

### **The Situation**

Integra's client, a leading energy services firm providing administrative, information technology, and field support to local power generation and distribution utilities, found itself faced with the need to enhance the capabilities of its local utility clients to provide robust customer web self-service to residential and business customers, and to provide better analytics about the end customer base to the local utilities. To provide these capabilities, the energy services firm chose to implement a broad footprint of Siebel eEnergy, Siebel CRM, Siebel Marketing, Siebel Sales Analytics, and Siebel Marketing Analytics.

### **The Challenge**

Requirements for this Siebel implementation project were substantial, budgets small, and timelines short. Adding to the pressure to execute this project successfully, the energy services firm was undergoing a major corporate merger at the time, and key resources with knowledge of the requirements and business functions to be supported by the Siebel implementation were reorganized out of the project.

### **The Solution**

Integra brought to this client the Siebel CRM functional and technical expertise necessary to keep the project on track, and drew upon the experience of our team members to help our client maximize the value of their Siebel investment by leveraging requirements and capabilities cross-functionally to deliver added benefit.

### **The Results**

While the implementation project is still ongoing, both our client and our client's local power utility clients have been very impressed with the depth of experience and quality of results Integra's team has brought to the project.



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