

Integrated Business Platform Supports Growth

Integration optimizes order-to-delivery cycle & improves customer experience

Company

Innovative, consumer-driven mfr./retailer of unparalleled sleep experience mattresses

Business Pains

- Needed to create a new integrated platform to support their new way of doing business by:
 - Improving customers' omnichannel buying experience.
 - Driving operational efficiencies.
 - Supporting long-term growth.

Solution

- Built an agile, integrated platform that can be expanded to support further growth. Oracle SOA/Oracle EBS:
 - Provided single platform to capture orders from digital ecommerce, tele-shopping & retail.
 - Integrated Responsys, Siebel Sales & Marketing and Oracle EBS to provide 360° view of customer and orchestrate real-time, relevant marketing campaigns.
 - Integrated 3rd party applications via 7 reusable design platforms.

Customer Benefits

- Ability to expand retail operations – from 460 to 550 new stores.
- More consistent and effective lead management process in retail division.
- Improved order cycle time.

Supports rapidly evolving consumer environment. Touches 80-90% of 3000+ employee org.



For any organization, having information at your fingertips is what is important. We are integrating over 50 systems to build a strong information backbone.

- Director of IT

7 different reusable design patterns assured project success

