

# ORACLE CRM ON DEMAND SUCCESS STORY

## KEY SUCCESS POINTS

- Prestigious Cruise Company deploys CRM On Demand
- Solutions includes Integration with Booking System
- Real-Time and Batch Exchange
- Rapid time-to-deployment
- Reduced Costs

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

In 2008 InFact Group was proud to deliver an Oracle CRM On Demand solution to one of the most prestigious cruise lines. A division of one of the world's largest shipping companies, this "dream cruise" provider specializes in small, accessible vessels built to the highest standards of the mariner's art.

The goal of the CRM On Demand project is to deliver a customer-focused, hosted CRM application allowing management of passenger bookings, details of products and services to facilitate delivering superior customer service. In addition, two-way integration is delivered between CRM On Demand and the different systems (product management, booking management). These applications are communicating thanks to Web Services and the integration expertise of InFact Group.

The application in production today enables business processes through these integrations, with a technical platform built to ensure that existing information streams can be reused, monitored and managed by business and technical users alike.

The solution is platform independent, offering web-based monitoring of input and output for error-detection and remedial activities. It has been delivered at a fraction of the cost of traditional integrations, thanks to the

- Hosted CRM On Demand with no hardware investment
- CRM On Demand as a Web Services compliant platform
- Powerful Analytics Data warehouse integrated into the application
- Future-proof integration offering batch and real-time data exchange
- Accelerated Deployment Methodology from InFact Group

