Customer Snapshot

The Cofran Group integrates operations and optimizes processes with Infor VISUAL

Facts at a glance

Product: Infor VISUAL®
Industry: Automotive
Country: Brazil
Channel partner: VKSur

"Previously, decision-making was difficult due to inaccurate data and lack of visibility; processes were complex and slow, which resulted in loss of time and energy. With Infor VISUAL, we've optimized productivity levels and improved service delivery."

—Marcio Codogno, Sales Director, Cofran Group

Challenges

- Integrate operations at four manufacturing plants.
- Increase the efficiency of sales processes.
- Integrate financial processes with production operations.
- Comply with local electronic invoice requirements.

Benefits

- Successfully integrated operations at four different manufacturing locations.
- Optimized the sales process with improved functionality, such as better access to order information and customer history.
- Improved decision making with greater accuracy and visibility of financial data.
- Reduced the processing time of purchase orders from 20 minutes, down to 5 minutes.
- Eliminated the outsourcing of accounting processes.
- Met local electronic invoice requirements.

About the company

Founded 40 years ago, the Brazil-based Cofran Group, manufactures and sells auto parts, such automotive lamps, bulbs, and rearview mirrors. To learn more, visit www.cofran.com.br.

"Companies in Brazil face strict market requirements and need to fulfill business standards based on local legislation. Infor VISUAL helps the Cofran Group integrate all relevant information and offers reliability, efficiency, and speed."

—Pablo Farias, Consulting Manager, VKSur

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INF1230003-1403637-EN-US-1113-1