sells electricity in a State of Vermont service territory that has approximately one quarter of Vermont’s population.

Challenges

- Uphold company commitment to continuously improve environmental performance
- Reduce paper use and provide an electronic procedure for accounts payable

Solutions

- Used Oracle E-Business Suite in conjunction with ReadSoft invoice automation software to eliminate a manual invoice process—reducing paper copies by 1.4 billion, decreasing annual CO2 emissions by 2,000 tons, and minimizing the need for physical document storage
- Maintained adherence to the global reporting initiative (GRI)—including economic, environmental, social, labor practices and decent work, human rights, society, and product responsibility indicators—by reducing physical waste
- Transitioned the company’s processing into a green workflow by cutting the costs associated with manual document handling
- Leveraged the subledger capability in Oracle E-Business Suite Release 12 to meet International Financial Reporting Standards (IFRS), enabling Green Mountain to report electronically to the state regulatory body in calendar year format, and to its Canadian parent company (Gaz Métro) in fiscal year format
- Used Oracle VM to reduce internal energy consumption, reduce hardware costs, and optimize server utilization on the fly

Oracle Customer:**Harvest Foods**

Cairo, Egypt

www.harvestfoodsegypt.com

Industry:

Consumer Goods

Annual Revenue:

US\$16.5 million

Employees:

600

Oracle Products & Services:

- Oracle Financials
- Oracle Financial Analytics
- Oracle Purchasing
- Oracle Inventory Management

Oracle Partner:**Inatech**

www.inatech.com

Harvest Foods Reduces Purchasing Costs by 30% with Oracle E-Business Suite Release 12

“Harvest Foods is really benefiting from its implementation of Oracle E-Business Suite Release 12. The improved integration, intuitive interface, and excellent functionality have enabled Harvest to cut purchasing costs by 30% and make decisions much faster. These are tremendous benefits in a very competitive market.”

— **Ibrahim El Awany**, IT Manager, Harvest Foods

Harvest Foods is a leading manufacturer of canned foods in Egypt. Founded in 1998, the company has two factories that produce a range of goods, including halawa, stuffed vine leaves, cabbage, and okra.

Challenges

- Integrate multiple disparate modules for financial systems across the company’s two manufacturing facilities
- Reduce generation times for standard financial reports, such as trial balance
- Enable custom reporting, such as sales forecasts
- Reduce raw ingredient purchasing costs to optimize profit
- Eliminate manual inventory recording processes, reduce human error in records, and establish digital inventory records
- Improve decision making at the executive level to accelerate purchasing, finance, and inventory processes

Solutions

- Worked with Oracle Partner Inatech to implement Oracle E-Business Suite Release 12, integrating financial systems and establishing a shared repository of information between Harvest Foods’ two factories
- Reduced standard report generation times from 20 days to a few seconds by integrating the company’s finance modules and leveraging the capabilities of Oracle Financials applications
- Gained the ability to produce custom reports, such as sales forecasts, previously not possible
- Reduced purchasing costs by 30% by leveraging Oracle Purchasing to gain access to supplier history and up-to-date pricing information
- Automated workflows with Oracle E-Business Suite Release 12—accelerating requisitioning of raw materials and ingredients by 50%
- Reduced inventory costs 15% by replacing paper-based records with digital records using Oracle Inventory Management
- Automated processes to reduce inventory record errors
- Reduced decision-making times from an average of two days to a few seconds, by providing executives with increased access to financial, purchasing, and inventory information

Oracle Customer:**High1 Resort**

Seoul, Korea

www.high1.co.kr

Industry:

Travel & Transportation

Annual Revenue:

US\$912 million

Employees:

3,045

Oracle Products & Services:

- Oracle Human Resources
- Oracle Business Intelligence
- Oracle Contact Center Anywhere
- Oracle Database
- Oracle Real Application Clusters
- Oracle Application Server
- Oracle Business Process Management

High1 Resort Cuts Account Closing Time by 7 Days with Oracle E-Business Suite R12

“High1 Resort was the first organization in the world to use Oracle E-Business Suite R12 as an integrated resort and casino management platform, giving us total control over every aspect of our operations.”

— **Na Jung Soo**, Deputy Manager, Information System Team, High1 Resort

Established in 1998, High1 Resort is the largest resort complex in northeast Asia. It comprises a ski resort with easy access to 18 ski slopes, a casino, two golf courses, an indoor water park, condominiums, a convention center, and a range of restaurants and leisure facilities. The resort attracts more than 4.3 million customers each year and is one of Korea’s most popular ski resorts. It will host the 2012 FIS Congress, the flagship event of the International Ski Federation.

To ensure it maintained its market leading position, High1 Resort undertook a significant process innovation project that involved implementing new technology systems to improve the management of its resort and casino. The resort selected Oracle E-Business Suite R12 to build a new enterprise resource planning (ERP) system. By linking the Oracle solution with a casino management system, High1 Resort became the first organization in the world to use Oracle E-Business Suite R12 as an integrated resort and casino management platform.

The Oracle system enabled High1 Resort to automate workflows, improve collaboration, cut month-end closing time from 12 days to 5 days, reduce procurement costs, enhance customer service, and access detailed business data to support decision making.

Quest to Improve Business Management

To maintain its position as one of Asia’s leading resorts, High1 Resort undertook a process innovation project to improve the management of its facilities. The organization had 18 ‘change’ tasks, including making its customer data available for use across the enterprise, automating and streamlining workflows, and implementing customer-oriented solutions to improve service.

High1 Resort selected a range of modules from Oracle E-Business Suite R12 to build a system to manage accounting and finance, budgeting, auditing, purchasing, inventory, human resources, and construction projects. The Oracle platform was integrated with the casino management system, which ran on Oracle Database with Oracle Real Application Clusters and Oracle Application Server.

Improved Efficiency, Transparent Management

The Oracle system has delivered a number of benefits to High1 Resort by automating manual processes. For example, the resort cut month-end closing times from 12 days to 5 days, which ensured managers can access accurate, up-to-date information to support rapid decision making. It also enhanced customer satisfaction by improving service and reducing the waiting time for queries to be answered. In addition, it reduced procurement costs through its newly automated the purchasing cycle, from order placement to warehousing.

Key Benefits:

- Cut month-end closing times from 12 days to 5 days
- Improved customer service by reducing the waiting time for queries to be answered
- Reduced procurement costs by automating the purchasing cycle
- Provided management and staff with a single source of the truth for analysis and encouraged collaboration and problem-solving across departments
- Increased efficiency by automating manual processes

Management and staff now have a single source of the truth for analysis, which encourages collaboration and problem-solving across departments. HR automation has increased staff satisfaction and reduced workload on HR staff by introducing self-service HR functions. Additionally, the resort gained an easy-to-manage integrated IT environment that eases the burden on technical staff.

Move to Enhance Customer Service

High1 Resort is currently implementing Oracle Contact Center Anywhere in its call centers to enhance the productivity of call center staff and managers. The organization will also expand the use of the Oracle platform to improve management and service.

Why Oracle?

High1 Resort chose Oracle E-Business Suite because the software offered embedded business processes that would enable the organization to standardize workflows for greater efficiency. The solution was also scalable, ensuring it could support the resort's rapid growth.

In addition, Oracle E-Business Suite supports global operations, with features that accommodate multiple languages and currencies. The Web-based solution also provides anywhere, anytime access to real-time data.

Implementation Process

The Oracle system was designed to be accessed via a portal that the company called 'High Nara.' Through this portal, staff can use the business strategy, customer relationship management, casino management, ERP, and employee self-service systems, along with 17 other subsystems. The Web architecture ensures users have around-the-clock access to critical application through a single sign-on.

Prior to the go-live date, High1 Resort undertook a range of activities to prepare users for the new way of working and ensure quick system acceptance. It provided monthly workshops to a group of power users, who would eventually be responsible for training other staff and acting as the organization's help desk. Online training was offered to help staff understand the essential features of the ERP system, with around 3,000 people receiving tutoring on the system.

High1 Resort also conducted enterprise wide communications initiatives such as bulletins and newsletters to make staff aware of the new ERP system. The staff was invited to take part in quizzes and other events, and their skill levels were regularly monitored.

The Oracle implementation kicked off in November 2007 and the system went live in January 2009.

High1 Resort is the largest resort complex in northeast Asia. It comprises a ski resort, a casino, two golf courses, an indoor water park, condominiums, a convention center, and a range of restaurants and leisure facilities.

Oracle Customer:**HiSoft Technology International Ltd**

Beijing, China
www.hisoft.com

Industry:

Professional Services

Annual Revenue:

US\$100 million

Employees:

More than 3,000

Oracle Products & Services:

- Oracle Human Resources
- Oracle Payroll

HiSoft Technology International Ltd Reduces Labor Costs and Speeds Payroll Processing for Global Workforce

“Over the past two years, HiSoft has grown into a global software outsourcing organization. Our Oracle HR management system supports the local currencies and regulations of the countries in which we operate, while delivering a complete picture of our HR activities to the Beijing headquarters.”

— **Wang Jin**, Vice President, HiSoft Technology International Ltd

Founded in 1996, HiSoft Technology International is China’s leading software outsourcing provider. The Beijing-based company has 3,000 staff across mainland China, Hong Kong, Japan, Singapore, and the United States offering IT application and product development services to clients in the banking, finance, health, insurance, manufacturing, and retail sectors. It was ranked 20th on the Association of Outsourcing Professionals’ 2008 Global Outsourcing 100, a list of the world’s top 100 outsourcing firms.

As a service provider, HiSoft considers its workforce to be its most important asset. To ensure it could attract and retain highly skilled employees in a competitive labor market, the company decided to implement a global HR management system based on Oracle E-Business Suite 12.

The system has enabled HiSoft to standardize and simplify HR workflows across its operations, meet local country regulations and conventions, ensure the best qualified staff are assigned to projects, and deliver near real-time HR intelligence to senior managers. The company has also reduced HR management costs by 20% and cut payroll-processing time by 40%.

“We believe improving HR management can help boost our competitiveness,” said Wang Jin, vice president of HiSoft Technology. “The Oracle HR management system has reduced the time we need to spend on routine tasks such as payroll processing, so we can devote more time to staff development and strategic recruitment and retention activities.”

Unifying HR Operations

Up until mid-2007, HiSoft was using different HR systems and processes in its 12 offices to manage more than 3,000 staff. This was not only inefficient and expensive, but it made it difficult for the Chinese head office to get an accurate picture of workforce numbers, staff qualifications, labor costs, and the results of HR initiatives. As its business expanded, the company also had to ensure it complied with local and international regulations.

When HiSoft made the decision to implement a new global HR system, it wanted a solution that could be integrated with its business management platform, configured to meet different country regulations, and expanded to support growth. The company opted to implement a range of HR modules from the latest version of Oracle E-Business Suite.

Key Benefits:

- Lowered HR management costs by an estimated 20%
- Cut payroll processing time by 40%
- Improved efficiency by standardizing HR management processes across 12 global offices
- Ensured compliance with local payroll and reporting regulations
- Enabled HR managers to locate and allocate the best personnel for new projects with global employee database

Meeting Global and Local Requirements

As a global IT service provider, HiSoft must be able to accommodate the different requirements of each country in which it operates. With the Oracle HR system, the company can standardize HR processes globally while abiding by local regulations. For example, the Japanese and Singaporean offices have used patches in Oracle E-Business Suite 12 to configure their systems to the local currency and language. This enables them to meet local payroll laws and issue reports and labor statistics that address the legal requirements of the country.

Flexible System Ensures Business Ability

With Oracle, HiSoft's global HR information is now stored in a single database, enabling managers to access data such as individual staff qualifications and project experience in near real time. This has made it easier and quicker for HiSoft to find and allocate the right personnel for new projects, leading to greater efficiencies. In addition, by integrating the Oracle HR system with the business management platform, HiSoft can determine the skills needed for different jobs and incorporate accurate labor costs into project estimations.

Its rapid growth means HiSoft must be able to adapt quickly in a dynamic and fiercely competitive commercial environment. The Oracle solution allows the company to quickly adjust business processes, ensuring it can incorporate new structures, regulations, reports, departments, and offices into the HR system.

HR Management Costs Cut by 20%

Personnel costs account for a significant proportion of HiSoft's gross expenditures, so it is imperative for the company to exercise effective control over HR spending.

The Oracle HR management systems allows the head office to keep a close eye on HR activities in its 12 offices. Senior managers can monitor employee numbers in each location and analyze any changes in production lines, projects, and labor costs. Improved efficiencies and smarter resource utilization enabled HiSoft to reduce HR management costs by an estimated 20%.

Payroll Processing Time Cut by 40%

David Yang, senior manager of pay and welfare at HiSoft, said the company faced two major payroll challenges.

"First, we must meet different payroll regulations in the countries where we do business. Any changes must be quickly incorporated into the local country system and reflected in the global system, because we have to meet strict auditing and internal control requirements," he said. "Second, HR data from across the world must be made available for analysis and the results integrated into management reports. With Oracle, we have resolved these two issues."

HiSoft has used the Oracle HR platform to implement a rule-based salary calculation system that complies with local regulations and ensures employees are appropriately compensated based on their level of skill and experience.

The Oracle system automatically calculates salaries based on a standardized payment scale and in the currency of the employee's native country. When staff members are transferred or promoted, the system adjusts their salaries to reflect their new position. By automating pay management processes, HiSoft has reduced payroll-processing time by 40%.

Why Oracle?

According to Jin, HiSoft chose Oracle E-Business Suite 12 because the software helped the company meet its global HR management strategy.

“Oracle supports multiregional and multicultural business management, which is ideal for our organization,” he said. “In addition, Oracle offers an advanced architecture that enables high-speed development.”

Implementation Process

HiSoft's internal enterprise resource planning team implemented the Oracle HR management system. The eight-person group began the project in July 2007.

The group developed a multi-language system with a single data source, which enabled information from across the world to be viewed by users in the Beijing headquarters. The implementation team also streamlined business processes and developed a variety of reports to deliver vital statistics to managers.

Advice from HiSoft Technology

- Opt for a staged implementation to minimize disruptions to the business.
- Ensure your project plan and implementation is completed by professionals with a proven track record.
- Take the opportunity to reengineer business processes to maximize efficiency.

HiSoft Technology International is China's leading software outsourcing provider. The company offers IT application and product development services to clients in the banking, finance, health, insurance, manufacturing, and retail sectors.

Oracle Customer:**Hyundai Capital and Hyundai Card**

Seoul, Korea

www.hyundaicapital.com

www.hyundaicard.com

Industry:

Financial Services

Annual Revenue:

Hyundai Capital: US\$2.58 billion

Hyundai Card: US\$1.59 billion

Employees:

2,746

Oracle Products & Services:

- Oracle Financials

Oracle Partner:**Samjong KPMG**

www.kr.kpmg.com

Hyundai Capital and Hyundai Card Double Transactions Processed with E-Business Suite R12

“By deploying Oracle E-Business Suite R12, we acquired a single view of financial accounting and management accounting activities for both Hyundai Capital and Hyundai Card. This has enabled faster and more accurate decision-making.
— **Myong Su Lee**, Department Head, Corporate Management Dept., Finance Division, Hyundai Capital and Hyundai Card

Hyundai Capital and Hyundai Card are among Korea’s top consumer finance companies. Hyundai Capital is a dominant player in auto financing and one of the leading companies in the Korean used car market, while Hyundai Card is one of Korea’s major credit card companies. Both Hyundai Capital and Hyundai Card are joint ventures between Hyundai Motor Company and GE Capital.

To improve the efficiency and accuracy of financial and management accounting, in November 2009 Hyundai Capital and Hyundai Card implemented Oracle Financials R12. The solution automated various accounting processes, streamlined budget management, enabled faster profit and loss calculations, and provided staff with an easy-to-use interface.

As a result, Hyundai Capital and Hyundai Card have increased the number of transactions processed in one hour from 70,000 to 150,000. The companies have also cut the time required to calculate profit and loss on various products. In addition, it has greater insights into how individual departments use their budgets.

An Integrated View of Financial and Management Accounting

Hyundai Capital and Hyundai Card are the financial arms of the Hyundai Motor Group and are run as independent organizations.

While each organization had its own sales unit, they shared common strategy, human resources, business management, IT, and public relations departments. However, both organizations operated separate financial accounting and management accounting systems, leading to inefficiencies and inconveniencing users.

Hyundai Capital and Hyundai Card decided to deploy a new enterprise resource planning (ERP) system based on Oracle E-Business Suite R12 to provide an integrated view of financial and accounting management activities across the two organizations.

Double the Number of Transactions

Hyundai Capital and Hyundai Card’s financial accounting system automates the classification of expenses for each department. It is integrated with the management accounting system, which reduced the time needed to calculate management accounting information and enabled more accurate cost determination.

The Oracle system has also enabled Hyundai Capital and Hyundai Card to more than double the number of sales transactions processed in an hour, from 70,000 to 150,000. The faster processing speed means accurate, up-to-date information can be provided to managers more rapidly.

Key Benefits:

- Doubled the number of transactions processed in one hour from 70,000 to 150,000
- Enabled Hyundai Card to cut the time needed to calculate profit and loss calculations from five days to one and a half days
- Enabled Hyundai Capital to cut the time needed to calculate profit and loss calculations from three days to four hours
- Improved budget management by tagging accounts to track departmental expenditure
- Improved user experience with new front-end interface

Faster Profit Calculation

Hyundai Capital and Hyundai Card can automatically calculate the profit and loss information for different credit products and member accounts. Under the previous system, calculating profit and loss was difficult for Hyundai Card, as the company now has close to 10 million members. With the new Oracle system, profit and loss calculations can be completed in one and a half days, compared to five days in the past. Similarly, Hyundai Capital can complete profit and loss calculations in four hours, compared to three days previously.

The profit and loss data is used to inform marketing strategies and improve risk management, strengthening financial management at Hyundai Capital and Hyundai Card.

Improved Budget Management

As part of the Oracle implementation, Hyundai Capital and Hyundai Card segmented departmental budgets based on specific tasks, which improved budget planning and enhanced transparency.

Another improvement was to assign each account with a unique ID to automate expenditure tracking. The ID acts like a 'tag', enabling the companies to collect information such as how much budget is assigned to which department, and how much money is being spent on what items.

Greater User Convenience

To improve productivity, Hyundai Capital and Hyundai Card decided to create a new, more user-friendly interface. The companies also created four types of work screens, including integrated payment, real-time budget status, notices, and question and answer screens.

The question and answer screen enables head-office accounting staff to answer employee questions in real time, increasing usage of the ERP system while enhancing internal service.

The flexibility of the Oracle solution means it can accommodate new ideas and suggestions by Hyundai Capital and Hyundai Card's business users. The companies plan to make more enhancements to the system and will roll it out to overseas affiliates in the near future.

Why Oracle?

Hyundai Capital and Hyundai Card's strategy is to implement systems that can be used for up to 10 years. The companies invited internal and external users to review a range of ERP solutions.

At the top of the selection criteria was product flexibility, to support the companies' dynamic strategic direction. A second requirement was the capability to calculate profit and loss information for a wide range of customer segments. Finally, Hyundai Capital and Hyundai Card were looking for a solution that enabled dual booking in accordance with International Financial Reporting Standards (IFRS).

The companies chose Oracle E-Business Suite R12 for its outstanding functions and efficient calculating abilities.

Implementation Process

Oracle Certified Partner Samjong KPMG was engaged as the main consulting firm for Hyundai Capital and Hyundai Card's ERP and IFRS system implementation.

Hyundai Capital and Hyundai Card worked on business process reengineering (BPR) and corporate business management innovation when deploying the Oracle ERP system. While other ERP projects typically focused on forming a working group comprised of users from the accounting department, Hyundai Capital and Hyundai Card made business users responsible for BPR.

The companies formed a working group of 60 people from 25 business teams. The group completed 17 BPR tasks to optimize the integration between workflows and front-end applications. Data was also refined, accelerating the speed at which financial data could be calculated and improving accuracy.

The financial accounting system was designed to be the same as that used at affiliate company Hyundai Commercial. This reduced deployment costs, increased technology migration speed, and improved scalability.

Hyundai Capital and Hyundai Card are among Korea's top consumer finance companies. Hyundai Capital is a dominant player in auto financing and a leader in the used car market, while Hyundai Card is Korea's No. 2 credit card company.

Oracle Customer:

Inter Partner Assistance España, S.A
de Seguros y Reaseguros
Barcelona, Spain
www.ipartner.es

Industry:

Financial Services

Annual Revenue:

US\$88.13 million

Employees:

608

Oracle Products & Services:

- Oracle Financials
- Oracle General Ledger
- Oracle Payables
- Oracle Receivables
- Oracle Assets
- Oracle Cash Management

Inter Partner Assistance España, S.A de Seguros y Reaseguros Accelerates Claims Processing with Oracle E-Business Suite Release 12

“Oracle E-Business Suite Release 12 has provided us with transparency, security, and automation in processes, enabling us to offer our clients services with greater quality, reducing the accounting process by 50%.”

