



New Customer Snapshot

# PUMA Argentina to increase productivity and visibility of its logistic operations with Infor Supply Chain Execution



## Facts at a glance

**Product:** Infor Supply Chain Execution

**Industry:** Fashion/Retail

**Country:** Argentina

**Region:** Latin America

**Partner:** Cerca Technology

“Cerca Technology will provide PUMA with high-level IT services with an experienced team that has deep knowledge and experience with similar projects. Infor Supply Chain Execution will meet all of PUMA’s logistic needs.”

—Jaime Pavesi, Sales Manager,  
Southern Cone, Cerca Technology

## About the company

PUMA® is one of the world’s leading sports brands—designing, developing, selling, and marketing footwear, apparel, and accessories. PUMA offers performance- and sport-inspired lifestyle products in categories such as football, running, training and fitness, golf, and motorsports. To learn more, visit [www.puma.com](http://www.puma.com).

## Business case

- Improve logistics performance.
- Support business growth.
- Increase competitiveness.
- Optimize logistics processes and improve key performance indicators (KPIs).
- Select a vendor with references and local presence to provide the solution.

## Why Infor?

### ***Infor® Supply Chain Execution met PUMA’s criteria to:***

- Improve logistics performance with a solution that will support the company’s growth and help it be more competitive.
- Optimize logistics processes, such as improving efficiency, increasing the quality of services, making better use of existing space, and increasing visibility into processes for all locations.
- Improve KPIs around productivity, efficiency, and competitiveness.
- Work with a vendor (Infor) that has references and presence in the region, as well as a technology partner (Cerca Technology) that has experience with the shoe and clothing retail market.

“We selected Infor Supply Chain Execution to get better control of our operations; it will be a great opportunity to incorporate comprehensive logistics processes into our company operations. Cerca Technology showed a deep understanding of our market, with references and successful stories in the region.”

—Arturo Ortelli, Logistics Manager,  
PUMA Argentina

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