

CASE STUDY: MANUFACTURING

Deployment of Oracle Engagement Cloud, CPQ Cloud, and Digital Customer Service for Hi-Tech Manufacturing

Business Overview

- Global manufacturer of control equipment, factory automation systems, electronic components, ticket vending machines, and medical equipment
- Based in Chicago, IL

Business Challenge

- Lack of business transparency across sales, marketing, and service globally
- Highly customized Salesforce environment (i.e., over 3000 reports) with no future upgrade path to Lightning; Future focus on configuration over customization
- LOB clamoring for new Out of the Box solution with upgrade and release agility for new innovation
- Data integrity issues with disconnected solutions across sales, marketing, partner management, service, and order capture / orchestration



Oracle Solution

ORACLE
Engagement Cloud

ORACLE
CONFIGURE, PRICE,
AND QUOTE



- Phase 1 deployed in February included 650 sales, service, and marketing users across OEI with key integrations to HubSpot, Leadmethods, Distributor Compensation data warehouse, and more
- Future phases will address additional capabilities like global sales, more CPQ, incentive compensation, and field service
- Joint success was driven from tight collaboration and planning with Oracle COE and eVerge Group!