— **Carlos Ordóñez**, Director of Organization and Information Technologies, Inter Partner Assistance, S.A de Seguros y Reaseguros

Inter Partner Assistance España, S.A de Seguros y Reaseguros is an insurance company specializing in providing insurance assistance services. The company is owned by French insurance group AXA, which operates in 200 countries with more than 30 company-owned branch offices. AXA provides travel, car, home, and legal insurance and assistance services. In 2007, Inter Partner managed 950,000 Spanish claims for more than 100 clients, ranging from companies and groups to individuals.

Challenges

- Create a robust and integrated IT infrastructure to support a growing volume of payments, currently numbering 1.5 million annually, and valued at more than US\$155 million
- Improve information security and reduce errors in processes
- Reduce costs by eliminating manual processes and increasing process quality
- Provide a multicurrency and multi-country solution, enabling the group to use a single, centralized management system

Solutions

- Implemented Oracle E-Business Suite Release 12 to create an integrated financial management system for settling claims
- Increased information security and control, and eliminated 100% of data errors by automating processes
- Accelerated insurance claims processing by eliminating manual processes, enabling payments within 48 hours
- Implemented a “virtual office” project with more than 100 company clients, enabling them to transparently track processes, such as claim progress, payments, and more
- Registered transactions undertaken, facilitating tracking and detection of possible errors in more than 1 million cases
- Improved accounting department productivity by 50% via process automation
- Accelerated invoice payment and provided a differentiated value and an incentive for customer loyalty to more than 10,000 providers through automated billing
- Automated case assignments to providers
- Unified accounting of the group, due to Oracle’s capability to integrate different currencies

Oracle Customer:**JA Solar Holdings Co., Ltd**

Shanghai, China

www.jasolar.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$776.5 million

Employees:

4,000

Oracle Products & Services:

- Oracle Financials
- Oracle Inventory Management
- Oracle Order Management
- Oracle Purchasing

Oracle Partner:**HAND Enterprise Solutions Co., Ltd**

www.hand-china.com

JA Solar Holdings Co., Ltd Shines a Light on Global Operations with Oracle E-Business Suite Release 12

“Oracle E-Business Suite provides effective support for our globalization strategy. The system has helped us streamline our supply chain and accounting processes, shorten reporting times, and enhance business intelligence. The constant innovation in technology, management, and marketing will help us become a world-leading solar cell manufacturer.”

— **Dr. Hsu**, Chief Operating Officer, JA Solar Holdings Co., Ltd

Founded in 2005, JA Solar Holdings Co., Ltd is a manufacturer of high-performance solar cells. The company is advancing solar photovoltaics as a sustainable and financially viable solution to the world’s energy needs. Its customers are solar module manufacturers that assemble and integrate the solar cells into systems that convert sunlight into energy.

In February 2007, JA Solar listed on NASDAQ, raising more than US\$600 million in its initial public offering. The company’s rapid expansion following the IPO prompted a number of challenges in finance, sales, procurement, inventory, and supply chain management. It also needed to integrate and improve processes at head office, overseas branch offices, subsidiaries, and manufacturing facilities to support growth.

The senior management team decided to implement an advanced enterprise management system to realize its strategic goals, including integrating global resources, accelerating innovation in product and business development, and exploring new business opportunities. JA Solar engaged Oracle Certified Advantage Partner HAND Enterprise Solutions to build a new enterprise resource planning system based on E-Business Suite Release 12.0.5.

The Oracle system enabled the company to reinforce financial control, risk management, and information disclosure. The system has delivered significant improvements in the accuracy of sales plans, the timeliness of material supply, the efficiency of supply chains, and the consumption of inventory. As a result, JA Solar has built a solid foundation to expand its business.

Ensuring Compliance with Global Regulations

As a high-technology organization with global operations, JA Solar needed a sophisticated business management platform that met its unique business and industry needs. The platform also needed to help the company meet its reporting obligations under the Sarbanes-Oxley Act and Generally Accepted Accounting Principles in the U.S.

After evaluating a range of options, JA Solar management and IT staff concluded that Oracle E-Business Suite could provide the tools needed to manage its expanding global business, while meeting disclosure requirements and financial statements required by Chinese and U.S. regulators. JA Solar was also aware that Oracle had been successfully implemented at large manufacturing companies and that the highly integrated application suite encouraged information sharing between departments.

In January 2009, JA Solar went live on Oracle E-Business Suite, integrating business processes at head office, overseas branches, subsidiaries, and manufacturing facilities.

Key Benefits:

- Improved financial management by enabling staff to track transactions back to the source
- Reduced manual workload by 75%, leading to a reduction in human error
- Cut account closing time to four to six days
- Strengthened inventory management and ensured there was always enough stock on hand to fill customer orders
- Simplified pricing by standardizing measurement units and conversion rates
- Supported informed decision-making through in-depth analysis
- Ensured compliance with Chinese and U.S. financial reporting regulations

Account Closing Reduced to Four to Six Days

The Oracle finance system was integrated with a range of front-end business systems, enabling JA Solar to share data between different applications. By linking Oracle Accounts Receivable and Oracle Accounts Payable with front-end systems, finance staff can trace data back to the source. This makes it easier for them to check transactions, generate invoices, and make payments, leading to an all-round improvement in financial management.

To date, JA Solar has decreased its manual workload by 75%, which has led to a reduction in errors and the use of fewer paper documents. The company has also cut account closing time to four to six days.

Improved Inventory Control, Streamlined Supply Chains

The efficient use of inventory is key to controlling costs, particularly for a large manufacturing organization such as JA Solar. Oracle Inventory Management, Oracle Order Management, and Oracle Purchasing enabled the company to track the amount of raw materials at manufacturing facilities, compare stock levels against impending orders, analyze the reasons for any changes in inventory consumption, and place orders for the appropriate resources needed to fill an order. This has enabled JA Solar to control inventory costs and shorten the manufacturing cycle (as the company can ensure there is always sufficient stock on hand to meet customer orders).

The Oracle system also enables JA Solar to collect data on contracts, repeat orders, and delivery deadlines, which help staff develop accurate distribution plans. This ensures the company can guarantee on-time delivery of raw materials to manufacturing sites, as well as finished products to customers.

More Accurate Pricing

As part of the Oracle implementation, JA Solar standardized business processes and material codes across subsidiaries to improve efficiency and make it easier for different groups to collaborate.

The company also established a double measurement system for inventory. The system has delivered significant improvements in the efficiency of supply chains, and the consumption of inventory. The Oracle system enables JA Solar to define different measurement units based on business demands and set standard conversion rates for inventory costs and selling prices. This simplifies pricing and ensures the process is more transparent and accurate, and makes it easier for the head office to consolidate financial statements across the group.

Supporting In-Depth Analysis

The rapid growth of the business requires close monitoring by senior managers, who must be kept updated on new developments and the performance of the company.

The Oracle system allows JA Solar to conduct multidimensional analysis on a range of business data, allowing managers to review business and market trends and relationships between business units. This not only supports informed decision-making, but enables managers to find new ways to improve processes and new opportunities to expand the company's customer base.

Why Oracle?

JA Solar looked at a number of ERP packages before deciding on Oracle, which offered a comprehensive solution, and strong track record in the manufacturing industry.

"The most attractive feature of Oracle E-Business Suite was the integration of different modules, which would enable different groups and departments to share information," said Dr. Hsu, chief operating officer of JA Solar. "The solution's flexible architecture means it will be easy for us to reorganize our business, integrate additional systems or processes, and scale to support growth."

Why HAND Information Technology?

The scale and complexity of the Oracle project required a partner with extensive implementation experience and a good understanding of the manufacturing business.

"HAND Information Technology has a long and rich history in management consulting and ERP deployments," said Dr. Hsu. "The company has developed many Oracle ERP systems for large Chinese corporations, and its project management skills, implementation know-how, and responsive service proved invaluable during the project."

Implementation Process

JA Solar went live on the Oracle platform in January 2009. The solution is used by the following subsidiaries: Shanghai; JA Solar Photovoltaic Science & Technology Co., Ltd, Yangzhou; JA Solar Photovoltaic Science & Technology Co.; JA Solar USA Inc.; and JA Development Co., Ltd. It is also used at a manufacturing facility in Hebei, China.

JA Solar Holdings Co., Ltd is a manufacturer of high-performance solar cells. Its customers are solar module manufacturers that assemble and integrate the solar cells into systems that convert sunlight into energy.

Oracle Customer:

Jiangsu Rongsheng Heavy Industries Group Co., Ltd

Rugao City, Jiangsu Province, China
www.rshi.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$878.6 million

Employees:

17,000

Oracle Products & Services:

- Oracle Financials
- Oracle Assets
- Oracle Human Resources
- Oracle Payroll

Jiangsu Rongsheng Heavy Industries Group Co., Ltd Improves Competitiveness with Oracle E-Business Suite R12

“Oracle E-Business Suite R12 helped us integrate information platforms effectively, optimize business processes, and improve our competitiveness, so we can better meet challenges in markets at home and abroad.”

— **Chen Wenjun**, Vice President, Jiangsu Rongsheng Heavy Industries Group Co., Ltd

Jiangsu Rongsheng Heavy Industries Group Co., Ltd is a manufacturer of marine equipment. Its primary activities are ship-building, ship maintenance, and manufacturing marine engineering development facilities and steel bridge structures. The company is China’s second largest shipbuilder and the world’s sixth largest.

Challenges

- Install a system that enables the unified management of the group’s people, finance, and shipbuilding assets
- Standardize financial accounting models and establish second-level accounting models in each business unit
- Build project-based financial and accounting systems to enable staff to keep track of shipbuilding project costs
- Implement process controls to regulate budget management and ensure marine equipment manufacturing jobs do not blow out
- Ensure the HR needs of 17,000 staff are properly met

Solutions

- Implemented a unified business, accounting, and HR management platform based on Oracle E-Business Suite R12, integrating the solution with shipbuilding industrial software
- Gained a financial management platform capable of producing consolidated statements and transaction records
- Achieved consistency in financial management by unifying the structure of accounting ledgers and titles
- Improved cost, money, revenue, and current account management, and enabled the production of accurate external financial reports
- Allowed business units to track budgets, monitor spending, and analyze the cost of each shipbuilding contract
- Enhanced asset management by enabling staff to keep track of all shipbuilding and marine equipment manufacturing assets
- Integrated HR information in a single repository, enabling managers to allocate the best qualified staff to a project

Oracle Customer:
KCC Engineering & Construction
 Seoul, Korea
 www.kccworld.net

Industry:
 Engineering & Construction

Annual Revenue:
 US\$746.7 million

Employees:
 800

Oracle Products & Services:

- Oracle Financials

KCC Engineering & Construction Cuts Monthly Reporting Time from 25 Days to 5 Days with Oracle E-Business Suite R12

“We chose Oracle E-Business Suite R12 to build an enterprise resource planning system that had the ability to respond to a rapidly changing environment. The Oracle system has eliminated uncertainties and strengthened our predictive capabilities. This puts us in a good position to become South Korea’s leading construction and engineering company.”

— **Park Chung-Bin**, Team Manager, Process Innovation 1Team, KCC Engineering & Construction

KCC Engineering & Construction (KCC E&C) is one of South Korea’s leading building companies. It has developed and constructed residential housing, commercial buildings, industrial plants, and civic works such as railroads, bridges, expressways, dams, and sewerage systems. KCC E&C has received numerous accolades for its work, including the Korean Architecture Award from the Ministry of Land, Transport, and Maritime Affairs, and several Presidential commendations and medals. The company has achieved ISO 9001 and ISO 14001 certifications.

KCC E&C is aiming to become the foremost residential apartment builder within the next two to three years. To achieve this, the company decided to implement an enterprise resource planning (ERP) system that could be adapted to meet rapidly changing business requirements.

In May 2009, KCC E&C went live on a new ERP system based on Oracle E-Business Suite Release 12. By implementing Oracle Financials, the company has cut month-end closing time from 25 days to 5 days, enabled critical business data to be easily shared across the organization, and enhanced its forecasting abilities.

The Need for a Flexible ERP System

Projects in the construction industry have long lead times and lifecycles, with opportunities to extend contracts and continue providing service after construction is completed. It is also an industry that is sensitive to the external business environment, where events such as the global financial crisis can have a significant and lasting impact on impending and present projects.

The volatility of the sector requires flexible systems and business models that can be quickly adapted to accommodate market changes and minimize risk. Following staff interviews and internal benchmarking, KCC E&C decided to implement a new ERP system that would ensure it could meet these objectives.

Month-End Closing Period Cut to Five Days

KCC E&C implemented Oracle E-Business Suite R12 as the basis of its new ERP system. The company deployed Oracle Financials in its accounting and finance division, which enabled it to automate financial management processes and shorten month-end closing time from 25 days to 5 days. The system reduced the time needed to compare and confirm data and acquire, review, report, and deliver information. Reports could also be generated based on existing content submitted by different departments.

Key Benefits:

- Cut month-end reporting time from 25 days to 5 days
- Improved performance as a result of more accurate profitability estimations during the selling stage
- Enhanced risk management by enabling staff to spot and address any anomalies
- Reduced the time needed to compare and confirm data and acquire, review, report, and deliver information
- Enabled reports to be generated based on existing content submitted by different departments
- Ensured business data could be easily shared across the organization

Improved Forecasting Ability

The Oracle system has enabled KCC E&C to accumulate and share critical business data in a timely manner and enhanced the company's forecasting capabilities. The company can determine the project completion schedule and undertake more accurate estimations of profitability during the selling stage, which has led to improved performance. Risk management has also been strengthened, as staff can spot and address any anomalies before they impact the business.

KCC E&C has also implemented self-developed international financial reporting standards (which all listed companies in South Korea must adopt by 2011) to the Oracle Financials system.

Why Oracle?

KCC E&C was looking for an ERP solution that was easy to integrate, scalable, and flexible. It also had to include best practice processes that would enable the company to improve efficiency. In addition, KCC E&C required a solution that was compatible with the Microsoft Windows platform, as most of its applications operated in this environment.

After evaluating a range of solutions, KCC E&C selected Oracle E-Business Suite R12 as the solution fulfilled all its requirements.

Implementation Process

Before deploying the Oracle solution, KCC E&C reviewed its needs and identified 162 issues across the business that needed addressing. In April 2008, the company began implementing Oracle Financials in the following business areas: order receiving, marketing, quotations, subcontracting, materials, sales management, financial accounting; and management accounting. After two months of stabilization, the system was officially launched in May 2009.

KCC Engineering & Construction is one of South Korea's leading building companies. It has developed and constructed residential housing, commercial buildings, industrial plants, and civic works such as railroads, bridges, expressways, dams, and sewerage systems.

Oracle Customer:
Kirloskar Oil Engines Ltd
 Pune, India
 www.kirloskar.com

Industry:
 Industrial Manufacturing

Annual Revenue:
 US\$508 million

Employees:
 3,842

Oracle Products & Services:

- Oracle Internal Controls Manager
- Oracle Enterprise Planning and Budgeting
- Oracle Daily Business Intelligence
- Oracle Financials
- Oracle iSupplier
- Oracle Order Management
- Oracle Manufacturing
- Oracle Projects

Kirloskar Oil Engines Ltd Ensures Compliance and Gains Greater Insight into Business Performance

“Upgrading to Oracle E-Business Suite Release 12 has given us a whole new set of capabilities: improved compliance management, greater control over planning and budgeting, and a deeper understanding of business performance.”

— **S.R. Deshmukh**, Vice President, Corporate IT, Kirloskar Oil Engines Ltd

Founded in 1946, Kirloskar Oil Engines Ltd (KOEL) is India’s leading manufacturer of diesel engines, diesel generating sets, and engine bearings. KOEL is a public company and a member of Kirloskar Group, an Indian engineering conglomerate. Kirloskar Group’s yearly revenue is US\$1.2 billion, with sales in 70 countries. KOEL has manufacturing facilities in five locations, 18 warehouses, 22 sales offices, and a large distribution network in India and overseas.

Challenges

- Migrate to a new version of Oracle E-Business Suite
- Introduce more sophisticated business analysis tools
- Undertake regular performance reporting
- Automate planning and budgeting processes
- Comply with new Indian financial regulations

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to take advantage of new and enhanced features, including daily business intelligence reporting and compliance management
- Enabled business leaders to track business ratios every day using Oracle Daily Business Intelligence
- Ensured business was on track to meet performance targets, as daily monitoring enabled action on any irregularities
- Provided greater transparency into transactions, leading to improved performance
- Streamlined planning and budgeting by eliminating the need for data to be extracted from a database and uploaded to another machine for reporting
- Provided staff with access to the latest data to support budgeting and planning decisions
- Prevented budget blowouts by ensuring staff could track costs against individual projects on a daily basis
- Increased efficiency by simplifying work associated with compliance management, such as document keeping
- Enhanced risk management due to the ability to manage the audit process and create risk assessment reports
- Improved transaction response times by 10–15%
- Improved the responsiveness of the iSupplier portal by 100%
- Increased support staff productivity by 20%

Oracle Customer:**Korean Air**

Seoul, Republic of Korea

www.koreanair.com

Industry:

Travel & Transportation

Annual Revenue:

US\$8.5 billion

Employees:

16,902

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Manufacturing
- Oracle Supply Chain Management
- Oracle Project Management
- Oracle Enterprise Asset Management
- Oracle Master Data Management
- Oracle Database
- Oracle Real Application Clusters
- Oracle Application Server
- Oracle Portal
- Oracle Identity Management
- Oracle SOA Suite
- Oracle Business Process Analysis Suite
- Oracle Content Management
- Oracle Business Intelligence Suite
- Oracle Consulting
- Oracle Solution Support Center

Korean Air Soars to New Heights with ERP System based on Oracle E-Business Suite R12

“Since our foundation 40 years ago, Korean Air has always focused on changing and improving our operations to retain our position as one of the world’s leading airlines. We expect our Oracle ERP system to be instrumental in helping us continue to innovate and change.”

— **Lee Sangmin**, Managing VP of ERP Division, Korean Air

Korean Air is South Korea’s national airline and its largest carrier. In 2008, the airline transported 21.89 million passengers and 167 tons of cargo. Its fleet of 131 planes flies to 13 cities nationwide and 117 cities in 39 countries. In 2009, Business Traveler magazine ranked Korean Air as the best airline in Asia for the third straight year. The airline was also rated to have the best business class service to Asia for the fourth consecutive year. In addition, Korean Air is recognized as a leading air cargo transporter, having been ranked by the International Air Transport Association as the world’s top commercial airline cargo operation for five consecutive years from 2004.

The global financial crisis has placed enormous pressure on the airline industry, with lower demand for domestic and international flights. Airlines must seek new ways to maintain market share and profitability in a shrinking market. Beginning in 2007, Korean Air set out to re-establish its data management system and install a tightly integrated business management platform.

The airline selected a range of Oracle applications and technology to build its new infrastructure over a four-year timeframe. The modules implemented to date have helped Korean Air improve financial management, streamline purchasing processes, and make better use of facilities and aerospace resources.

Global ERP System to Support Expanding Business

The recent economic crisis has brought significant changes to the airline industry, including mergers and organizational restructuring. The turmoil has emphasized the importance of having flexible processes and systems that can be easily adapted to changes in the market, if airlines are to remain competitive and achieve sustainable long-term growth.

Korean Air had already embarked on a major infrastructure restructuring program when the financial crisis began. In October 2007, it began a project to re-establish an enterprise data management system to facilitate rapid and accurate communication and enable the speedy exchange of financial information between departments. The project also included the implementation of a new global enterprise resource planning (ERP) platform that integrated previously distributed systems.

The scope of the ERP project was the most comprehensive attempted in the airline industry to date. Korean Air was aiming to integrate every aspect of its back-end operations, including finance and accounting; procurement; material and facilities management; spare parts manufacturing; and commercial and military aircraft maintenance. The only areas the project did not cover were reservations, ticketing, and shipping. It was the first airline to deploy revenue accounting and managerial accounting using Oracle Business Intelligence and Oracle E-Business Suite Release 12.

Key Benefits:

- Gained the ability to analyze the profitability of a flight within 3 hours of departure
- Reduced account closing times
- Enabled staff to determine the amount of available cash and reduce fund closing time
- Achieved real-time revenue analysis by linking the e-ticketing system with Oracle
- Streamlined procurement and automated order placements and purchasing analysis
- Improved facilities management and enabled staff to schedule regular site inspections
- Ensured more efficient production scheduling
- Enhanced confidence in the accuracy of information by improving the quality of master data

Reduced Account Closing Times

The Oracle ERP project introduced transparent, enterprise wide business processes and integrated accounting, revenue, procurement, and facilities management systems. This enabled Korean Air to make informed decisions on spending and resource utilization, helping reduce costs and improve efficiency.

For example, the company automated a number of accounting processes in the finance division, which reduced account closing times and ensured critical financial information reached senior managers in a timely manner. It also improved processes in the fund management area, including interfacing the financial system with bank statements so staff could quickly determine the amount of available cash and reduce the fund closing time.

Real-Time Revenue Accounting and Managerial Accounting Systems

Revenue accounting management has long been an obstacle in the deployment of ERP systems in airline companies due to the massive amounts of data and transactions involved. However, it is an area in which an ERP system can help deliver accurate management information. Within the airline industry, revenue accounting involves a range of activities, including analyzing ticketing and booking information, overseeing a complex seasonal pricing system, settling accounts between affiliate airlines, and reviewing information about in-house and external transportation.

