Source: Swiss Post Solutions AG

www.swisspostsolutions.com

# Swiss Post Solutions relies on Oracle Sales Cloud

For a successful interplay between marketing and sales, Swiss Post Solutions decided on a migration to the newest technology to ensure it was position for future requirements.

ec4u

## The customer

Swiss Post Solutions ("SPS") is a wholly-owned subsidiary of Swiss Post  and is a leading outsourcing provider for business process solutions and innovative services in document management. A strong international client base relies on SPS' ability to envision, design and build end-to-end solutions and to be its trusted advisor for the key value drivers in BPO: location strategy, process optimization and technology, such as intelligent automation.

## The project

ec4u assisted SPS to replace Oracle CRM On Demand with the Oracle Sales Cloud. This involved migrating existing CRM data to the Sales Cloud, for which ec4u stayed on board through the entire process.

## Customer benefits

- Boosted performance and usability leading to greater user acceptance
- Expanded mobile applications
- Migration to the latest technology to ensure it is fit for the future
- Networking and better interaction between marketing and sales

## Services

- Manage the project
- Coordinate and steer interaction with Oracle
- Analyze and devise the approach to migrate the CRM On Demand system
- Design the Oracle Sales Cloud and come up with the concept
- Implement the Oracle Sales Cloud
- Migrate the data
- Set up a train-the-trainer program
- Execute operations and go-live
- Provide support

## Migration of CRM On Demand to the Oracle Sales Cloud

SPS had been using Oracle CRM On Demand since 2010. The Users had increasing concerns about performance and usability, including the need for integration with MS Outlook and mobile applications.

Although the Oracle Marketing Cloud was integrated into CRM On Demand, it was not feasible to easily measure the success of campaigns.

Despite the fact that the standard version of the Oracle Sales Cloud offers integration with MS Outlook, interaction via social media, and data exchange with the Oracle Marketing Cloud, SPS chose to replace its existing CRM On Demand system with the Oracle Sales Cloud – especially since the solution included a new UI approach and mobile applications.

The task called for migration of data from the Oracle CRM On Demand system to the Oracle Sales Cloud.

ec4u applied the conemis data integration program to export, convert, and migrate the data from Oracle CRM On Demand to the Oracle Sales Cloud.

We assisted SPS over the whole project. In addition to launching the Oracle Sales Cloud and migrating the data, we trained selected business users as part of the train-the-trainer program for end user training. This put SPS in the position to self-train users in the future. Moreover, our consultants trained two power users at SPS on how to handle simple customization tasks.

Launching this new high-performance and user-friendly system enabled us to not only boost performance, but also raise user acceptance significantly. Now, SPS deploys the Oracle Sales Cloud in conjunction with the Oracle Marketing Cloud at all its offices around the world.

*"We have no hesitation whatsoever in recommending ec4u, who demonstrated their competency throughout the project. With their support and advice we achieved our go-live date and we have been impressed with performance of Oracle Sales Cloud since it went operational."*

**David Dorling,** Head Portfolio Management & Global Marketing