



TELECOM  
CLIENT

## HAPPY CLIENT STORY

Implementation of Oracle Sales Cloud



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## AT A GLANCE



**Who**

Telecom Client



**Location**

North America



**Industry**

Telecommunications



**Established In**

1997

# TELECOM CLIENT

## ABOUT THE CLIENT

### ABOUT THE CLIENT:

Telecommunications company was founded in 1997. From day one, Client has been installing, provisioning and working with telecommunication providers and Data Centers. They provide world wide service to leading telecommunication and data centers companies

# What was implemented?

## ONE

Critical River implemented Oracle Sales Cloud to manage client's Campaign Management, Lead, Opportunity and Account. Before this implementation of Oracle Sales Cloud, Client had managed the data and sales process manually and could not manage the activities and calendars

Configured company profile and established user reporting hierarchy

Defined visibility and access control rules through role-based privileges

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## TWO

Configured the business rules to manage the sales process  
Integrated the Oracle Sales Cloud with Microsoft Outlook to manage the activities

Implemented the mobile user interface in Android and iOS mobile devices, Tablets and iPads.



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# Results Achieved

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Automated the  
entire sales process  
of Client

Integrated the  
outlook  
connection with  
OSC to manage  
the Activities and  
calendar

Provided the  
Analytics and  
Dashboard

Enabled the  
multi-browser  
capabilities  
tablets and  
mobile user  
interface



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## AT A GLANCE



**Timeline**  
project



**Deployment At**  
North America



**Industry**  
Telecom



**Products Implemented**  
Oracle Sales Cloud

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## ABOUT CRITICALRIVER



## ABOUT CRITICALRIVER:

CriticalRiver is a trusted technology partner for comprehensive Oracle Consulting and Development services across the globe.

With their highly experienced team, they prioritize understanding client needs and industry best practices so as to approach any problem with insight and careful strategic planning.

CriticalRiver is an Oracle Gold Partner.





# TELECOM CLIENT

Client Reference Available  
on Request

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