



Large Regional Manufacturer

Overview

Oracle WebCenter Suite is the user engagement platform for social business, delivering connectivity between people and information. Oracle WebCenter Portal delivers intuitive user experiences for enterprise applications. This complete, open and integrated enterprise portal and composite applications solution enables the development and deployment of internal (and external portals) websites. Oracle WebCenter Content provides leading-edge solutions for all types of content management needs. From file server consolidation to sophisticated multisite web content management, Oracle WebCenter Content provides a robust, scalable solution, along with a powerful infrastructure that allows the creation of content-enabled applications.

Oracle SOA Suite is a comprehensive, hot-pluggable software suite to build, deploy and manage Service-Oriented Architectures (SOA). The components of the suite benefit from common capabilities including consistent tooling, a single deployment and management model, end-to-end security and unified metadata management. Oracle SOA Suite's hot-pluggable architecture helps businesses lower upfront costs by allowing maximum re-use of existing IT investments and assets, regardless of the environment they run in, or the technology they were built upon.

This Large Regional Manufacturing Company has 200 retail sales locations and 7,000 associates selling and servicing their products. They have a focus on continuous improvement that has involved more than 71,500 team members and industry experts. The company has been focused on improvements in all facets of the business including information technology. The result is a lean, "Just in Time" (JIT) manufacturing process in which the company has achieved a 98.5 percent on-time delivery rate for its orders. This commitment to optimization and modernization has given the foundation to meet ever changing market demands.

The company has a history of making innovative products, providing quality service and delivering on customer satisfaction. The company is committed to incorporating new technologies, increasing productivity and practicing environmental stewardship to create satisfied customers. They have innovated out of the economic down turn with wise investments in technology to drive new streams of revenue rather than to only cut costs. They had several goals including improved branding and relationships with customers as well as enhanced customer service through a smarter sales team.

Technology

Stack:

Oracle WebCenter Portal 11g
Oracle WebCenter Content 11g
Oracle SOA Suite 11g
Oracle Weblogic Server 11g
Oracle Database 11g



Challenges

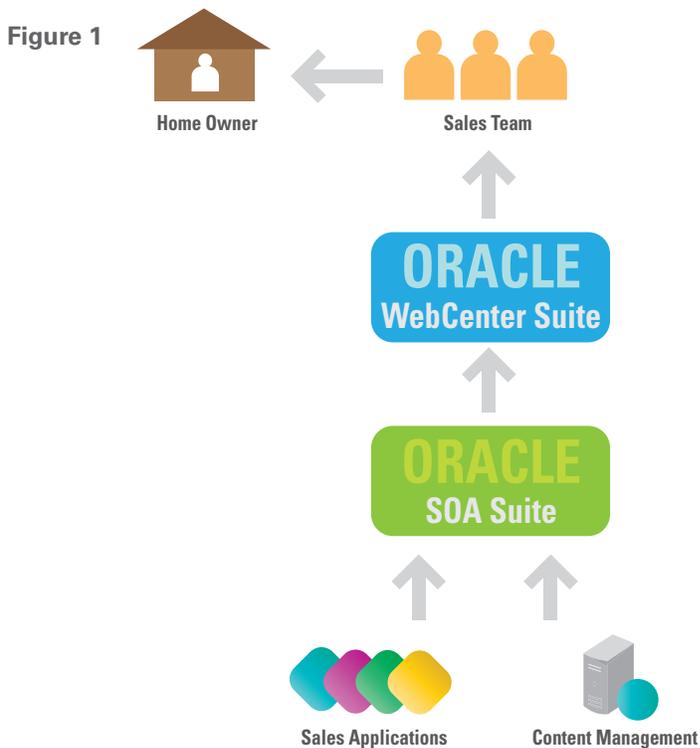
Zirous architected a sales portal to enable a forward-thinking organization to become more responsive to business change. Enabled with the necessary technology and infrastructure, the company was able to integrate business applications to deliver an unprecedented level of customer information to the sales team. The company achieved the goals of innovating by:

- Shifting sales models - from a reseller and large contractors to a direct sales model
- Providing the sales team with a marketing and sales portal to generate new revenue
- Introducing Campaign Management capabilities with personalized and dynamic advertising
- Creating Email Marketing capabilities that deliver a clear messaging strategy
- Offering Lead Management to instantly access quality customer related information

Solution Details

For each of these business challenges, Zirous provided a technical solution (Figure 1) that included:

- Enterprise Web Portal – A centralized and fully integrated view of customer information
- Enterprise SOA Middleware - Aggregation of sales and marketing information spread throughout multiple data sources through composite applications
- Enterprise Content Management - Complete content lifecycle management of customer information to assist with the ordering process





Zirous architected a complete Sales and Marketing solution based on Oracle WebCenter Portal and leveraging Enterprise Content Management (ECM) from Oracle WebCenter Content. The solution provides a single repository for all structured and unstructured content and allows the manufacturing company to capture and manage the content and make it available to their remote sales team. Zirous also delivered a comprehensive integration of Oracle Fusion Middleware and the company's custom developed applications. Zirous architected a rich solution that combined the concepts of website, composite applications, content management and data aggregation, all delivered via a seamlessly integrated and modern user experience.



Locations:
West Des Moines, IA
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Portland, OR

www.zirous.com