Korean Air processes an average of 5 million transactions every month, with electronic tickets accounting for more than 99% of transactions. By linking its e-ticketing system with the Oracle ERP platform, Korean Air was able to confirm and analyze ticket sales—its revenue—in real time. It was the first airline in the industry to realize this achievement.

Accurate managerial accounting is another complex task in the airline industry, as it requires collaboration between regions, countries, airline companies, and branch offices. The managerial accounting system comprises a single Oracle Database to store information such as number of crew, travel distance, destination airport, and operating costs. It is linked with the financial, revenue accounting, and other related systems, which enables Korean Air to calculate and analyze revenue generated by each flight upon its departure. It also provides estimations for those sections where invoices could not be issued within the accounting closing period, further enhancing the reliability of financial information.

Also, having implemented an integrated, standardized database with key airline transportation information, Korean Air can now maximize its use. The revenue management system calculates the revenue cost within two hours of a flight's departure. The managerial accounting system, which gathers data from the revenue management and other systems, allows Korean Air to analyze the profitability of each flight in near real time (within three hours) to support management's decision-making.

"This near real-time ability to analyze revenue and profitability supports rapid and accurate decision-making around flight scheduling," said Lee Sangmin, managing VP of the ERP division at Korean Air. "It helps us mitigate numerous risk factors and improve our competitiveness within the airline industry."

Streamlined Procurement

Korean Air has standardized purchasing processes to improve the accuracy of procurement information. This included the purchase of materials for catering, aircraft maintenance, and spare parts manufacturing, each of which was previously executed separately. In addition, the airline created a supplier evaluation form to improve overall quality and automated order placements and purchasing analysis. This has increased efficiency, reduced procurement costs, and improved communication between departments.

Smoother Manufacturing Workflows, Improved Facilities Management

Oracle Manufacturing has helped Korean Air improve production scheduling and resource utilization, ensuring the airline can continue to manufacture spare parts for the aerospace industry in an efficient and profitable manner. It can use the Oracle system to simulate production schedules to ensure it has the necessary resources to meet manufacturing deadlines.

Oracle Enterprise Asset Management provides Korean Air with information about the use of its domestic and international properties. For example, the system allows staff to review rents paid on each property as well as actual building space used, down to the department or team housed in each office. It also enabled the airline to apply unified maintenance processes at all its properties, so that staff can schedule regular site inspections.

Cleaner, More Reliable Master Data

An important factor in the successful operation of the ERP platform is the availability of accurate and reliable information. Korean Air deployed Oracle Master Data Management to promote data consistency. This ensures tasks such as accounting and income management can be conducted with full confidence in the accuracy and quality of the information presented.

Why Oracle?

Korean Air undertook a comprehensive review of ERP solutions from the world's major vendors before selecting Oracle E-Business Suite R12. The airline chose Oracle because the solution offered best practices in process integration and standardization. Oracle also received high points for flexibility and scalability, which would support future growth. In addition, Oracle offered a one-stop shop for a range of solutions, including ERP, portal development, service oriented architecture, identity management, and master data management, as well as high-level consulting and support services. The Oracle head office ensured the Oracle solution was tailored to Korean Air's business.

Implementation Process

Korean Air chose to implement Oracle E-Business Suite in all its business areas but adopt a gradual system launch. This required an advanced project management methodology and seamless collaboration between the airline and Oracle. The project was divided into five phases over a four-year period.

The first phase involved implementing systems to manage finance, purchasing and materials, facilities, and manufacturing, which were completed in January 2009. The second phase involved rolling out the systems to the catering business unit and was finished in April 2009. The revenue accounting and managerial accounting systems were launched in October 2009 in the third phase of the project. The fourth phase, to kick off in January 2010, will comprise rolling out a system to manage airplane maintenance. The final phase will be applied to the maintenance and engineering division, scheduled to take place in January 2011.

Korean Air is South Korea's national airline and its largest carrier. In 2008, the airline transported 21.89 million passengers and 167 tons of cargo.

Oracle Customer:**KT**

Songnam, Republic of Korea
www.kt.com

Industry:

Communications

Annual Revenue:

US\$16 billion

Employees:

31,000

Oracle Products & Services:

- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Financial Analyzer
- Oracle Advanced Supply Chain Planning
- Oracle Inventory Management
- Oracle Purchasing
- Oracle iProcurement
- Oracle iSupplier Portal
- Oracle Property Manager
- Oracle Projects
- Oracle Enterprise Asset Management

KT Deploys Oracle E-Business Suite R12 Dual Ledger IFRS System

“KT was the first company in Korea to use Oracle E-Business R12 to deploy a dual ledger International Financial Reporting Standards system. As a result, we have a reliable and transparent account closing system that enables us to meet our financial reporting obligations in Korea and internationally.”

— **Lee Joo-Sung**, Manager, MIS Development Team of Management IS BU, KTDS

KT was established in 1981 as a spin-off from Korea’s Ministry of Communications. In 2002, it became a privately-owned company and began building a broadband network. Within three years, it had increased the number of ADSL subscribers to 6 million and took a leading role in digital networking. In mid-2009, KT merged with mobile communications provider KTF, giving the unified entity an edge in the competitive converged communications market.

As an international business, KT must comply with global financial reporting requirements. It must also meet Korean financial accounting standards. To fulfill these obligations, KT used Oracle Subledger Accounting, a new submodule of Oracle E-Business Suite R12, to build a dual ledger system that met Korean and global financial reporting obligations.

The system enabled KT to reconcile accounts in an efficient manner, ensure the consistency of financial data, and add, amend, or delete accounting standards in line with changes in regulations.

The deployment of the Oracle financial accounting system was so successful that KT was awarded the 2009 Republic of Korea Software Technology Grand Prize by the Korea Software Technology Association.

Meeting Local and International Accounting Standards

KT has used an Oracle enterprise resource planning (ERP) system for many years. In 2008, the company upgraded to Oracle E-Business Suite R12 to take advantage of new functions and improve its competitiveness.

The following year, KT decided to use Oracle Subledger Accounting, a new Oracle E-Business Suite R12 submodule, to build a financial reporting system. This would enable the company to comply with Korean accounting requirements and International Financial Reporting Standards (IFRS). The Korean Government had mandated that all listed Korean companies worth more than KRW2 trillion must be ready to meet IFRS by 2011.

KT engaged KTDS, the IT division of the KT Group, to manage the implementation. The focus of the project was to ensure the system could be easily adjusted so KT could add or amend accounting standards as reporting requirements changed. Oracle Subledger Accounting is a rule-based accounting engine, toolset, and repository, which supports Oracle E-Business Suite modules. It enables multiple accounting representations, thus resolving conflicts between international and local fiscal accounting requirements.

Key Benefits:

- Gained a dual ledger system that complies with Korean and international financial reporting standards
- Enabled changes in accounting standards to be easily made with a rule-based accounting engine, easing the workload on the IT team
- Simplified the auditing process by allowing staff to track a transaction back to the source
- Cut account closing time using a common processing and posting engine for the two ledgers

Efficient Accounting, Simplified Auditing

KTDS configured the IFRS system using Oracle Subledger Accounting module to automatically reflect different accounting processes in two ledgers—K-GAAP for Korean accounting requirements and IFRS for international accounting requirements. The source data is drawn from Oracle Accounts Payable, Oracle Accounts Receivable, Oracle Assets, and Oracle Financial Analyzer components of Oracle Financials. By enabling centralized management of accounting transactions, KT has enhanced data consistency and transparency of accounting transactions.

Because the system relies on rule-based accounting processes, KT can simply amend the rules to reflect changes in accounting standards and multi-accounting policies. This has eased the maintenance task on the company's IT team.

In addition, the IFRS system provides a repository for accounting transactions, making it easy for KT to track a transaction back to the source and simplifying the auditing process. Account closing time is also reduced through the use of a common processing and posting engine for the two ledgers.

KT will begin simultaneous account closing for both ledgers in January 2010. During the year, it will carry out reporting in both reporting formats (K-GAAP and IFRS) and, in 2011, transition to IFRS only.

Why Oracle?

KT knew it was critical to select the right applications vendor and thoroughly evaluated several companies based: support for business process innovation, market share, and implementation cost. By upgrading to Oracle E-Business Suite R12, KT could utilize Oracle Subledger Accounting to build a financial reporting system that would increase efficiency across all business processes.

KT was also impressed by Oracle's extensive customer base and experience in the communications industry. In working with the leading communications companies globally, Oracle would bring best practices in business process innovation to KT.

Finally, the cost of licensing and implementation was considerably below comparable alternatives. Oracle's integrated solution avoided the customization that increases costs and implementation time.

Implementation Process

KTDS had deployed Oracle Financials in 2001 and Oracle E-Business Suite in 2003, and completed the upgrade to Oracle E-Business Suite R12 in 2008. This gave the company a deep understanding of KT's business and technology requirements.

KTDS tailored its ERP implementation methodology to accommodate the IFRS project. This methodology is based on Oracle's AIM guidelines, which provides templates and setup documents for the efficient deployment of Oracle applications.

The project kicked off in March 2009. KT undertook intensive testing to minimize risks arising from the use of new technology. First, the company conducted a conference room pilot to determine if it was possible to build a dual ledger IFRS system using Oracle E-Business Suite R12. After the system design was confirmed in May, KT undertook a second conference room pilot to finalize IFRS requirements and test the functions. The implementation itself was completed in August and the pilot rolled out in October. The system went into full production in November.

Established in 1981, KT is a leading provider of communications services in Korea. In mid-2009, the company merged with mobile communications provider KTF.

Oracle Customer:**KT&G**

Daejeon, Republic of Korea

www.ktng.com

Industry:

Consumer Products

Annual Revenue:

US\$2.2 billion

Employees:

4,300

Oracle Products & Services:

- Oracle Financials
- Oracle Treasury
- Oracle Internet Expenses
- Hyperion Financial Management Plus
- Hyperion Financial Data Quality Management
- Hyperion Financial Data Quality Management Adapter
- Oracle Financial Analytics Fusion Edition
- Oracle Business Intelligence Enterprise Edition Plus
- Oracle SOA Suite
- Oracle Application Server
- Oracle WebLogic Integration
- Oracle Database
- Oracle Real Application Clusters

KT&G Improves Accounting Accuracy in 12 Affiliates with Oracle E-Business Suite R12

“The Oracle IFRS-packaged solution allowed us to standardize group financial processes, which ensured we could meet international accounting standards while enhancing transparency across our business.”

— **Jung Kil Kim**, Associate Officer of Information Technology Office, KT&G

KT&G is a leading tobacco company in South Korea with annual revenue of US\$2.2 billion. The company’s cigarettes are available in more than 40 markets, including Russia, Eastern Europe, the Middle East, Central Asia, China, and South East Asia. KT&G also has interests in functional health foods (such as red ginseng), pharmaceuticals, real estate management, and asset investment management.

As a business with worldwide operations, KT&G must comply with global reporting and disclosure requirements. The Korean government has also mandated that all Korean companies must comply with International Financial Reporting Standards (IFRS) by 2011. To ensure it could fulfill these requirements, KT&G replaced a range of disparate systems with a packaged IFRS solution, which consisted of Oracle E-Business Suite R12 and Hyperion modules.

The system enabled KT&G to standardize financial processes across its businesses to improve the accuracy and reliability of data collection. In addition, because the system conforms to IFRS requirements, KT&G will be able to provide the detailed reporting statements required by the International Accounting Standards Board and the Korean government.

The Need to Centralize Group Accounting

The global nature of KT&G’s business means the company must comply with external regulations such as IFRS. However, the disparate financial systems in use at the organization did not allow for reliable and efficient group wide data consolidation. There was also no support for generally accepted accounting principles (GAAP), which made it even more difficult for KT&G to prepare financial statements that complied with global reporting standards. In addition, its development environment was not able to support the implementation of new technologies that would enable the company to address accounting and reporting issues.

To meet IFRS requirements, KT&G needed to integrate financial data and standardize financial accounting processes such as year-end closing, disclosure, and fair value evaluation across its group of businesses.

Meeting Global Reporting Requirements

In October 2009, KT&G went live on a new financial management system based on Oracle’s packaged IFRS solution, which comprises Oracle Financials, Oracle Treasury, Oracle Internet Expenses, and a range of Hyperion financial management modules. It was the first organization in Korea to deploy a packaged solution that integrated group accounting processes and which complied with IFRS regulations.

Key Benefits:

- Improved the accuracy and reliability of financial data by consolidating on a single financial system
- Standardized financial processes at 12 affiliate companies
- Enhanced accounting transparency and financial insight, providing managers with a better knowledge of profit and loss levels across the group
- Completed month-end financial close in two days
- Gained a system that complied with International Financial Reporting Standards, an important requirement given the global nature of KT&G's business

The Oracle system is now in use at 12 affiliate companies, which enabled KT&G to standardize corporate accounting, asset management, capital management, tax and management accounting, standard cost pricing, and budget management across these entities. The integrated view of operations has enhanced accounting transparency and financial insight, providing managers with a better knowledge of profit and loss levels across the group. The company is able to complete financial closing two days after the end of the month.

KT&G is also able to meet IFRS requirements—one year ahead of schedule—as the Oracle system is designed to handle group-level consolidated reporting and disclosure requirements. The system can be modified to meet multi-language and multicurrency requirements of KT&G's global operations.

In the first quarter of 2010, after it has stabilized its disaster recovery center, KT&G will add budget and financial performance monitoring applications to the Oracle system and roll them out to affiliate companies in stages.

Why Oracle?

KT&G wanted to deploy an industry-standard solution to reduce implementation time and costs. This approach was also less risky and more efficient than developing a system in-house. The company selected Oracle because the software integrated seamlessly with existing systems and was easy to manage.

Implementation Process

In addition to Oracle Financials and Hyperion, KT&G deployed Oracle Database and Oracle Real Application Clusters to build a two-node database server cluster. This means that if one server was to fail, the workload is instantly transferred to the second machine, ensuring the financial management platform is available at all times.

The company also implemented Oracle Application Server and Oracle WebLogic Integration to further enhance application redundancy. Oracle SOA Suite was also utilized to build process workflows and ensure the platform was built using open interfaces to ensure easy integration/reconfiguration in the future.

KT&G is South Korea's leading tobacco company with annual revenue of US\$2.2 billion. The company also has interests in functional health foods (such as red ginseng), pharmaceuticals, real estate management, and asset investment management.

Oracle Customer:**LG Display**

Seoul, Korea

www.lgdisplay.com

Industry:

High Technology

Annual Revenue:

US\$13 billion

Employees:

27,000

Oracle Products & Services:

- Oracle Financials
- Oracle Manufacturing
- Oracle Warehouse Management
- Oracle Master Data Management
- Oracle Human Resources
- Oracle SOA Suite
- Oracle BPEL Process Manager
- Oracle Solution Support Center

Oracle Partner:**LG CNS**

www.lgcns.com

LG Display Reduces Manufacturing Downtime by 50% with Oracle E-Business Suite R12

“By standardizing on a single global instance of Oracle E-Business R12, LG Display has increased efficiency by 30%, reduced manufacturing downtime by 50%, and improved collaboration across the enterprise. We also expect to reduce costs by 30% to 50%.”

— **Hyun Byung Tak**, Executive Director, Business Innovations, LG Display

Established in 1999, LG Display is a leading manufacturer and supplier of thin film transistor liquid crystal displays (TFT-LCD) panels. The company makes panels in a wide range of sizes and specifications for use in televisions, monitors, notebooks, cell phones, and other applications. It has customers in a wide range of industries, including the multimedia, medical, automotive, and aerospace sectors. LG Display operates eight fabrication facilities and five back-end assembly facilities in Korea, China, and Poland.

With competition increasing in the TFT-LCD market, LG Display had to increase efficiency, improve quality control, and enhance risk management if it wanted to meet customer demands for quality, cost, and prompt delivery. This required a comprehensive review and restructure of the company's business processes and systems.

In January 2009, LG Display went live on Oracle E-Business Suite Release 12 after an 18-month project to standardize its global operations on the platform. The Oracle system has increased productivity by 30%, reduced manufacturing downtime by 50%, and is expected to lower costs by 30% to 50%.

Need to Improve Competitive Edge

With demand slowing as a result of the global economic crisis, LG Display had to find ways to maintain competitiveness and prevent Japanese and Taiwanese rivals from taking a larger share of the market. The company needed to increase efficiency and improve risk management if it was to meet customer demands for quality, cost, and reliable delivery.

LG Display recognized that information technology would play a major role in achieving these goals. The right IT system would enable the company to manage production, analyze performance, and alert staff to process and quality control issues before they impacted the business.

In May 2007, LG Display launched the “7 Mega Project” to upgrade seven of its core applications, including the enterprise resource planning (ERP) system, manufacturing execution system (MES), master data management (MDM) system, and a data warehouse. The company elected to standardize its global operations on a single instance of Oracle E-Business Suite R12, ensuring all offices and manufacturing facilities were following the same processes and using the same applications.

Improved Productivity, Lower Costs

As part of the 7 Mega Project, LG Display reengineered its business processes, increasing the percentage of automated workflows from 46% to 73%, which led to a 30% increase in productivity.

Key Benefits:

- Improved productivity by 30%
- Reduced manufacturing downtime by 50%
- Increased the percentage of automated workflows from 46% to 73%
- Cut the number of unnecessary processes by 31% during a process innovation project
- Expected to reduce costs by 30% to 50%

The company was also able to improve risk management through regular process monitoring and performance analysis. This reduced manufacturing downtime by 50%, a critical achievement in an industry where manufacturing takes place around the clock.

In addition, LG Display developed an integrated global payment system and standardized data formats across the world, ensuring head office did not have to spend time and money consolidating information for reporting.

As a result of these and other business improvements, LG Display expects to reduce costs by 30% to 50%.

Promoting master data management

LG Display set out to improve the master data management to improve the reliability of the base information. This required the company to standardize data formats and processes, as-is analysis, and to-be process designs. From April to December 2008, it deployed Oracle Customer Data Hub and Oracle Product Data Hub and launched the system in January 2009.

The Oracle solution improved the reliability of data that forms the basis of decision making. It also supported data refinement, standardization of company names and addresses, and the detection and management of duplicate data. To manage LG Display's historical data, the company implemented functions, such as data history audit management, hierarchy and relationship management, and data enrichment functions.

Moreover, the extension framework does not require hard coding, allowing the company to easily add more than 20,000 properties to support expansion.

After implementing Oracle Master Data Management, LG Display experienced improvements in data quality and significantly enhanced communication across the enterprise.

Using SOA to Standardize Business Processes

LG Display used Oracle BPEL Process Manager, a component of Oracle SOA Suite, to build and deploy business processes as part of a process innovation project. The company also integrated the new business processes with existing systems to ensure smooth workflows. As a result, LG Display reduced work processing time.

Oracle Support Ensures Smooth Implementation

LG Display used the Oracle Solution Support Center to ensure it had access to assistance during the implementation. From July 2008, the Oracle Solution Support Center undertook tests to verify the new infrastructure and ensure the performance and availability of the ERP and MES systems, the two most critical components of the infrastructure. The Center also completed patch analysis and performance testing. A 24-hour hotline service was in operation to help LG Display if it ran into any problems during the project.

Just before and after the go-live date, the Oracle Solution Support Center provided on-site support to monitor and stabilize the system. This minimized technical risks and allowed LG Display to focus on its core business of manufacturing and sales.

Focus on Business Intelligence

To further improve efficiency and competitiveness, LG Display will upgrade its business intelligence capabilities in the near future. The company also plans to strengthen its research and development and sales and marketing capabilities.

LG Display is also keen to optimize supply chain management, as it will enable the company to acquire further channels for customer collaboration and ensure customers' needs are accommodated.

Why Oracle?

LG Display selected Oracle E-Business Suite R12 because the solution was scalable, easy to integrate, and offered a range of functions that supported global operations, including multi-language and multicurrency features. The Oracle suite also included best practice processes that would help LG Display improve efficiency across its financial, manufacturing, and supply chain operations.

Implementation Process

LG Display engaged Oracle Certified Partner LG CNS to design, develop, and implement the Oracle platform. LG CNS provides IT outsourcing services to affiliate companies in LG.

The first step in the implementation was to map LG Display's to-be processes. The company grouped more than 1,200 processes into 14 main categories, such as sales and marketing, production, and accounting. More than 30,000 employees and 80 team managers participated in this process, reducing the number of unnecessary processes by 31%.

LG Display committed more than 500 staff to the 7 Mega Project. The implementation took around 18 months to complete and the system was launched in January 2009.

"A project of this magnitude usually takes around three to four years to complete," said Hyun Byung Tak, executive director, business innovations, LG Display. "However, because we took the time to establish the to-be process model, we had a clear project roadmap to guide us. We completed the implementation with minimal resources and without missing any deadlines.

"We also had the full support of the CEO and CFO and other senior executives, which reduced the burden and ensured the system was accepted by our staff."

LG Display is a leading manufacturer and supplier of TFT-LCD panels. The company makes panels in a wide range of sizes and specifications for use in televisions, monitors, notebooks, cell phones, and other applications.

