



Debbane Frères Trading
Saida, Lebanon
www.debbanegroup.com

Industry:

Natural Resources

Annual Revenue:

US\$25 million

Employees:

31

Oracle Products & Services:

JD Edwards EnterpriseOne
Time and Labor
Sales Order Management
Advanced Pricing
Inventory Management
Financials
Procurement and Subcontract
Management

Oracle Partner:



GTS
www.gtslb.com

“To successfully execute our growth strategy we needed a modern ERP infrastructure that could quickly and easily integrate with our existing applications and systems. Oracle’s JD Edwards EnterpriseOne 9.0 does this while also enabling us to reduce costs by providing a more stable computing environment.”
– Mounir Haddad, General Manager, Debbane Frères Trading

Debbane Frères Trading Updates Enterprise Systems to Reduce Total Cost of Ownership and Foster Growth

Founded in 1999 and based in Lebanon with subsidiaries in Iraq, Algeria, Jordan, and Iran, Debbane Frères Trading handles the international agriculture business of the Debbane Group in the Middle East and Africa. The group consists of 23 companies active in various fields, including agriculture, construction, and telecommunications.

Challenges

- Improve enterprise resource planning (ERP) across the agricultural business by replacing outdated systems with a tightly integrated ERP suite, delivering greater scalability and lower total cost of ownership (TCO)
- Integrate payroll functionality
- Accelerate international growth and deliver future cost savings through efficient ERP deployment and rapid integration
- Adopt flexible, collaborative suite of ERP applications to support diverse stakeholders across an expanding, multiregion agricultural business, automating business processes for employees, partners, suppliers, and management

Solution

- Replaced outdated systems with Oracle’s JD Edwards EnterpriseOne 9.0, enabling agricultural business to expand flexibly and achieve more manageable and predictable TCO through gradual deployment of integrated, modular software
- Worked with Oracle Gold Partner GTS to ensure Oracle system was optimized for use in agricultural industry as well as for offshore deployment and subsidiaries outside of Lebanon
- Established centralized human capital management and payroll functionality for a staff of 40, replacing an inflexible in-house system that took three days to process monthly payroll with a tightly integrated, self-service payroll that takes just one hour
- Overcame complex manual employment declarations to government with automated Payroll, Time and Labor modules
- Ensured new subsidiaries go live on a single, integrated company ERP system quickly and with minimal disruption
- Built foundation for future cost of ownership savings through greater, businesswide visibility and an open, standard, ERP suite that the company can deploy quickly for new subsidiaries
- Met go-live target of approximately two months and eliminated an estimated 10% downtime from the legacy system