



# ICC International Public Company Limited expands its customer base with Infor d/EPM and Infor BI

## Facts at a glance



Headquarters  
Bangkok,  
Thailand



Industry  
Fashion



Products  
Infor® d/EPM  
and Infor BI



Revenue  
\$350+ Million



Web site  
[icc.co.th](http://icc.co.th)

## Sustaining success in a competitive market

ICC International Public Company Limited was founded in 1964 as a distributor of PIAS cosmetics. Over the years, the company added several brands to its product portfolio, including Wacoal, Arrow, and BSC Cosmetics. ICC currently distributes over 100 branded products. Due to globalization and trade liberalization, the fashion industry in Thailand has experienced rising pressure from domestic and overseas competitors. To maintain strong positioning in a highly competitive market, ICC decided to establish new product brands, expand its online business, and enhance the effectiveness of promotional activities to a wider and more diverse customer base. ICC looked to Infor d/EPM and Infor BI to help reach its goals by providing insights about customers that would lead to increased customer retention and a more competitive market position.



Infor d/EPM and Infor BI provide sophisticated and complex information to us in a simplified form so we can understand our customers better.”

**Boonkiet Chokwatana, Chairman, ICC International Public Company Limited**

## Enhancing promotional effectiveness

### Creating focused marketing campaigns

With Infor d/EPM and Infor BI, ICC has gained deep insights into its customers. Infor d/EPM and Infor BI provide fast and accurate reporting, while also breaking complex and sophisticated data into reports that the executive team can quickly understand. With Infor solutions, ICC quickly can create customized reports and design marketing campaigns for specific customer segments. These targeted campaigns are 50% more effective and help substantially reduce marketing expenses. With a focused approach, ICC has been able to expand its customer base in new markets.

### Providing a clear vision for strategic alignment

Infor d/EPM and Infor BI allow ICC to easily modify parameters and create customized reports that provide executives with a clear vision of the organization's operations. Integration with Google Maps™ helps ICC identify the exact source of demand and effectively plan distribution strategies. With Infor d/EPM and Infor BI, ICC can align its activities with its budget needs. The company also has more visibility into its strategic objectives so it can better understand the cause and effect of how each activity contributes towards corporate goals. As an added benefit, Infor has provided training to help reduce the learning curve on implementing Infor d/EPM and Infor BI.

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Infor d/EPM and Infor BI allow our executives to see the cause and effect of each activity, which helps us run the company profitably.”

**Surat Wongrattanapassorn,**  
VP of IT,  
ICC International Public Company Limited



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