Oracle Customer:

LG Electronics

Seoul, Korea
www.lge.com

Industry:

Consumer Products

Annual Revenue:

US\$47.6 billion

Employees:

82,000

Oracle Products & Services:

- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Financial Analyzer
- Oracle Supply Chain Management
- Oracle Order Management
- Oracle Purchasing
- Oracle Advanced Pricing
- Oracle Release Management
- Oracle Manufacturing
- Oracle Inventory Management
- Oracle Human Resources
- Oracle Payroll
- Oracle Self-Service HR
- Oracle Time & Labor
- Oracle Learning Management
- Oracle CRM
- Oracle Real Application Clusters
- Oracle SOA
- Oracle Consulting
- Oracle Advanced Customer Services

Oracle Partner:

LG CNS Co., Ltd

www.lgcns.com

LG Electronics Implements World’s First Single Global Instance of Oracle E-Business Suite R12

“We realized we had to respond quickly to take advantage of advances in technology, and decided to implement a single global instance of Oracle E-Business Suite R12 as our business management platform. Oracle offered comprehensive support and ensured the success of the deployment. They are a true partner to LG.”

— **Kim Tae Keuk**, CIO, LG Electronics

With 82,000 employees in 110 offices across 39 countries, LG Electronics Inc. is one of the world’s largest consumer electronics companies. Its diverse product range encompasses air conditioners, digital media, laptops, mobile phones, PC monitors, refrigerators, televisions, and more.

LG Electronics is aiming to become one of the world’s top three electronics and information communications companies. Its Vision 2010 strategy focuses on achieving this aim by promoting innovation across its mobile communications, home appliances, digital displays, and digital media businesses.

To support Vision 2010, LG Electronics needed to better manage its global operations. Its in-house enterprise resource planning (ERP) system was configured differently at each subsidiary and different offices were using different versions of the system. Consolidating information was a time-consuming process, leading to delays in reporting that hindered decision making. It was also difficult for head office to have complete visibility into inventory, production, human resources, and other critical business areas across its global operations.

In 2005, LG Electronics embarked on a five-year project to implement a single global instance of Oracle E-Business Suite. When the Oracle ERP system is fully deployed in 2010, the company expects to cut reporting and analysis times, improve productivity, decrease maintenance costs, and achieve complete visibility into global inventory and sales and marketing costs.

Disparate Systems Hinder Management

With the globalization of LG Electronics’ business, the need for informed management is more important than ever. Since 2005, LG Electronics has been laying the foundation for a global business management model, which included standardizing a distributed IT environment across 80 production and marketing subsidiaries worldwide.

At the time, the company was running eight instances of a legacy ERP system: one at the Seoul head office, four at Korean branch offices, and three at overseas subsidiaries. In addition, LG Electronics was running another in-house ERP system as separate instances across 60 subsidiaries. System versions and configurations were different at each subsidiary, which made it difficult to integrate data and determine the accuracy and currency of information.

For example, LG Electronics had to spend several days mining data from its subsidiaries when closing accounts or analyzing global profitability. It was also not possible to have easy and complete visibility into global inventory, and sales costs could not be analyzed in detail because of the disparate systems.

Key Benefits:

- Cut worldwide account closing time from six to three days
- Shortened profitability analysis time from six weeks to five days
- Increased productivity by 20.5%
Reduced ERP system maintenance costs by 36%
- Gained greater visibility into global inventory and sales and marketing costs
- Gained the flexibility to introduce, integrate, and separate business processes

It was also difficult to reconfigure the systems to accommodate best practice processes, or in response to business changes, such as when workflows had to be introduced, integrated, or separated.

These issues, along with the high cost of implementing and maintaining multiple systems and instances, prompted LG Electronics to adopt a single global instance IT model. This would enable the company to improve efficiency and lower costs by consolidating disparate systems and standardizing processes.

World's First Oracle E-Business Suite R12 Implementation

LG Electronics had initially planned to implement Oracle E-Business Suite 11.5.10 as its global business management platform. However, by the time the company reviewed and standardized processes and tested new hardware, Oracle E-Business Suite R12 was close to being released. LG Electronics had to decide whether to go ahead with v11.5.10 or implement a new version of the software.

At the time, no other company of similar size to LG Electronics had deployed Oracle E-Business Suite R12 as a single global instance. While this made the company hesitant to implement a new technology, it realized the new functions in the suite would give it a competitive edge. Following a personal promise by Oracle's CEO to provide first-priority support during the implementation, the company decided to install Oracle E-Business Suite R12. In July 2006, Oracle provided a beta version of Oracle E-Business Suite R12 for the world-first project.

Close Collaboration Ensures Implementation Success

LG Electronics worked closely with Oracle and implementation partner LG CNS to design, develop, test, and deploy the Oracle system. Since October 2007, senior managers at the three organizations have held quarterly meetings to review the progress of the project and address issues. For example, when a problem was encountered with a new module, Oracle arranged for LG Electronics staff to visit the Oracle Technical Support Center in India to work on a solution with Oracle technicians.

LG Electronics also utilized the services of Oracle's Solution Support Center, including 24-hour online technical help, online patches and upgrades, and lifetime product support. The dedicated Oracle Support team was also on hand to answer questions from the implementation team. During the system stabilization phase, a hotline was established to facilitate quick problem solving.

LG Electronics' Korean and Australian subsidiaries were the first to go live on the new Oracle system in January 2008. From April 2008, the company began deploying the system in subsidiaries in England, Germany, Indonesia, and Jordan; these offices went live in August 2008. A further 18 subsidiaries are expected to go live by January 2009. The next step is to gradually expand the range of applications globally, and have all production subsidiaries using the Oracle ERP system by 2010.

Enhanced Business Management

When the Oracle deployment is complete in 2010, LG Electronics expects to:

- Cut worldwide account closing time from six to three days
- Shorten profitability analysis time from three to six weeks to five days
- Increase productivity by 20.5%
- Reduce ERP system maintenance costs by 36%
- Gain greater visibility into global inventory and sales and marketing costs
- Gain the flexibility to introduce, integrate, and separate business processes

Why Oracle?

LG Electronics is a long-time Oracle customer. Between October 2005 and April 2006, the company had deployed a global human resources management system based on Oracle human resources modules. It had also previously used Oracle SOA Suite to build standards-based systems.

“Oracle offered a clear business and implementation methodology that supported LG Electronics’ single global instance vision,” said Kim Tae Keuk, CIO of LG Electronics. “Oracle Information Architecture brings together enterprise infrastructure software and business applications to create an integrated, high performing IT environment, which was exactly what we wanted to create.”

Why LG CNS?

LG CNS provides IT outsourcing services to affiliate companies in the LG Group and is an Oracle Certified Advantage Partner. LG CNS worked with Oracle and LG Electronics to design the new infrastructure, deploy the system worldwide, and support the solution post-implementation.

Implementation Process

The project focused on refining processes and systems in the finance, production, service, and sales and marketing areas. During the preparation stage, LG Electronics reviewed business processes, cleansed data for input into a master database, and undertook preliminary system design and development. Around 2,200 test scenarios were developed, and testing was carried out on five occasions. The project team and key users participated in the data and system testing.

Business processes and systems across four main business areas were integrated to ensure a smooth flow of information through the company. By adopting identical processes across the world, LG Electronics minimized confusion and enabled staff to collaborate on significant projects such as global marketing programs of end-of-year account closing.

Oracle Real Application Clusters 10g (RAC) was deployed to build a secure, reliable, high-performance technical foundation for the company's global operations. LG Electronics is currently using a four-server cluster configuration. The server, storage, and network infrastructure are replicated to eliminate single point of failure and ensure systems are always up and running.

The database supporting the Oracle ERP system is currently 5 TB and growing by 1 TB every month. About 8,000 people access the system every hour during peak time.

Advice from LG Electronics

- Designate an owner and dedicated staff to oversee the implementation of new processes and systems.
- Work closely with Oracle and/or your implementation partner during the design, development, and testing phases, and minimize customization wherever possible.
- Invite key business users to participate in testing and ensure the system meets their requirements.
- Invest in user training and a change management program.
- Consider a phased rollout to minimize risk.
- Ensure you have the support of senior management, the internal project team, implementation partner, and the vendor. Keep the lines of communication open between all parties.

Founded in 1958, LG Electronics Inc. is one of the world's largest consumer electronics companies. It has sales and manufacturing operations in 39 countries, and generated annual revenue of US\$ 47.6 billion.

Oracle Customer:**Meru Networks, Inc.**

Sunnyvale, CA

www.merunetworks.com

Industry:

High Technology

Employees:

250

Oracle Products & Services:

- Oracle Financials
- Oracle Procurement
- Oracle Purchasing
- Oracle iProcurement
- Oracle Supply Chain Management
- Oracle Order Management
- Oracle Manufacturing
- Oracle Business Intelligence

Oracle Partner:**NaviSite**

www.navisite.com

Meru Networks, Inc. Automates Requisitions with Oracle E-Business Suite Release 12

“We needed an integrated ERP application infrastructure that would scale for growth and support our overall systems strategy. Implementing Oracle E-Business Suite Release 12 enabled Meru to leverage standard business processes and consolidate our disparate systems onto one platform.”

— **Sreeni Garlapati**, Head of IT/Senior Director, IT Organization, Meru Networks, Inc.

Meru Networks develops and markets wireless infrastructure solutions that enable the all-wireless enterprise. Its industry-leading innovations deliver pervasive, wireless service fidelity for business-critical applications to major Fortune 500 enterprises, universities, healthcare organizations and local, state and federal government agencies. Meru’s award-winning air traffic control technology brings the benefits of the cellular world to the wireless LAN environment, and its WLAN system is the only solution on the market that delivers predictable bandwidth and over-the-air quality of service with the reliability, scalability and security necessary to deliver converged voice and data services over a single WLAN infrastructure.

Challenges

- Implement a flexible business application suite that will allow the organization to meet current demands and scale for future growth requirements
- Replace multiple disconnected systems with integrated enterprise resource planning (ERP) from order to cash and procurement to pay business cycle
- Required comprehensive reporting and system providing standard business processes and policies
- Required automated purchase requisitions and approval process
- Required audit trail and controls to meet compliance requirements

Solutions

- Implemented and leveraged out-of-the-box, standard Oracle E-Business Suite Release 12 applications as the infrastructure for financial and supply chain operations
- Automated previously paper-based purchase requisitions
- Deployed on Meru Networks’ IT WLAN Infrastructure
- Improved financial visibility and reporting
- Allowed the company to close its books more efficiently
- Implemented the application suite in 120 days
- Took advantage of Oracle’s applications unlimited program, which ensures that Oracle will continue to enhance existing product lines

Oracle Customer:**modu ltd**

Kfar-Saba, Israel

www.modumobile.com

Industry:

Communications

Employees:

250

Oracle Products & Services:

- Oracle Financials
- Oracle Cash Management
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Order Management
- Oracle iRecruitment
- Oracle User Productivity Kit
- Oracle Single Sign On

Oracle Partner:**Advantech**

www.advantech.co.il

modu ltd Deploys Best Practices and Gains Competitive Edge with Oracle E-Business Suite Release 12

“modu is a startup, but we are growing rapidly. E-Business Suite Release 12 has enabled us to implement efficient business processes that are allowing us to compete in an international market place.”

— **Gadi Lahav**, Director of Business Applications, modu ltd

modu Ltd., based in Israel, is a rapidly growing mobile handset manufacturer. modu has invented, developed, and is manufacturing a modular phone that is also the world's lightest phone, according to the Guinness Book of World Records. The company's vision is to bring a fundamental change in the dynamics of the mobile phone industry.

Challenges

- Establish best practice processes to compete effectively in global telecommunications market
- Improve reporting processes to get greater visibility into financial performance
- Achieve greater control over budgeting
- Improve purchasing and inventory management
- Streamline human resources to increase efficiency and reduce costs

Solutions

- Deployed Oracle E-Business Suite Release 12 applications in just 14 weeks to meet rapid implementation requirements
- Expanded visibility into financial processes and reports through improved integration, enabling more informed decision making
- Established more accurate budgeting by creating budget-versus-actual reports with Oracle applications
- Reduced the time needed to process purchase orders from days to hours as a result of being able to manage approvals through multiple channels with Oracle Purchasing
- Gained greater control over inventory, optimizing stock levels
- Gained greater control over order process, allowing for orders to be completed faster and at less cost
- Reduced calls from employees to the IT help desk from an average of 10 a day to a week by establishing single sign on
- Reduced recruitment approval times from weeks to seconds by automating recruitment processes with Oracle iRecruitment
- Ensured full control and understanding of the system before implementation with Oracle User Productivity Kit
- Implemented the first instance of Oracle E-Business Suite Release 12 in Israel

Oracle Customer:**MoneyGram International, Inc.**

Minneapolis, MN

www.moneygram.com

Industry:

Financial Services

Annual Revenue:

US\$1.3 billion

Employees:

2,500

Oracle Products & Services:

- Oracle Financials
- Oracle Cash Management
- Oracle Business Intelligence
Publisher
- Oracle Support

Oracle Partner:**Infosys**

www.infosys.com

MoneyGram International, Inc. Anticipates Millions in Savings with Oracle E-Business Suite Release 12

“With the help of Oracle Partner Infosys we were able to upgrade to select modules of Oracle E-Business Suite Release 12 in record time. With the new solution, we have been able to reduce the potential for accounting errors and close our books more efficiently, ultimately saving us time and money.”

— **Michael McCullough**, Vice President, Enterprise Business Systems, MoneyGram International, Inc.

MoneyGram International, Inc. provides affordable, reliable, and convenient payment services to businesses and individuals. MoneyGram has more than 186,000 locations in 190 countries and territories, allowing it to move money around the world.

Challenges

- Support and help accelerate the company’s largest business process transformation in 10 years
- Enhance core processes through operational efficiencies, enabling a small set of people to manage financial operations within the 190 countries in which the company operates
- Implement a very flexible ledger and legal entity structure that can meet future legal and operational requirements

Solutions

- Partnered with Infosys and Oracle Support to complete in just three months a smooth upgrade to Oracle E-Business Suite Release 12 for general ledger and accounts payable
- Provided a more flexible general ledger and better visibility into accounting entries with Oracle Financials Release 12, reducing the potential for accounting errors and enabling the company to manage international operations with minimal staff
- Accelerated the monthly financial close by two days to save millions of dollars annually starting in 2010
- Gave the company a better sense of the total business gains and losses across the business units
- Enabled tracking by product and eliminated the need to create multiple transactions for each product, which significantly improved the automatic invoice program that handles millions of transactions daily
- Provided controls necessary to comply with international regulations, including Sarbanes-Oxley and the European Commission’s Directive on Payment Services
- Simplified application maintenance through new security features, improved data access, and gained flexible reporting tools available with Oracle Business Intelligence Publisher
- Built the foundation for a significant business transformation initiative, including the introduction of a new scalable settlement engine, which is core to the company’s business

Oracle Customer:**MVS Televisión S.A. de C.V.**

Mexico City, Mexico

www.mvstelevision.com.mx

Industry:

Communications

Employees:

350

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle On Demand
- Oracle Financials
- Oracle Assets
- Oracle Database Enterprise Edition
- Oracle Business Intelligence Enterprise Edition

Oracle Partner:**ERP Soluciones**

www.ersoluciones.com

MVS Televisión S.A. de C.V. Integrates Information and Increases Its Competitiveness

“Since we implemented Oracle E-Business Suite On Demand and Oracle Business Intelligence Enterprise Edition, we have quality financial information available in real time for rapid and informed executive decision making.”

— **Oscar Jimenez Becerril**, Assistant IT Director, MVS Televisión S.A. de C.V.

MVS Televisión is part of the MVS COMUNICACIONES group, a leader in launching new telecommunications services in Mexico and a creator of content for six channels for the pay per view TV in Mexico, United States, and Latin America. The company has more than 25 years of experience in television production and postproduction in Mexico. It was the first Mexican company to use digital compression using the AMPEG 4 standard and to have the equipment required to produce and post produce programming and to send TV signals by satellite from Mexico.

Challenges

- Fully integrate quality financial information to allow for rapid and informed executive decision making
- Accelerate response times for consolidating and accessing financial information to increase the company’s productivity
- Improve the organization’s financial procedures and operating efficiency of its businesses
- Maintain the company’s competitive advantage by providing the highest possible client service and improving its business intelligence capacities

Solutions

- Worked with Oracle Partner ERP Soluciones to implement integrated Oracle E-Business Suite On Demand applications, consolidating quality financial information online and in real time
- Used Oracle Database Enterprise Edition to extend visibility of reliable, high quality information facilitating timely executive decision-making
- Improved the company’s competitiveness, increasing TV ratings
- Implemented Oracle Business Intelligence Enterprise Edition to compile and update business and client information for timely analysis, facilitating real-time decision-making
- Selected a hosted Oracle On Demand solution, implementing it on-budget and in a record time of just four months
- Reduced costs by eliminating the need to hire additional IT personnel, while ensuring maximum system performance

Oracle Customer:
Newport City Council
 Newport, Wales
www.newport.gov.uk

Industry:
 Public Sector

Annual Revenue:
 US\$371.6 million

Employees:
 7,000

Oracle Products & Services:

- Oracle TeleService

Oracle Partner:
Fujitsu
www.fujitsu.com

Newport City Council Boosts Customer Service with Citizen-Centric Approach to CRM

“Since implementing Oracle TeleService Release 12, the system is so much faster and far more efficient, resulting in a 10% reduction on call-handling time.”
 — **Karen Gregg**, Resource and Information Officer, Newport City Council

The contact center at Newport City Council serves as a central hub for all inquiries from a population of 137,000. Responding to more than 45,000 queries per month concerning any one of 150 different services, the contact center relies heavily on its infrastructure and systems to enable it to respond to local residents in a timely and efficient way.

In 2008, Newport City Council’s existing CRM system was out of support. In addition, the council wanted to provide a number of new services that it couldn’t offer with the current system—such as new payment systems for library and parking fines, centralized e-mails, and improved service scheduling.

The council’s IT department had already invested in new infrastructure and hardware, so it was the ideal time for the contact center to upgrade its CRM system. This upgrade enabled the council to get the additional functionality it needed while fully exploiting the improved performance abilities of the new IT infrastructure.

Newport City Council upgraded to Oracle TeleService Release 12. As part of this process, the contact center radically transformed its way of working by moving from a location-centric approach to a citizen-centric approach.

Citizen-Centric Approach Speeds Service

Before and after implementing Oracle TeleService, Newport City Council carried out an in-depth benchmarking exercise to measure the differences between the two systems.

“We had hoped to, and did, achieve a 10% reduction on call-handling time,” said Karen Gregg, resource and information officer, Newport City Council.

“Since moving across to a citizen-centric approach, the process for dealing with customers is much simpler, cleaner, and quicker than before—it’s a huge improvement,” Gregg added.

When a customer phones in with a query, the call is logged as a service request or SRT. All customer calls are logged in the same way, regardless of whether the request requires an action—or whether the caller just requires information on the telephone.

Before the upgrade, the contact center had 140 service request types, and it has now decreased this to 80 with the new functionality within Oracle TeleService. The standardized procedure has simplified the way that the agent works, which in turn speeds the overall process.

“Before, if someone wanted information about leisure services, each leisure center was listed separately on the system and the agent would have to choose each one in turn. Now, leisure centers are listed together with a drop-down menu, resulting in much faster retrieval of information,” Gregg explained.

Key Benefits:

- Reduced average call handling time by 20% to 40%
- Reduced the number of service request types from 140 to 80
- Simplified the address change process, reducing the number of steps from 49 to 12
- Increased the level of automation of many processes handled through the contact center
- Seamlessly integrated with other back-office systems, improving visibility and efficiency

With the previous system, the agent had to go through 49 different steps on the system to change a customer's address details. Now, this process is completed in just 12 steps. A pop-up duplicate checker automatically checks for any duplication, which has also reduced some of the manual errors.

Process Automation Brings Efficiency Gains

Agents within the contact center enjoy working with the new system, and it has been hailed a great success. The simpler system will also have a positive impact on training, and it is expected that there will be a significant reduction in the time needed to train new staff as they join.

“With Oracle TeleService Release 12 in place, we are able to automate many more processes through the call center. For example, the process for job applications within the council requires a significant amount of manual intervention at the moment. However, the functionality in R12 means that we will be able to automate more and more of this process, with significant efficiency savings into the future,” said Ceri Foot, contact center manager, Newport City Council.

Integration with other back-office systems is very straightforward with Oracle TeleService, so agents now have access to much more information at their fingertips. Data that used to be stored in a variety of separate spreadsheets is now visible on each agent's dashboard—making it much easier to view information.

Why Oracle?

Newport City Council has been an Oracle customer for many years and already had a number of other Oracle products in place. After a detailed evaluation process, Newport City Council decided that Oracle TeleService Release 12 was the best solution, as it offered the most economic option. There are many people within the council who are used to working with Oracle systems.

During a detailed tender process, the council considered a number of Oracle partners to help with the upgrade.

