Gastón y Daniela (A) is an interactive case study based on the decision-making process of implementing an ERP (Enterprise Resource Planning) system. The practical implementation is demonstrated using the example of a company which sells decorative fabrics.

The purpose of this case is for students to:

- Analyze ERP systems as a management tool
- Understand the practical implementation of an ERP system
This case analyses the process of implementing an ERP in a company.

It raises different questions with feedbacks which analyze the strategic, financial and technical aspects of the implementation process.
This case stands out for its richness in multimedia. Throughout the case, theory is complemented with photographs, animations, audio and video extracts, etc.