

KESTE CASE STUDY

# Cloud Integration Solution Transforms Sales

High-tech firm experiences huge gains in quote creation and approval times

## CASE STUDY HIGHLIGHTS

**Customer:** \$1B+ test, measurement and optical technology solutions company

**Industry:** High Technology

**Business Challenges:**

Company did not have a timely and accurate sales quote process.

**Business Benefits**

- Since its go-live date, this highly successful project has already resulted in:
- **Improved** sales and operational forecasting capabilities by 20%.
- **Diminished** days sales outstanding (DSO) by 2%.
- **Decreased** the time to book orders **from 24 to 7 hours** – a 70% improvement.
- **Increased** clean orders by **64%**.
- **Elimination** of duplicate customer / contact data.

**Salesforce Products Leveraged**

- Sales Cloud
- Canvas

**Oracle Products Leveraged**

- SOA Suite & Adapters
- Application Integration Architecture
- Enterprise Manager 11g
- Weblogic Server
- EBS Advanced Pricing, Quoting, Configurator Product Master
- ADF
- Coherence
- Approvals Management

## Business Challenges

The 600+ field sales representatives of a multi-million dollar company, that provides test and measurement solutions and optical and laser technologies for semiconductor, manufacturing and material processing industries, faced severe challenges. These global representatives could not meet customer/partner demands for a timely and accurate sales quote process. This compromised their ability to close deals in a profitable way.

**For example:**

- Each quote required multiple applications and clicks. This led to data duplication which made data synchronization complex and expensive.
- Not all products and services could have quotes generated, and not all sales partners could generate quotes.
- The quote approval process was lengthy, increasing quote-to-order cycle time.
- In case of an error, order management staff would spend hundreds of hours re-entering orders.

Customers faced hurdles as well. Low quoting accuracy, long approval processes, and data errors all equated to muddled orders, longer quote-to-order cycles and incorrect shipments. To retain customers, the company has to ship new and replacement orders for free... negatively impacting their bottom line even more.

**The company needed an integrated solution that could**

- 1) provide a seamless flow of information between their Salesforce and Oracle EBS systems
- 2) enable collaboration between all sales teams (internal and partner-supported) for all sales efforts, including Quoting, Pricing and Product Search.



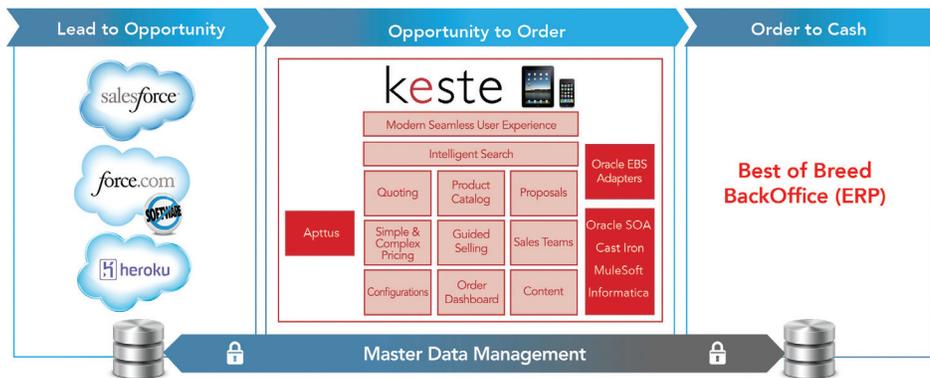
## Keste Expertise Delivers Again

Keste provided the expertise—in complex ordering / selling solutions and



Oracle EBS — to deliver a next-generation customer experience platform that leveraged CPQ and Salesforce to provide huge gains in quote creation and approval time. The solution transformed the way the company does business.

Using Oracle SOA Suite for bi-directional data synchronization between Salesforce and Oracle EBS, Keste provided a solution that enabled the sales team and back office staff to work productively in either system with automatic updates in almost real time basis.



Sales team can book orders at the customer site, show different product configurations in real-time, answer specific customer questions without delays, and use guided-selling functionality to cross sell and up-sell orders. The field sales teams are now self-sufficient, which shortens the quote-to-order cycle and boosts sales. With this new level of self-sufficiency, inside sales and order management staff can now focus on revenue-generating activities.

The new solution is helping to increase sales, profitability, and customer satisfaction.

## Business Benefits

The company sought to make the quoting process more efficient, but they required a solution in weeks / months – not months / years. Keste focused on meeting these goals, but we were also dedicated to seamlessly implementing the solution without negatively impacting a single customer deal.

We were successful in each and every aspect.

To date, our solution has:

- **Increased** clean orders by **64%**.
- **Improved** sales and operational forecasting by **20%**.
- **Shrunk** days sales outstanding (DSO) by **2%**.
- **Decreased** the time-to-book orders from **24 to 7 hours** – a 70% improvement.

**For More Information** Contact Keste at [solutions@keste.com](mailto:solutions@keste.com)

“We could not have delivered this cloud integration solution without Keste’s hard work, commitment and creativity. Our partnership has led to increased sales and booked orders via this widely successful integration solution.”

– Customer Quote

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

