



## Electrolux Comercial Venezuela C.A.

### Company Facts

- Location: Caracas, Venezuela
- Industry: Manufacturing and Distribution
- Web site: [www.electrolux.com.ve](http://www.electrolux.com.ve)

“Now there is more opportunity to think strategically about the business, to foresee actions, and to be able to give opportune response to the demands of the market.”

Leanger Pereira, IT Director | Electrolux Comercial Venezuela

Electrolux Comercial Venezuela, C.A., the local subsidiary of the major producer of domestic appliances in the world, manages its leadership with Epicor technology. With more than 80 years of international experience in over 140 countries, and more than 60 years of brand presence in Venezuela, Electrolux is well known for its constant and wide users support, inspired by the principles of total quality and customer satisfaction. In Venezuela, the organization's corporate offices are located in Las Mercedes, Caracas, with warehouses in the city of Valencia, from where they ship a large quantity of products.

With the purpose to sustain its leadership in the Venezuelan market, the company needed an enterprise resource planning (ERP) solution that would allow them to improve agility in financial and logistic processes and facilitate information analysis to guide them in achieving their goals. “The main challenge of our company is to improve productivity and to increase product sales nationwide. To that end, the support of technology has been key to improve our processes,” said Leanger Pereira, IT director of Electrolux.

Among the reasons that motivated the company to look for an ERP solution, Pereira mentioned the slow process previously required to obtain information for decision making. “We needed an information system with a simple and friendly interface, to enable reporting and allow us to evaluate efficiency and analyze the financial situation of the company, based on reliable information.”

Epicor solution was implemented in 2004, establishing a long and productive relationship. “Since deciding to use an ERP solution, Epicor has been a great partner for us,” said Leanger Pereira.

### Success Highlights

#### Challenges

- Improving sales and sales delivery to meet the demand of the Venezuelan market and to adapt to the corporate standards of the organization

#### Solution

- Epicor iScala

#### Benefits

- 80% decrease in information entry time
- Improved sales and logistics
- 70% increase in productivity
- Shipping time improved by 50%
- 75% less losses
- Improved inventory control
- Department integration and better information analysis

Epicor iScala was implemented for accounting, credit and collections, financial planning, technical service, purchases and imports, warehouse, sales and marketing departments. This was achieved through an implementation process guided by a well structured methodology, meeting established time frames, and resulting in improved agility, control and automation of the internal processes.

Also, the adjustment to Venezuelan tax regulation for the timely release of the reports required by law, has allowed the company to avoid governmental penalties that would apply for not complying with the times established for the declarations.

According to Pereira, it is worth highlighting the similarity between the management process of iScala and Electrolux's business reality. "The process flow of the software adjusts perfectly to our reality," he mentioned. "In addition, the solution has facilitated the definition of the functions associated with each user and in many cases, the clarification of the procedures, which is reflected in the results and quality of the service."

Pereira points out that with Epicor iScala processes were improved in the areas of accounting, budgeting, finance, customer portfolio, inventory control, quoting, sales, invoicing, reporting, and supply management.

## Pointing to the facts and figures

According to the IT director of Electrolux, since the ERP implementation, the company has reduced the time invested in information entry by 80%, achieving improved agility in the analysis needed by top management. For the past years Electrolux has also registered a 70% increase in productivity, related to improvements in sales and logistics. Additionally, thanks to a better control and optimized inventory management, they have reduced losses by 75% and improved the time of delivery by 50%.

No less important are the intangible benefits that the company has experienced by integrating all of business areas involved in analysis and decision-making, which has given them better insight into business processes and a high level of communication between the different departments. "Now there is more opportunity to think

strategically about the business, to foresee actions, and to be able to give timely response to market demands," Pereira explained.

In this sense, the organization has also perceived an increase in the quality of life of their staff, by offering a friendly system to enter, search and analyze information, which translates into considerable time savings and results in an important decrease in costs and human errors

The functionality adapted to the business processes of the company, along with the quality of service, the local support and customer engagement demonstrated by Epicor, motivated Electrolux to deploy this solution in all its subsidiaries across South America, with the exception of Argentina and Brazil.

## Future vision: continue growing with Epicor

Leanger Pereira highlights the scalability feature of the tool that allows the company to continue growing with Epicor. "After a long relationship in which we have been growing and getting up-to-date with Epicor, we have matured as an organization, and now we are ready for the next step—Business Intelligence," declared Pereira.

## About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



Contact us for more information on Epicor Products and Services

+1.800.999.6995 [info@epicor.com](mailto:info@epicor.com) [www.epicor.com](http://www.epicor.com)

Corporate Office  
804 Las Cimas Parkway  
Austin, TX 78746  
USA  
Toll Free: +1.888.448.2636  
Direct: +1.512.328.2300  
Fax: +1.512.278.5590

Latin America and Caribbean  
Blvd. Antonio L. Rodriguez #1882 Int. 104  
Plaza Central, Col. Santa Maria  
Monterrey, Nuevo Leon, CP 64650  
Mexico  
Phone: +52.81.1551.7100  
Fax: +52.81.1551.7117

Europe, Middle East and Africa  
No. 1 The Arena  
Downshire Way  
Bracknell, Berkshire RG12 1PU  
United Kingdom  
Phone: +44.1344.468468  
Fax: +44.1344.468010

Asia  
238A Thomson Road #23-06  
Novena Square Tower A  
Singapore 307684  
Singapore  
Phone: +65.6333.8121  
Fax: +65.6333.8131

Australia and New Zealand  
Suite 2 Level 8,  
100 Pacific Highway  
North Sydney, NSW 2060  
Australia  
Phone: +61.2.9927.6200  
Fax: +61.2.9927.6298