

Oracle E-Business Suite: Creating an individual solution package

In 90 years the family-owned PRODINGER KG has developed to the leading packaging retailer in the German speaking area with over 400 employees and a warehouse product line of around 8,000 articles.

The product line of PRODINGER KG encompasses a variety of different products ranging from plastic films to cardboard packaging, adhesive tapes, protection and mailing materials, as well as articles for mail delivery, technical packaging devices and company hygiene products.



photo: PRODINGER KG

Industry:

Technical Commerce

Employees:

>400 within the PRODINGER Verpackung Group

Sales:

>150 million Euros

Oracle Products and Services:

Oracle EBS Financials

Oracle EBS Order Management

Oracle EBS Warehouse Management

Oracle EBS TeleSales

Oracle EBS Quoting

Oracle EBS Purchasing

Oracle EBS Inventory

Oracle EBS iStore

PDG Products and Services:

GDPdU EBS AddOn

Cash Managements System ASAS

Document Management System PDM

Long-Term Distributor Statement

TransportCostControll

Focus on the huge stock range

PDG and the PRODINGER KG are collaborating successfully for many years. Together they managed the transition of the five individual software systems in the branches to a central system, followed by the dissolution of the existing self-made CRM tool.

The implementation of a central inventory management system is improving the level of customer service by introducing a uniform view on all customer data for all branches. Due to a uniform warehouse management system, an optimal compromise of delivery abilities and low capital commitment is reached.

Challenges and opportunities

Important challenges at PRODINGER KG:

- Introduction of a uniform, central system for master data management (e.g. items, customer and supplier profiles) enabling a rise in efficiency, economic viability and therefore a competitive advantage.
- 50% of the PRODINGER products are specialty articles: through individual modifications and integration in the business processes in sales and purchasing (automation) in connection with the PDM/Document Management, the entire handling time for the creation of an individual offer was reduced by 40%.
- Simple and more effective customer consultation using the central customer master data system for all branches. This means knowledge gathering from all branches about one client, therefore enabling a "360° view" of that client. The improved overview of purchasing behaviour of the customer makes agreements of terms and conditions easier.
- Centralized finance & management accounting across all legal entities.
- Introduction and continuous development of an automated, customized catalogue system using Oracle EBS iStore.

"Due to the implementation of Oracle E-Business Suite, we have improved our operational excellence in all areas."

Steffen Prodinger, Management