



mValent, Inc.  
Burlington, MA  
www.mvalent.com

**Industry:**

High Technology

**Annual Revenue:**

Less than US\$10 million

**Employees:**

50

**Oracle Products & Services:**

Siebel CRM On Demand

**“It was easy to mold Oracle’s Siebel CRM On Demand to our processes. We now have a greatly improved view into our business as a result.”** – Jim Hickey, Chief Marketing Officer, mValent, Inc.

**mValent, Inc. Improves Efficiency of Sales and Service Teams with Easy-to-Use Solution**

mValent, Inc. is a leading provider of application configuration management software to enterprise IT organizations. Using mValent Integrity, IT infrastructure teams automate and manage the processes required to find, fix, release, and report on software configuration changes across their distributed and legacy applications, throughout all phases of the application lifecycle.

**Challenges**

- Manage company using updated and current information
- Measure impact of marketing programs and provide real-time view of business
- Provide complete view of customers and prospects for sales and service

**Solution**

- Replaced manual processes and spreadsheets with Oracle’s Siebel CRM On Demand
- Implemented mechanism to funnel leads to sales representatives for tracking
- Allowed mValent to measure the effectiveness of various marketing campaigns
- Improved business management and efficiency with enhanced visibility into relevant data
- Enhanced reporting and analytics functionality, allowing users to build custom reports
- Ensured user uptake by providing an easy-to-use solution
- Provided ability to monitor progress against revenue forecasts and understand where revenue is coming from and when
- Allowed mValent to better predict resource impact based on the pipeline, including pending implementations and sales activities like proof of concepts
- Enabled the sales and support teams to collaborate more effectively, resolving customer issues faster based on a better understanding of customer information