

# keste CASE STUDY



## Game-changing solution boosts profits & growth

New customer experience platform provides total digital transformation

### Company

Test, measurement and optical technology company

### Business Pains

- To better serve their customers, needed a single system to:
  - Support the entire opportunity-to-order cycle.
  - Support the complete order-to-renewal cycle.
  - Provide a contextual 360° view of all customers for their sales and services users.

### Solution

Keste recommended and implemented a new, integrated customer experience platform that leveraged the company's decades-long investment in Oracle technologies.

### Customer Benefits

- Annual \$3M increase in sales.
- Operational efficiencies improved 20%.
- Increase in # of clean orders by 64%
- Improve the service contract attachment rate by 40%.
- New seamless user experience.

This new platform is much more than an integration project.

**\$3M**  
increase in  
annual sales

*We could not have delivered this integration solution without Keste's hard work, commitment and creativity. This partnership has led to increased sales and booked orders..*

-- company CIO

