

\$3M

sales increase from improved efficiency and data accuracy

20%

improvement in operational forecasting for demand pipeline

64%

improvement in clean orders



keste
**Success
Story**

www.keste.com



Customer Overview

Industry: Computer Software

Company Size: Enterprise

Product Leveraged

Salesforce CRM

Oracle FMW

Oracle SOA Suite

Key Differentiator

Keste implements a full suite of digital transformation solutions and has a proven best practices for automating the lead to order cycle.

Challenge

Viavi's outdated systems and inconsistent processes were pushing customers to cancel renewals and go to the competition. Key challenges included:

- Disconnected systems required customer data to be manually entered into each platform, causing order errors to proliferate
- A lack of a single source of truth and limited reporting capabilities inhibited business leaders from evaluating product performance and forecasting
- Aging customer relationship management (CRM) system prevented standardization across global teams, slowing the sales lifecycle

Solution

Keste transformed their lead to order process with a suite of modern business platforms. Solution included:

- Integrating best-in-class CRM systems with existing technology to create a single source of truth for decision makers
- A configure, price, quote (CPQ) solution to standardize and automate the complex sales process, drastically reducing time-to-quote and order errors
- A custom, self-service B2B portal allowing partners and distributors to generate their own product configurations, quotes, and renewals, improving customer satisfaction and accelerating sales