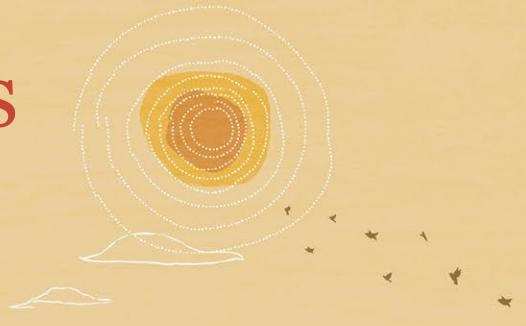


# Discovering Happiness



The sun-drenched weeks with hot days and nights were back, but something's amiss the last time we checked. The Philippines streets were silent as the pandemic continues to unfold. While the temperature's heating up, we continue to feel cold.

Like many who were affected by the COVID-19 outbreak, Concepcion, a local provider of air-conditioning solutions, had its business at stake. With zero factory output and zero sales for two months, they decided it was time to make some changes at once.

Putting its long-awaited digital transformation plans in action, Concepcion turned to Oracle Cloud Applications for satisfaction. It upgraded and unified its front and back-office processes into a single platform, capable of providing real-time insights to have its business transformed.

This homegrown maker of air-conditioners can now engage and interact with customers directly, while analysing data and customer interactions accurately. In just a few months, Concepcion has found happiness in its darkest times. It's now brimming with new revenue streams and service offerings that make its business shine.

With rising new trends and disruptions set to be the new norm, this leading provider of air conditioning solutions in the Philippines is ready to adapt and perform. Concepcion continues to stay true to its vision and promises, and that's to build better lives and businesses.

*“Oracle did not sell me products or solutions. You helped me solve my problem and gave this family business new possibilities to redesign our operations.”*

**Raul Joseph,**  
CEO, Concepcion

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