ANTENNA SOFTWARE

Antenna Software, Inc.
Jersey City, NJ
www.antennasoftware.com

Industry:
High Technology

Employees:
100-250

Oracle Products & Services:

Siebel CRM On Demand

"Real time customer data and insight is critical to Antenna's success. With Siebel CRM On Demand, we are confident we have the right tools in place to help our marketing and sales teams effectively manage the entire customer lifecycle."
– Erica Tank, Vice President of International Sales & Global Strategic Accounts, Antenna Software, Inc.

Antenna Software Maximizes Sales and Marketing Effectiveness with Siebel CRM On Demand

Antenna Software provides real business mobility, giving enterprises the ability to have one platform to mobilize all their business software and make employees, wherever they are, more productive and more profitable. With more than 20 years of operating experience, Antenna's proven mobile enterprise applications automate and streamline important customer-facing activities via any mobile device, over any network, worldwide. Today, more than 125,000 users in more than 40 countries rely on Antenna to optimize their critical field-based business processes, lower service/sales costs, and increase profitability through higher customer satisfaction.

Challenges

- Provide real-time access to customer relationship management (CRM) information and analytics, improving visibility into the sales pipeline
- Manage and track leads, prospects, customers, marketing campaigns, and opportunities more effectively to improve customer relationships and boost sales
- Provide ability to accurately report on sales pipeline and manage partner relationships/joint opportunities
- Implement easier and more accurate way to represent monthly recurring revenue and one-time costs
- Achieve stronger user adoption of CRM system across all business units

Solution

- Deployed Oracle's Siebel CRM On Demand in just 8.5 weeks to provide a powerful and flexible system with built-in analytics
- Automated sales pipeline reporting for executive team
- Improved reporting for sales and partner-related sales activities, providing a flexible, succinct representation of opportunities
- Increased effectiveness of marketing campaigns and maximized return on partner co-op funds
- Enhanced tool set for creating custom HTML e-mail templates for e-newsletters and announcements, improving productivity
- Enabled easier navigation and improved user adoption by providing application views customized for each user's role

ORACLE