



SGI
Fremont, CA
www.sgi.com

Industry:

High Technology

Employees:

More than 1,300

Oracle Products & Services:

Oracle Application Integration Architecture
Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite
Oracle CRM On Demand
Oracle Financials
Oracle Order Management
Oracle Quoting
Oracle Configurator

Oracle Partner:

Intelenex
www.intelenex.com

“Prior to the acquisition, Rackable Systems realized a quick return on investment by integrating its ERP and CRM systems with the Oracle Application Integration Architecture Process Integration Pack, so when it came time to choose a platform for the new company, it was an easy decision. Today, the entire sales lifecycle flows smoothly, empowering our sales force to operate efficiently and increase sales.” – Dominic Martinelli, Chief Information Officer, SGI

SGI Standardizes and Integrates Applications to Accelerate Sales

In May, 2009 Rackable Systems, Inc. acquired the assets of Silicon Graphics, Inc. to form the new SGI. SGI helps customers solve technology challenges by delivering high performance computing, servers, storage, data center, and cloud computing solutions, as well as professional services. SGI sells to more than 6,000 enterprises in more than 25 countries through its direct and indirect sales force.

Challenges

- Unify disparate enterprise resource planning (ERP) and customer relationship management (CRM) systems following the merger of the two technology companies
- Provide the company’s sales force, which tripled following the merger, with easy access to the entire sales pipeline—from opportunity, to quote, to order—and eliminate data re-entry
- Deliver a flexible IT environment that enables the company to configure orders and quotes to customer specifications and keep up with the rapidly changing technology products it sells and services

Solution

- Standardized on one global, integrated CRM and ERP system using Oracle CRM On Demand, Oracle E-Business Suite, and Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite, an Oracle Application Integration Architecture solution
- Selected the best business process from each company
- Unified the entire sales process and improved sales team productivity by reducing the time required to prepare for sales meetings, monitor pipelines, and enter orders
- Provided precise data to accurately forecast materials needed to deliver its dynamic technology products
- Increased user adoption by improving ease of use, performance for remote users, and integration with Oracle E-Business Suite
- Reduced application and integration upgrade and maintenance, by moving onto a standardized integration platform and hosted CRM application, both built and supported by Oracle
- Increased Global Sales management’s confidence in the sales pipeline, as well as reduced manual reporting needs and additional meetings to discuss pipeline—giving sales more time to sell rather than report