



Amazing Global Technologies
London, U.K.
www.amazingglobal.com

Industry:

Professional Services

Annual Revenue:

US\$45 million

Employees:

1,000

Oracle Products & Services:

Oracle CRM On Demand

“Oracle CRM On Demand meets our needs, allowing us to quickly respond to business opportunities. It offers excellent functional coverage of the business processes we need to manage successfully.”

– Marcelo G. Di Rosa, Managing Director Europe, Amazing Global Technologies

Amazing Global Improves Operational Efficiency and Business Performance with CRM Solution

Established in 1997, Atlantic Technologies recently became Amazing Italy, the Italian subsidiary of Amazing Global Technologies, a company based in England with more than 1,000 employees across the world. Amazing is an international application software consulting firm and supplier of high-added value professional services. The company has more than 330 customers in Italy, including a number of medium-to-large multinational companies with complex dynamics and numerous branches.

Challenges

- Create a single, global, shared system for pipeline and forecast management—available over the Web in software-as-a-service (SaaS) mode
- Reduce forecast production and consolidation times—decreasing the risk of inaccuracies or delays
- Increase the impact of marketing actions and reduce sales cycle times through sharing of customers and prospects masters
- Automate response to business opportunities
- Improve customer service by adopting service request management tools

Solution

- Deployed Oracle CRM On Demand, with 110 users already active in 10 branches worldwide
- Improved cross-selling and up-selling, as well as key sales force automation operations, such as management of contacts and key opportunities
- Created real time historical trends and comparative analyses with business intelligence and analytics tools integrated in Oracle CRM On Demand
- Enabled the company to respond to requests from customers in any location with internet access and a telephone via an integrated contact center
- Produced real time reports for management, accessible and usable by users with visibility levels appropriate to their specific profiles and positions