

# CX – USE CASE

# MANUFACTURING

## Products in Use

- Oracle Sales Cloud
- Oracle Marketing Cloud (Eloqua)
- Oracle Service Cloud
- Oracle SOA Suite

## The Customer

A company specializing in individual lighting innovations focuses on the development, manufacturing and distribution of lighting technology, offering lighting solutions, light fixtures, light management and light components for indoor and outdoor applications. As a market-leading provider of lighting solutions for commercial and industrial buildings, the company operates direct and indirect sales activities in more than 70 countries.

## The Challenge

The customer needed adjustments in the existing Sales Cloud environment to cope with the increased and changing business requirements. With this came an additional need for integration with the existing SAP ERP modules, especially in terms of mapping the master data between Oracle and SAP. It also entailed the globalization of the whole customer experience solution to fit the different requirements of all countries involved.

## The Solution

The comprehensive CX solution of Oracle Sales Cloud, Oracle Marketing Cloud and Oracle Service Cloud has been rolled-out globally based on a template that fit the requirements of the different countries; hence making this roll-out much smoother and quicker. In addition Oracle SOA Suite has been introduced to integrate Oracle Sales Cloud with the existing web shop and ERP modules from SAP.