

## 29% Improvement in Order Processing with E2E Automation of Renewals

### Insight

A leading American video delivery technology and services business wanted to retire and replace Oracle BMI CPQ because it failed to offer visibility into the renewal citations and connect, integrate, and analyze every single end-to-end data flow.

Forsys, in collaboration with Conga, implemented a solution that modernized the client's renewals process, integrated Oracle Installed Base/Service Contracts (EBS) with Conga Assets and Salesforce Services (for Entitlement), and developed custom functionality in X-Author capable of processing large quotes (greater than 100K asset lines). As a result, the client experienced 29% faster order processing and increased order-to-cash cycle time by 26%.

**Industry**  
Telecommunications

**Revenue**  
\$150+ M

**Employees**  
1k+






**Headquarters**  
California, US

### Business Challenge

The client faced challenges to manually validate the details of renewal quotes and quote lines. Additionally, managing the service contracts created in Oracle EBS, and the service entitlements in Salesforce impacted their productivity because data needed to be synced.

The client manually managed ~60% of the renewal quotes despite outsourcing the renewal opportunities management to a third party, i.e., Concentrix BPO's in-house system 'Encover'.

The main challenges for the client were:

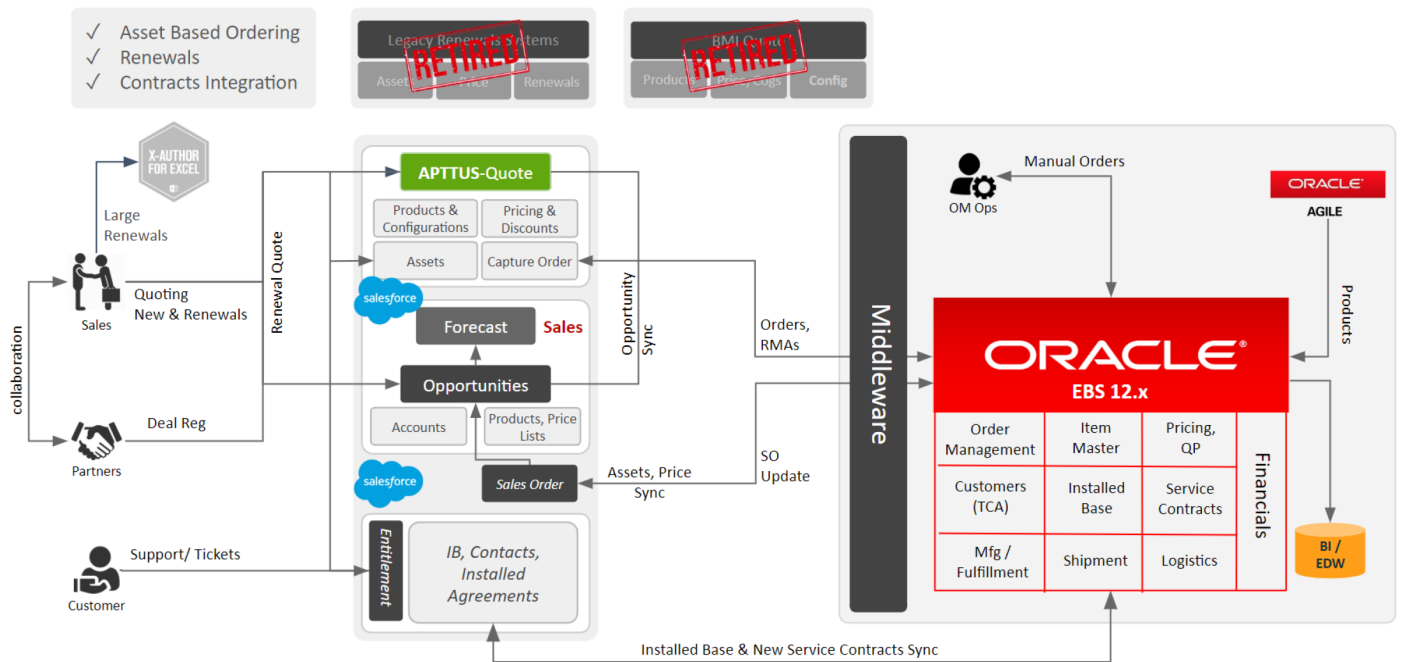
-  Over 37,000 products and customers' SLAs based on RMA
-  Error-prone renewal process
-  Data quality
-  Large volume of renewal quotes, i.e., ~250K lines
-  Manual quote management

# Transformation Journey

Forsys modernized the customer's renewals process, and designed and implemented a solution that integrated the customer's Oracle Installed Base/Service Contracts (EBS) with Conga Assets and Salesforce Services (for Entitlement).

The key highlights of the approach to the solution are:

- ➔ Implemented Conga ABO and developed custom functionality in X-Author capable of processing large quotes (greater than 100K asset lines)
- ➔ Allowed immediate triggering of renewal opportunity creation in Salesforce post SLA creation
- ➔ Migrated more than a million installed-asset lines to Conga
- ➔ Integrated Conga Assets with Oracle EBS (Installed Base & Service Contracts) and Salesforce Services for Entitlements.



## Impact

Since the go-live, the client:

- ➔ Processed orders 29% faster.
- ➔ Increased order-to-cash cycle time by 26%
- ➔ Improved win rates by 25%
- ➔ Grew deal size by 25%
- ➔ Gained 27% more revenue per contract
- ➔ Enhanced overall sales revenue by 23%.

## About the Client

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

## Solution Components

Conga CPQ, Conga ABO, Oracle BMI, Oracle EBS, Salesforce