

GALLUP®

Gallup
Omaha, NE
www.gallup.com

Industry:

Professional Services

Employees:

2,100

Oracle Products & Services:

Oracle Business Intelligence
Enterprise Edition
Oracle Marketing
Oracle Sales
Oracle Learning Management
Oracle Customers Online
Oracle Proposals
Oracle Order Management
Oracle Financials
Oracle Application Server

Implementor:

Oracle Consulting

Oracle Partner:

Optimum Solutions
www.optimumsolutions.com

Apex IT
www.apexit.com

“Prior to our implementation of Oracle EBS, we relied on manual sales and marketing reporting processes that could not provide a clear and detailed vision of the sales pipeline. Oracle BI offers a single source of truth—providing us with the visibility we require to improve revenue projections and drive better decisions.” – Jim Collison, Technology Manager, The Gallup

The Gallup Organization Enhances Customer Visibility, Extends Services with Integrated Business Intelligence

The Gallup Organization has studied human nature and behavior for more than 70 years. The organization employs many of the world’s leading scientists in management, economics, psychology, and sociology. Gallup performance management systems help organizations increase customer engagement and maximize employee productivity through measurement tools, coursework, and strategic advisory services.

Challenges

- Expose sales pipeline and information in the CRM system—creating a single source of truth for sales and marketing
- Eliminate slow, manual sales and marketing reporting processes, which did not yield the information management required to make informed and agile decisions
- Integrate the external learning management system with the customer data in Oracle EBS

Solution

- Implemented Oracle E-Business Suite and Oracle Business Intelligence Enterprise Edition to create a unified IT infrastructure that extends visibility into global marketing
- Improved and accelerated revenue projections and decision-making processes through greater visibility
- Leveraged near real-time information to improve report quality
- Enabled the business staff to create speedy reports
- Extended client service and provided added value by offering customers dynamic reporting of their research results
- Implemented Oracle Learning Management to better manage our external learning events as well as integrating two customer data repositories into one
- Allowed management to view dashboards in multiple currencies with the touch of a button
- Received strong reception from the field, with nearly 85% of the field using the CRM applications a few months after deployment
- Ensured a smooth and seamless implementation by working with Oracle Insight to define requirements as well as Apex IT and Oracle Consulting to manage deployment