

CASE STUDY: MANUFACTURING

Oracle CRMOD Migration to CPQ Cloud, Marketing Cloud and Sales Cloud

Business Challenges

This company engaged eVerge to assist in migrating their CRM OnDemand (CRMOD) to Oracle Sales Cloud (OSC), Oracle Marketing Cloud (OMC), and CPQ Cloud (CPQ).

They leveraged the migration to modernize their sales and marketing automation. The focal point of the project was to enable their sales reps to more easily place orders using CPQ Cloud. Part of the quoting process included versioning and finalizing the printing solution and pricing.

Oracle Solution

eVerge provided the migration of existing Oracle CRMOD to Oracle Sales Cloud and implement Oracle CPQ Cloud for sales force management functionality for sales and distribution channels.

The combined project consisted of:

- **CRMOD to Oracle Sales Cloud migration**
 - Data Migration
 - Workflow and Reporting
 - Integration (EBS to OSC)
- **CPQ implementation and configuration**
 - Product and Product Catalog
 - Approval Workflow
 - Quote Documents

ORACLE
CONFIGURE, PRICE,
AND QUOTE

ORACLE
MARKETING
CLOUD

ORACLE
SALES CLOUD

Results

- Modern and efficient SFA platform
- Outlook integration
- Marketing automation for email campaign management
- CPQ order for management for complex pricing solutions

