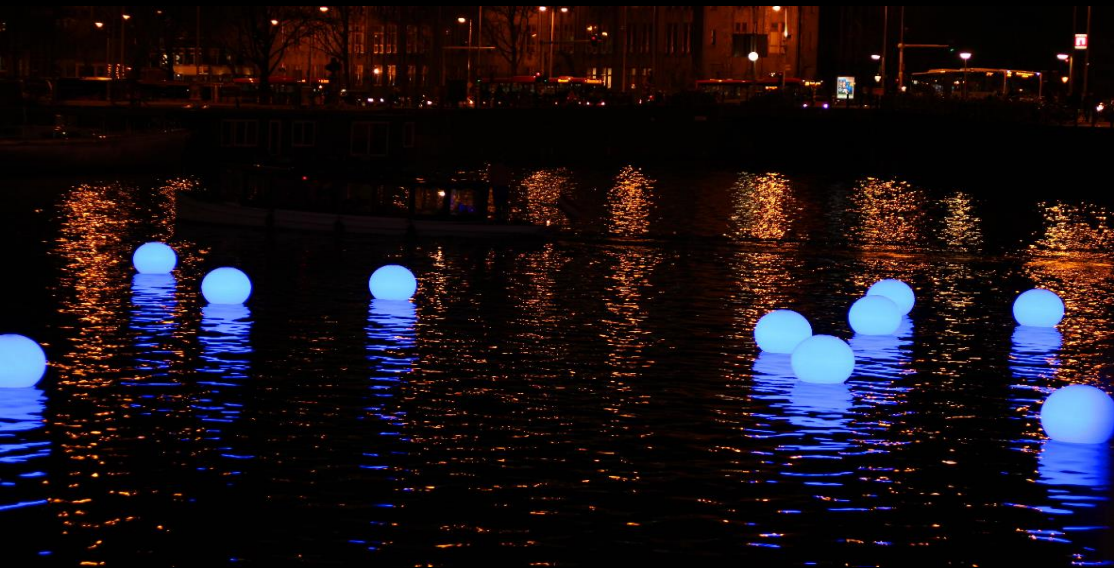


Oracle Sales Cloud implementation

Integrate, automate and interact

As implementation partner, Deloitte helps client from end-to-end perspective including provision of advice, guidance, project and test management and implementation of Oracle Sales Cloud solution. Additionally, Deloitte worked with client to extend the solution to include Customer Data Platform for supporting customer profiling, personalization and business intelligence.



The Client

The client is a non-profit performing arts focusing organization which organizes major annual festival in the region and Asia's premier cultural events. Each year the festival offers a broad spectrum of programs, ranging from classical fare to cutting-edge productions.

The Needs

The client is facing problems using its existing client relationship management platform. Data was scattered across multiple repositories and there is a lack of single repository to analyze customer behavior, which significantly impaired the client's ability to engage with its customers.

The Solution

- End-to-End data cataloging, cleansing, migration, integration, maintenance, and multi-cloud integration.
- Further extend the solution to a Customer Data Platform in order to support customer profiling, personalization and business intelligence.
- Established insight driven organization lead with the client and developed a roadmap to achieve further integration to release the power of analytics.

The impact



Bring in a new perspective through centralized view of customers



Create an integrated customer segmentation and customer activity logs can be tracked



Customize Email Direct Marketing (EDM) strategies and engage with customers directly



Enhance client's experience with the productivity-driven features

Unique capabilities enabled for the client

Customer segmentation

- Migrate from existing client-server based CRM to Oracle Sales Cloud
- Migrate existing EDM subscriptions to Oracle Marketing Cloud

Customer activity logs

- Productivity-driven features
- Feedback from customers was immediately captured by the social platform



New perspective

- Establish social listening in Oracle Social Relationship Management Cloud
- System integration between Oracle Sales Cloud, Oracle Marketing Cloud and Web portals

Centralized view of customer

- Customized EDM strategies
- Engage with customers directly

Deloitte & Oracle

The relationship of Deloitte and Oracle was formed to leverage the market-leading innovation, specialized insights, professional networks, and industry experience of Deloitte and Oracle's industry-leading cloud technologies. Together, Deloitte and Oracle help clients to amplify value across the enterprise and enable them to be agile, innovative, and disruptive in the marketplace.

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