

# SIEBEL CRM ON DEMAND SUCCESS STORY

## KEY SUCCESS POINTS

- Integration with ERP
- Integration with Data Warehouse
- Rapid time-to-deployment
- Reduced Costs
- Phase Two underway

*InFact Group delivers Siebel CRM On Demand customer successes by accelerating deployments that allow customers to realize a greater, faster return on investment.*

In Q4 2007 InFact Group was proud to deliver to one of the world's best known paper manufacturers (representing some 8000 employees, 2 billion Euros of turnover and 31 production sites) a successful integration involving Products, Orders, Accounts and Contacts as the customer strove to answer business needs and present a unified view of the customer.

The goal of the Siebel CRM On Demand project as a whole is to deliver a level of service and an exceptional portfolio of brands to enable the customer to differentiate and generate growth, backed by a 250-strong commercial organization. The solution needed to be web-based, evolve rapidly and be modular in conception.

“We were introduced to Siebel CRM On Demand and were convinced that such a hosted solution would enable us to obtain swift results and keep the budget under control. We also needed to integrate the application with other corporate applications so CRM On Demand Web Services allowed us to use an industry standard approach to integration. We met with InFact, they were recommended to us by Oracle Corporation as the leading Siebel CRM On Demand partner for integration projects of this nature.”

The application in production today enables integration with the ERP back office and the Data Warehousing application. A single point of contact decreases costs and attentive customer service enables an increase in turnover. Thanks to the nature of Siebel CRM On Demand the project had reduced costs and faster time-to-deployment.

“With Phase One delivered, we are now studying requirements for the next phase which will further integrate Siebel CRM On Demand to our corporate infrastructure and marketing strategy, as well as introducing Lead capture for samples requests from our websites”

