

CASE STUDY: RESIDENTIAL CONSTRUCTION

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

Business Challenge

A custom home builder has been using Siebel for the last 15 years. They dropped Siebel Maintenance three years ago and have been supporting it themselves. They needed a complete modern Cloud Marketing, CRM and CPQ Solution giving them flexible, scalable and easy to use cloud-based applications which will allow their team and prospects to “Drive to Explore” what the possibilities are for layout, design, and pricing on what the perfect home for the prospect would be. They needed a solution that works with modern browsers with mobile capabilities and outlook integration.

Oracle Solution

eVerge Group worked with the Custom Home Builder to map SFA business process from Siebel CRM to Oracle Sales Cloud (OSC) and Oracle CPQ Cloud (CPQ). Marketing processes were redesigned in Eloqua to facilitate web form integration, campaign management, and lead nurturing processes. These improvements allowed customers to easily submit inquiries and the builder sales and marketing users to quickly and efficiently respond. These responses often result in a tailored quote, which quickly advances the sales cycle through a professional response.

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SALES CLOUD

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CONFIGURE, PRICE,
AND QUOTE

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MARKETING
CLOUD

Results

- Fully transition from Siebel 7 and sunset application
- Open browser support (Firefox, Chrome, IE)
- Automated Lead to Opportunity Process through Eloqua and OSC integration
- Reduction in time to generate, modify, and close quote
- ROI from on premise to cloud transformation

