

# APPLICATIONS SOFTWARE TECHNOLOGY

SPECIALIZED.

RECOGNIZED.

PREFERRED.

Engineering & Construction  
Competencies & Differentiators



# Challenges

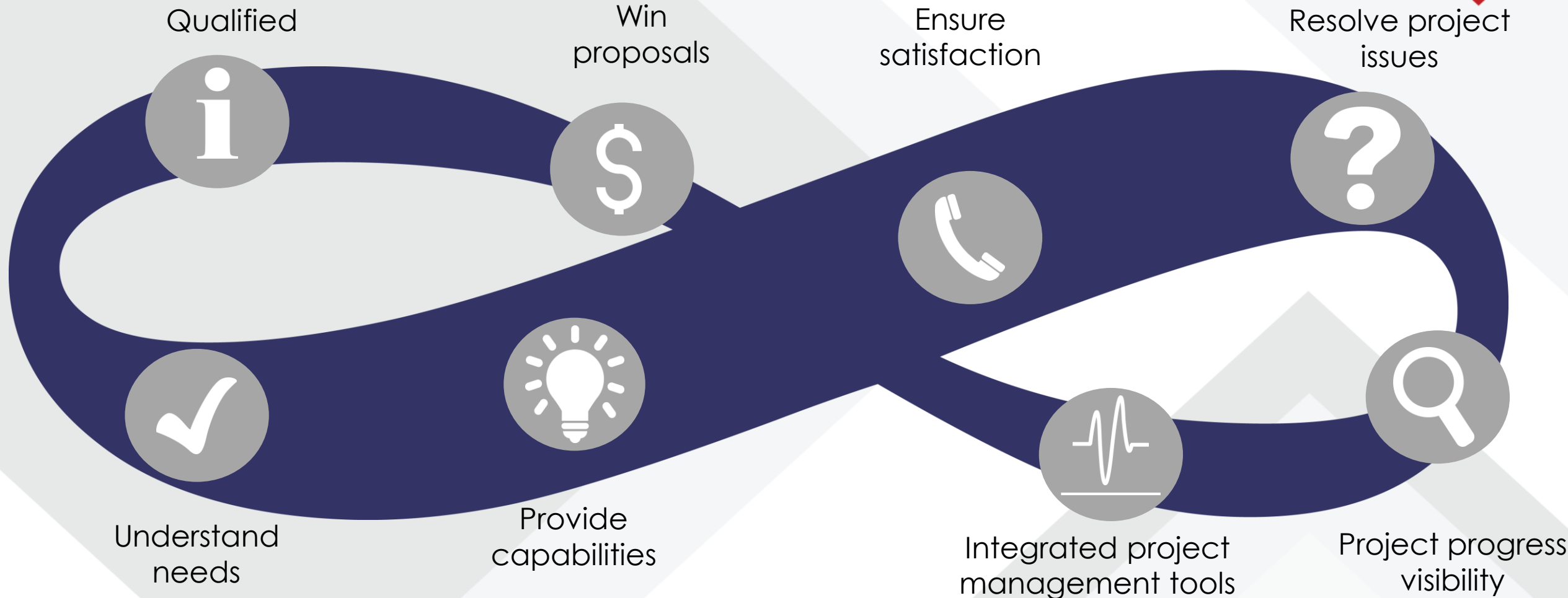
- Pursuit of inappropriate opportunities
- Lack of enterprise visibility
- Lack of process governance
- Difficulties meeting client expectations

## Resulting in...

- Wasted Resources/Increased costs
- Divisional bidding conflicts
- Increased risk
- Low project win ratio

# Full Lifecycle Approach

Tailored, Integrated, Preferred.



