

# CASE STUDY: MARKETING AND ADVERTISING

Replacement of Oracle EBS Service / Field Service with Oracle Service and Field Service Cloud

## Business Overview

- World's leading in-store media solutions company dedicated to creating greater emotional connections between brands and consumers through the right combination of sight, sound, scent, social mobile and systems solutions.
- Based in Texas

## Business Challenges

- Legacy customer service and knowledge platform (EBS CRM) unable to keep up with business process change and omni-channel shift
- Business and IT clamoring for Out of the Box solution with upgrade and release agility for new innovation

## Oracle Solution

**ORACLE**  
SERVICE CLOUD    **ORACLE**  
FIELD SERVICE CLOUD    **ORACLE**  
CLOUD INTEGRATION    **ORACLE**  
ORACLE KNOWLEDGE

- Initial release of Oracle Service Cloud and Oracle Field Service Cloud to address the contact center and field tech experience
- Multi – pillar project to deliver 360-degree view of customer with key integrations to Oracle EBS, Commerce, Oracle Marketing Cloud, Oracle Sales Cloud.