

#GOLIVESuccessStory



**PLANASA expands  
internationally, hand  
in hand with Oracle  
JD Edwards**

[GOLIVE]



## About PLANASA

PLANASA is a multinational **leader in the agri-food sector**, acknowledged as a global leader in the development of new varieties of berries.

For almost 50 years, as it has grown both in the USA and Europe, the group has faced continuing challenges as agricultural technology has matured.

## The challenge

PLANASA is present in more than 25 countries, has 4.000 employees, and counts more than 225 registered varieties of crops in its portfolio. It is a **world leader in soft fruits** with offices in Spain, France, Italy, Poland, Romania, Belgium, Morocco, USA, Mexico, Peru, and China.

PLANASA faced the need to **unify and consolidate information on interactions with its customers**, to reduce intercompany tasks, and improve sharing of information across its companies. It also needed to unify support and the set of IT tools used across the group and centralize its internal IT team.

GOLIVE has worked with PLANASA to install the JD Edwards ERP and has accompanied PLANASA in its **process of expansion and internationalization**, implementing the ERP in all subsidiaries of the group and giving PLANASA a robust ERP capable of supporting its rapid growth.



## The project

**2013 Oracle JD EDWARDS Implementation** from April 2013 to January 2014. The project is implemented in parallel for three companies in Spain and three in France.

**2014** Stabilization and support and **ROLL-OUT IN POLAND** for sales and fiscal localization from September to December 2014.

**2015 Oracle BI** solution implementation from January to May and **BENELUX ROLL-OUT** from September to December.

**2016** Implementation of the rest of modules in **POLAND** from January to June.

**2017 ITALY AND CHINA ROLL-OUT** from January to June.

**2018 MOROCCO ROLL-OUT** from January to June. **Endivias del Duero** implementation from September to December.

**2019- 2020 ROMANIA ROLL-OUT** from January to March 2019. **Field project and HR web digitization**, from April 2019 to April 2020. Version change to 9.2 from January to March 2019.

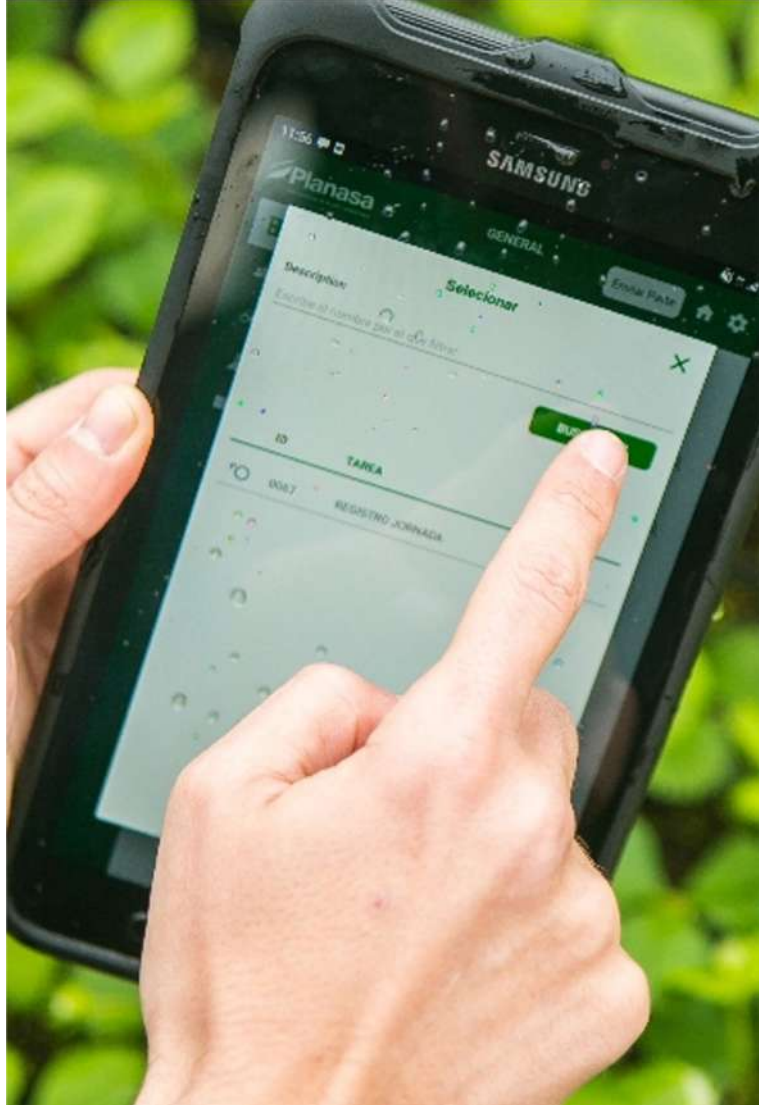
**2021 MEXICO ROLL-OUT.** GRUPO PLANASA model implementation with the 9.2 version from March to November.

