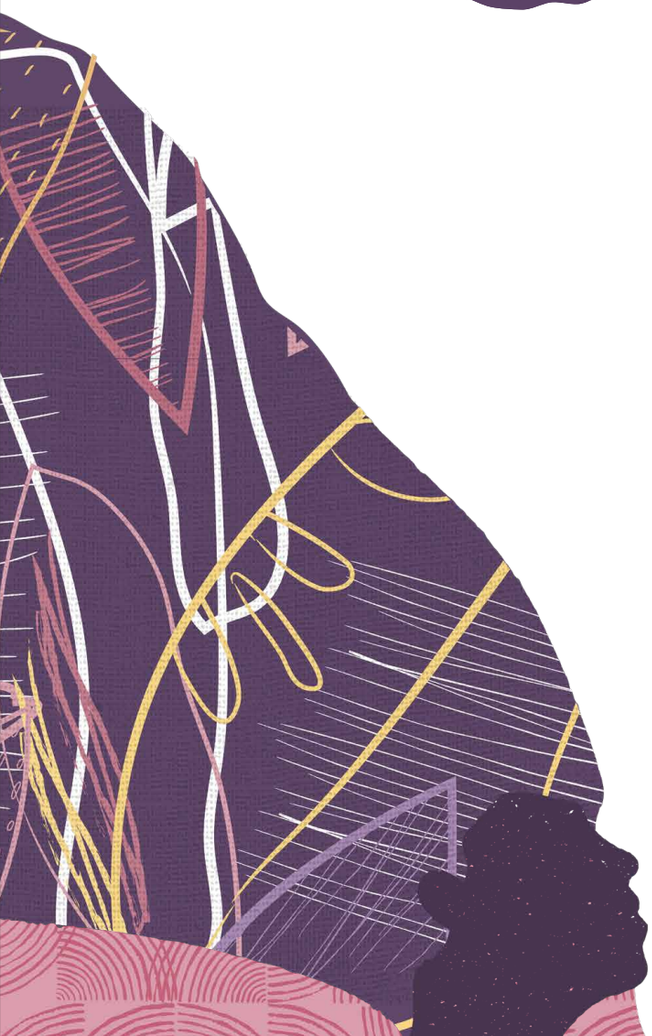
ORACLE
Customer Experience
Cloud

5 compelling cases of unified commerce

How'd they do it?

What do you get when you integrate your commerce, CPQ, and ERP systems? A world of possibilities. Explore these real customer success stories, brought to life by **Oracle partner Keste**, to discover how leading B2B and B2C companies are delivering groundbreaking commerce experiences to new audiences.



B2B2C

1 Eliminate barriers to highly-customized equipment

Who

A farm equipment manufacturer that sells products via 3,100 independent (i.e. non-exclusive) dealers in 140+ countries.

The challenge

The independent distributor network had no compelling reason to sell the manufacturer's equipment due to a lengthy manual quoting process that resulted in a handwritten quote. Because the farm equipment manufacturer was not able to provide a great experience, the dealer network sold

competitors' products.

The solution

By integrating its ERP, mobile-enabled CPQ, and commerce solution, the manufacturer was able to provide distributors a tool to provide instant, on-site product configurations, quotes, and proposals.

The result

A streamlined, digitally-engaging product sale, incorporating configuration, discounts, accurate quotes, and signed proposals—all done in front of the customer.

$842k in incremental margin earned and $237k ROI in year 1

Expanded sales channel by successfully recruiting additional growth-oriented distributors & suppliers

B2B2C

2 Simplify highly customizable furniture design

Who

A luxury furniture manufacturer/wholesaler offering highly customized home furniture via designers and 3rd party showrooms.

The challenge

Highly configurable pieces of furniture (hundreds of different fabric/wood finishes, distinctive frame sizes, and multiple price points) that were extremely difficult for end customers to visualize.

The solution

The brand transformed online product configuration/customization through the complete integration of their commerce, CPQ, and back office systems. They also incorporated virtual reality capabilities to allow potential customers to update the look and feel of configurations based on their selections.

The result

A digitally engaging product configuration process that doesn't overwhelm the customer with a massive number of fabric, wood, frame, and size variations.

Revenue impact of $10M created from 5K orders generated within 1 month of go-live

Increased efficiency in order-to-fulfillment process, leading to a markedly improved customer experience

B2B

3 Streamline complex lead-to-order process

Who

A supercomputer manufacturer that offered a wide variety of complex and ever-changing product configurations.

The challenge

Complex product configurations forced four separate departments to spend too much time creating, changing, approving, and delivering customer quotes.

The solution

By integrating CPQ with other front-office solutions and its back-office systems, the manufacturer was able to dramatically decrease incorrect order fulfillment, eliminate mis-shipments, and shrink the lead-to-order process.

