

Panasonic Computer Products Europe: Delivering Real Business Results with Oracle's CX Cloud

Panasonic are a market-leader in ruggedized laptops, tablet PCs and solutions for the B2B market. They have a 100 strong sales and marketing team, across 12 regions and speaking 14 languages across Europe. Each region has a team made up of field sales, marketing and support staff, some covering multiple countries and languages and travelling thousands of miles a week.

Boxfusion have been Panasonic's partner since 2012, and prior to this project, provided expert support for Panasonic's Siebel upgrades and development projects. In 2014, Boxfusion helped Panasonic move Sales and Marketing functions away from Siebel, to a new model, still underpinned by Siebel supporting the Service processes, but fully integrated to Oracle Sales Cloud and Oracle Marketing Cloud.

PROJECT SCOPE

Panasonic's main driver for the project was to implement an improved experience for their sales and tele-marketing users, and on a SaaS platform.

Project aims:

- Closed-loop ROI reporting between marketing and sales activities
- Simplified sales process for Sales Users
- Increased lead velocity
- Increased customer satisfaction
- Improved visibility between, sales, marketing and service
- Quicker access to information
- Real time access to sales performance

MAIN CHALLENGES

Panasonic wanted a solution that addressed the main challenges their users were facing on a daily basis, including:

- Sales reporting was labour intensive, not real-time and required data exports to OBI and Excel
- Siloed information – Sales and Marketing duplicating data as the information they used was stored on different systems
- Sales Managers had limited visibility on the performance of their team
- Existing platform was slow to configure and change as well as costly
- Data Quality issues due to no primary data master
- Mobile / Email integration – Sales Users wanted to be able to access information out of the office and for it to seamlessly integrate with how they currently work

Panasonic

CLIENT

Panasonic Computer Products
Europe

<http://www.toughbook.eu>

INDUSTRY

Hi-Tech Manufacturing

PROJECT LENGTH

10 months

PROJECT OVERVIEW

Panasonic wanted to implement an improved user experience for their sales and tele-marketing users on a modern SaaS platform, whilst maintaining some of their historic investment in Siebel CRM.

BUSINESS BENEFITS

- Marketing leads get to the sales team quicker, improving customer response time and increasing the chance of closing the deal
- Sales and Marketing now work closer together and have the same 360 view of the customer, meaning less duplicated data and a better understanding of the marketing and sales activities that go into generating and closing a lead
- Improved visibility of pipeline and sales performance for Sales Managers

THE SOLUTION

Moving to the Cloud was very much a priority for Panasonic, in terms of reducing the time to value of the technologies underpinning how Panasonic supported the full customer journey. Boxfusion worked with Panasonic to implement a solution that moved the Sales and Marketing processes from Siebel to Oracle Sales Cloud and Oracle Marketing Cloud.

Boxfusion’s expertise with the Oracle CX Cloud suite and the Siebel product aligned them perfectly to the project - the three applications were integrated together to enable closed-loop ROI reporting and visibility of master and transactional data across the three pillars.

There were various different components that made up the tailored solution:

- Two User Interfaces in Sales Cloud
 - Full UI: Providing users with detailed Information
 - Simplified UI: Providing users easy access to basic information
- Full integration from Marketing Cloud (Eloqua) to Sales Cloud and then Siebel which means one single source of data.
- Online Transactional BI (OTBI) brings powerful reporting to sales teams - dashboards display key information to the user.
- Data Quality Management – Real Time and Scheduled batches maintain data quality and are overseen by a Data Steward.
- Territory Assignment Engine – automatically adds team members to opportunities to increase collaboration and ensure management have visibility of what their team are working on.
- Partner and Competitor tracking

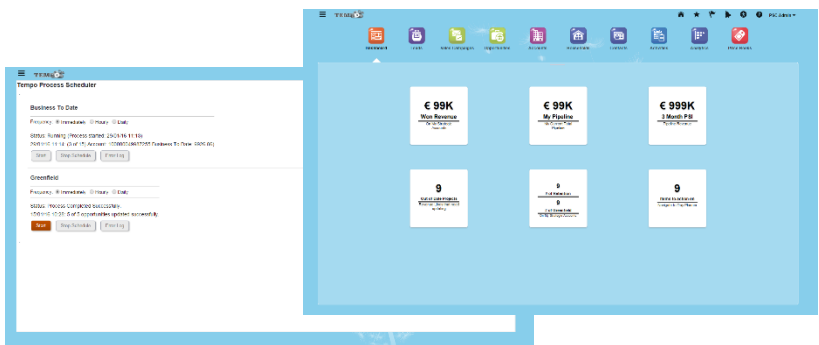


Fig1. PaaS view embedded in Sales Cloud and Simplified UI homepage

CONCLUSION

Moving to a co-existence model has allowed Panasonic to leverage their existing Siebel investment whilst harnessing the benefits of Cloud. Enhancing their internal user experience has enabled them to increase customer satisfaction levels, deliver better customer data and increase lead velocity.

Boxfusion’s technical expertise and consultancy services are a great fit to Panasonic’s strategy; together the teams have built a modern platform to support today’s business needs.

PRODUCTS & SERVICES

- SALES CLOUD**
- PaaS**
- SIEBEL**
- MARKETING CLOUD**

TECHNICAL HIGHLIGHTS

- Oracle Sales Cloud R7 initially, now on R10
- Oracle Marketing Cloud (Eloqua)
- Integration between Marketing Cloud and Sales Cloud uses native/package integration
- Siebel v8.1.1.11 with Open UI
- Integration between Siebel and Sales Cloud built using web services (2-way integration)
- Use of PaaS applications to seamlessly extend Sales Cloud functionality

ROADMAP

- Continuous improvement with Oracle CX cloud updates
- CPQ Cloud to bring massive efficiency savings to quoting processes
- Service Cloud to bring modern customer experience through web channel for European customer base

'Boxfusion's expertise with Oracle's CX Cloud application suite has enabled us to implement new, transformational solutions for our Sales & Marketing users. Boxfusion became an extension to our team here at Panasonic, proving both to be extremely knowledgeable of the products and their roadmap, and also flexible to our implementation needs.'

Rhiannon Ainge, Business Systems & Marketing Manager