



RWD Technologies, Inc.
Baltimore, MD
www.rwd.com

Industry:

Professional Services

Annual Revenue:

\$100 million

Employees:

502 to 1,999

Oracle Products & Services:

Siebel CRM On Demand

“Since implementing Siebel CRM On Demand, we’ve seen significant improvement in management’s confidence in sales pipeline forecasts. Most of our divisions now drive their monthly sales review meetings with data directly from CRM On Demand.” – Chris Davis, Director of Operations

RWD Technologies, Inc. Drives Sales with Smarter, More Efficient Forecasting Tool

RWD Technologies, Inc. is a privately held, U.S.-based corporation focused on increasing worker productivity, product quality, and bottom-line financial performance. Founded in 1988, RWD develops, implements, and supports services in the areas of performance solutions, enterprise learning, and applied technologies. The company delivers technology and training solutions that help improve operational efficiency and reduce costs by streamlining processes and procedures. RWD’s solutions are used in more than 20 industries, including finance, pharmaceuticals, petrochemicals, manufacturing, automotive, rail, telecommunications, healthcare, and consumer products.

Challenges

- Gain greater visibility into the sales pipeline and improve the accuracy of sales forecasting
- Implement an easy-to-use sales tool that embraces corporate sales processes and best practices
- Ensure a highly reliable CRM infrastructure
- Streamline IT management

Solution

- Implemented Oracle’s Siebel CRM On Demand to extend visibility into RWD’s sales pipeline, enabling more informed business decisions
- Gained the ability to provide management with accurate, detailed weekly pipeline reports
- Gained rapid user adoption of the new system thanks to its intuitive interface
- Extended analytics capabilities, driving more rapid and accurate decisions
- Increased internal confidence and satisfaction of sales team, divisions, and corporate management
- Deployed the solution rapidly—in 90 days—and within budget
- Enabled a highly available CRM infrastructure and improved predictability of IT management costs with hosted solution