

# Pella Aims to Give Sales a Lift with Integrated CRM On Demand Solution

## The Challenge

Named after the Iowa town where it's headquartered, Pella Corporation is a leader in designing, manufacturing, and installing quality windows and doors for businesses and homes worldwide. Known as a technology innovator, Pella is committed to strategic IT investments that help it generate revenue, control costs, and gain competitive advantage. Recently, Pella turned its attention to its sales operations, where it hoped to energize commercial and residential product sales with a state-of-the-art CRM solution. Key goals of the initiative included:

- Introduce disciplined, high-efficiency sales processes for the trade and commercial sales teams
- Provide visibility into sales interactions with multiple customer stakeholders, including architects, building contractors, and installers
- Ensure a rapid rollout to a diverse sales force on a variety of computer systems
- Minimize up-front capital costs
- Allow for integration with existing applications, including Oracle E-Business Suite
- Allow users to easily configure the system to match individual needs and evolving business processes

## The Solution

With a history of successful Oracle applications, Pella selected Oracle CRM On Demand to help drive revenue and sales productivity for the company's residential and commercial lines of business. Oracle's software-as-a-service solution made sense because of its low up-front costs and because it could be rapidly implemented and easily configured to match Pella's unique sales environment. When rolled out completely, more than 1,100 salespeople across the U.S. will use Oracle CRM On Demand to coordinate sales activities, track performance, and refine strategies.

Oracle CRM On Demand is fully integrated with Pella's business applications, including its quoting and fulfillment systems, helping ease data entry and giving sales reps a dashboard view of everything from recent customer contacts to sales-quota performance updates. Key to the solution was Oracle Application Integration Architecture, which provided prebuilt integration between Oracle CRM On Demand and Oracle E-Business Suite. Among other benefits, Oracle's out-of-the-box capabilities helped Pella quickly build an opportunity-to-quote process without having to design, build, and test the end-to-end system from scratch.

Today, regional sales managers use the system to track sales activities and performance for individual reps; and with easy online access to sales data, reps no longer need to compile onerous weekly and monthly reports—giving them more time to focus on selling. In Pella's view, the Oracle solution is positioning the company to survive today's turbulent market and exploit strong economic growth tomorrow. "Oracle CRM On Demand is helping us gear up so that when the market comes back, we'll be ready to move forward at a fast pace," said Teri Lancaster, CRM On Demand project manager.



HEADQUARTERS:	<b>Pella, IA</b>
FOUNDED:	<b>1925</b>
INDUSTRY:	<b>Industrial Manufacturing</b>
EMPLOYEES:	<b>8,600</b>

### HIGHLIGHTS:

#### Goal

Position the company for growth with an easily configured CRM solution that is fully integrated with existing business applications

#### Solutions

- Oracle CRM On Demand
- Oracle Application Integration Architecture

#### Results

- Enabled fast rollout using software-as-a-service approach
- Boosted sales force efficiency with automated activity tracking and reporting
- Extended solution by integrating with existing applications, including Oracle E-Business Suite, quoting system, and Microsoft Outlook

**"Oracle Application Integration Architecture allowed us to quickly integrate Oracle CRM On Demand with our quoting system and other business applications, so salespeople spend less time tracking down information and more time selling."**

TERI LANCASTER  
CRM ON DEMAND PROJECT MANAGER