# Comprehensive Bundle

Marketing  
Cloud

Sales Cloud

CPQ Cloud

Commerce  
Cloud

Service

Social Cloud

CX  
Marketplace

Business Operations  
in the E&C Industry

Proposal/Contract Management

Asset/Equipment Management

Sub-Contract Management

Project Management & Collaboration

Billing Management

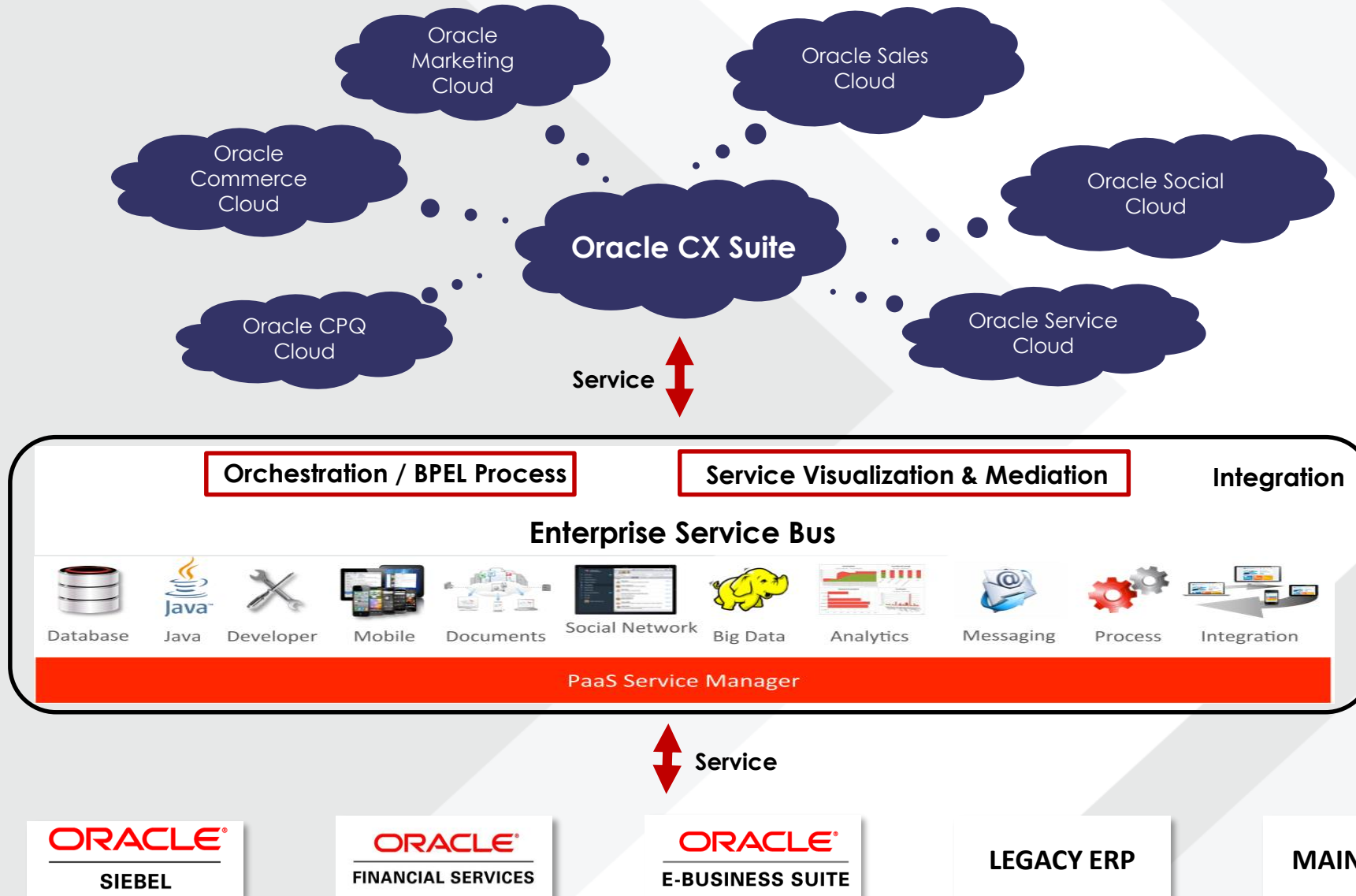
Time & Expense

Scheduling/Estimating

# Roadmap to the Cloud

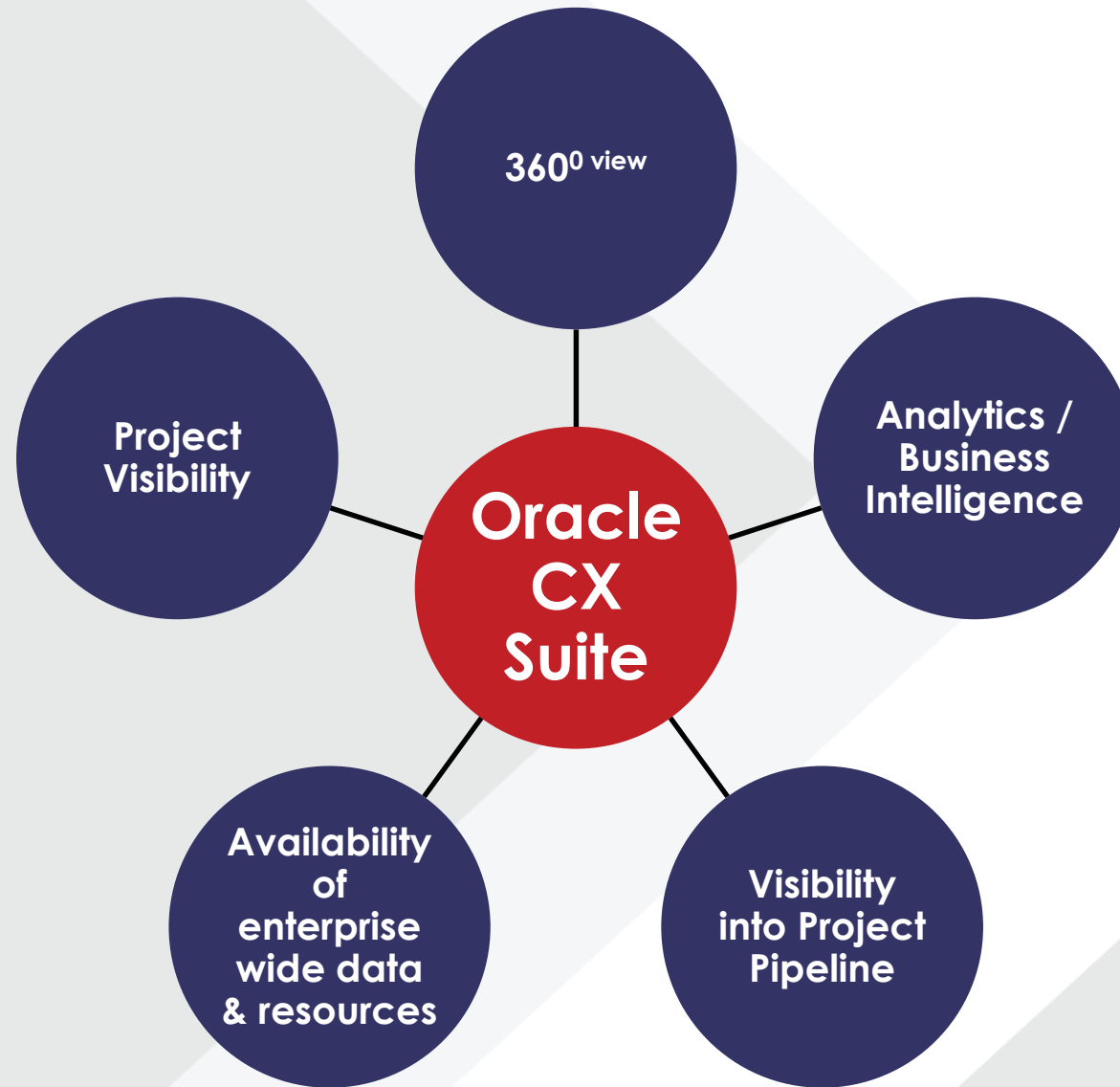
Cloud Solutions

On-Premise Solutions



M  
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# Key Benefits of Oracle CX Suite



# Why Serene for E&C?



## Key Differentiators

In-depth understanding of E&C Industry

Pre-Built, Ready-to-Demo Solution catered to E&C needs

AST Cloud Connect

Approx. 18 successful E&C Cloud implementations done



**THANK YOU!**

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