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90% Decline in Order Cycle Time with Real-time Integration between Oracle & Salesforce

Insight

A leading US-based video delivery technology and services company used Salesforce CRM and Conga CPQ as the sales platforms, and Oracle Fusion Cloud ERP as the back-office system. It leveraged Oracle Fusion Cloud ERP to create the quotes and Conga CPQ to approve the quotes. The order modifications in the Oracle ERP System failed to offer visibility to the sales reps.

Forsys, in collaboration with **FloData**, enabled order sync between Oracle Fusion Cloud ERP and Salesforce for the client, which reduced the order touch rate by 90%, improved the sales enablement process, and provided visibility to sales compensation.

Industry	Revenue	Employees	Headquarters
Telecommunications	$150+ M	1k+	California, US

Business Challenge

For the client, the absence of visibility into the order changes - i.e. quantity, cancellation of orders— was a key challenge as the sales team lacked access to sales compensation.

Transformation Journey

Forsys built the near real-time integration between Oracle Fusion Cloud ERP and Salesforce systems in collaboration with **FloData**, which enabled the client to:

Add new line items

Delete line items

Update line quantities

Split item into multiple line item
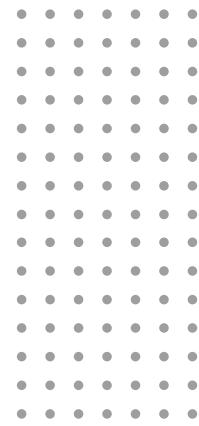
Impact

The integration of order sync between Oracle Fusion Cloud ERP and Salesforce enabled the client to:

Reduce the order touch rate by 90%.

Improve the sales enablement process.

Achieve bi-directional integration between quote and order.

Offer sales compensation visibility to the sales reps.
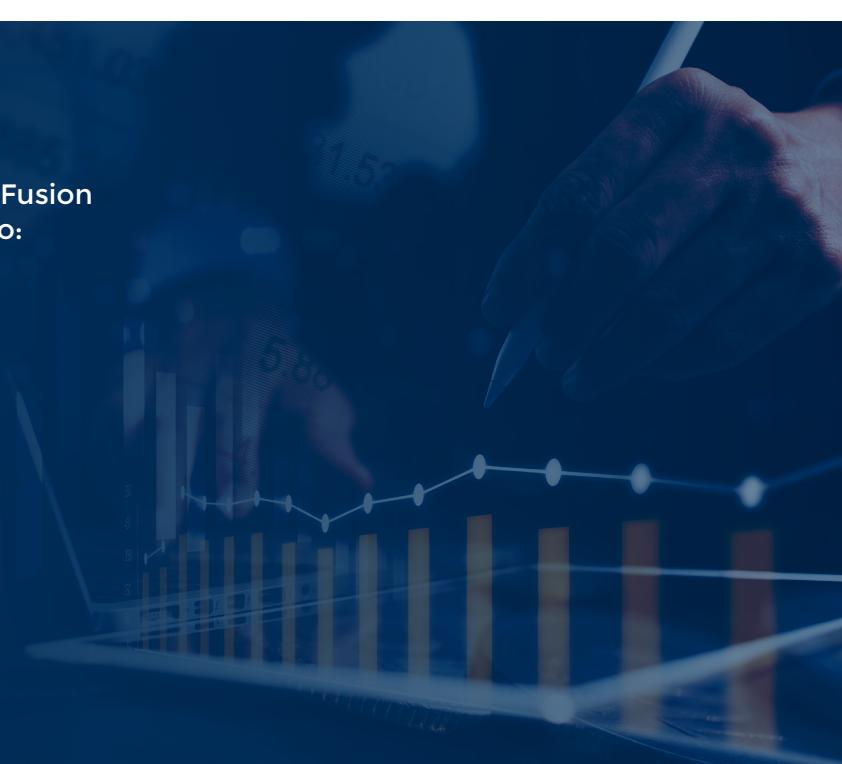
About the Client

The client is an American video delivery technology and services business that enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally.

Solution Components

Salesforce CRM, Conga CPQ, Oracle Fusion Cloud ERP, **FloData**

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