



Hitting the BullsEye with Your Oracle Investment

A case study of interest is BullsEye's work with an internationally-distributed poultry processor, which manages its business with Oracle's E-Business Suite. During the last five years of our partnership, our EZ RF platform has allowed this company to realize more than a \$5.1M return on a software investment of \$457,000.

Their CFO wanted to improve visibility and accuracy in his organization. He was unable to gather reliable and immediate information on his inventory and production lines, and respond to it in a timely fashion. This led to problems with:

- **Shop-floor inventory/production accuracy**
- **On-time shipments/invoicing**
- **Overall throughput**

What he needed was some way to simply and instantaneously capture crucial supply chain and production data, so that he could leverage it to improve his business. We provided him with those capabilities – and more – through our EZ RF barcode/RFID software platform, which ties directly into his Oracle ERP system. The resulting improvements have been worth over \$1M annually, in production/inventory accuracy, on-time shipping and process enhancement.

Barcode/RFID Solution Architect

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