

KESTE CASE STUDY

Salesforce / Oracle EBS integration transforms complex license and contract processing.

Music rights advocate revamps manual systems to enhance support of complex customer needs.

CASE STUDY HIGHLIGHTS

Customer: Serves as an advocate for the value of music, representing more than 8.5 million musical works created and owned by more than 650,000 songwriters, composers and music publishers.

Industry: Music Rights Management

Business Challenges

The company needed to build critical Salesforce – Oracle EBS integration to better manage customer invoicing and improve the level of customer support needed for the complex licensing / contracting processes.

Keste Innovation & Solution

Keste created a custom, secure integration solution between the cloud CRM solution — Salesforce — and on-premise Oracle E-Business Suite. This solution replaced and enhanced the existing integration between soon-to-be-retired systems that were handling all the complex customer contracting.

Business Benefits

- Automated and streamlined complex licensing and contract needs.
- Improved management of invoice processing, improving cash flow.
- More accurate invoicing and improved collections.
- Fully secure data transactions.
- Better data synchronization, ensuring successful error handling.

Oracle Products Leveraged

- Salesforce Sales Cloud
- Oracle EBS
- IBM Websphere Cast Iron

Business Challenges

As one of the largest music rights organizations in the U.S., this company serves as an advocate for the value of music. They represent more than 8.5 million musical works created and owned by more than 650,000 songwriters, composers and music publishers. They work as a bridge between songwriters and the businesses / organizations that want to play their music publicly.

Recently, the company launched an IT re-vitalization program to revamp the manual processes and aging systems used to manage their complex licensing and contracting requirements. These processes include the 1) acquisition of rights from writers and publishers, 2) capture of contracts / agreements with businesses / organizational customers 3) the collection of license fees from customers, including multi-location licenses and 4) the distribution of collected monies to writers and publishers.

While many legacy systems were replaced, Oracle E-Business Suite (EBS) was slated to continue providing the back-office invoicing, account receivables and general ledger functionality. Salesforce was deployed to operate as the front-office system of customer engagement and contracting.

The company needed to build critical Salesforce – Oracle EBS invoice integration to manage customer invoicing and improve the level of customer support needed for licensing / contracting and the customer interaction processes.



Keste Delivers—Solution and Innovation

As part of the revitalization initiative, Keste created a custom, secure integration solution between the cloud CRM — Salesforce — and on-premise Oracle E-Business Suite. This integration solution replaced and enhanced the existing

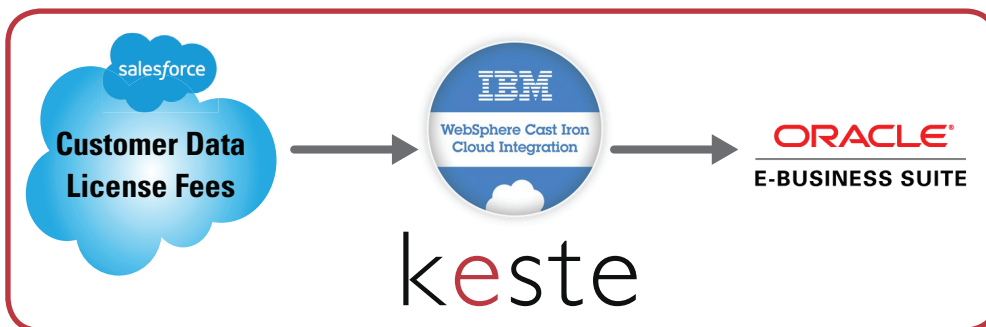
integration between the soon-to-be-retired systems that were handling all the complex contracting needs.

Oracle EBS continues to manage invoicing, collections and financial management aspects of the business. Salesforce is used to calculate and store license fees for customers arising from initial (new) contracts, the renewal of contracts or adjustments to existing contracts.

When Salesforce contracts are booked, the Accounts and contract fee data are transferred from Salesforce to Oracle EBS via an IBM Websphere Cast Iron orchestration. (NOTE: Integration is handled through this Cast Iron orchestration in order to leverage the company's investment in existing technology). New customers and contacts are added or updated in EBS as required. The contract fee structure is converted to the appropriate invoice structure, and subsequent contract changes or renewals are interfaced to EBS as credit / debit memos or changes to installment invoices.

“Automated processes reduce processing cycles from 34.4 days on average to just 4.4 days...ultimately, this leads to greater financial vitality for the enterprise.”

—Aberdeen



Business Benefits

The Keste solution has allowed for the accurate synchronization of data between the contracting functions and the invoicing functions within the company.

This integration solution:

- Enables more accurate invoicing, based on validated Salesforce license fee data, which has improve cash flow by:
 - Positively impacting prior and future invoicing cycles.
 - Drastically shortening the collections process.
- Ensured all data transactions were secure.
- Effectively synchronized the data between Salesforce and Oracle EBS, ensuring successful error handling.

Keste is an award-winning software solutions and development company that helps companies automate and optimize complex business processes. As a key Salesforce Gold Consulting Partner and the 2014 Oracle Specialized Partner of the Year – Global in Middleware, Keste delivers best of breed hybrid cloud integration solutions that create business value for our customers.