

Take the Oracle Fusion CRM Journey / OUR STORY: IT'S NOT A LONG WAY HOME /

Oracle Fusion Customer Relationship Management (CRM), a component of Oracle Fusion Applications suite, sets a new standard for CRM in sales performance management, enterprise integration and business flexibility.

Our journey story: In early 2012, our business development team was looking for ways to maximize their revenue potential, enhance the sales process both in the office and in the field; improve social integration and the user experience and provide a way to manage and track integrated marketing activities. As an organization, we also wanted to better align our capabilities with Oracle which gives us rich insight and makes us better experts on assessing whether or not Oracle Fusion CRM is the best fit for our customers. So we wouldn't lose much time in the sales cycle, we also knew the new CRM system had to be adopted quickly.

For about 60 days, we examined what was available in the CRM market and decided that Oracle Fusion CRM offers everything that we were looking for and gave us the most future-proof solution available. Not only can it be deployed in 8 weeks, it gives our sales team a 360 degree view of our customer allowing ease of look-ups and more information at their finger-tips whenever and wherever they want it.

Once we chose Fusion CRM, we made the decision to go with Cloud. We've used SaaS/cloud based CRM tools for about 10 years and found that this method has been very effective to minimize the overhead of systems management while at the same time increasing system stability and provide access to the latest version of the software.

We feel strongly that we fulfilled two key business objectives with Oracle Fusion CRM. It successfully supports the business development team for contact and opportunity management and we gained deep knowledge of Fusion CRM that can be leveraged for our customers.

After the 8 week deployment, our journey is taking us on an additional 4 weeks of Training that includes: Developing internal resources; immersion classes; certification; and future expansion of additional Fusion Applications.

FOR MORE INFORMATION ON OUR ORACLE FUSION CRM JOURNEY AND HOW YOU CAN BEGIN YOURS, CONTACT US TODAY.

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ABOUT WHITELIGHT GROUP

WhiteLight Group is a leading provider of business application software and services. For over a decade, WhiteLight Group, an Oracle-certified reseller, implementer and Validated Integration provider, has offered leading edge solutions such as Mobility and Business Intelligence, to a variety of industries leveraging Oracle software products. Our holistic approach drives unparalleled value, ensuring innovative technology solutions are adapted and aligned with the needs of each business and its people. With deep experience with best-in class technologies, we provide clarity to the operational and organizational impacts of change, *making technology the easy part.*