The result

The company streamlined and improved accuracy of their complex lead-to-order process.

350% reduction in time needed to configure a product

Eliminated shipping errors and reorders

B2B

4 Use data to drive monetization frameworks

Who

A food service distributor that sells fresh ingredients to hoteliers, restaurants, and hospitality groups.

The challenge

Utilizing their robust digital commerce platform, this food service distributor realized they had an abundance of unused data that could be monetized.

The solution

The distributor was able to provide detailed nutritional data tied to food and beverage sales—as a competitive differentiator—allowing their clients to utilize that data to improve the end customer experience.

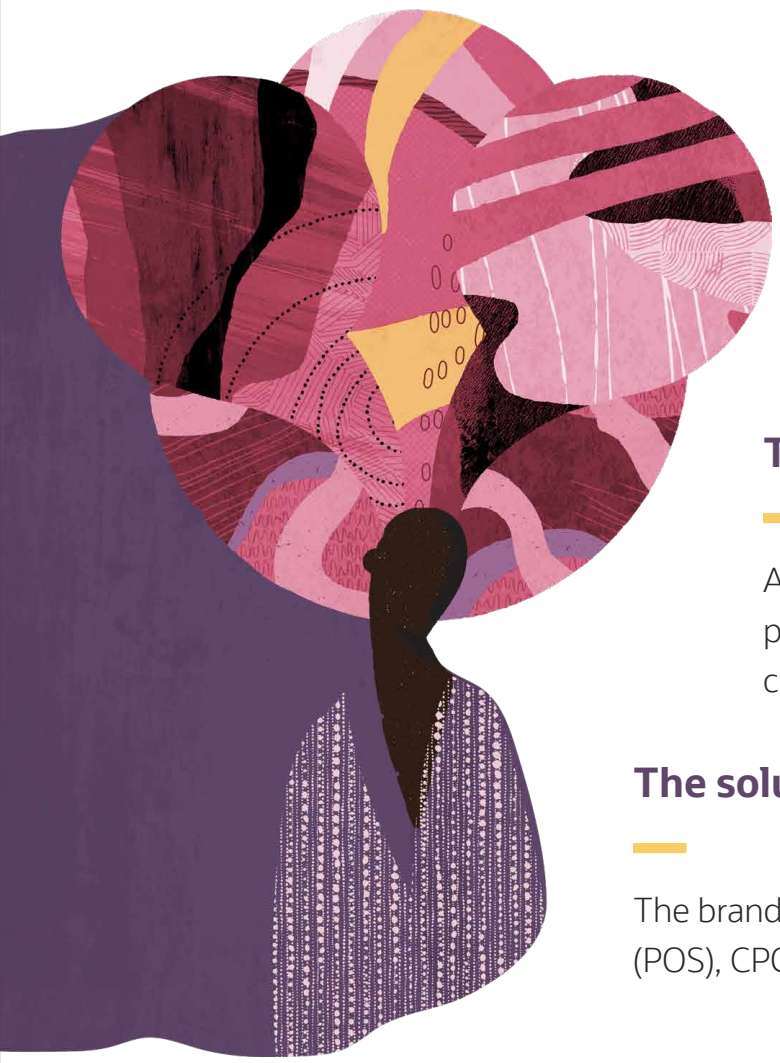
The result

Their clients can provide detailed nutritional information on menus, allowing customers to make choices that align best with their lifestyle and health goals.

New commerce platform increased revenue via online sales from $10B to over $20B, exceeding original goal of $15B

B2B2C

5 Migrate to a self-service configuration sales model



Who

A luxury furniture manufacturer/wholesaler offering highly customized home furniture via interior designers and 3rd party showrooms.

The challenge

An overreliance on showrooms to demo custom furniture builds put a strain on salespeople and provided a less-than-stellar customer experience.

The solution

The brand streamlined the integration between their point-of-sale (POS), CPQ, manufacturing, and ERP systems.

The result

Shoppers can now configure any number of furniture combinations and find answers to questions on their own. This helped capture employee tribal knowledge for a more scalable and sustainable sales model.

Reduced time-to-quote by 50%

These customer success stories are just a taste of what's possible when you combine your Commerce, CPQ, and ERP systems (with a sprinkling of new technologies). To learn more about how you can create unified commerce experiences for your customers and employees, visit go.oracle.com/unforgettablecx.

keste

About Keste: Keste is a key Oracle Platinum Partner for Oracle CPQ, Oracle CX, EBS and ERP Cloud, IaaS, and PaaS. Their comprehensive services have earned them a loyal customer base, as well as several awards for their innovative and game-changing integrated cloud solutions. To learn more about these customer success stories, contact Keste today or visit our website.

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