



SNAP Guides, Inc.  
Montreal, Canada  
www.snap-guides.com

**Industry:**

Communications

**Employees:**

50

**Oracle Products & Services:**

Siebel CRM On Demand

**Implementor:**

Oracle Consulting

**“As a new and growing business, we needed to quickly deploy a solution that would enable us to automate and standardize our sales process. Oracle’s Siebel CRM On Demand solution provides the functionality we need today and in the future while reducing our IT management burden.”**

– Matthieu Houle, Senior Manager  
Business Development, Yellow  
Pages Group

**SNAP Guides, Inc. Improves Sales Force Effectiveness**

A division of Yellow Pages Group Company, SNAP Guides Inc. markets the Home Improvement Issue and Caregiver Solutions specialty books, two new products that Yellow Pages Group and Transcontinental Media introduced in 2006. With sales offices in Toronto and Montreal, SNAP Guides sells advertising to businesses and organizations targeting the home improvement and homecare consumer markets.

**Challenges**

- Automate and standardize the sales process
- Enable sales tracking capabilities
- Achieve rapid implementation of a sales force automation (SFA) solution that enables scalability moving forward

**Solution**

- Selected Oracle’s Siebel CRM On Demand hosted solution to standardize and automate the new company’s sales process, while providing a scalable and flexible foundation to support future growth
- Ensured a rapid implementation, predictable IT costs, system reliability, and a reduced IT management burden with a hosted solution
- Enabled the sales team to more effectively manage and cultivate their territories through expanded business intelligence on current and prospective accounts
- Increased opportunity management and pipeline visibility with CRM On Demand’s analytics functionality
- Gained activity tracking capabilities that help Snap Guides to carefully manage employee effectiveness and efficiency
- Deployed the solution in multiple languages to support French-speaking Canadian users
- Provided the ability to conduct batch account loads through integration with Yellow Pages Group’s Siebel on premise implementation