



JDE CUSTOMER SUCCESS STORY: FLORAL PRODUCTS MANUFACTURER

Customer Profile

Floral Products Manufacturer

Industry:

Consumer Goods
Manufacturing
Floriculture

Location:

Midwestern US

Employees:

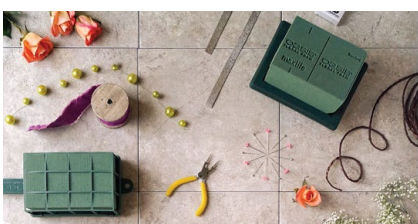
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Products:

- JD Edwards EnterpriseOne
 - Financials
 - Distribution
 - Manufacturing
- Oracle Sales Cloud

JD Edwards Releases:

- JD Edwards EnterpriseOne 9.2



FLORAL PRODUCTS MANUFACTURER ADVANCES INNOVATION WITH JD EDWARDS E1 9.2 & ORACLE SALES CLOUD

Successfully Upgraded from E1 8.98 to 9.2 for 15 Units Across 8 Countries

Optimized Sales Processes & Visibility into Customer Data with Dashboards & Mobile Apps

A global manufacturer and marketer of floral products and accessories, postharvest products and grower media engaged CE resources to upgrade their JD Edwards EnterpriseOne system from 8.98 to 9.2 in order to leverage the latest tools and integrate third-party interfaces across their global entities.

The company had previously engaged CE resources to help improve their sales performance by implementing and integrating a CRM system with their JD Edwards and achieve complete visibility into sales processes and customer data - in just eight weeks.

Challenges

- Environmental differences and blocking issues with Replenishments, EMEA Localization Reports & SEPA Processing
- Sales & purchase orders could not be personalized in JD Edwards E1 8.98
- Limited visibility into sales rep activities, lack of access and control of customer data
- Limited reporting capabilities
- No email integration or mobile access to activities, data, interactions, etc.

Solution

- Technical upgrade for 15 units across 8 countries, covering Distribution, Finance & Manufacturing
- Third-party interface integrations (ASCP, DSI, ReTrans, Banks, etc.)
- Customizations to important objects such as sales & purchase orders
- Installed and upgraded CreateForms including restructuring over 600 scripts to ~100 scripts for ease of maintenance in the future, set up multi-language documents with email/print automation
- Implemented third-party solution to generate bank files for check payments
- Fully Integrated ERP/CX Digital Experiences including Customer Center, Activity Management, Mobile Application, Outlook Integration, Dashboard for Sales Activities, RDIC-Based Data Integration with JD Edwards, Custom Roles for Customer Service Team for Data Visibility
- Implemented a dedicated CRM system for managing sales processes and activities
- Implemented activity center for sales reps to record tasks and appointments; customer center to capture customer interactions and notes
- Achieved real-time access to data through integrations with Outlook and mobile apps
- Archive of Sales Order History data on Oracle Sales Cloud for user reference
- Deployed mobile apps to simplify sales reps' interactions with customers and user activities
- Activity Dashboard helps management track the activities of sales reps with individual customers

"Our challenge was **support across multiple time zones** and **17 countries** backed up by a single team. CE **Smart Help** was a perfect fit for our IT landscape **spanning 15 different skill sets.**"

— Corporate IT Director, Floral Products Manufacturer

ORACLE

Gold
Partner
Cloud Standard