



Siemens Building Technologies
Zuque, Switzerland
www.buildingtechnologies.siemens.com

Industry:

Engineering & Construction

Employees:

38,500

Oracle Products & Services:

Oracle CRM On Demand

“Oracle CRM On Demand provides transparency in our sales funnel and a standardized way to book opportunities, streamlining our processes and improving forecasting accuracy. By integrating the solution with our other critical applications, we have greatly improved efficiency across the entire organization.” – Luke Migalla, IT Manager, IT, Sales and Marketing Applications, Siemens Building Technologies

Siemens Building Technologies Enhances Sales Processes and Accelerates Approval Cycles

Siemens Building Technologies provides integrated solutions, multifaceted systems, and a high-quality product range for heating, ventilation, and air conditioning control applications. In addition to comfort, security, and energy efficiency, its solutions aim to optimize the economic viability of building operations.

Challenges

- Help sales team increase its effectiveness and efficiency
- Improve sales funnel visibility and reporting consistency
- Integrate CRM tool with other critical applications to improve data accuracy and meet governance standards

Solution

- Implemented Oracle CRM On Demand to improve the sales of projects related to the engineering and management of buildings, averaging 200,000 square feet in size, for industries that include healthcare, pharmaceuticals, education, and government
- Leveraged hosted application model to avoid unnecessary investment in hardware and ongoing technology support
- Rolled out solution to 1,050 users in the U.S. in phases, simultaneously standardizing workflow processes nationwide to eliminate redundant forms and accelerate approvals
- Integrated Oracle CRM On Demand with SAP back-end office applications and Microsoft SharePoint, so sales team seamlessly enters important sales opportunity data and complete required documentation to meet governance standards
- Incorporated quote-to-cash process, providing sales representatives with easy access to forms for damage waivers, cost reviews, and bid releases and enabling them to route the forms electronically and view approval status
- Saved US\$100,000 in courier costs by reducing paper-based processes and interoffice mailers
- Reduced time needed for legal approval on each new contract from 72 days to below 30—with a goal of 14 days
- Minimized screens users need to click through to assign or trace leads, view expected book dates, or generate reports
- Enabled support of users in China, France, Russia, Spain, Saudi Arabia, and South Africa, Malaysia, Singapore, Netherlands, and Austria.