

KESTE CASE STUDY

Enhancing Effectiveness of Channel Sales with Cloud-Based Configuration & Pricing

Keste Delivers Oracle WebCenter and Oracle Configurator Quote-to-Order Online Partner Tool

CASE STUDY HIGHLIGHTS

Customer: \$10B high-tech/data storage manufacturer

Industry: High Technology

Business Challenges

- Replace legacy online quote/order system
- Enhance user experience to engage, retain customers
- Improve UI with intuitive functionality
- Increase system performance
- Ensure scalability

Keste Solution & Innovation

- Create eCommerce portal in Salesforce.com leveraging Oracle WebCenter, EBS, Configurator, and Quoting
- Deploy solution with five intuitive points-of-entry
- Employ standardized configuration designs
- Create re-usable templates
- Use APC to manage data, simplify product updates, launches

Business Benefits

- Streamlined quote to order process, reducing cycle time 95%
- Released in 75+ countries
- Used by more than 2,400 partners
- Improved user cycle time by 30%
- Reduced clicks-to-order 20-50%
- Reduce time to market by 50%—ability to introduce new products in 2-3 weeks, instead of 5-6 weeks

Oracle Products Leveraged

- Oracle SOA Suite
- Oracle Advanced Product Catalog
- Oracle BOM Transformation
- Oracle Configurator CIO
- Oracle WebCenter
- Oracle WebCenter Portal
- Oracle Advanced Pricing
- Oracle Quoting

Business Challenges

This multi-billion dollar company designs, manufactures, and markets enterprise storage and data management solutions, services, and hardware products. It serves many different industries, such as financial services, high tech, government, and life sciences, has operations in all major parts of the world, and more than 10,000 employees.

The company relies heavily on partners to sell their storage and data management solutions. After conducting research and benchmarking studies, the company found that their legacy online quoting and ordering system was difficult and frustrating for partners. The user interface (UI) wasn't intuitive or attractive, and it didn't keep partners engaged. In addition, the system had performance issues, so it could crash while partners were trying to design product configurations. Their research indicated that partner sales teams were abandoning web sessions and turning to competitor-based solutions.

The organization realized from this research that it had surpassed the capabilities of its legacy ordering system. The tool wasn't scalable, and it no longer aligned with its channel partner sales processes. Even more importantly, the system no longer measured up to its top competitor's online ordering tools.

Keste Delivers—Solution and Innovation

After conducting a highly competitive bidding process, the enterprise storage company selected Keste to help revamp its online quote-to-order system with an emphasis on intuitive functionality, a streamlined user experience, and improved performance.



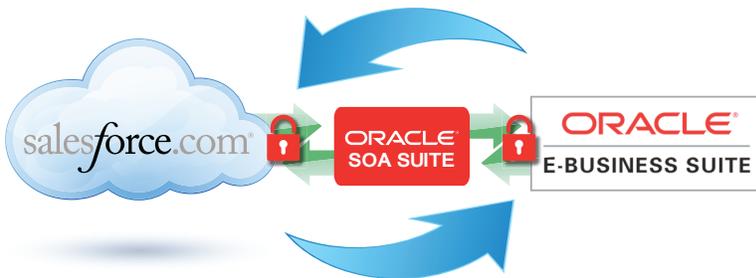
Keste's developed a solution that offers five different points-of-entry. Each option offers benefits to the end-user depending on the level of expertise and the complexity of an order. The points of entry include:

- **Guided Selling:** The simplest of options, users answer a series of questions and the on-line tool recommends one of three pre-configured system designs. Customers can use the configuration "as is" or customize as necessary. This approach is fast and accurate.
- **Configure from Template:** A good method for repeat users, this option allows people to save frequently-used configurations as baseline templates to re-use or share. Customers can maintain a library of valid configurations with search, filter, and archive capabilities.
- **Configure a Cluster:** This option lets users configure a clustered system with as many as

12 different storage system models, one software model, and two cluster switch models, all with support services. Configurations can be saved as templates.

- **Configure a System:** This workflow lets users design a system from scratch, selecting from more than 40 product lines. Users can also save configurations in templates.
- **Add a Product:** Users can add individual products to configurations and orders on an ad-hoc basis.

In addition, the solution presents users with a rich UI. Keste built a custom interaction framework to ensure the Oracle WebCenter Portal and Oracle Configurator servers would map and maintain sessions for seamless interactions.



Since the enterprise storage company wanted a data driven solution, Keste created configurator models using inventory items and data elements leveraging Oracle Advanced Product Catalog (APC) instead of importing bill of materials (BOM). Therefore, a single configurator model can output a large number of different model BOMs. With BOM Transformation, the system collects inventory items from the model structure and item properties and selects the appropriate model BOM. This allows users to freely browse products in a single session to create the right product mix for their needs. The system currently supports more than 80 production models with four data-driven models.

Keste used APC as the single source-of-truth to manage all data in the online system. It's scalable to accommodate new products, attribute updates, and catalogs in an extensible data model that automatically reflects changes across all configurations. This reduces system maintenance and allows a seamless flow of product information across all Oracle applications.

Business Benefits

With successful online releases in over 75 countries, there are more than 2,400 partner organizations using the quote-to-order tool. The company has greatly enhanced the user experience for direct sale, distributor, and partner customers with a more intuitive UI, standardized product configurations, and re-usable templates—improving user cycle times by 30%. In addition, it takes the average user 20-50% fewer clicks to configure a product or clustered system.

By the same token, the company can roll out new products and updates in two-three weeks instead of the previous five-six weeks—a direct, positive impact to its bottom line.

Keste has maintained a strong relationship with the data storage manufacturer and continues to help the company improve the performance and functionality of the quote-to-order system. In 2012, Keste won an Excellence Award at Oracle OpenWorld for this solution.

For More Information

Contact Keste at solutions@keste.com or 214-778-2100

“Keste’s solution has had a tremendous impact on our partner organization. The system is so much more intuitive and user-friendly than our legacy system. We have heard nothing but positive feedback from our customers.”

– IT Director
High tech/Data storage mfr.

Keste is an award-winning software solutions and development company that helps companies automate, integrate and optimize complex business processes. As a Platinum-level member of Oracle Partner Network, Salesforce Alliance Partner and the 2014 Oracle Specialized Partner of the Year — Global in Middleware, Keste delivers valued, purposeful solutions that help our customers compete and win.