

ERP

BI & EPM

Middleware

CRM / CX

Managed Services

Infrastructure

**HARSCO**  
METALS & MINERALS

Case Study

# Centralization of Sales Insights Improves Customer Relations

## Harsco Metals & Minerals, Camp Hill, PA

Harsco is the premier worldwide provider of material processing and environmental services for the steel and metal industries. It operates at more than 160 customer locations across 30 countries. Its onsite resource recovery and mill services offer sustainable, environmentally-conscious solutions by reusing valuable raw materials in production.

## Oracle Technologies

- Oracle Sales Cloud
- Oracle E-Business Suite R12
- OBIEE

## Services Provided

- Full implementation for Oracle Sales Cloud
- Data migration services
- Data quality guidance

## Business Needs

Harsco Metals & Minerals originally managed customer and sales data for the sales organization using email and spreadsheets. As a result, its customer relationships suffered as interactions were not tracked nor documented effectively. This unstandardized methodology used by sales representatives and managers did not allow them to effectively track and gain insight from the sales pipeline.

## Key Objectives

Harsco Metals & Minerals identified the need to implement a centralized CRM system that would enable it to effectively document and gain insight from sales data. The company sought a partner who could implement a system that effectively manages customer accounts, tracks customer interactions, and manages sales opportunities.

## Solution

Serene provided a comprehensive solution to address Harsco's critical business needs, assisting the company in leveraging its Oracle ERP system. This system acts as its Customer Master, in order to provide both account and contact data to Oracle Sales Cloud and maintain a central data repository for the Sales Organization.

Serene's successful implementation of this modern solution provides the following capabilities for Harsco:

- Design of account and contact import system to keep Sales Cloud records updated on Oracle ERP
- A centralized repository for global account management, territory assignment, and collaboration
- Sales automation for improved tracking and management of the opportunity lifecycle
- Customer interaction tracking, including tasks, appointments, and notes within the system, as well as integration with Microsoft Outlook to capture email as completed tasks
- Embedded activity reporting with an ability to view all interactions for a given account, contact, or opportunity
- Customized roles to meet specialized data access requirements
- An advanced analytical dashboard that provides business insight and decision-making support, with drill down capability for individual transactions and easy updating
- Pipeline reporting for opportunities based on sales stage, win, loss, and no-sale analysis, providing the ability to easily identify stalled opportunities

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