

KLEINFELDER

Kleinfelder, Inc.
San Diego, CA
www.kleinfelder.com

Industry:

Engineering & Construction

Annual Revenue:

\$253.6 million

Employees:

2,000

Oracle Products & Services:

Siebel CRM On Demand
Oracle E-Business Suite

“As we expanded our service portfolio and geographic footprint, we needed better insight into our overall sales pipeline. With Oracle’s Siebel CRM On Demand, we have new visibility that allows us to forecast revenues and resources—essential information for managing the business.”

– Larry M. Peterson, Senior Vice President, Sales and Marketing, Kleinfelder, Inc.

Kleinfelder Sees the Future with Improved Sales Pipeline Visibility and Business Forecasting

Kleinfelder, Inc. is a leading professional services firm in natural and built environments for municipalities, government agencies, multinational companies, and industrial concerns across the nation. With a staff of nearly 2,000, Kleinfelder is one of the nation’s largest employee-owned firms providing planning, engineering, scientific, technical, and management solutions. Founded as a materials testing lab in 1961, the company today offers traditional soils and materials testing, engineering and inspection operations, as well as a host of other engineering, construction, and environmental services.

Challenges

- Improve client management and normalize sales process methodology by integrating data from individual sales representatives into a single system
- Share client contact information company-wide
- Provide ability to forecast resource requirements and make allocations based on sales pipeline

Solution

- Implemented Oracle’s Siebel CRM On Demand to share client contact information across the organization, as well as to track sales leads and opportunities
- Deployed hosted model to minimize IT resources required for implementation and ongoing maintenance
- Enabled management to forecast anticipated revenue and required resources by providing visibility into the entire sales pipeline
- Established a consistent sales methodology and provided ability to track leads based on source
- Developed a weekly batch integration from Oracle E-Business Suite applications to update customer information