

Integration Supports Real-time Record Creation

Simplified customer records creation & invoicing saves millions in interest charges

CASE STUDY HIGHLIGHTS

Customer: \$10B+ uniform and career apparel company

Industry: Professional Services

Business Challenges

- A lengthy, decentralized, and error prone process to create a new customer record, conduct a credit check and send an invoice.
- Challenges existed in integrating several disparate Systems. Prospects were managed in SFDC; customer info. stored in legacy system; invoices processed in Oracle EBS; credit checks done in a 3rd party SaaS system.

Keste Solution & Innovation

- Create oracle EBS/Salesforce integration solution that includes
 - SOA interface to create new customer record in Oracle EBS once a prospect is converted to a customer within Salesforce.
 - SOA interface to connect Oracle EBS to legacy accounting system, eliminating the legacy-to-Oracle data feeds that were used update customer records in the Oracle system.

Business Benefits

- Complete elimination of legacy accounting system and all manual record creations/updates. This provides a streamlined method for customer record creation and automated AR invoice processing.
- Hard dollar benefits include:
 - A reduction in days sales outstanding (DSO) by 30% (from 7 to 5 days).
 - \$8.9 million in annual interest savings

Oracle Products Leveraged

- Oracle E-Business Suite (EBS)
- Oracle SOA Suite
- Salesforce

Business Challenges

A global provider of uniform and career apparel, struggled with a lengthy, decentralized and error prone process to create new customer records, conduct credit checks and send invoices.

The company identified the need to integrate several disparate systems. The entire customer acquisition cycle – from initial prospecting to final contract signing – was managed in Salesforce. Customer information was stored in a homegrown, legacy accounting system. Invoices were processed within the AR functionality in the Oracle E-Business Suite (EBS). Credit checks were done in a 3rd party SaaS system provided by Dun & Bradstreet.

None of these systems were integrated, so the process to set up a new customer, conduct a credit check, and prepare invoices was time-consuming and error-prone.



Once a prospect met certain criteria in Salesforce and was converted to a customer, company employees had to manually create a new customer record in (first) the legacy accounting system and (then) in Oracle EBS (to prepare for invoice processing). Employees also had to manually log into a 3rd party SaaS system to obtain the prospect's credit information and update all records with the appropriate credit data.

The inability to quickly create a customer record in the legacy accounting system and the need to manually transfer the record to Oracle EBS impacted the invoicing process. In many cases, invoice files were received prior to customer files, requiring complex revenue reconciliation procedures across all systems. This required extensive IT support.

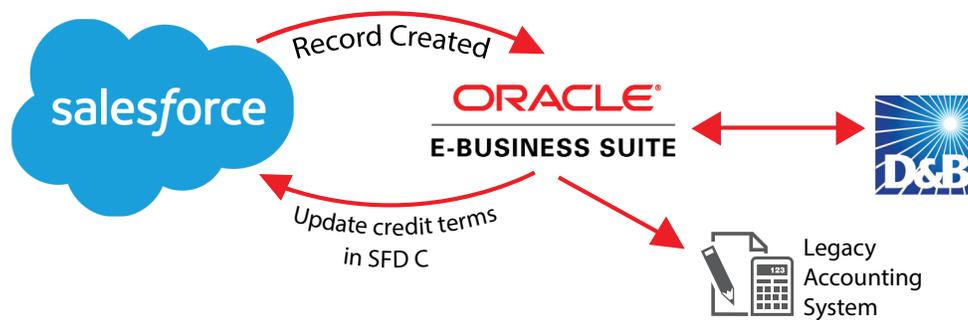
A single source of truth and a streamlined method for customer record creation and invoicing was needed in order to reduce costs.

Keste Delivers—Solution and Innovation

Keste was selected to manage this integration project due to our proven experience in delivering Salesforce / Oracle EBS integration solutions that provide:

- real-time data synchronization
- data integrity
- security
- seamless user experience.

Today, the entire process to create new customer records, conduct credit checks and send invoices is done automatically...not over the course of several days. As prospects convert to customers in Salesforce, an Oracle SOA interface kicks off a message to Oracle EBS that creates a new party record. When a service agreement is executed, an Account is built out in EBS, which is now interfaced with the legacy accounting system.



No more manual updates.

This new Salesforce-to-EBS interface also eliminates the legacy-to-Oracle data feed that was previously used to update customer records in the Oracle system.

Business Benefits

This Salesforce / Oracle EBS integration solution has provided a single source of truth for customer information. The company has eliminated the legacy system (and its accompanying legacy-to-EBS data feeds) and all manual processes for customer record creation and updates.

This new streamlined method of customer record creation has allowed for automated AR invoice processing. This automation has reduced days sales outstanding (DSO) almost 30%, equating to about \$8.9 million in annual interest savings.

“We have eliminated our legacy system, automated processes that were manual and most importantly helped shave time off our DSO since we can invoice new customers immediately.”

—Company CIO

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 and the 2014 Oracle Specialized Partner of the Year — Global in Middle-ware, Keste has the proven track record to design and implement enterprise mobility solutions that allow our customers to extend their existing investments to mobile devices for anytime, anywhere access.