



Artaker CAD Systems
Vienna, Austria
www.artaker.com

Industry:

High Technology

Annual Revenue:

US\$6 million

Employees:

12

Oracle Products & Services:

Siebel CRM Professional Edition
Siebel CRM Sales Base

Oracle Partner:



k.section Business Solutions gmbh
www.ksection.com

“Since we replaced our customer management system with Siebel applications, our customers are there at the press of a button. All customer activities—from initial contact and beyond—can be retrieved via the Web.” – Thomas Scheidl, Sales and Project Manager, Artaker CAD Systems

Artaker CAD Systems Improves Customer Service and Performance with Integrated CRM System

Artaker CAD Systems specializes in computer-aided design (CAD) solutions for the engineering, architecture, and construction markets. The company’s Autodesk design system is a leader in the Austrian market.

Challenges

- Improve the company’s customer relationship management (CRM) capabilities to drive improved service and sales
- Ensure rapid and seamless implementation of a new CRM system in terms of training and business continuity
- Preserve the company’s IT investment in its legacy enterprise resource planning (ERP) system

Solution

- Implemented Oracle’s Siebel applications to create a comprehensive and Web-based CRM system that provides a 360-degree view of customers and their relationship with Artaker
- Enabled Artaker to proactively address customers’ pending license expirations, improving revenue flow and customer service
- Automated checks for record duplication, enhancing operational efficiency, productivity, and customer service
- Synchronized the new system with all Outlook Exchange information—including calendar appointments and email communications
- Gained the ability to introduce more structured sales and marketing processes, improving performance and efficiency
- Integrated the company’s ERP system with its new CRM system to preserve Artaker’s IT investment and extend visibility of critical information across the enterprise