



Solid partners. Flexible solutions.

Celestica Inc.  
Toronto, Ontario, Canada  
www.celestica.com

#### Industry:

High Technology

#### Annual Revenue:

US\$7.67 billion

#### Employees:

37,000

#### Oracle Products & Services:

Oracle CRM On Demand

**“Before, we were unable to generate 80% of the reports that we do now. To generate the reports that were possible, it would take us several days of manual processes. With Oracle CRM On Demand, we can access 90% of the information we need in real time; and anything else we can pull within 24 hours. This is critical to enable our management team to make more effective decisions to grow our business.”** – Richard Barber, Director of Global Sales Operations, Celestica Inc.

## Celestica Improves Sales Productivity with Integrated Customer Relationship Management System

Celestica is dedicated to delivering end-to-end product lifecycle solutions to drive its customer success. Through its simplified global operations network and information technology platform, Celestica delivers informed, flexible solutions that enable its customers to succeed in the markets they serve.

### Challenges

- Replace multiple spreadsheets with an integrated customer relationship management (CRM) system that enables Celestica to more effectively track leads and opportunities and close sales
- Move to a hosted model to enable the company to get up and run quickly and focus on sales instead of technology management
- Automate the sales incentive process

### Solution

- Implemented Oracle CRM On Demand to replace the existing system, which provided the company with an integrated, real-time global system and helped improve data integrity
- Improved efficiency by providing its high technology solutions sales team with better visibility into sales targets and progress
- Integrated a seven-stage sales process with related milestones into Oracle CRM On Demand to provide visibility into the status of each deal
- Helped contribute to a significant increase in bookings over the last three years
- Leveraged the consolidated, coordinated, centralized system to grow sales productivity
- Generated custom analytics and reports at the touch of a button, helping senior management to make more effective decisions
- Resulted in increased efficiency and productivity within the sales operations organization
- Used Oracle CRM On Demand to automate the sales incentive program—accelerating the approval and payment processes from days to minutes
- Achieved almost 100% adoption of the CRM tool
- Benefited from on demand model, which minimized need for internal IT support while maximizing system uptime