

WIND RIVER

Wind River
Alameda, CA
www.windriver.com

Industry:

High Technology

Annual Revenue:

\$266.3 million

Employees:

1,242

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Identity Management
Oracle Portal
Oracle Financials
Oracle Human Resources
Oracle Service
Oracle Order Management
Oracle iLearning
Oracle Projects
Siebel CRM

“In the past, our complex license management was a bottleneck to selling and a barrier to product adoption. In contrast, the Oracle solution has increased customer satisfaction in this critical area.”

– Kunal Malik, Sr. Director Global Applications, Wind River

Proud Member:

Oracle Applications Users Group
www.oaug.org

Wind River Improves Customer Satisfaction by Simplifying Business Processes

Wind River is the global leader in device software optimization (DSO). Wind River platforms and market-specific solutions tightly integrate a rich set of operating systems, development tools, and middleware with services to provide a complete foundation that meets specific customer requirements. Wind River's products and professional services are used in multiple industries, including aerospace and defense, automotive, consumer electronics, industrial, and network infrastructure.

Challenges

- Reduce operational costs and complexity involved in developing, selling, and supporting new products
- Improve customer experience and satisfaction
- Enhance business intelligence with comprehensive, accurate, and real-time analytics

Solution

- Implemented Oracle E-Business Suite applications for financial management, human resources, services, order management, and training—successfully integrating more than 55 legacy applications in just five months
- Improved efficiency company-wide, while minimizing cost and complexity
- Simplified customer product installation and management process by providing an innovative, self-service portal that allows customers to view product purchases and manage licenses in real-time—without having to file service requests
- Allowed Wind River to track sales and marketing campaigns more effectively through integration of Oracle E-Business Suite with Siebel CRM
- Used Oracle Portal to create executive dashboards, enabling management to access information on bookings, revenues, and software seats in real-time—providing a consistent view of the sales pipeline and easing the decision-making process
- Implemented Oracle Identity Management to improve security and provide users with single sign-on capability