



Outotec
Espoo, Finland
www.outotec.com

Industry:

Engineering & Construction

Annual Revenue:

US\$1.351 million

Employees:

2,144

Oracle Products & Services:

Oracle CRM On Demand

“Oracle’s Siebel CRM On Demand provides us with real-time visibility into all customer interactions worldwide, enabling us to enhance customer service and improve sales projections.”

– Kimmo Kontola, President of the Minerals Processing Europe & CIS, Outotec Minerals Processing

Outotec Enhances Visibility and Control over Its Global Customer Operations

Outotec, formerly Outokumpu Technology, is a worldwide technology leader in minerals and metals processing, providing innovative and environmentally sound solutions for a wide variety of customers in minerals processing, iron and steel, aluminum and non-ferrous metals industries. Outotec Oyj is listed on OMX Nordic Exchange Helsinki. The 12 large companies that control world's mining industry are all Outotec's customers.

Challenges

- Reassess existing customer relationship management (CRM) solutions due to the changing nature of customer base, including volatile commodity prices, depleted mineral reserves, and rising operating costs
- Streamline and connect customer information systems across the 16 global offices of Outotec’s Mineral Processing Division
- Improve the projection and analysis of sales trends in order to maintain flexible business operations
- Identify a technology partner that could provide global support

Solution

- Implemented Oracle’s Siebel CRM On Demand to create a centralized repository of customer data with a real-time overview of all interactions
- Enabled information sharing, sales analysis, and projections across the Mineral Processing Division’s global offices
- Enhanced flexibility and control of the application architecture across the organization with a hybrid CRM approach that allows Outotec to easily migrate from an on-demand to an on-premises model when necessary
- Improved sales forecasting and delivered more consistent customer service through streamlined data integration
- Eliminated the need to alter business processes, as Siebel CRM On Demand adapts to existing processes
- Reduced the time needed to manage data while improving performance
- Proved so successful that the remaining two divisions of Outotec—Base Metals and Metals Processing—are currently piloting Siebel CRM On Demand