“We chose to work with Fujitsu, as it took the time and effort to really understand what we were trying to achieve. Importantly, Fujitsu also had a great deal of confidence in and knowledge of the product and was confident that we could achieve a smooth transition,” Gregg said.

“In addition, Oracle has been very supportive throughout the implementation. Although our dealings were through Fujitsu, we know that whenever they had a query, Oracle was very responsive. This all helped to ensure that the implementation went very smoothly,” Gregg said.

Implementation Process

Starting in July 2008, the implementation was completed by January 2009. During that time, the Fujitsu team worked on site at the council offices and rapidly became part of the Newport City Council team.

“The City Contact Centre has an honest and open culture, and Fujitsu integrated very well with that. Fujitsu got to know the agents quickly, which meant that they were comfortable with giving honest feedback when necessary,” Foot said.

“The agents felt as if they owned the project, which helped in its success. When the new system was launched, the users were already familiar with it, which helped enormously with the transition,” Foot added.

One of the original requirements during the tender process was that the new system should have minimal customization. The city council implemented Oracle TeleService Release 12 with no customization, which helped to streamline the implementation.

“When we moved to Oracle TeleService Release 12, we didn’t take any citizen data across. This allowed us to start afresh with completely clean data, which has been hugely beneficial,” Foot said.

Foot added, “This is the biggest thing that the City Contact Centre has undertaken since its launch. And despite the fact that we turned everything on its head and completely changed the way that we do things, everything went very smoothly.”

“Looking forward, we plan to open a new face-to-face contact center, which will hopefully be multiagency. With the additional functionality afforded by Oracle TeleService, we are now well placed to be able to achieve this,” said Tariq Slaoui, team leader, Newport City Council.

Advice from Newport City Council

- Make sure you fully understand the implications of implementing Oracle TeleService Release 12.
- Talk to your supplier and be prepared to remain open to suggestions. Gain from your supplier’s knowledge of the product.
- Make sure that you involve users from the start. Ask for your users’ input and don’t make assumptions on their behalf—this way the new system won’t be a complete surprise when training starts.

Newport City Council is the eighth largest unitary authority in Wales, responsible for the administration of all areas of local government. Serving a population of 137,000 residents, the council provides major services such as education, leisure, housing, social services, planning, and highways.

Oracle Customer:**Nice Group Co., Ltd**

Lishui City, Zhejiang, China
www.cnnice.com

Industry:

Consumer Goods

Annual Revenue:

US\$1.31 billion

Employees:

More than 10,000

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Sourcing
- Oracle Order Management
- Oracle Inventory Management
- Oracle Process Manufacturing
- Oracle Advanced Planning and Scheduling

Oracle Partner:**IBM**

www.ibm.com/cn

Nice Group Co., Ltd Streamlines Process Manufacturing with Oracle E-Business Suite R12

“Oracle E-Business Suite R12 enabled us to set up a nationwide supply chain network. The central e-bidding system has significantly lowered our procurement costs. Adopting a collaborative approach to supplier management gave us the upper hand over our competition and laid a solid foundation for us to establish nationwide presence.”

— **Zhang Caiying**, Director, Department of Information Management, Nice Group Co., Ltd

Nice Group is a leading manufacturer of detergents and personal care products in China. The company’s three major product categories—soap, detergent powder, and dishwashing liquid—are local market leaders. Headquartered in Lishui, Nice Group has more than 50 branch offices and four manufacturing facilities. Many of the company’s products are exported to Africa, Australasia, Europe, South East Asia, and the United States.

Defending its market-leading position is a priority for Nice Group. The company’s main competitors are state-owned chemical organizations and multinational enterprises such as Procter & Gamble. To ensure it can maintain market share, Nice Group implemented a new, integrated business management system based on Oracle E-Business Suite Release 12.

The solution integrated Nice Group’s financial, manufacturing, and supply chain processes, giving the company greater insight into accounts, procurement, inventory, and production workflows. As a result, Nice Group has lowered inventory and procurement costs, streamlined manufacturing, improved quality control, and strengthened relationships with suppliers.

“As China’s leading manufacturer of detergents and personal care products, Nice Group needs to maintain its performance and price advantages to compete with state-owned chemical organizations. We also need to look to improving management and restructuring business models to protect market share from international companies like Procter & Gamble,” said Zhang Caiying, director of information management at Nice Group.

“By implementing Oracle E-Business Suite R12, we have set up a nationwide supply chain network. The central e-bidding system has significantly lowered our procurement costs. Adopting a collaborative approach to supplier management gave us the upper hand over our competition and laid a solid foundation for us to establish nationwide presence,” said Caiying.

Addressing Competitive Challenges

A rapid increase in demand for its products both locally and internationally has brought a raft of new challenges for Nice Group. As one of the three manufacturers of detergents and personal care products in China, Nice has been under strong competitive pressure from multinationals for years. To address the challenge, Nice adopted a two-step approach.

First, it set up self-operated production facilities across China. Second, it accelerated its restructuring to position itself for the medium and high-end markets. Within a few years, Nice Group had a nationwide network consisting of manufacturing facilities in Hunan, Sichuan, Hebei, Jilin, Xinjiang, and Lishui, where its head office is located. This nationwide presence enabled the company to rapidly increase manufacturing capacity and build the world’s largest production base for detergent products.

Key Benefits:

- Enabled automatic generation of accounts payable and accounts receivable statements
- Reduced procurement costs by setting up an e-bidding system that allowed staff to compare and select the best price from a list of approved suppliers
- Improved production planning so that last-minute orders or changes can be accommodated
- Protected intellectual property while retaining flexibility to make changes based on customer needs
- Enhanced quality control by enabling staff to quickly trace the source of defective products and determine what went wrong

However, the rapid expansion resulted in a number of management challenges. Nice Group needed integrated control of its nationwide production bases and sales branches. This would give senior managers an enterprise wide understanding of issues or opportunities that needed addressing, as well as give them the ability to safeguard quality levels and maintain brand image.

The company also wanted to streamline manufacturing and reduce raw material costs. To do this, it had to find ways to optimize resource use across the organization and take advantage of economies of scale through bulk buying. Key to achieving this goal was to improve supply chain management and foster stronger relationships with suppliers, so that it could negotiate more favorable resource prices.

Nice Group's other business goals included integrating sales and manufacturing processes to enable a faster response to changes in demand; standardizing financial management across the organization; and achieving centralized management. It was also keen to introduce best practice information management principles, which would assist in the efficient collection, processing, storing, and use of data.

To standardize management in support of its corporate development strategy, Nice Group built an enterprise resource planning (ERP) system based on Oracle E-Business Suite R12. The company adopted the advanced management concepts in the software to ensure it could reliably collect, transmit, process, store, update, and maintain business data.

"Improved data accuracy would support high-level decision making, medium-level control, low-level operation, and enhance the core competence of the group," said Zhang.

Improved Financial Management

Oracle Financials enabled Nice Group to integrate financial processes with other business activities, such as purchasing and order management. Accounts payable and accounts receivable statements are automatically generated, and staff can cross-check financial data to ensure its accuracy.

Reduced Procurement Costs

Nice Group developed an e-bidding system that enabled individual groups to purchase resources from an approved list of suppliers. The system allowed the company to take advantage of economies of scale and enabled staff to compare prices and select the supplier that made the best offer, helping reduce overall procurement costs.

The ability to exchange information with suppliers has also benefited Nice Group. The company can change or query orders in real time, improving the efficiency of order processing.

Streamlined Manufacturing

The Oracle system has helped Nice Group to better plan its production schedules and make better use of its nationwide manufacturing facilities. By collecting sales information and monitoring the output of factories, the company was able to develop flexible production plans that can accommodate last-minute customer orders or changes.

Nice Group is using Oracle Process Manufacturing to centrally manage its product formulas and techniques. The system allows the company to adjust materials and production techniques, depending on the needs of customers. This has two advantages: safeguarding intellectual property and enabling flexible manufacturing practices that help maximize profits.

Enhanced Quality Control

Quality control is highly important in helping Nice Group maintain brand reputation. The company has established quality-control standards using the Oracle system, including specifications for batch management on raw materials and semi-finished products. Consequently, it has become easier and faster for staff to issue a recall for defective products and trace the source of the products to determine what went wrong.

Why Oracle?

Nice Group evaluated a range of enterprise planning solutions before choosing Oracle E-Business Suite R12. According to Zhang, the company believed that the suite had the functionalities to support its business strategies.

“Based on future development goals and strategies, Nice Group hopes to improve its response to market changes by encouraging collaboration between the production and marketing teams,” Zhang said. “We hoped to achieve this by integrating supply chain information, supporting the transition from function-based to integrated financial management, and centralizing business processing. Oracle E-Business Suite R12 provided an integrated solution from procurement to production and finance. The modules will ensure we achieve these targets.”

A number of consulting firms were also invited to pitch for the implementation work. Oracle Certified Advantage Partner IBM was selected for the job.

Implementation Process

With IBM’s help, Nice implemented Oracle E-Business Suite R12 in two phases. Phase I covered three manufacturing bases (including eight production facilities) and was completed in November 2008. Phase II covered another three manufacturing bases (including four production facilities) and was completed in January 2009.

Nice Group is China’s leading manufacturer of detergents and personal care products. The company’s three major product categories—soap, detergent powder, and dishwashing liquid—are local market leaders.

Oracle Customer:**OC²**

Dordrecht, The Netherlands

www.oc-2.nl

Industry:

Professional Services

Annual Revenue:

US\$5 million

Employees:

35

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Human Resources
- Oracle Time and Labor
- Oracle Projects
- Oracle Financials
 - Oracle Revenue Accounting
 - Oracle Cash Management
 - Oracle Assets
- Oracle Support

OC² Improves Efficiency of Automation Processes with Oracle E-Business Suite Release 12

“Oracle technology is so flexible in its set-up that it is an effective, affordable, and reliable solution for mid-market businesses.”

— **Jan Groenen**, Chief Financial Officer, OC²

Established in 2006 by experienced Oracle specialists, OC² works with its partners to provide customers with total support for Oracle E-Business Suite, through implementation and beyond. The company operates a service desk in Dordrecht, The Netherlands and has consultants on-site at customer premises. Furthermore, OC² and related companies OC1, OC3, and OC4 provide implementations and solutions, hosting and managed services, and add-on product solutions for Oracle E-Business Suite.

Challenges

- Provide the small business with a reliable, affordable, and comprehensive professional services automation solution for more efficient internal personnel, financial, and project and customer management
- Keep consultants’ timesheets—a critical component of the company’s functions—fully up-to-date via an integrated Web-based application
- Improve total overview of all consulting projects with detailed management reporting
- Eliminate invoicing errors to accelerate the overall invoicing process
- Attract new customers in the small-and medium-sized enterprise segment

Solutions

- Implemented Oracle E-Business Suite Release 12 in less than four months to increase information visibility and improve the efficiency of financial management, human resources, payroll, projects, and contracts
- Enhanced OC²’s ability to monitor the invoicing status of consultants through management reports—enabling insight into details such as hours worked, total holiday and sick time taken, and internal training courses attended
- Accelerated the monthly invoicing process by four days
- Automated invoice generation and provided alerts for input errors by allowing consultants to directly enter hours worked via Web-based access to Oracle Time and Labor
- Saved back-office expenses by shortening the invoice process
- Expanded the company’s working knowledge of Oracle E-Business Suite Release 12, which OC² can leverage to improve its services to future midmarket clients

Oracle Customer:**OneCall.com**

Spokane, WA

www.onecall.com

Industry:

Retail

Employees:

95

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Order Management
- Oracle TeleSales
- Oracle Advanced Pricing
- Oracle Business Accelerators

Oracle Partner:**DAZ Systems, Inc.**

www.dazsi.com

OneCall.com Deploys Oracle E-Business Suite Release 12 for Increased Business Efficiencies

“We needed an integrated ERP application infrastructure that could scale for growth and support our overall business strategy. With Oracle E-Business Suite Release 12, we were able to increase our efficiency, improve our overall ability to remain competitive and pursue aggressive growth goals.”

— **Kent Schafer**, IT Director, OneCall.com

Founded in 1994, OneCall.com offers unmatched expertise, customer service, and prices on HDTVs, home theater products, and digital cameras. Biz Rate, Price Grabber, and the Better Business Bureau Online have recognized OneCall.com’s customer service excellence. Its sales staff is experienced, noncommissioned, and trained to answer questions about technology, compatibility, quality, performance, connectivity, and more.

Challenges

- Provide high level of customer service to remain competitive in the crowded electronics retail space
- Replace multiple disconnected business systems with an integrated enterprise resource planning (ERP) system that enables greater visibility and process efficiency
- Gain a reliable solution to ensure business continuity
- Enable the midsize company to deploy a new ERP system cost-effectively and rapidly in advance of the busy holiday season

Solutions

- Implemented Oracle E-Business Suite Release 12 modules to replace legacy systems for efficiency and customer service
- Improved call center efficiency by enabling service representatives to enter orders more quickly and provide more detailed information to customers
- Centralized customer information for OneCall.com’s high-end home theater install business, enabling the company to quickly generate custom quotes and drive increased efficiencies
- Streamlined the order process by enabling call center representatives to utilize only one application to log purchases instead of three to four applications used previously
- Ensured integration with trading partners, such as Amazon.com
- Improved forecasting and demand reporting processes for the company’s larger vendors
- Enabled OneCall.com to effectively track and manage vendor discounts and volume rebates
- Gained efficiencies in the warehouse and shipping processes
- Used Oracle Business Accelerators and worked with Oracle Partner DAZ Systems, Inc. to complete the implementation cost effectively and in just six months in time for the start of the busy holiday season

Oracle Customer:

OpenTV

San Francisco, CA

www.opentv.com

Industry:

High Technology

Annual Revenue:

US\$116.5 million

Employees:

540

Oracle Products & Services:

- Oracle On Demand
- Oracle Financials
- Oracle Order Management
- Oracle Inventory Management
- Oracle Bill of Materials
- Oracle Project Costing

Oracle Partner:

DAZ Systems, Inc.

www.dazsi.com

OpenTV Lowers Total Cost of Ownership with On Demand and E-Business Suite Release 12

“Our ERP system may not have as high volume as a large enterprise, but it is just as complex. With Oracle On Demand and the Oracle Accelerate program, we were able to quickly launch an industry-leading ERP and almost immediately realize new efficiencies.”

— **SK Mohanty**, Senior Director of Information Systems, OpenTV

OpenTV is a software company operating in the digital TV space. Its software enables a variety of advanced and interactive services including: advanced user interfaces, video-on-demand (VOD), personal video recording (PVR), high definition (HD), and interactive and addressable advertising.

Challenges

- Provide an industry leading, enterprise resource planning system that is cost-effective for a midsize technology company
- Support a complex enterprise system that manages data for five operating units in 11 countries and seven currencies

Solutions

- Worked with Oracle Certified Partner DAZ Systems, Inc. through the Oracle Accelerate program to implement Oracle E-Business Suite Release 12 in just 12 weeks with Oracle Business Accelerators
- Reduced manual processing previously required to unify 11 different general ledgers, accelerating financial closing and reporting
- Reduced manual effort in supporting statutory and regulatory requirements, enabling the company to fulfill Sarbanes-Oxley requirements without manually gathering data from multiple systems
- Eliminated customizations to key business processes, such as revenue recognition, making it easier to maintain the systems
- Provided an integrated project management solution for the professional services group, including project billing and project profitability analysis with Oracle Project Costing
- Eliminated the need to create manual invoices previously required for certain services, such as ongoing maintenance, with Oracle Order Management
- Realized 99% availability with Oracle On Demand, without requiring a large IT staff or extensive in-house knowledge base
- Estimated total cost of ownership (TCO) reduction of 25% to 30% for the first two years, and about 40% per year after that, due to reduced maintenance required for the On Demand solution

Oracle Customer:

Oxbow Corporation

West Palm Beach, Florida

www.oxbow.com

Industry:

Natural Resources

Oracle Products & Services:

- Oracle Governance, Risk, and Compliance Controls Suite
- Oracle E-Business Suite Release 12

Oxbow Corporation to Standardize a Diverse Enterprise with Common Governance, Risk, and Compliance Processes

Oxbow Corporation provides solutions to its customers' energy and bulk material needs. A private energy company, Oxbow is the world's largest marketer of petroleum coke, a by-product of the oil refinery process. The company also trades in other carbon and industrial products, such as coal, gypsum, bauxite, and clinker.

Challenges

- Oxbow had 11 different enterprise resource planning systems and instances across its organization following numerous acquisitions
- As a result, it was challenging for the company to ensure real-time data and tight control of its governance processes, such as monitoring access in real time
- The company also wanted to standardize and automate its policies and procedures for application access, transaction, and configuration controls

Solutions

- The company is in the process of rolling out Oracle E-Business Suite Release 12 as its enterprise application standard
- As part of that initiative, Oxbow is deploying Oracle Governance, Risk, and Compliance Controls to facilitate compliance with regulatory requirements, automate controls in E-Business Suite Release 12, and ensure continuous monitoring of those controls

Oracle Customer:**Pace Suburban Bus**

Chicago, IL
www.pacebus.com

Industry:

Public Sector

Annual Revenue:

US\$350 million

Employees:

1,490

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financials
- Oracle Cash Management
- Oracle Purchase Order Management
- Oracle Human Resources
- Oracle Payroll
- Oracle Self-Service Human Resources
- Oracle CRM On Demand
- Oracle Sales

Oracle Partner:**Booz Allen Hamilton**

www.boozallen.com

Pace Suburban Bus Upgrades to Oracle E-Business Suite Release 12 and Saves More than US\$500,000

“Upgrading to Oracle E-Business Suite Release 12 expanded our existing functionality, improved usability, and allowed us to save more than US\$500,000.”
— **Terrance Brannon**, Deputy Executive Director-Internal Services,
Pace Suburban Bus

Pace Suburban Bus is the premier suburban transit provider, quickly moving people to work and school safely and efficiently. The backbone of Chicago’s suburbs, Pace serves over 130,000 daily riders with fixed bus routes, vanpools, and para transit services. Pace covers 3,500 square miles and is the one of the largest bus services in North America.

Challenges

- Replace more than 25 core critical business systems with an integrated, scalable, easy-to-use business application suite to streamline business processes and improve system performance
- Build business intelligence capability to support ridership and revenue segmentation and analysis
- Integrate applications to develop comprehensive performance metrics
- Eliminate shadow systems and minimize data redundancy

Solutions

- Implemented Oracle E-Business Suite Release 12 to streamline business processes and ensure continued access to application support resources
- Worked with Oracle Partner Booz Allen Hamilton to implement the application suite on time and on budget, as well as facilitate user adoption by providing an improved user interface
- Saved more than US\$500,000 by deploying Oracle E-Business Suite Release 12 rather than a previous version—preventing the need to upgrade in the middle of the implementation
- Provided one authoritative source of data and enhanced reporting capabilities to track information—from financial data to key operations figures such as ridership numbers—to make more informed decisions
- Provided certification of Oracle E-Business Suite Release 12 on Oracle Fusion Middleware, to manage cross-application processes that extend the functionality of diverse legacy systems
- Automated the purchasing and requisition process, trimming weeks off procurement cycles

Oracle Customer:**Papelería Farah S. de R.L.**

Merida, Yucatan, Mexico
www.papeleriafarah.com.mx

Industry:

Retail

Annual Revenue:

US\$5 million

Employees:

85

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Order Management
- Oracle Business Accelerators

Oracle Partner:**Soft and Soulware Mexico**

www.soft-soulware.com.mx

Papelería Farah S. de R.L. Automates Administrative Procedures and Extends Visibility and Transparency

“Papelería Farah made an outstanding decision by implementing Oracle E-Business Suite Release 12. We work in a more orderly and efficient way now, under high standards of quality and best business practices.”

— **Karime Marin**, Project Leader, Papelería Farah S. de R.L.

Papelería Farah S. de R.L. sells and distributes school and office supplies, gifts, and handcrafts in the Mexican state of Yucatan. The company serves schools, organizations, and businesses in various industries and sectors, including construction, government, and architecture, among others.

Challenges

- Automate administrative procedures for buying and selling stationery as well as school and office supplies for visibility into financial data and improved efficiency
- Provide up-to-date business information to improve administrative control and enable strategic decision-making
- Improve delivery times for purchase orders from clients who buy through telemarketing services
- Implement software in an efficient and timely fashion, with low consulting costs and minimal impact on company operations

Solutions

- Worked with Oracle Partner Soft and Soulware Mexico to implement Oracle E-Business Suite Release 12, automating administrative procedures, such as purchase orders, accounts payable, and inventory, while extending visibility into financial information and improving operating transparency
- Automated procedures for sending purchase orders to the company’s distribution center, reducing human error and unnecessary merchandise returns from points of sale
- Provided better visibility and control of inventory, reducing costs for product returns by 50%
- Accelerated the time needed to send orders for stationery and school and office supplies by 50% for clients who order through telemarketing services
- Improved inventory rotation and visibility into the supply chain—providing insight into stationery, school and office supplies regarding arrivals, transit times, and inventory levels, reducing storage costs by 30%
- Used Oracle Business Accelerators to implement software in three months, keeping consultation costs low and without interrupting the company’s operations

Oracle Customer:**Parks Victoria**

Melbourne, Australia

www.parkweb.vic.gov.au

Industry:

Public Sector

Annual Revenue:

US\$184.8 million

Employees:

1,200

Oracle Products & Services:

- Oracle VM
- Oracle Enterprise Manager
- Oracle Enterprise Linux
- Oracle Linux Support
- Oracle Advanced Customer Services

Parks Victoria Turns to Virtualization for Flexibility and Improved Performance

“We were expecting a 20% increase in performance, but we have way exceeded our expectations. Being a longstanding user of Oracle products, taking the further step to integrate the operating system, enterprise applications, databases, and automated storage management on the Oracle virtual platform made a lot of sense.”