**2022 USA ROLL-OUT** from May to November. GRUPO PLANASA model implementation with 9.2 version. Tools updating at the beginning of 2023 and **Orchestrator** development begins.

**2023 PERU ROLL-OUT.** Process underway for implementation in Peru.

Since 2014 systems support, and system monitoring since 2019.





Customer, supplier, and item master **standardization**, allowing consolidated exploitation and tracking by customer.

Processes **standardization** among group companies. Until the implementation of JD Edwards, there was no uniformity in sales, logistics, and financial processes. This was achieved by implementing JD Edwards across the different group subsidiaries.

**Common database** enabling a data mining and BI system, with cubes for sales, purchasing, finance, analytics, and inventory modules.

**Financial consolidation** system implementation and **group budget management** with Prophix.

**Unified treasury management** across the group with Sage XRT.

Documentation issued is uniform across companies. Multinational corporate image improvement as it no longer appears to clients as a sum of different companies.

**Intercompany work reduction**, avoiding double order entry and improving intercompany matching.

Base for the digitization of key processes across the organization. Field, warehouse,

Employee management through the **HR web portal**, as a single point of entry and control for employees (social security registration dates, production centers, contracts). This has reduced the administrative burden by introducing an approval flow between operations and HR.

**Expense digitalization** with XPENDOR, reducing manual effort for processing employee expenses in all countries where it has been implemented.

**Unification of user support and maintenance of IT tools** across the group through centralizing with an internal IT team.

A **reduction in closing periods** has been achieved, with close information available within the first ten business days of the period worldwide.

**Unified analytical processes** that allow comparisons between the different countries of the group and unify closing procedures.

Integrated management of laboratory operations in JD Edwards field system.

Cost savings with the standardization of processes at a group level.

## Technology

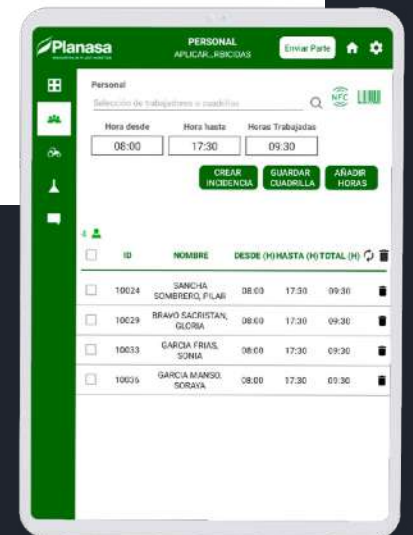
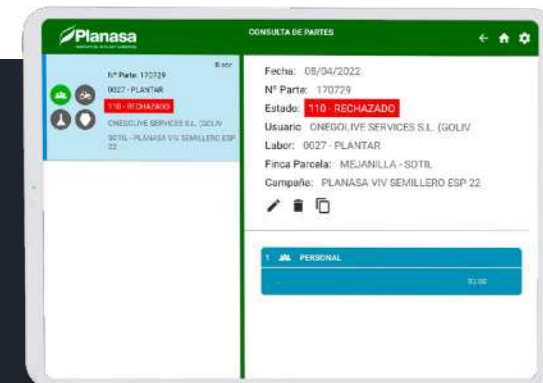
### ABOUT ORACLE JD EDWARDS

JD Edwards is the result of **more than 50 years** evolution in the Oracle family of management solutions for large companies. It provides the capacity to **operate in complex business situations** such as where a company does business in multiple countries with different languages and with different tax systems and currencies. In this case, all regions work against the same database in a flexible and simplified way.

With **more than 80 modules available**, JD Edwards can cover the most complex operational scenarios. Its complete coverage in the areas of finance, SCM, and manufacturing is unrivaled in the market.

### OTHER IMPLEMENTED SOLUTIONS

- Financial consolidation and budget management with **Prophix**.
- Group treasury management with **Sage XRT**.
- Expense management with **XPENDOR**.
- Employee management through the HR web portal.



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"Thanks to our **JD Edwards ERP implementation**, **PLANASA has been digitalized and internationalized**, optimizing the company's management and overcoming technological and human challenges in all the group's subsidiaries".



**Jorge Martín**

Global IT Director at PLANASA





ABOUT GOLIVE

# GOLIVE

- Private company, founded in 2008.
- **Technology consultants.**
- Origins in the company.
- More than 900 projects in more than 35 countries.
- Global digital transformation.



Business  
Consulting



Software  
Management



Data  
Management



Industry 4.0



Digital



Cloud





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