

# keste

Go Digital. Go Modern. Go Keste.

Keste Case Study:

# Integrated Business Platform Supports Growth

## Industry

Retail

## The Company

Innovative, consumer-driven manufacturer and retailer of unparalleled sleep experience mattresses

## Challenge

The client needed a new integrated platform to improve customer's omnichannel buying experience, drive operational efficiencies and support long-term growth.

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

## Solution

Keste built an agile, integrated platform using Oracle SOA/Oracle EBS that can be expanded to support further growth. This solution provided a single platform to capture orders from digital ecommerce, tele-shopping & retail. It also integrated Responsys, Siebel Sales & Marketing and Oracle EBS to provide a 360° view of customer and orchestrate real-time, relevant marketing campaigns. In addition, Keste integrated 3rd party applications via seven reusable design platforms.

## Products Leveraged:

- Oracle SOA
- Oracle EBS

## Results

Keste helped the client to create a new integrated platform, which supports the client's new way of doing business. Since building the new platform, the client has seen the following results.



Ability to expand -  
from 460 to 550  
new stores



More effective lead  
management process



Improved order  
cycle time