— **Chris Perry**, Oracle Project Support Manager, Parks Victoria

The state of Victoria is home to some of Australia’s most breathtaking national parks, marine sanctuaries, conservation reserves, and indigenous cultural heritage sites. The statutory authority charged with managing and preserving these natural assets is Parks Victoria. The Melbourne-based organization is the custodian of 3.96 million hectares of parks and reserves—17% of Victoria’s total land mass—and is also responsible for the recreational management of Port Phillip Bay, Western Port, and the Yarra and Maribyrnong rivers.

As an organization focused on the conservation of natural and heritage assets, Parks Victoria is required by law to operate in an environmentally-sound manner. This mandate extends to every part of the organization and was the impetus behind a decision to implement virtualization technology from Oracle to complement a 15-year-old Oracle stack that was last upgraded in 2006.

The adoption of Oracle VM enabled Parks Victoria to reduce physical server numbers, lower the amount of electricity needed to power and cool this hardware, and minimize the organization’s carbon footprint. Coupled with Oracle Automatic Storage Management, virtualization has also led to improvements in performance and availability, shortened backup windows, and reduced server provisioning times.

“Parks Victoria is a reasonably conservative organization with limited resources, but virtualization has enabled us to do some innovative things without incurring huge expenses,” said Chris Perry, Oracle project support manager, Parks Victoria. “The implementation of the Oracle virtual environment has been very smooth and we haven’t had any major problems with it.”

“The prototype for the environment was built by Oracle Advanced Customer Services in a matter of days and managed through Oracle Enterprise Manager 10g Grid Control, which allowed us to experience the solution’s flexibility and ease of operation first hand.”

Green Solution for a Green Organization

The role of Parks Victoria is to balance the protection of the state’s natural heritage with the needs of visitors. It has integrated environmental policy, planning, and research functions to ensure that standards of excellence and efficiency are achieved. Seventy percent of its workforce has formal qualifications in park and reserve management, environmental management, and recreation. This highly skilled team includes more than 400 rangers based in parks, bays, and waterways, as well as specialists in business systems, financial management, planning, and marketing.

Key Benefits:

- Gained the flexibility to rapidly implement new servers, balance loads across multiple machines, and migrate to different virtual instances
- Provisioned a virtual server in 35 minutes, compared to six to ten weeks for a physical machine, enabling new business needs to be quickly accommodated
- Completed maintenance work during working hours with no impact on performance or availability
- Cut power and cooling requirements, resulting in significant cost savings
- Fulfilled green mandate by adopting a virtualized infrastructure
- Shortened backup times, with one program completed in 25 minutes compared to 1.5 hours in the past
- Minimized Linux administration workload, as patches are automatically downloaded and applied overnight

The organization's green sensibilities extend to the IT department, which has to find sustainable ways to support the business while minimizing environmental impact. Parks Victoria had six physical servers running Oracle databases, Oracle E-Business Suite, and Oracle Spatial. Of these six servers, four were in production and two were used for testing and development. These servers were housed in a server farm in Melbourne.

In 2008, a decision was made to deploy Oracle E-Business Suite Release 12 as a fresh install and implement Oracle Business Intelligence Enterprise Edition and Oracle's Hyperion solution. At first estimate, this would have required Parks Victoria to purchase 16 new servers (the existing six machines were to be decommissioned). Not only was this a very expensive option, the hardware and the racks to house the servers would not fit into the server room. The electricity required to power and cool 16 enterprise-class servers would also be significant, increasing the size of the organization's carbon footprint.

According to Mr. Perry, virtualization was only one answer to the dilemma. "Parks Victoria is deemed to be a green organization, and we need to maintain our green credentials," he said. "That's one of the reasons why we have been pushing for virtualization across our infrastructure for some time. The fact that Oracle has a solution in this space is pretty exciting, as it meant we could standardize on the Oracle platform."

Provisioning Times Cut, Flexibility Increased

Parks Victoria currently runs 16 virtual servers on two Dell PowerEdge R900 servers with two quad-core Intel Xeon E7440 2.40 GHz processors with 16MB cache and 64GB memory; and two Dell PowerEdge R900 servers with four quad-core Intel Xeon E7440 2.40 GHz processors with 16MB cache and 64GB memory. The servers are connected to an EMC CX4-240 storage area network, and the environment is using 6TB of RAID 10 disks and 3TB RAID 5 disks.

There are four Oracle E-Business Suite environments, and each are two-node implementations: three Oracle Business Intelligence Enterprise Edition (two nodes each), and three Hyperion environments (also two nodes each). Parks Victoria has also created virtual machines to run Oracle Identity Management and a print server dedicated to the Oracle solutions. The virtual environment runs on Oracle Enterprise Linux.

Although Parks Victoria envisioned needing 16 physical servers, subsequent project requirements called for more servers than originally thought. In the end, a total of 33 virtual servers were established to allow further expansion of Oracle projects. The virtualization initiative also introduced Oracle Identity Management, Oracle Enterprise Manager 10g Grid Control, and other Oracle products. In addition, the virtual environment houses supporting services such as a dedicated CUPS printer and a testing server.

Without virtualization, these additional requirements would have forced Parks Victoria to share server resources with resulting performance compromises.

According to Mr. Perry, the greatest benefit delivered by virtualization is flexibility. “It is very easy to quickly implement new servers, balance loads across multiple physical machines, and migrate guest servers to different physical hosts,” he said.

“For example, in the past, it used to take six to ten weeks to provision a physical server; with Oracle VM, we can have a virtual machine up and running in 35 minutes,” said Mr. Perry. “This is achieved by using templates developed by Oracle Advanced Customer Services to Parks Victoria specifications, which delivers a consistent and reliable build every time. These specs include the agent and a minimum required disk configuration.

“The ability to build guest servers rapidly is an advantage when we’ve had to move quickly to accommodate new business needs.”

Parks Victoria can also undertake maintenance work during working hours without impacting users. “Because we can migrate and run applications on virtual servers with no performance or availability issues, we have the freedom to take down certain physical hosts at any time,” said Christina Varga, business systems analyst, Oracle applications, Parks Victoria.

The virtual infrastructure is performing so well that Parks Victoria is planning to migrate its entire suite of corporate applications, including Oracle Spatial and a range of custom Web-based applications running on Oracle databases, to the environment. This is in addition to implementing Oracle E-Business Suite Release 12 on Oracle Enterprise Linux in the virtual environment, which went live in November 2009.

“We had been advised that by integrating Oracle Automatic Storage Management in the Oracle virtual environment, we could expect at least a 20% improvement in performance,” said Mr. Perry. “After implementing Oracle Automatic Storage Management, improvements exceeded our expectations.

“Having an integrated Oracle infrastructure—from the operating system and enterprise applications to storage management and virtualized servers—really makes a lot of sense.”

Oracle Unbreakable Linux Support Ensures Seamless Platform Migration

Prior to implementing Oracle VM, Parks Victoria was running its Oracle databases and applications on another Linux platform. The organization decided to switch to Oracle Enterprise Linux when it implemented the virtual environment. “Basically, we wanted to consolidate our infrastructure, make sure all the elements interacted smoothly, and benefit from support from one provider,” said Ms. Varga.

To ensure a smooth migration to Oracle Enterprise Linux, Parks used the Oracle Unbreakable Linux Support program. The program offers support for Oracle-Linux deployments, including management, indemnification, and testing.

During the migration, the project team encountered a few minor installation problems that were referred to the Linux Support program to be resolved.

“When configuring grid control and the Oracle VM Management pack on Oracle Enterprise Linux, Oracle Unbreakable Linux Support facilitated a quick resolution to the problems and provided a patch that made the changes permanent,” Ms. Varga said.

“The main benefit of using Oracle Unbreakable Linux Support was the fact that support was coming directly from the company building the software so we were quite sure the resolutions would work as designed.

“The support teams’ understanding of the product was excellent and the overall support second-to-none,” Ms. Varga said.

Backup Times Reduced with Oracle Automatic Storage Management

As a content-rich organization that maintains large amounts of text and graphic files, Parks Victoria was looking for a faster and more efficient way to manage storage for a dynamic database environment. After implementing Oracle Automatic Storage Management, the organization has experienced significant reductions in database backup times, which mean file system backups can start operating within smaller time windows.

“Oracle Automatic Storage Management automatically manages the way data is written to disk, addressing read/writes directly to raw disk,” said Ms. Varga. “Since installing this product, previous I/O problems were greatly reduced.

“After we implemented Oracle VM and moved to a RAID 10 drive, the improvement in performance has been fantastic,” she added. “One program that was taking 1.5 hours to back up can now be completed in 25 minutes.”

Easier Management, Lower Maintenance Costs

Parks Victoria uses Oracle Enterprise Manager 10g Grid Control to manage the Oracle environment. Oracle Advanced Customer Services demonstrated how the product works, which Ms. Varga said was “very useful in understanding what goes on behind the scenes and what the grid control feature actually helps me do.”

Operating system patch management is also easier with the Oracle solution. Patches are automatically downloaded and applied overnight. This ensures Parks Victoria is kept up to date with all the patches required by the operating system.

“That kind of job would normally require a full-time Linux administrator,” said Ms. Varga. “It’s a real comfort knowing our operating system is being maintained with minimum effort on our part.

“Oracle Enterprise Manager 10g Grid Control is a fantastic tool,” she added. “It simplifies some very complex tasks and has cut down on the time needed to manage the Oracle applications environment.”

According to Mr. Perry, the use of Oracle Enterprise Manager 10g Grid Control will also help Parks Victoria lower maintenance costs. “We have a support contract in place with a third party and expect our monitoring costs to come down substantially as a result of implementing Oracle Enterprise Manager,” he said. “It’s become a lot easier to monitor the health of databases and the Oracle environment in general.”

Why Oracle?

Parks Victoria has used Oracle technology and applications for the past 15 years and found the prospect of using a virtualization solution very attractive.

Implementation Process

Oracle Advanced Customer Services was engaged to deploy Oracle VM and Oracle Enterprise Linux. The consultants designed and implemented a prototype for Parks Victoria to pilot. They also recommended the use of Oracle Automatic Storage Management and Oracle Enterprise Manager 10g Grid Control to streamline backup and management tasks.

“Being a small organization, we have a small IT team,” said Ms. Varga. “We rely on tools such as Oracle Automatic Storage Management and Oracle Enterprise Manager 10g Grid Control to manage the infrastructure, and call on Oracle Advanced Customer Services for Linux support.”

“With Oracle Advanced Customer Services’ assistance, we have mastered some of the higher end management tasks,” added Mr. Perry. “This not only reduces maintenance costs but gives us complete control over our Oracle environment.”

Parks Victoria is the custodian of 3.96 million hectares of parks and reserves—17% of Victoria’s total land mass—and is also responsible for the recreational management of Port Phillip Bay, Western Port, and the Yarra and Maribyrnong rivers.

Oracle Customer:**ProQuest**

Ann Arbor, MI
www.proquest.com

Industry:

High Technology

Annual Revenue:

US\$358 million

Employees:

1,400

Oracle Products & Services:

- Oracle Service Contracts
- Oracle Financials
- Oracle Order Management
- Oracle Advanced Pricing
- Oracle iReceivables
- Oracle Purchasing
- Oracle iProcurement
- Oracle Database
- Oracle Real Application Clusters

Oracle Partner:**Integretas, Inc.**

www.integretas.com

ProQuest Streamlines Subscription Renewals with Oracle E-Business Suite Release 12

“We have realized significant savings with the upgrade to Oracle E-Business Suite Release 12. In particular, we streamlined our renewal process, which has increased customer satisfaction and retention. And, we minimized costs with an out-of-the-box deployment strategy for Oracle Service Contracts.”

— **Timothy Hall**, Senior Technology Manager, Global Management Systems, ProQuest

ProQuest creates specialized information resources and technologies that propel successful research, discovery, and lifelong learning. A global leader in serving libraries, ProQuest’s offers long-term brands, such as ProQuest, CSA, UMI, Chadwyck-Healey, SIRS, and eLibrary. The company supports the breadth of the information community with innovative discovery solutions that power the business of books and the best in research experience.

Challenges

- Manage a complex global order and billing system servicing approximately 60,000 contracts per year, including multiyear subscription models and contracts for numerous services brought together via acquisitions
- Enhance ability to offer flexible payment terms and schedules
- Increase efficiency with a unified, modern global solution

Solutions

- Worked with Oracle Partner Integretas, Inc. to upgrade to Oracle E-Business Suite Release 12, deploying new modules, including Oracle Service Contracts, to reduce cost and increase efficiency
- Consolidated five legacy order and billing systems and replaced a cumbersome, spreadsheet-based subscription renewal process
- Estimated a total reduction of 70% in the time required to manage renewals, once the system is fully deployed
- Eliminated the creation of multiple invoices from various acquired companies so that customers now receive one invoice
- Supported global operations by choosing a system that has multiple currency capabilities
- Leveraged Oracle Advanced Pricing to introduce more flexible pricing and discounting
- Increased customer satisfaction by offering flexible payment terms/schedules and consolidated invoicing, resulting in an increase in subscription retention rates
- Consolidated call center operations into one location, driving cost savings and streamlining customer service
- Unified general ledgers from global operating units, accelerating the monthly closing cycle from one week to three hours
- Simplified inventory management with one product master and one customer master, resulting in reporting efficiencies
- Lowered IT costs by keeping customizations at a minimum
- Supported up to 10,000 users during peak times with Oracle Database 11g with Real Applications Clusters

Oracle Customer:**PT Pertiwi Agung (Landson)**

Jakarta, Indonesia
www.landson.co.id

Industry:

Life Sciences

Annual Revenue:

US\$20 million

Employees:

1,500

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Order Management
- Oracle Inventory Management
- Oracle Process Manufacturing

Oracle Partner:**PT Star Performa**

www.starperforma.com

PT Pertiwi Agung (Landson) Cuts Reporting Time from Months to Weeks with E-Business Suite R-12

“We used to rely on manual systems, which left us with limited enterprise visibility. With Oracle E-Business Suite, we have greater insight into the manufacturing supply chain, giving us a complete picture of our operations and enabling us to take quick action to improve profitability and cut costs.”

— **Lim Soeyantho**, Managing Director, PT Pertiwi Agung (Landson)

PT Pertiwi Agung (Landson) is a pharmaceutical manufacturer based in Indonesia that makes prescription and over-the-counter medicines. The company is a subsidiary of The Mensa Group, a consortium of healthcare importers, manufacturers, distributors, and marketers.

Challenges

- Eliminate manual processes to increase efficiency and release staff from data entry to focus on higher value tasks
- Make it easier to retrieve and share information
- Provide top management with a consolidated business view
- Enable more accurate cost calculation to prevent overspending on raw materials and other resources
- Shorten the lead time needed to produce financial statements

Solutions

- Engaged Oracle Certified Partner PT Star Performa to implement an integrated enterprise resource planning system based on Oracle E-Business Suite R12
- Adopted business processes incorporated within Oracle to streamline the pharmaceutical manufacturing supply chain in line with world's best practice
- Gained a single version of the truth regarding the company's financial, procurement, order, inventory, and manufacturing activities, enabling managers to make decisions based on accurate, up-to-date information
- Shortened reporting time from months to weeks, as staff no longer need to manually consolidate data to produce reports; the aim is to produce reports within five days of a month's end
- Minimized disputes with suppliers as all purchase orders now include item codes that describe the raw materials ordered
- Provided staff with online access to inventory costs and status, enabling them to make better inventory policies to streamline working capital
- Gave staff the tools to manage standard versus actual costs, enabling them to track variances and take early action to improve profitability
- Provided solid foundation to consolidate information and to synergize with sister companies by standardizing on a common platform

Oracle Customer:**RAE Systems**

San Jose, CA

www.raesystems.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$95.3 million

Employees:

1,321

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Order Management
- Oracle Manufacturing
- Oracle Cost Management
- Oracle Financials
- Oracle Procurement
- Oracle iStore

Oracle Partner:**Han Consulting (China) Ltd.**

www.hanconsulting.com

RAE Systems Facilitates Global Growth with Single Instance of Oracle E-Business Suite Release 12

“Deploying a single instance of Oracle E-Business Suite Release 12 enabled us to promote globalization of the enterprise in a cost-effective manner. We were able to recover the total cost of the upgrade conversion in just three months.”

— Corporate Director of IT, RAE Systems

RAE Systems is a leading global provider of sensor networks that enable customers to identify safety and security threats in real time. The company provides its products to more than 95 countries.

Challenges

- Integrate enterprise resource planning systems across five global offices onto a single platform to standardize processes and extend visibility
- Automate internal financial controls and facilitate completing monthly financial closes in one week to ensure compliance with Sarbanes-Oxley (SOX) and global taxation requirements
- Increase the vertically integrated manufacturer’s ability to sell spare parts and services globally via the Web
- Promote global growth to maintain competitive edge over other industry providers

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to consolidate global operations onto a single, flexible ERP platform
- Reduced the time required for monthly financial closes to one week, accelerating the process over time
- Ensured compliance with regulatory mandates—enabling the company to execute SOX transactional audits in less than one week, based on built-in, automated controls
- Automated financial controls to eliminate duplicate invoicing and redundant payments
- Accelerated order creation for customers by automating distributor discounts, shipments, and invoicing processes
- Improved inventory management with global data visibility
- Facilitated global transformation of the business with multi-language and multicurrency ERP system capabilities
- Provided access to business intelligence tools to measure performance of growing e-commerce revenue stream
- Enabled ease of future business customizations and acquisitions, without concern for fusion incompatibilities

Oracle Customer:**Rocela**

Edinburgh, Scotland
www.rocela.com

Industry:

High Technology

Annual Revenue:

US\$31.6 million

Employees:

42

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Purchasing
- Oracle Internet Expenses
- Oracle Order Management

Rocela Completes Monthly Management Reports 50% Faster

“Oracle E-Business Suite Release 12 is unique in giving dynamic mid-sized businesses like ours the enterprise-class functionality needed to power growth cost-effectively while remaining agile, lean, and innovative.”

— **Stewart Gabriel**, Director of Corporate Services, Rocela

Rocela is the UK's fastest growing independent Oracle consultancy—a global leader in advisory consulting for licensing, cost management, and compliance. Rocela's award-winning expertise in helping its public sector and private customers with complex Oracle environments generated a 34% increase in revenue in 2009.

Challenges

- Leverage lean, efficient, agile financial and procurement management to support a targeted 20% annual revenue increase
- Reduce operational costs and increase staff productivity while increasing responsiveness to growing business needs through real-time performance visibility and timely, accurate reporting
- Guarantee seamless scalability to support planned expansion from a mid-sized to a large and fast-growing IT consulting firm
- Automate expense processing for IT implementation specialists and consultants working on customer sites
- Avoid the cost and disruption of lengthy IT implementations and ensure rapid employee adoption and time to value

Solutions

- Implemented Oracle E-Business Suite Release 12 for its affordable, efficient, yet agile and resilient infrastructure to replace standalone tier-two and spreadsheet-based financial and purchasing tools
- Completed the installation, using the Rocela Professional Services team, decommissioned legacy systems, and went live in eight weeks without loss of service
- Produced monthly management reports on the status of each consulting client engagement and revenue on day 7 instead of day 15, around 50% faster than with the legacy systems
- Saved US\$30,000 each year by avoiding the need to employ an additional accounting resource to produce financial reports
- Leveraged employee self-service and automated, workflow routed approval processes to significantly reduce payables, receivables, purchasing, and expenses cycles
- Eliminated manual processing of expenses for the 35 implementation specialists and consultants working on customer sites, which saves two days each month
- Benefited from the Rocela Professional Services team to manage the application for Rocela's finance department
- Anticipated gaining a 100% return on investment in 12 months

Oracle Customer:
Rochester Institute of Technology
 Rochester, NY
 www.rit.edu

Industry:
 Education and Research

Annual Revenue:
 US\$360 million

Employees:
 2,750

Oracle Products & Services:

- Oracle Human Resources
- Oracle Financials
- Oracle Purchasing
- Oracle Database

Rochester Institute of Technology Ensures Payroll and IT Support with Oracle E-Business Suite Release 12

“Our users like the new look and feel of Oracle E-Business Suite Release 12 and find it easier to navigate. We also feel secure knowing that we have access to continued support for our payroll applications.”

— **Laura J. O’Donnell**, Director, Finance and Administration Systems and Technology, Rochester Institute of Technology

Founded in 1829, Rochester Institute of Technology (RIT) is an internationally recognized leader in professional and career-oriented education, enrolling more than 16,000 students in eight colleges. RIT is chartered by the legislature of the State of New York and accredited by the Middle States Association of Colleges and Schools.

