

**Customer Name**

Microstrategy

Location:

HQ: Washington DC, US
Roll-out to Buenos Aires, Argentina

Industry:

Software

Annual Revenue:

\$160 Million

Products:

- Worldwide provider of enterprise software platforms

Partner:

ITCROSS

Description of the Success Story

Business Situation. MicroStrategy decided in 2003 to go with JD Edwards to its Latin America affiliates. The company had already done by that time many roll-out projects in Europe. The countries that needed to be implemented were Argentina, Mexico and Brazil, all of them with very different tax requirements and culture. MicroStrategy internal ERP team needed regional help to move forward to Latin America.

Project highlights and challenges

- The complete Global Model had to be implemented in Latin America, with a limited budget and time frame.
- US implementation team interacting with Local team.
- Roll-out project with localizations and local business requirements that had to be solved in the Gap Analysis phase.
- Electronic invoice new requirement in Argentina had to be analyzed and developed. It was one of the first e-invoice implemented solutions in JDE in this country.
- Many state taxes requirements had to be developed as customizations.

Successful results:

MicroStrategy and ITCROSS could've achieved this successful JD Edwards deployment in Latin America, handling the different challenges of the implementation in a highly professional way to get the best results, working together. After the roll-out projects, ITCROSS has participated in MicroStrategy upgrades to 8.12 first, and then to 9.1 in 2014, and they continue to work together on the daily user support and adjusting JD Edwards to new tax requirements. Nowadays, MicroStrategy has implemented JD Edwards in more than 16 countries and it is a successful Global Implementation.

Solutions

- JDE Enterprise One 9.1

"We started working with ITCROSS in 2003, when we faced the JD Edwards roll-out projects for Argentina, Mexico and Brazil. We realized that we ran into a vendor with ideal skills for dealing with our headquarters in the US and that understands our local needs as well. Today, in 2015 we still work with them, covering the day to day support and tax changes, and participating in JDE upgrades".

Alex Adi, Vice President Finance LATAM, MicroStrategy.