



DSC Consulting  
Cincinnati, OH  
www.dsc-consulting.com

**Industry:**

Professional Services

**Annual Revenue:**

US\$16 million

**Employees:**

110

**Oracle Products & Services:**

Oracle CRM On Demand

**“Oracle CRM On Demand has helped us organize our business, expand our sales efforts, and grow our top-line revenue.”** – Bill Vidmar, Senior Vice President, DSC Consulting

**DSC Consulting Improves Visibility into Customer Data and Boosts New Contract Business by 25%**

Delivering solution-based consulting services since 1996, the DSC difference is in its three areas of expertise: creative solutions (Web site, digital media, graphic design, and video), application solutions (custom application development and support), and data solutions (data integration, quality, and business intelligence warehousing).

**Challenges**

- Improve visibility into sales and customer data
- Enhance ability to cross and up-sell by consolidating multiple sales databases into one master record
- Enable IT team to focus on strategic activities, rather than managing applications

**Solution**

- Replaced Sales Logic and ACT! customer relationship management (CRM) systems with Oracle CRM On Demand in just 30 days, improving visibility into customer and prospect data and managing sales processes more effectively
- Consolidated and centralized customer and contact records, giving the company—instead of individual sales representatives—ownership of customer data
- Generated a 25% increase in new contract business, and improved cross-sell and up-sell capabilities
- Gained a standard sales methodology throughout the company, allowing DSC to improve sales force accountability
- Deployed the hosted model to take advantage of Oracle’s application management and support capabilities
- Used Oracle CRM On Demand’s rich analytics capabilities to generate reports that track the sales pipeline, identify top customers/customer value, evaluate sales effectiveness, and forecast revenue potential
- Enabled DSC to more effectively renegotiate select contracts and materially improve its margins
- Used content management capabilities to centralize and store all client-related proposals, contracts, and invoices
- Leveraged Oracle CRM On Demand’s integration with Microsoft Outlook to improve sales team communication
- Allowed DSC to manage a 100% growth in its sales force