

ERP

BI & EPM

Middleware

CRM / CX

Managed Services

Infrastructure



Case Study

Stemilt Reduces Infrastructure Footprint with Custom Forecast Application

Stemilt Growers, Inc., Wenatchee, WA

Stemilt Growers, Inc. is a family-owned leader in organic fruit production. It is one of the nation's largest grower-packer-shippers of apples, pears, cherries, and stone fruit. Overall, the company produces 26% of Washington's organic apples and 32% of the Pacific Northwest's organic pears. As of 2008, there are 1500 full-time employees.

Oracle Technologies

- Oracle Sales Cloud
- Oracle Java Cloud Service
- Oracle EBS

Services Provided

- Solution validation
- Demo development & execution
- References
- Project management
- Technical consulting services

"The Serene team worked tirelessly to provide excellent customer service. They successfully managed service requests with Oracle Support to resolve product and systems integration issues. They were very available and responsive with exceptional coverage in spite of the geographical time zone differences. The attitude of every member of the team was positive and 'can do' at all times."

Dennis Howell, Director of Planning, Stemilt Growers, Inc.

Business Needs

Stemilt Growers, Inc. faced multiple issues related to poor data management before engaging Serene. It was overly dependent on Excel spreadsheets, which prevented real-time information on forecasts and orders. Maintaining or reducing IT infrastructure was costly.

Additional problems faced while using the legacy system include:

- Manual processes to identify daily/weekly forecast for regular order shipments;
- Necessary use of third-party applications to create and monitor promotions and promotional forecasts;
- Lack of visibility or access to account, contact, promotion, and order information for Marketing and Sales teams;
- Lack of efficient processes to analyze historic order information

Services & Benefits

Stemilt Growers, Inc. enlisted Serene to provide a fully-integrated solution due to its exposure to Oracle's Java Cloud Service implementations, which contributed significantly to reduce Stemilt's infrastructure footprint. Serene created a custom forecast application, allowing direct integration into Oracle Sales Cloud.

As a result of the solution, Stemilt Growers, Inc. now has a complete view of the Marketing, Sales, and Management teams, including all existing orders from the previous two years. Stemilt also has the ability to manage and track new promotions for all fruits that it packages and sells. In addition, the organization added a feature to forecast shipment quantities on a real-time basis, allowing optimization of production scheduling and shipments.

Additional benefits of the project include:

- Integration of Accounts, Items, and Orders from EBS
- SGINTEGRATIONS: EBS to PaaS to Oracle Sales Cloud
- Information migration to Oracle Sales Cloud

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