



Harris N.A.
Chicago, IL
www.harrisbank.com

Industry:

Financial Services

Annual Revenue:

More than \$1.001 billion

Employees:

6,700

Oracle Products & Services:

Siebel CRM On Demand

“Focused service and rapid responsiveness is essential to our continued growth. We are using Oracle’s added sales forecasting depth to assign appropriate resources and streamline our companywide business development efforts.”

– Michael Mero, Senior Vice President of Business Banking, Harris N.A.

Harris N.A. Improves Sales Pipeline Visibility, Aligns Resources with High-Impact Business Opportunities

Harris N.A., a subsidiary of BMO Financial Group, is an integrated financial services organization that provides more than one million personal, business, and corporate clients with banking, lending, investing, and wealth management solutions. Harris also provides more than 200 branches and 544 ATMs to serve its personal banking customers in the Chicago area and northwest Indiana.

Challenges

- Enhance companywide customer relationship management (CRM) visibility
- Eliminate downtime of mission-critical CRM applications
- Reduce IT management requirements to optimize and expand CRM applications

Solution

- Implemented Oracle’s Siebel CRM On Demand to create a highly flexible, reliable, and cost-effective IT application
- Fostered collaboration by providing multiple departments with a single, integrated view of CRM data
- Streamlined and accelerated operations by establishing a single CRM database
- Reduced IT management requirements significantly and ensured continuous data availability by leveraging Siebel CRM On Demand’s managed service applications
- Gained the ability to scale CRM capabilities quickly and cost-effectively to support corporate growth
- Reduced IT complexity while maintaining flexibility
- Decreased loss of company revenue and customer delays