Challenges

- Upgrade campus payroll application to ensure continued application support
- Minimize strain on IT resources with efficient and consolidated approach to application upgrades
- Increase functionality to ensure continued support for human resources self-service and open enrollment capabilities
- Meet the university’s upgrade deadline to minimize disruption to campus community

Solutions

- Upgraded RIT’s payroll and financial applications to Oracle E-Business Suite Release 12 to ensure continued application support and increase functionality
- Deployed the upgrade efficiently, requiring only 80 hours of downtime—versus the originally estimated 90 hours—with access to expertise from Oracle On Demand
- Improved application testing capabilities, ensuring that upgraded payroll applications could handle RIT’s complex combination of semi-monthly and biweekly payroll processes
- Maintained application performance and availability by facilitating a seamless upgrade process
- Facilitated user adoption by providing campus users an improved user interface and easier application navigation
- Minimized the time required to add new users to the system with embedded Web ADI capabilities
- Accelerated resolution of testing and performance issues with access to Oracle Development through Oracle On Demand
- Increased reporting functionality, with access to account analysis and other expanded reports

Oracle Customer:**Royal Mosa**

Maastricht, Netherlands
www.mosa.nl

Industry:

Industrial Manufacturing

Annual Revenue:

US\$167 million

Employees:

600

Oracle Products & Services:

- Oracle E-Business Suite 12
- Oracle Discrete Manufacturing
- Oracle Advanced Supply Chain Planning
- Oracle Order Management
- Oracle Advanced Pricing
- Oracle Financials

Oracle Partner:**Atos Origin**

www.nl.atosorigin.com

Royal Mosa Seamlessly Upgrades to Accelerate Order Fulfillment

“Thanks to the migration to Oracle E-Business Suite Release 12, our sales staff now has instant access to production and logistics information and can tell customers exactly when an order can be delivered.”

— **Joost Claassens**, Head of IT, Koninklijke Mosa

Royal Mosa is a cradle-to-cradle certified floor and wall tile manufacturer. It specializes in tiles for the international project market and has many innovative tiles for this spectrum. Mosa has won a number of design awards, such as Red Dot, DesignPlus, Innovations Preis and the IF award. The company produces more than 8 million square meters of tiles annually that are sold in 30 countries on four continents.

Challenges

- Migrate from Oracle E-Business Suite 11.03 to Release 12 without jeopardizing business continuity
- Integrate all the new financial, logistical, and production processes into Oracle E-Business Suite 12 to decrease the complexity of the software environment
- Automate allocation of tile stocks via an algorithm developed by Mosa that takes account of the specific tints of tiles from different production runs for correct deliveries on possible repeat orders

Solutions

- Achieved seamless migration to Oracle E-Business Suite 12 without jeopardizing business continuity, thanks to the use of comprehensive process descriptions and three conference room pilots, assisted by Oracle Partner Atos Origin
- Succeeded in fully integrating all new production processes for recently installed tile manufacturing machines into the Oracle Discrete Manufacturing module
- Realized “available to promise” agreements with customers as sales staff now have instant access to production planning, thanks to the manufacturing system integration
- Reduced the complexity of order management by standardizing the order entry process, leading to faster order processing
- Integrated Oracle E-Business Suite with Mosa’s external logistics provider’s system, facilitating and speeding up coordination on delivery of end products
- Pared down the amount of customization in the enterprise resource planning systems relating to order management, lowering IT complexity and future development costs
- Automated the specific allocation algorithm within the new system, facilitating quick intervention into the order process to supply customers with exactly the same tint of tile as in previous orders

Oracle Customer:
S&C Electric Company
 Chicago, IL
 www.sandc.com

Industry:
 Industrial Manufacturing

Annual Revenue:
 US\$500 million

Employees:
 2,400

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Procurement
- Oracle Configurator
- Oracle Order Management
- Oracle Discrete Manufacturing
- Oracle Advanced Supply Chain Planning
- Oracle Shipping Execution
- Oracle Quoting
- Oracle iSupplier Portal

S&C Electric Company Efficiently Manages Specialty Applications Across Six Major Product Divisions

“Oracle Configurator has enabled S&C to transform order creation process for engineer-to-order and assemble-to-order products by automating the process end-to-end. We’ve reduced the process from 12 to 2 steps, saving time and resources.”

— **Keith Connolly**, Administrator - Product Configurator System, S&C Electric Company

S&C Electric Company, based in Chicago, designs and manufactures electric power switching, protection, and power quality products, primarily for application at high voltage. These products are utilized on the transmission and distribution systems of utilities and large power users around the world.

Challenges

- Improve management of a complex engineer-to-order and assemble-to-order process for S&C’s innovative products, which can have thousands of distinct configurations
- Enhance the process for fulfilling special orders—a capability for which S&C is renown in the electrical power industry

Solutions

- Implemented Oracle E-Business Suite, including Oracle Configurator—replacing an S&C-developed order entry, item creation, bill of material, and routing entry system, automating the process end-to-end
- Reduced number of steps in the order creation process from 12 to 2 freeing several employees to focus on other duties
- Integrated order entry, advanced supply chain planning, job order creation, and engineering processes—enhancing cross-organizational visibility and facilitating rapid response to engineer-to-order designs
- Reduced time from order entry to manufacturing visibility—from several weeks to just hours—enabling significant lead-time reductions for several product lines
- Simplified process for effecting bill of material changes and reduced time required to implement changes—in most cases from weeks to hours—improving ability while ensuring accuracy
- Provided immediate visibility for long-lead-time components—facilitating planning for S&C-manufactured components and reducing “rush” charges for purchased components
- Improved bill of material and routing accuracy
- Boosted productivity and supported company growth, without increasing headcount
- Realized a more consistent and repeatable design process for manufacturing across all six product divisions
- Upgraded to Oracle E-Business Suite R12 and its improved user interface, with current staffing

Oracle Customer:
Scottish Government
 Edinburgh, Scotland
www.scotland.gov.uk

Industry:
 Public Sector

Annual Revenue:
 US\$65 billion

Employees:
 9,700

Oracle Products & Services:

- Oracle Human Resources Management
- Oracle Self-Service HR
- Oracle Learning Management

Oracle Partner:
Tata Consultancy Services
www.tcs.com

Scottish Government Transforms Human Resources through Shared Services and Best Practices

“Oracle Human Resources Management Release 12 has helped us create a culture that empowers our staff to reach their career goals while helping us deliver on our corporate objectives.”

— **Melanie Lawrie**, E-HR Application Support Manager, Scottish Government

The devolved government for Scotland is responsible for providing key services such as healthcare, education, justice, and transport for Scotland’s five million people.

Challenges

- Enforce best-practice human resources (HR) processes for 8,000 core employees and 1,700 contractors and staff seconded from government-related agencies and other public bodies as part of the eHR transformation program
- Standardize processes while giving employees greater control over day-to-day HR issues and longer-term career development
- Streamline all processes throughout the hire-to-retain lifecycle
- Reduce administration, improve efficiency, and cut costs

Solutions

- Replaced legacy HR database for government and agency staff and disparate in-house, spreadsheet-based applications with Oracle Human Resources Management Release 12
- Benefited from the system’s intuitive self-service interface, greater user configurability, and workflow-enabled process flows that boost efficiency by linking HR actions to life events
- Leveraged the expertise of Oracle Certified Advantage Partner Tata Consultancy Services (TCS) to reorganize key processes in preparation for eHR and achieve a timely, on-budget go live
- Gained an accurate, up-to-date view of human capital assets by consolidating all data held on each person in a single record
- Relocated staff from the multiple HR teams used by the Scottish Government and agencies to a shared-service HR center of excellence operating a single, consistent set of procedures
- Cut administration costs by devolving responsibility for leave and sickness management to staff
- Gained the ability to track staff training and ensure skills are in place to meet organizational objectives
- Interfaced specialist third-party payroll, staff directory, and flexi-time applications with new system to ensure seamless, end-to-end HR processes

Oracle Customer:**Seiko Epson Corporation**

Nagano, Japan
www.epson.co.jp/e

Industry:

Imaging Products

Annual Revenue:

US\$13.5 million

Employees:

88,925

Oracle Products & Services:

- Oracle Advanced Procurement
- Oracle Sourcing
- Oracle Purchasing
- Oracle iSupplier Portal
- Oracle iProcurement

Seiko Epson Corporation Reforms Its Sourcing Process for Product Competitiveness and Better Supplier Relations

“To stay cost-competitive, we are revisiting our sourcing process, where my team plays a critical role in creating supply chain value.”

— **Takao Kanai**, General Administrative Manager, Production and Procurement General Center, Imaging Products Operations Division, Seiko Epson Corporation

Founded in 1942, Seiko Epson Corporation is a leader in imaging, robotics, precision machinery, and electronics. The company develops, manufactures, markets, and services information-related equipment (computers and peripherals, including PCs, printers, scanners, and projectors), electronic devices (semiconductors, displays, and quartz devices), and precision products (watches, plastic corrective lenses, and factory automation equipment).

Challenges

- Standardize sourcing processes across the imaging products business line to reduce the cost of materials
- Consolidate sourcing channels and streamline procurement processes to reduce operational costs
- Standardize cost estimating tasks that were usually handled manually
- Enhance compliance, corporate governance, and social responsibilities

Solutions

- Streamlined and automated the purchasing process by implementing Oracle Advanced Procurement Release 12
- Cut the cost of parts and materials for research and development
- Reduced the number of suppliers and parts
- Enhanced control over supplier relations
- Standardized cost estimating processes
- Made mass-production cost predictable at the research and development stage
- Eliminated the estimation tasks at the research and development department, which resulted in time savings

Oracle Customer:

Shanghai Xian Dai Architectural Design (Group)
 Shanghai, China
www.xd-ad.com.cn/en.html

Industry:

Engineering and Construction

Annual Revenue:

US\$293.5 million

Employees:

4,000

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Projects
- Oracle Human Resources

Oracle Partner:

IBM Global Services (China)
www.ibm.com

Shanghai Xian Dai Architectural Design (Group) Enhances Management of 16 Subsidiaries with Oracle E-Business Suite Release 12

“The deployment of Oracle E-Business Suite will help us integrate and streamline management across 16 subsidiaries. This will improve our ability to compete against domestic and international design firms.”

— **Li Jiajun**, Information Center, Shanghai Xian Dai Architectural Design (Group)

Shanghai Xian Dai Architectural Design (Group) is a leading design organization comprising more than 20 companies and institutions. Its designs have been realized in Shanghai landmarks such as the Oriental Pearl TV Tower, Jin Mao Tower, and Pudong International Airport. The group has been named in the Top 200 International Design Firms and the Top 150 Global Design Firms by Engineering News Record for six consecutive years.

Challenges

- Build a unified information management platform that can be adapted for future business requirements and allow the group to adopt best practice business processes to improve efficiency
- Standardize financial management and account set-ups across the group and centralize budget management to the Shanghai head office to improve cost control
- Streamline project management to prevent overspending
- Centralize human resources (HR) management to head office

Solutions

- Consolidated the head office and 16 subsidiaries onto a single financial, project, and HR management platform based on Oracle E-Business Suite Release 12.0.4
- Unified accounting books and structures across the group, delivering consistent data that enabled financial analysis at enterprise level
- Achieved better cost control by enabling the accounting department to check invoice entries, staff claims, and procurement contracts against project budgets and take action if expenses are nearing the budget limit
- Streamlined HR management by consolidating employee and payroll data in a central repository
- Gave HR staff the capabilities to assess employee skills, experience, salaries, and other criteria, ensuring they matched the most qualified people to a particular project
- Provided easy access to integrated business data to give senior managers a better understanding of subsidiaries' operations

Oracle Customer:**SimplexGrinnell**

Boca Raton, FL

www.simplexgrinnell.com

Industry:

Professional Services

Employees:

11,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
 - Oracle Field Service
 - Oracle Field Sales
 - Oracle Marketing
 - Oracle Mobile Field Service

SimplexGrinnell Extends Field Service Capabilities by Upgrading to Oracle E-Business Suite Release 12

“Upgrading to Oracle E-Business Suite Release 12 enabled us to optimize our customer relationship management applications to reduce manual data entry and search times for users. At the same time, we maintained consistent system performance and availability to facilitate user adoption of the upgraded system across our field service technician, call center, and financial department staff.”

— **Sanjay Lall**, Chief Information Officer, SimplexGrinnell

SimplexGrinnell, a Tyco International company, provides fire alarm, fire sprinkler, fire suppression, integrated security, sound and communications, and nurse call systems and services to businesses and institutions throughout the United States and Canada. The company serves 1 million customers from its 150 local offices.

Challenges

- Maintain support for the company’s customer relationship management (CRM) applications to facilitate field service support to customers
- Optimize field service technician dispatching and scheduling abilities to improve service efficiency
- Accelerate data access and entry by improving the user-friendliness of the company’s CRM applications
- Ensure consistent system performance and expand functionality to meet the needs of company field technicians and call center staff

Solutions

- Upgraded to Oracle E-Business Suite Release 12 to provide continued support, consistent system performance, and expanded field service capabilities
- Eliminated manual and duplicate data entry via customized user interfaces to reduce entry of service requests by 30 seconds while dispatchers talked with customers
- Accelerated access to information by optimizing click streams and eliminating rigid search parameters to enable information searches using any piece of data entered with a record
- Enabled SimplexGrinnell to realize additional efficiencies in ‘call to cash’ process (accept service calls, route calls to an assigned technician, collect tickets and debriefs, and send the data to the accounts receivable)
- Facilitated user adoption by ensuring consistent system availability and improved usability through customized solutions in collaboration with Oracle Development
- Provided IT scalability and flexibility by enabling SimplexGrinnell to extend its CRM capabilities without recoding—minimizing test cycles and supporting swift implementation of future patches and upgrades

Oracle Customer:**SMART Technologies**

Calgary, Alberta, Canada

www.smarttech.com

Industry:

High Technology

Employees:

1,300

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financials
 - Oracle General Ledger
 - Oracle Payables
 - Oracle Receivables/
Revenue Accounting
 - Oracle Cash Management
 - Oracle Assets
- Oracle iProcurement
- Oracle Order Management
 - Oracle iStore
- Oracle Inventory Management
- Oracle Warehouse Management
- Oracle Discrete Manufacturing
- Oracle Product Lifecycle
Management
- Oracle Advanced Supply Chain
Planning
- Oracle Business Intelligence
Enterprise Edition

SMART Technologies Deploys Oracle E-Business Suite Release 12 and Handles 40% More Orders

“We needed a solution that would scale as our business grows. Oracle E-Business Suite Release 12 is a functional and scalable solution we can count on.”

— **Mike Battistel**, Vice President of Information Systems, SMART Technologies

SMART Technologies designs and creates easy-to-use interactive whiteboards and other group collaboration tools. Using SMART products, groups can access and share the information they need to meet, teach, train, and present, regardless of distance. SMART is best known for the SMART Board interactive whiteboard—used by over 25 million students in over 175 countries around the world today. In addition to the education market, SMART also sells to business, government, and military customers for enhanced collaboration and training.

Challenges

- Continue aggressive growth while improving productivity and customer service
- Implement a strong logistics capability to ship and deliver products to customers in a timely manner
- Integrate information from a variety of sources to provide a holistic view of the business
- Deploy financial capabilities to improve visibility and financial forecasting

Solutions

- Provided a scalable solution that will adapt as SMART Technologies continues to grow its business
- Handled 40% more orders without adding staff
- Reduced cost per shipment and improved customer satisfaction by picking, staging, and loading shipments more quickly and more accurately
- Simplified and reduced cycle time for adjustments to SMART’s global pricing models
- Delivered improved visibility to key financial data to manage current budgets and future financial requirements
- Eliminated manual pricing structure and replaced with an automated system that automatically determines and assigns pricing to reseller orders
- Processed more orders with fewer invoicing adjustments post sale

Oracle Customer:
Social Security Administration
 Woodlawn, MD
www.socialsecurity.gov

Industry:
 Public Sector

Employees:
 66,000

Oracle Products & Services:

- Oracle US Federal Financials
- Oracle US Federal General Ledger
- Oracle US Federal Payables
- Oracle US Federal Receivables/
Revenue Accounting
- Oracle US Federal Purchasing
- Oracle SOA Suite

Social Security Administration Improves Accounting Integrity with Oracle E-Business Suite Release 12

“As a Federal agency, we are in the lead as far as upgrading to Oracle E-Business Suite Release 12 and standardizing on best practices that prepare us to meet future guidelines. Also, we continue to realize efficiencies as we replace manual integrations with real-time integrations via Web services.”

— **Tom Bianco**, Manager, Office Director, Social Security Administration

The Social Security Administration (SSA) is an independent agency of the United States Federal government that administers a social insurance program consisting of retirement, disability, and survivors' benefits. The agency operates in 10 regional offices, 7 processing centers, nearly 1,300 field offices, and 35 tele-service centers.

Challenges

- Upgrade the agency's financial system to Oracle E-Business Suite Release 12 and deploy real-time integrations to simplify accounting across geographically-dispersed offices
- Standardize on industry best practices to ensure compliance with the Office of Management and Budget's (OMB) policies for efficiency in financial operations at Federal agencies

Solutions

- Worked with Oracle Consulting to upgrade the social security online accounting and reporting system (SSOARS) to Oracle E-Business Suite Release 12 to simplify subledger accounting processes and improve data integrity
- Eliminated the need to re-enter data into sub ledgers, which eliminates errors and improves productivity
- Ensured compliance with OMB's financial management lines of business policies due to the common accounting codes, configurations, and standard processes inherent in Oracle US Federal Financials
- Made it easier for the agency's approximately 1,400 field offices to report spending
- Implemented Oracle SOA Suite to establish real-time integration between the agency's financial applications and various third-party applications with Web services
- Used Web services to automate key processes including travel requests and purchase card transaction verification
- Provided users with a near real-time view of spending, significantly reducing the delays that previously existed and enabling users to make better budget decisions
- Housed financial data for all of SSA's programs in SSOARS, including the disability and supplemental income programs and the US\$2.5 trillion trust fund managed by the agency

Oracle Customer:**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

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

“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 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

Solutions

- 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

Oracle Customer:
Spear Contract Logistics
 Pune, India
www.spearlog.com

Industry:
 Professional Services

Employees:
 900

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Financials
- Oracle Business Accelerators

Oracle Partner:
KPIT Cummins
www.kpitcummins.com

Spear Contract Logistics Completes Month-End Financial Reports 50% Faster

“Oracle Financials Release 12 provides us with the insight that we need to target key vertical markets and grow revenue.”

— **Piyush Katharia**, IT Manager, Spear Contract Logistics

Established in 2001, Spear Contract Logistics is a leading Indian logistics service provider. The company offers inventory management services from more than 50 warehouses and 1.5 million square feet of space. It employs more than 900 logistics and supply chain professionals across 11 offices and focuses on the engineering, chemicals, retail, and telecommunications markets.

Challenges

- Replace a legacy financial application that required time-consuming manual data entry
- Centralize and automate financial reporting across 55 locations and reduce the risk of accounting errors
- Generate more reliable financial reports that provide a breakdown of revenue from a range of vertical markets

Solutions

- Engaged Oracle Gold Partner KPIT Cummins to deploy Oracle Financials Release 12, which automated the company's financial management processes
- Allowed staff to generate consolidated month-end financial reports 50% faster
- Enabled the company to meet Indian regulatory and taxation requirements, particularly relating to the new goods and services tax, which was introduced in April 2010
- Provided improved budgetary controls, which helped better manage spending and protected profitability
- Improved tracking of staff expenses and ensured these costs were billed to customers, which guaranteed that the company did not miss out on any revenue
- Provided an insight into the revenue generated by each vertical market such as retail, telecommunications, and automotive, enabling the company to better determine which segments to target
- Used Oracle Business Accelerators for E-Business Suite to deploy Oracle Financials Release 12 in 58 days

Oracle Customer:
Technical Standards & Safety Authority
 Toronto, Canada
www.tssa.org

Industry:
 Professional Services

Annual Revenue:
 US\$50 million

Employees:
 330

Oracle Products & Services:

- Oracle E-Business Suite
 Release 12 On Demand
- Oracle Financials
- Oracle Internet Expenses
- Oracle Human Resources
- Oracle TeleService
- Oracle Email Center
- Oracle iSupport
- Oracle iLearning

Technical Standards & Safety Authority Unifies Systems for Lean Operation

“By unifying systems on Oracle E-Business Suite Release 12 On Demand, we have improved our ability to affect positive safety outcomes, while dramatically improving efficiency across the organization. This is the largest technology project TSSA has ever undertaken, and we could not have done it without the close partnership with Oracle and Oracle Consulting.”

— **Richard Smart**, Chief Financial and Information Officer, Technical Standards & Safety Authority

The Technical Standards and Safety Authority (TSSA) is a self-funded, non-profit organization that administers and enforces technical standards in Ontario, Canada. Founded in 1996, TSSA conducts safety inspections, engineering reviews, certifications, and education programs focused on key industries, ranging from elevators and ski lifts to amusement rides to fuels.

