BUSINESS REPLY

With more than 12 years experience in Oracle solutions, Business Reply is currently one of the main Italian groups in the implementation of integrated information systems based on Oracle Application Suites. The new communication technologies, together with service-oriented architectures, that have allowed the implementation of extended enterprises, based on integration between functional units belonging to major players in the production area, today support their growth and development towards even more open models, in which availability and access to up-to-date information in real time become success factors assuring the competitive edge. For Business Reply, understanding and using technology means introducing a new enabling factor to business processes thanks to an in-depth knowledge of core processes and specific industrial deployment contexts.

REFERENCE COMPETENCES FOR ORACLE AND CUSTOMERS

Technological innovation and the capacity to integrate it effectively into application solutions are the foundations of Business Reply which operates in those components of the value chain where the interaction among customers, suppliers, employees and partners is of paramount importance, providing solutions based on Oracle technology, capable of guaranteeing the application integration in support of the Extended Enterprise (figure 1).
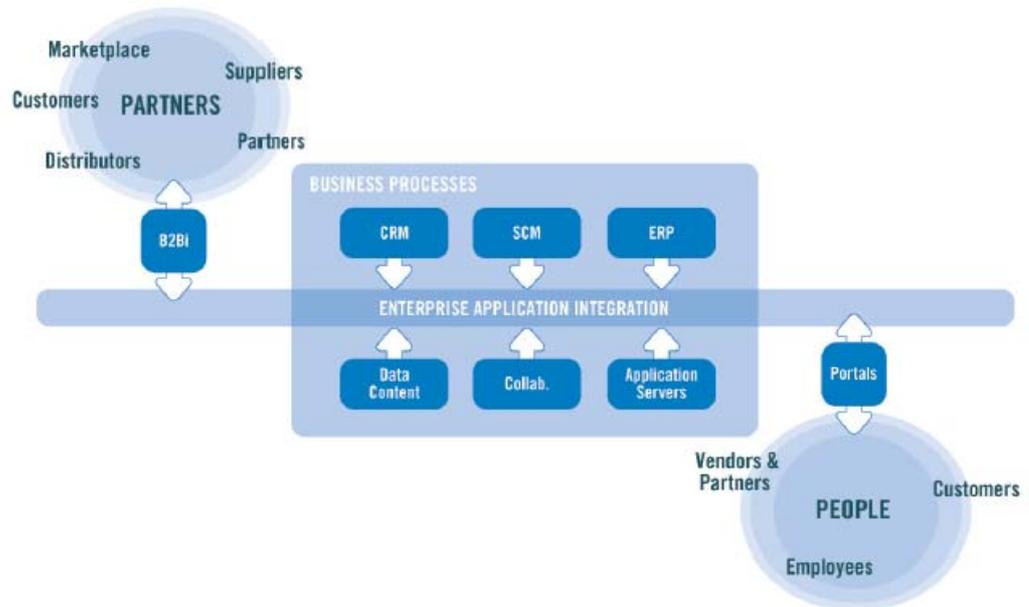
Figure 1: Extended Enterprise

Strong competence in core business processes, together with a methodological approach consolidated in more than 70 **Oracle E-Business Suite** installations in major companies and businesses, also allows Business Reply to work alongside its own customers in implementing solutions capable of introducing improvements and enhancements in terms of effectiveness and efficiency and reducing costs.

This is why Business Reply operates on in-house models and competences, redesigning, together with the customer, business processes, developing and implementing the application architecture as far as supplying the relevant operation support.

EXPERIENCE AND INNOVATION

Business Reply boasts solid expertise and know-how in the implementation of complex ERP systems based on Oracle E-Business Suite.

All the projects deployed by Business Reply are characterised by a continuous sharing of aims with the customer, involvement of skilled professionals, fast implementation and the capability to identify factors enabling the customer's success within new technologies.

Business Reply, an Oracle partner since 1996, has always deployed on-going product innovation, proposing to its own customers, over the years, advanced solutions based on the new Oracle application offering.

As a matter of fact, together with consolidated expertise in the main areas of the information systems (Administration, Finance, Controlling, Sales, Procurement, Production, Distribution, Post-sale), Business Reply has developed in-house functional capabilities and process skills in innovative areas such as:

- Product innovation and development (**PLM**)
- Complex supply chain management (**OTM, Demantra Demand Management**)
- Corporate governance (**GRC**)
- Human Capital Management (**HCM**)
- Business Intelligence (**BI Applications**)

Besides being an Oracle Certified Advanced Partner, Business Reply partners with Oracle in the co-development of **AIA** (Oracle Application Integration Architecture) and can boast references related to Oracle **OTM** (Oracle Transportation Management) and **Oracle E-BS Release12**.

IMPLEMENTATION METHODOLOGIES

Business Reply supports and works alongside companies during the implementation, change and management phases of Information Systems, from design to the re-definition of core processes, the deployment and management of solutions that guarantee the integration of processes and functions within the enterprise (figure2).
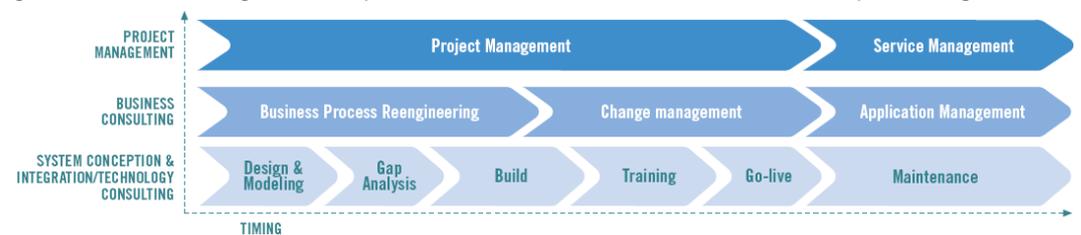

Figure 2: Business Reply services and methodologies

Through its competences, experiences and a team of professionals certified at application and methodological level, Business Reply is able to provide an answer to all the IT requirements of a company, using the new technologies and applications provided by Oracle, along the entire life cycle of the implemented software. Business Reply has developed its own methodology that integrates the best practices of Oracle methodology, within Project Management models based on PMI (Project Management Institute) standards.

Business Reply belongs to Reply, a group leader in Consultancy, System Integration and Application Management.

Reply is listed on the STAR segment of the Italian Stock Exchange.

Business Reply
www.reply.eu