Case Study: Major Telecom Company
North America

One of North America's largest Telecommunications company manages and provides the fixed telephone, mobile phone services and broadband services to retail and corporate consumers

Project Relevant Experience

- Enablement of Cloud computing services to their key Customer Relationship Management (CRM) application

Challenge

- High capital cost to business in establishing the in-house capacity to host CRM systems and high operational cost in maintaining the CRM environment and application systems
- Unplanned system outages impedes the business revenue

Solution

- Implemented the evaluation strategy across cloud providers, prominence on benefits/challenges on public, private and hybrid cloud solutions.
- Implemented CRM Software As Service with latest capabilities with cost benefits in private cloud by AWS and MS Azure providers

Vendor Approach

- Developed cloud enablement approach and strategy
- Identified Platform As Service(PaaS) and Software As Service (SaaS) cloud framework to deliver the CRM business capability and utilize the cloud infrastructure capabilities
- Bring up the Development, Test and production environments using the Private cloud
- Integrate the Customer Relationship business capabilities and cloud monitoring capabilities to perform customer management front end business.
- Deployed CRM Cloud access & security framework

ORACLE CLOUD

amazon web services

ORACLE SIEBEL CUSTOMER RELATIONSHIP MANAGEMENT

Microsoft Azure

SharePoint

Client Location

Organization Capability Offer Map

| Digital | Cloud | DevOps | Mobility | Big Data | Collaboration |

Benefits Delivered

- This capability delivered **30%** cost reduction in annual operations and maintenance cost
- The business continuity capability reached from **90% to 99%** with cloud capability
- Customer satisfaction index has increased by **5** points.

Tool Set

- Oracle Cloud CRM Suite, Oracle Database, TIBCO middleware, MS SharePoint collaboration
- Amazon AWS and MS Azure

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