



Case Study

Organization

Natura

Location

South America and France

Industry

Manufacturing

Supporting Sustainability through the Supply Chain

Natura is a manufacturer and marketer of beauty, household, and personal care products. It famously sells through direct representatives and catalogs and has more than 1.2 million personal resellers located in Argentina, Brazil, Chile, Colombia, France, Mexico, and Peru. Natura sourcing practices conserve biodiversity, and its agroforestry farming and employment strategies build community wealth. Its business practices respect traditional knowledge and values and ensure benefits are equitably shared all along the supply chain.

What did they do?

Working with Imagem, Esri's distributor in Brazil, Natura staff implemented the ArcGIS® platform to collect and distribute supply chain data throughout the company. Production and harvest data, including the locations of thousands of participating farms and over a million direct distributors, is compiled on tablets in the field by using Collector for ArcGIS. This information is combined with business data from SAP and analyzed and published in ArcGIS™ Online as intuitive maps and apps.

Do I need this?

The ArcGIS platform helps meet obligations to farming cooperatives, consumers, and shareholders. Improved traceability and transparency in investments, production, and supply chain infrastructure can be delivered throughout the company from a single platform. Having detailed information and a greater ability to view the entire production chain helps maintain commitments to sociobiodiversity and environmental stewardship.

For more information, visit esri.com/manufacturing.

"Using ArcGIS, we share the same data but with different views and tools specific to our workflows. This streamlines our workflow so we can concentrate on creating quality products and empowering local families."

Ronaldo Santos de Freitas
Gerente, Natura



Understanding our world.