Challenges

- Improve organizational excellence by establishing a standard business system to replace the six disparate systems in place since the standards organization devolved from the government
- Increase positive safety outcomes by facilitating public safety advocacy efforts, within the limitations of TSSA's small staff
- Support the organization's complex structure, which includes oversight of companies in four dynamic industry groups and 11 subindustry groups, and delivery of a variety of services
- Ensure data accuracy to protect the organization's integrity, especially around product inspections and engineer evaluations

Solutions

- Worked with Oracle Consulting to deploy Oracle E-Business Suite Release 12 On Demand to unify business systems and enable the lean operation necessary for a non-profit
- Improved efficiency and saved paper with automated processes such as direct deposit and online expense reporting
- Supported a diverse workforce—including remote inspectors spread across the province—with real-time, online access through Oracle Field Services to the customer and technical data necessary to conduct inspections and reviews, which previously might have taken days or weeks to compile
- Improved inspector and engineer productivity by approximately 20% by enabling them to quickly mine data to research and complete reviews in less time, while ensuring accuracy
- Streamlined call center operations with Oracle TeleService, accelerating responses to customers
- Helped staff to respond more quickly to safety concerns or violations, thereby improving province wide safety
- Leveraged Oracle iSupport and Oracle iLearning to interact directly with customers to provide access to safety messages and engage them in advocacy partnerships with TSSA

Oracle Customer:
The Lemelson Foundation
 Portland, OR
www.lemelson.org

Industry:
 Professional Services

Annual Revenue:
 US\$21 million

Employees:
 12

Oracle Products & Services:

- Oracle E-Business Suite Release 12
 - Oracle Financials
 - Oracle Cash Management
 - Oracle Project Management
- Oracle Business Accelerators
- Oracle Discoverer

Oracle Partner:
Jibe Consulting
www.jibeconsulting.com

The Lemelson Foundation Improves Financial Visibility, Productivity

“With the help of Jibe Consulting and Oracle Business Accelerators, we were able to deploy a robust and agile financial management system in just four months. Today, we are reaping the benefits of that investment with greater visibility, more informed decisions, and improved productivity.”

— **Philip Varnum**, Chief Financial Officer, The Lemelson Foundation

Established in 1993 by Jerome Lemelson, one of America’s most prolific inventors, the Lemelson Foundation sparks, sustains, and celebrates innovation and the inventive spirit. It supports projects in the United States and developing countries that nurture innovators and unleash invention to advance economic, social, and environmentally sustainable development.

Challenges

- Implement a flexible financial and grants management system to meet the unique accounting and reporting requirements for the foundation, which provides grants around the world
- Accelerate reporting to the board, streamline tax return preparation, and reduce audit complexity and costs
- Deploy the solution quickly with limited internal IT resources

Solutions

- Worked with Oracle Partner Jibe Consulting to deploy a robust and integrated financial management system in just four months
- Ensured rapid implementation through the use of Oracle Business Accelerators, which enabled Jibe Consulting to quickly create a baseline configuration for the deployment
- Implemented a system that supports the foundation’s unique accounting requirements involving the need to keep books on both a cash and accrual basis
- Gained the ability to post a journal entry in one set of books and have it populate the other, reducing the time spent making journal entries and supporting greater accuracy
- Accelerated preparation of draft tax returns from one month to a just few days with Oracle Financials
- Streamlined the audit process with the visibility provided by Oracle Financials applications
- Gained greater visibility into the funds that the foundation must disburse monthly enabling more precise management of the foundation’s investments that fund its grants
- Reduced the time needed to generate treasury reports for the board from three-to-four weeks to just a few days
- Enabled program managers who travel extensively to access grantee information from any country in the world with the new Web-based system

Oracle Customer:**Tikona Digital Networks**

Mumbai, India

www.tikona.in

Industry:

Communications

Employees:

200

Oracle Products & Services:

- Oracle Financials
- Oracle Purchasing
- Oracle Inventory
- Oracle Business Accelerators

Oracle Partner:**New Generation Consultants**

www.newgenusa.com

Tikona Digital Networks Deploys ERP System in 35 Days with Oracle Accelerate Methodology

“As a new business, it was vital that our ERP infrastructure was deployed quickly so we could start serving customers. Using Oracle Business Accelerators, we installed the solution in record time.”

— **Tarun Kumar**, Chief Technology Officer, Tikona Digital Networks

Tikona Digital Networks is a wireless broadband service provider based in Mumbai, India. Established in mid-2008, Tikona is currently building a framework that can deliver data, voice, and multimedia content services over any broadband or IP-based network. The company is operated by a group of telecommunications experts who have built some of the largest mobile, broadband, and direct-to-home services networks in India.

Challenges

- Find an enterprise resource planning solution that would meet the needs of an organization with a complex, sophisticated product line
- Deploy the solution in a short time frame of five weeks

Solutions

- Engaged Oracle Certified Partner New Generation Consultants to deploy Oracle E-Business Suite to automate financials, purchasing, and inventory management functions
- Used Oracle Accelerate methodology to capture the company's business requirements, automate the configuration process, and go live within 35 days
- Enabled monthly financial reports to be completed within one hour to two hours
- Improved visibility, tracking, and control of 20,000 network components and devices at customer sites, which helped to maintain an accurate inventory of assets
- Automated the procure-to-pay cycle, which eliminated errors resulting from manual data entry
- Installed a Web-based product ordering system, which allowed the purchasing department to process transactions within one day
- Enabled the company to meet its regulatory, taxation, and reporting requirements
- Integrated with existing Siebel CRM, Oracle billing, and operational support systems

Oracle Customer:

TV Guide Magazine, LLC
New York, NY & Radnor, PA
www.tvguidemagazine.com

Industry:

Media & Entertainment

Employees:

120

Oracle Products & Services:

- Oracle Business Accelerators
- Oracle Financials
- Oracle Assets
- Oracle Cash Management
- Oracle Purchasing
- Oracle iProcurement
- Oracle Inventory Management

Oracle Partner:

BizTech
www.biztech.com

TV Guide Magazine, LLC Facilitates Swift Company Transition with Oracle E-Business Suite Release 12

“The rapid deployment of Oracle E-Business Suite Release 12 facilitated by Oracle Business Accelerators helped to seamlessly transition operations to our new, standalone company within an extremely tight timeline and without disrupting daily business users.”

— **Mark Fernberg**, Chief Financial Officer, TV Guide Magazine, LLC

For almost six decades, TV Guide Magazine has guided its subscribers to the best of television. In December 2008, a private equity company acquired the print version of the guide. In 2009, as an independent company, TV Guide Magazine launched a new Web site, tvguidemagazine.com, as the company’s new digital platform.

Challenges

- Facilitate the swift deployment of a new enterprise resource planning (ERP) solution to meet the nine-week deadline for the company to operate as an independent entity
- Maintain capabilities from the previous IT platform to ensure continuity of business operations across the enterprise
- Ensure the deployment costs of the new ERP solution do not exceed the company’s limited implementation budget
- Streamline and standardize financial processes and minimize process reengineering to facilitate the transition from a large corporation to a smaller, stand-alone company

Solutions

- Selected Oracle E-Business Suite Release 12 and Oracle Certified Advantage Partner BizTech over competing solutions to meet a mandatory accelerated timeline
- Deployed the solution on time and on budget in only 60 days using Oracle Business Accelerators
- Minimized required in-house IT resources by deploying a hosted implementation of the Oracle ERP applications and related infrastructure
- Provided a streamlined approval process that met all process requirements, simplifying previously complex financial processes
- Enabled two-way data exchange with other systems to facilitate financial reporting, planning, and cash management processes
- Avoided disruption of core business processes—facilitating a seamless transition for users across two company locations

Oracle Customer:**United Online, Inc.**

Woodland Hills, CA

www.unitedonline.net

Industry:

Media & Entertainment

Annual Revenue:

US\$1.2 billion

Employees:

2,000

Oracle Products & Services:

- Oracle E-Business Suite
- Oracle Financials
- Oracle Assets
- Oracle Human Resources
- Oracle Purchasing
- Oracle Inventory Management
- Oracle Projects

United Online, Inc Improves Financial Control with New Features in Oracle E-Business Suite Release 12

“We needed more advanced functionality to manage the various legal entities we had acquired, but we have a strict no customization policy. So we decided to make the move to Oracle E-Business Suite Release 12 and found it is a perfect fit to our business needs, right out of the box.”

— **Craig Williams**, Technology Director–Business Applications, United Online, Inc.

United Online, Inc. provides consumer products and services over the internet, with strong brands that have attracted an online audience of more than 60 million accounts. The company divides its offerings into four lines of business: floral related products and services (FTD and Interflora); online social networking (Classmates) and online loyalty marketing (MyPoints); communications services, including internet access and e-mail (NetZero and Juno); and an online advertising network.

Challenges

- Support acquisition growth and manage a decentralized family of companies managed via a structure of four independently-operated business units
- Improve financial control and enhance insight into data
- Facilitate compliance with a complex web of internal and regulatory requirements that are unique to each of United Online’s four business units

Solutions

- Worked with Oracle Consulting to upgrade to a single global instance of Oracle E-Business Suite Release 12 to gain additional functionality to support the growing and changing business and to simplify IT management
- Leveraged new features in Oracle Financials that eliminate manual journal entries for cross-charging between companies, which was important for the online advertising network that also services the company’s various online brands
- Settled intercompany allocations on a more timely basis
- Changed the companywide accounting system drastically in just three weeks, benefitting from new subledger accounting features that provide advanced flexibility and control
- Reduced risk with greater control over accounting data
- Ensured compliance with various governance rules—including separation of duties and other Sarbanes-Oxley rules—as required by each individual business unit’s legal status
- Consolidated access accounts for all of the company’s IT systems on the E-Business Suite log-ins, resulting in significantly improved security and reduced costs
- Completed the upgrade without customizations, simplifying maintenance and facilitating release currency

Oracle Customer:**WTorre S.A.**

São Paulo – Brazil

www.wtorre.com.br

Industry:

Engineering & Construction

Annual Revenue:

US\$112.4 million

Employees:

1,000

Oracle Products & Services:

- Oracle E-Business Suite Release 12
- Oracle Project Costing
- Oracle Project Billing
- Oracle Project Management

Oracle Partner:**Aporte Gestão Empresarial e TI**

www.aporte.com.br

WTorre S.A. Improves Cash Flow and Automates Project-Based Management Capabilities

“Oracle’s project management applications enabled us to improve cost information across the company and avoid the budget deviations that can occur at the project planning stages. Oracle keeps us on budget and on schedule for each of our projects.”

— **Márcio Vergueiro da Silva**, Manager of WTorre Empreendimentos S.A. Commercial Properties Contracts, WTorre S.A.

Founded almost 30 years ago, WTorre S.A. is one of the most important business groups in the Brazilian civil construction industry, offering complete and innovative solutions in the engineering projects, real estate, residential projects, and naval yard management segments. The company holds a solid position in the market with a portfolio of more than 190 projects.

Challenges

- Calculate costs and time needed for each construction site, starting with initial internal production alignment to meet demands of each project
- Develop entrepreneurship-style management, capable of developing and standardizing project administration
- Manage costs associated with construction projects and issue invoices in a timely manner for internal and external customers
- Manage financial information on construction projects and determine its impacts on the company’s global operations to identify profitability and maximize business opportunities

Solutions

- Worked with Oracle Partner Aporte Gestão Empresarial e TI to implement Oracle Project management applications in 11 months, enabling a simultaneous go-live for all the group’s companies Automated project work administration by organizing all project data and costs associated with each phase of the planning process
- Used Oracle Project Billing to improve cash flow and accelerate invoice processes and updates for internal and external customers, including suppliers, working on civil construction projects
- Leveraged Oracle Project Management to provide project managers with visibility into budgets, revenue, cost information, and profit margins for each construction project to keep expenses in harmony with the pre-established budgets
- Provided more accurate budget and cost information for each construction project by comparing expenses with forecasts, budgets, and profitability after integrating the project system and administrative applications using Oracle Project Costing

Oracle Customer:**Xsigo Systems, Inc.**

San Jose, CA
www.xsigo.com

Industry:

High Technology

Employees:

150

Oracle Products & Services:

- Oracle Financials
- Oracle Order Management
- Oracle Human Resources
- Oracle Supply Chain Planning
- Oracle Inventory Planning
- Oracle Partner Management
- Oracle Proposals
- Oracle Quoting
- Oracle Procurement
- Oracle iProcurement
- Oracle iStore
- Oracle iSupport
- Oracle User Productivity Kit
- Oracle On Demand

Xsigo Systems, Inc Streamlines Operations and Supports Rapid Growth with Oracle E-Business Suite Release 12

“Xsigo is an emerging company with a huge opportunity for rapid growth. We needed an ERP system that was easy to implement, yet highly scalable. Oracle E-Business Suite Release 12 was the best choice to meet our needs. Its strong functionality was matched by outstanding sales and technical support.”

— **Randy Ziffer**, Vice President of Operations, Xsigo Systems, Inc.

Xsigo Systems, Inc. is a leader in data center input/output (I/O) virtualization platforms, which are designed to reduce data center capital and operational expenses by flexibly connecting servers with networking and storage. The company’s Xsigo VP780 I/O director consolidates server connectivity with a solution that provides management simplicity and interoperability with open standards. Kleiner Perkins, Khosla Ventures and Greylock Partners fund the privately held company.

Challenges

- Create a cost-effective foundation for scalable business processes to support domestic and international expansion
- Ensure that enterprise applications are easy to use, deploy, and maintain
- Expand visibility of key business information to enable more agile decision making

Solutions

- Deployed Oracle E-Business Suite Release 12 applications to create a unified and integrated IT infrastructure that supports international growth
- Automated workflow for procure-to-pay and order-to-ship cycles—standardizing processes, building in approval hierarchies, and enabling new levels of visibility and efficiency
- Gained the ability to analyze order management and procurement processes, which will drive new efficiencies
- Extended control over Xsigo’s forecasting and planning processes
- Enabled the company to effectively manage multiple inventory locations for raw materials and finished goods
- Improved the company’s ability to invoice customers accurately and present them with error-free shipping documentation
- Accelerated invoice matching and improved ability to manage payment terms
- Enabled processes that support Sarbanes-Oxley compliance in anticipation of future expansion

Oracle Customer:**Zanett Commercial Solutions, Inc.**

New York, NY

www.zanett.com

Industry:

High Technology

Annual Revenue:

US\$50 million

Employees:

225

Oracle Products & Services:

- Oracle Financials
- Oracle Project Costing
- Oracle Project Billing
- Oracle Time and Labor
- Oracle Internet Expenses
- Oracle Business Accelerators

Zanett Commercial Solutions, Inc. Jump Starts ROI with Rapid E-Business Suite Release 12 Rollout

“With Oracle E-Business Suite Release 12 and Oracle Business Accelerators, we realized rapid improvement to our financial processes including the ability to quickly roll up multiple profit and loss statements to accelerate our monthly close process. With Oracle Business Accelerators, we implemented Oracle E-Business Suite in just six months, a process that would have taken three times as long using a traditional implementation methodology.”

— **Charles Deskins**, President, Zanett Commercial Solutions, Inc.

Zanett is a business and technology consulting firm that serves North America and Europe. Zanett provides full lifecycle implementation and integration for Oracle applications and managed services including application hosting as well as remote and onsite database administrator support. Zanett provides deep industry experience in healthcare, manufacturing, state and local government, life sciences, and retail.

Challenges

- Enable rapid rollup of a number of monthly profit and loss statements
- Capture time and expenses and process revenue and billing quickly, to provide accurate invoices with supporting details for consulting and hosting services rendered
- Provide practice leaders with real-time reporting of key performance indicators so they can more quickly react to issues and improve client satisfaction

Solutions

- Improved accuracy of data and invoices, which shortened sales outstanding by 10 days and improved revenue and cash flow
- Established Oracle E-Business Suite Release 12 as the foundation for configuration and business processes in four months—a process that would have taken two to three times as long without Oracle Business Accelerators
- Reduced supplier payment turnaround and improved overall supplier satisfaction
- Deployed specific reports to practice leaders, helping them to better manage projects and practices, reducing the number of non billable hours charged to projects
- Provided more accurate profit and loss details to better manage and consolidate financial reporting, reducing the time required to close the monthly books from 15 days to 5 days
- Automated expense approvals, enabling employee reimbursements a week earlier than previously
- Automated invoicing, reducing sales outstanding by three-to-five days, gaining greater visibility for improved forecasting
- Strengthened vendor relationships by ensuring, through automation, on-time and accurate payments

Oracle Customer:**Zebra Technologies Corporation**

Vernon Hills, IL
www.zebra.com

Industry:

High Technology

Annual Revenue:

US\$868.28 million

Employees:

3,200

Oracle Products & Services:

- Oracle Application Integration Architecture Foundation Pack
- Oracle Financials
 - Oracle Procurement
 - Oracle Human Resources
- Siebel Universal Customer Master
- Siebel Marketing
- Siebel Partner Management
- Oracle Business Accelerators

Zebra Technologies Corporation Reduces Project Integration Costs by 60% Using Oracle E-Business Suite Release 12

“Oracle Application Integration Architecture Foundation Pack enabled us to realize a 60% cost savings when integrating multiple enterprise systems by eliminating the need to develop and manually map the individual components.”

— **Don O’Shea**, Chief Information Officer, Zebra Technologies Corporation

Zebra Technologies Corporation provides products and solutions that identify, track, and manage assets, transactions, and people. The company provides printers, supplies, radio frequency identification products, and software to more than 100 countries.

Challenges

- Consolidate the company’s 140 disparate applications onto a single global system to ensure scalability, ability, and visibility
- Accelerate innovation and enable faster on-boarding of acquired organizations
- Drive a sustainable Service-Oriented Architecture strategy
- Reduce the time and cost—more than three-quarters of the IT budget—spent integrating legacy systems from acquisitions
- Provide an out-of-the-box solution that can meet the company’s legal, language, and privacy requirements

Solutions

- Selected Oracle E-Business Suite Release 12—running on a single instance—as the company’s application infrastructure standard, a global strategy that the company initiated in Europe
- Ensured rapid integration of numerous systems using Oracle Application Integration Architecture, including linking the company’s new and legacy enterprise resource planning solutions running in parallel during the transition and linking E-Business Suite to Oracle’s Siebel Universal Customer Master
- Used Oracle Business Accelerators to implement Oracle Financials, Human Resources, Procurement, and CRM in just 10 months
- Eliminated manually mapping individual integration components—saving an estimated 60% for the project
- Increased information visibility and improved the accuracy of records by integrating Oracle’s Siebel Universal Customer Master with Oracle E-Business Suite applications
- Completed the extensive integration project using just three personnel compared to a team of more than 20, which would have been required using traditional integration methods
- Increased resources devoted to value-added activities and streamlined upgrades and integrations moving forward
- Completed the first phase under budget and expected payback on the company’s Oracle investment in 18 months

Oracle Customer:**ZyXEL Corporation**

Hsinchu, Taiwan

www.zyxel.com

Industry:

High Technology

Annual Revenue:

US\$547 million

Employees:

3,200

Oracle Products & Services:

- Oracle Advanced Supply Chain Planning
- Oracle iSupplier Portal

Oracle Partner:**AdvancedTEK International**

www.advtek.com.tw

ZyXEL Corporation Improves Manufacturing Efficiency and Cuts Time-to-Market with Oracle E-Business Suite R12

“Oracle E-Business Suite R12 eliminated the problems associated with using disparate systems. We have improved production scheduling, which has enabled us to deliver products faster to the market. Oracle’s flexibility and scalability also supported the reorganization and growth of our business.”

— **You Zhengqin**, Senior Manager, Information Section, Department of Finance, ZyXEL Corporation

Established in 1989, ZyXEL Corporation provides broadband access solutions to service providers, businesses, and home users. The company offers DSL customer premise equipment, internet security appliances, switches, WLAN equipment, network-attached storage, and centralized network management systems. It has 33 sales offices and two R&D centers worldwide, as well as distributors in 70 countries reaching over 150 regional markets.

Challenges

- Install a flexible enterprise resource planning system that supports changes in business patterns, multilateral trade, and cross-company activities
- Improve supply chain management for communications equipment manufacturing, particularly order management, material planning, and supplier coordination, to assist in analysis and decision-making around global strategies
- Eliminate the need for IT staff to check the accuracy of data flowing between heterogeneous systems and to write programs linking different systems
- Ensure that the IT team has the knowledge to maintain and optimize new applications

Solutions

- Implemented core modules from Oracle E-Business Suite Release 12, as well as Oracle Advanced Supply Chain Planning and Oracle iSupplier Portal, to form a new integrated business management platform
- Eliminated the cost and burden of maintaining custom-designed systems accumulated over the past 10 years
- Enhanced efficiency by redesigning 175 workflows and redefining customer and service provider roles and the division of rights and responsibilities of different subsidiaries
- Minimized inaccuracies by ensuring a smooth flow of information from the order-taking to the inventory and manufacturing divisions
- Provided production planning staff with easy access to order and inventory information, helping them develop efficient manufacturing schedules that cut time-to-market
- Ensured optimum performance by providing system maintenance training to 45 core-application team members



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