

## KESTE CASE STUDY

# Cloud Integration Solution Delivers Increased Sales

Keste Solution Integrates Salesforce.com with Oracle EBS and Books Orders 70% Faster, Shrinks DSO by 2%, and Improves Forecasting by 20%

### CASE STUDY HIGHLIGHTS

**Customer:** \$1B+ test, measurement, and optical technology company  
**Industry:** High Technology

#### Business Challenges

- Salesforce chosen as CRM, but integration challenges with EBS
- Manual data entry between both applications created errors
- Growing need to keep key opportunity data in sync
- Sales needed a guided selling solution that worked within Salesforce.com

#### Keste Solution & Innovation

- Oracle SOA Suite with Adaptors used to implement robust integration of EBS and Salesforce
- Oracle AIA provided standards
- OEM11g for dashboards & application status monitoring
- SOA framework for data validation and error handling
- Oracle Coherence for real-time access to the product catalog

#### Business Benefits

- Improve forecasting by 20%
- Shrink days sales outstanding 2%
- Decrease time to book orders 70%
- Increase clean orders by 64%
- Sync data in near real time
- Reduce errors, duplication of contact data
- Provide guided quoting + selling
- Improve internal processes to enhance customer experience

#### Products Leveraged

- Salesforce Canvas
- Salesforce Sales Cloud
- Oracle SOA Suite & Adaptors
- Oracle Application Integration Architecture
- Oracle Enterprise Manager 11g
- Oracle Weblogic Server
- Oracle E-Business Suite Advance Pricing, Quoting, Configurator, Product Master
- Oracle ADF
- Oracle Coherence
- Oracle Approvals Management

## Business Challenges

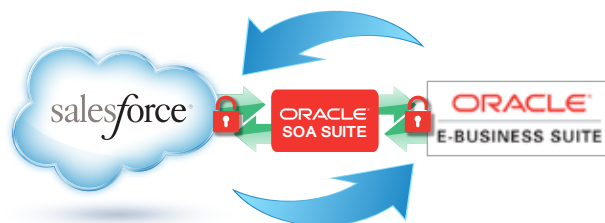
This multi-billion dollar company provides test and measurement solutions as well as optical technologies and lasers for biotechnology, semiconductor manufacturing, and materials processing. Their 600+ field sales representatives, spread across North America, Europe, and Asia Pacific, faced severe challenges with meeting customer and partner demands for timely and accurate sales quotes using their existing platform.

These challenges included:

- In order to generate a quote, the field and internal sales team had to use multiple UI's and applications.
- Keeping data synchronized between disparate applications was difficult, often resulting in errors and duplicate information.
- Not all of the company's products and service offerings could be quoted by the field sales team
- There were significant delays in the quote approval process that increased the time required to create orders and ship product to the customer.
- In some cases, POs would not match up to orders in the system, requiring the order management staff to spend hundreds of hours re-entering orders.
- Channel and Sales partners had no ability to generate quotes whatsoever.

These challenges compromised the sales team's ability to close business deals. Consequently, the field sales team started to rely increasingly on the support of the internal sales teams to create and maintain every single quote. This was costly and unsustainable.

Customers suffered too—if an order was shipped incorrectly, the company would have to ship the correct order for free to keep the customer happy, thereby negatively impacting the company's bottom line.



The company had recently implemented Salesforce.com to help their sales team manage customer opportunities and leads; however, they had no means of connecting Salesforce with Oracle E-Business Suite (EBS) for quoting and for managing their back-office functions. The company needed an integrated solution to provide a seamless flow of information from Salesforce.com to Oracle EBS to enable the sales team to work from a single platform for all sales efforts, including Quoting, Pricing, and Product Search.

## Keste Delivers—Solution and Innovation

Keste was chosen as the systems integrator because of their experience with Salesforce.com, SaaS cloud integration solutions, as well as on-premise enterprise software solutions like Oracle and SAP.

Keste started the project in November 2012 and completed Phase 1 in just 90 days—an

on-premise-to-cloud application connecting Salesforce.com with the company's Oracle EBS ERP solution. A few months later, Keste delivered Phase 2, integrating Salesforce.com with the EBS Quoting and Configurator applications.

Using Oracle SOA Suite for bi-directional data synchronization between Salesforce.com and EBS, Keste created 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 on both platforms.

With the new cloud integration application, the sales team now can view a single account file in Salesforce.com with full visibility into orders, opportunities, quotes, and other relevant details. This solution enables the field sales team to be self-sufficient, thereby saving the inside sales team valuable time. Sales team can now also 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. And since the data is synchronized, back office staff can fulfill orders and service customers with accurate, up-to-date information.

From a tactical standpoint, the new solution is eliminating manual data entry, errors, and duplicate information while streamlining the sales process by significantly reducing time required to quote and book orders. From a strategic standpoint, the new system is helping to increase sales, profitability, and customer satisfaction.

## Business Benefits

With both project phases now complete, the new Salesforce/Oracle EBS integrated cloud solution is on track to deliver a significant ROI. In longer term, the company expects to increase the annual sales by \$3 million as this solution streamlines the sales process, speeds up the sales cycle, reduces incorrect orders, increases the service contract attachment rate, and improves the productivity of both sales reps and back-office staff. While the company is still in the process of completing a detailed benefits assessment, initial projections suggest:

- **Sales and operational forecasting has improved by 20%** due to accurate sales data and a 360o view of orders, opportunities, and quotes.
- **The number of days sales outstanding has shrunk by 2%**—Sales team can now book orders at the customer site instead of waiting several days for orders to be input or corrected by inside sales and back-office staff.
- **Time to book orders has decreased from 24 to 7 hours** (a 70% improvement), providing a huge boost to profitability.
- **Approved sales quotes has increased by 64%**—a major boost to sales effectiveness and productivity because sales teams can confidently and quickly close new business. Importantly, the company was able to transition to the new solution without negatively impacting a single customer deal during the switchover.

As user productivity increases with the new integrated cloud solution, the company expects to re-deploy some of the existing headcount to improve the sales and to serve customers better. The company could not have achieved these business improvements without the integration of its Salesforce.com and EBS applications. Keste was critical to delivering the solution.

**For more information, contact Keste at [solutions@keste.com](mailto:solutions@keste.com) or 214-778-2100**

“We could not have delivered this cloud integration solution without Keste's hard work, commitment and creativity. This partnership has led to increased sales and booked orders via this integration solution.”  
— Customer Quote

Keste is an award-winning software solutions and development company that develops solutions to help companies automate and optimize complex business processes. A Salesforce Cloud Alliance Partner and the 2013 Oracle Specialized Partner of the Year in Middleware, Keste delivers cloud integration solutions that create business value for our customers.