



Kodak Graphic Communications
Group
La Hulpe, Belgium
www.graphics.kodak.com

Industry:

Consumer Goods

Annual Revenue:

US\$9.4 billion

Employees:

More than 10,000

Oracle Products & Services:

Oracle CRM On Demand

Implementor:

Oracle Consulting

“With Oracle CRM On Demand, we have achieved an integrated overview of the lead-to-cash cycle. This overview provides our sales organization with a unique dimension that has helped us to accelerate the sales cycle and significantly improve our lead conversion rate.”

– Ingmar Hermans, Equipment Operations Director, Graphic Communications Group, Kodak SA/NV

Kodak Graphic Communications Group Accelerates Lead-to-Cash Cycle with Integrated Customer View

Eastman Kodak Company’s Graphic Communications Group (GCG) provides commercial printers, packaging printers, publishers, data printers, and enterprises with one of the broadest portfolios of technologies, products, and services in the graphic communications and document capture industries.

Challenges

- Improve the effectiveness of sales and service initiatives for GCG’s operations in the Europe, Africa & Middle East region
- Attain a consolidated view of the sales pipeline to drive more accurate forecasts
- Replace numerous disparate contact information management systems originally resulting from six acquisitions with an integrated solution for sales force automation and customer relationship management (CRM)
- Reinvigorate stagnant productivity and stimulate cross selling
- Streamline IT maintenance to enable the technology team to focus on strategic initiatives
- Ensure rapid implementation of a consolidated CRM environment

Solution

- Gained the ability to effectively manage more than 100,000 customer and prospect records and a pipeline of more than US\$1 billion through the use of Oracle CRM On Demand
- Streamlined the operational lead-to-cash process throughout the Europe, Africa & Middle East region , while also generating leads from after-sales service
- Increased sales team productivity (revenue per capita) through sales force automation tools
- Consolidated reporting and forecasting to enable direct oversight of sales opportunities
- Achieved a high lead conversion rate, averaging 3,000 opportunities per 5,000 leads, and realized a 15% to 20% increase in the number of opportunities each quarter
- Accelerated the sales decision-making process from an average of two to three business days to less than a single day
- Rolled out Oracle CRM On Demand to more than 400 users in less than one year
- Avoided “hard” IT-involvement by Web-based software services