



Belzona Group  
Harrogate, England  
www.belzona.com

#### Industry:

Industrial Manufacturing

#### Employees:

200

#### Oracle Products & Services:

Oracle Financials  
Oracle Purchasing  
Oracle iProcurement  
Oracle Order Management  
Oracle Process Manufacturing

#### Oracle Partner:



Percipient  
www.percipient.co.uk

**“Oracle has enabled us to build a robust, real-time, end-to-end integrated business that will support our expansion into new territories, facilitate continued product innovation and market leadership, and drive increased profitability.”** – Joel Svendsen, President, Belzona Group

## Belzona Group Underpins Goal to Double Overall Sales in Seven Years with Integrated, Global Business Model

Belzona Group’s comprehensive range of industrial protective coatings and repair composite solutions help businesses in for example, the marine, oil & gas, petrochemicals, and power sectors maximize equipment life, reduce maintenance costs, save energy, and avoid downtime.

### Challenges

- Capitalize on business opportunities in the rapidly growing South East Asian market by selling into China and Thailand with the goal of doubling sales in four years
- Improve efficiencies, cut process cycles, and enhance decision making through lean, agile, globally integrated processes

### Solution

- Replaced multiple legacy financial, purchasing, and order management systems used in the United Kingdom and the United States with Oracle E-Business Suite
- Implemented Oracle Process Manufacturing to automate entire product lifecycle from development to manufacture and sales
- Chose Oracle over SAP for Oracle’s fully Web-based model, and unparalleled scalability, functionality, and configurability
- Benefited from Oracle Financials to gain a single, consolidated, up-to-date view of performance for each business unit or region and cut time to generate statutory and management reports
- Optimized supplier negotiations using Oracle Purchasing
- Leveraged Oracle iProcurement to reduce administration by devolving purchasing for goods and services to employees
- Reduced procurement delays by enabling managers to approve purchasing requests online when traveling
- Gained a real-time view of every stage of production for each product batch and tightened control over ingredients, recipes, and quality using Oracle Process Manufacturing
- Cut costs and improved customer service using Oracle Process Manufacturing to automate production orders
- Maximized yield with the ability to manage variability
- Automated compliance with regulations for handling, packaging, and shipping hazardous materials
- Benefited from expertise of Oracle Certified Partner Percipient to build, configure, implement, and support the solution and ensure ongoing enhancements and continued best-practice