

Portugal's UNICRE Modernizes CRM Infrastructure through Oracle Siebel

UNICRE and Oracle work in One Team with Capgemini bringing its India capabilities to bear fruit for a successful implementation

The Situation

UNICRE is the largest and oldest company in Portugal that specializes in issuing solutions-based payment cards and related services.

It was clear from a review of front-line processes that the business would benefit from sophisticated tools and methods in its commercial management and interaction with customers. UNICRE management invited Capgemini to provide consulting and technology services to deploy a solution.

The Solution

Capgemini facilitated a study that concluded that version 8 of an Oracle Siebel CRM solution would provide support infrastructures towards a solution. Capgemini enjoys a premier partner status with Oracle and also has strong Oracle Siebel system integration capabilities in India.

Capgemini proposed to leverage its Rightshore® global delivery approach. This optimized capabilities on an

ambitious project in terms of plan and scope that demanded a team of significant size (over 15 FTEs at its peak).

Capgemini's strength in depth emerged as the right solution to strengthen local capacity, allowing skills in India to work with team members in Portugal.

The approach also mitigated risk through proven skills in India addressing similar challenges faced by other clients of Capgemini. Finally, the approach also brought the partners together to work with UNICRE in One Team to deploy and implement a solution.

The Result

The leadership team at UNICRE is very happy with the results of partnership. UNICRE is now equipped with sophisticated capabilities to manage customer relationships through:

- **automated campaign management** which provides UNICRE tools

“We are satisfied with the way that the project was implemented and are confident in the enormous trade enhancement capacity that the new tool brings to UNICRE.”

Vasco Pereira
Director,
UNICRE S.A.



and procedures best suited to plan and design campaigns, segment target groups and run them through various channels

- **dynamic sales force enablement** that supports commercial and management activity facilitating agility and assertiveness
- **optimized processes for customer interfaces** enabling an integrated view of the customer portfolio and allowing various interactions to be recorded and available to agents, regardless of the distribution channel used by the customer.

How UNICRE, Oracle and Capgemini Worked Together

Client-facing team members in Portugal leveraged an intimate knowledge of UNICRE's business, architecture and how to map the Oracle Siebel solution to the project scope. The comprehensive knowledge and experience that team members in India brought ensured added value to UNICRE.

Rightshore® facilitated reuse of solutions that could be easily adopted and adapted. The team's contribution with ideas and solutions that led to the design and deployment of the project was critical. The approach also facilitated economies of scale and best practices to be fully leveraged via methods, procedures, tools and templates. These helped yield better accuracy, higher quality and predictability of costs. The industrial benefits of these were passed to UNICRE to fast track solution development and deployment.

Regardless of their location, team members in Portugal and India worked seamlessly as One Team to leverage productivity. Different time zones meant that results could be delivered on a "round-the-clock" basis. UNICRE management was pleasantly surprised that language was not a barrier.

In conclusion, the project was delivered on time with high customer satisfaction. This was achieved by meeting deadlines and delivering an optimum solution. Let's read what some stakeholders have to say about the experience:

Miguel Mancellos, Consulting Principal at Capgemini Portugal commented: *"The UNICRE project was very ambitious and innovative because it involved several areas of UNICRE's business, used the latest Oracle Siebel version and leveraged a distributed delivery approach for implementation. We believe that the solution will result in a more competitive value for UNICRE and will be a benchmark for other companies, within and outside the financial sector."*

João Taron, Country Manager for Oracle Portugal added: *"UNICRE is a reference at national and international levels in the payment cards area, with a wide network of clients. I am convinced that Oracle Siebel CRM is an important tool for UNICRE to implement its strategy and its continuous success."*

And according to José Carlos Ribeiro, IT Director at UNICRE:

"This structuring project was of major importance to UNICRE. We were aiming through implementation of this technology solution to provide UNICRE with a set of commercial management capabilities in order to leverage interactions with customers. The project promoted a significant technological development and required the creation and development of new skills allowing UNICRE to accelerate our business. The new CRM component was integrated in the architecture for our information systems, allowing us to take full advantage of all the potential that is now available from installed infrastructures."



About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery

model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion and employs over 90,000 people worldwide.

More information is available at:
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In collaboration with



UNICRE is the largest and oldest Portuguese company specialized in services and solutions-based payment cards. Issuing credit cards for 34 years, it provides credit solutions and provides acquiring services allowing

shops to accept national or international payment cards of major international brands: Visa, MasterCard, Visa Electron, Maestro, Diners Club, JCB Card and 6000. UNICRE also provides other specialized services to financial institutions as part of the latter's payment cards operations.

More information is available at:
www.unicre.pt