

CASE STUDY

Oracle Powered Transformation: Driving Revenue, Enhancing CX, and Digitizing Operations for Terex





About the client

Terex is an American manufacturer of lifting and material processing equipment and services with operations spread worldwide.



Challenges

Terex launched the customer experience (CX) transformation program with the following key objectives:



End legacy applications and migrate to modern, scalable, and commercial-off-the-shelf (COTS) solutions to create a great user experience through intuitive and responsive UI



Create an alternative revenue stream through data monetization



Implement unified global and integrated solutions to create a seamless customer experience across the CX and ERP



Set up an end-to-end digital platform to manage customer lifecycle journey and create a world-class CX value chain experience



Consolidate landscape to a cohesive solution and leverage synergies through integration



LTIMindtree solution

In 2023, Terex and LTIMindtree teams partnered to build a global platform based on the complete Oracle CX solutions suite.



Migrated the Salesforce.com Sales and Service applications to Oracle Sales & B2B Service Cloud to build a foundation for the modern CX solution



Implemented Oracle Configure, Price, Quote (CPQ) as a global quoting solution through seamless integration with Oracle Sales Cloud and Oracle EBS



Implemented Oracle Field Service Cloud for branch and field repairs; digitized operations by eliminating manual and duplicate activities



Implemented Oracle Redwood UX in Sales and Service Applications for a better user interface



Enhanced Oracle Subscription Cloud to monetize the sensor data through subscription contracts and automated renewals



Enhanced existing e-commerce applications built on Oracle Commerce Cloud to support key revenue-generating programs



Business benefits

Automated order entry via CPQ, removing days to weeks from the legacy process



Efficiency gains for various personas in service organization

Achieved year-over-year increase in online revenue



B2C Channel launched to open an additional revenue stream

Introduced Point of Sale (POS) opportunities for field service techs



Reduction in cycle time for service estimate approvals

Reduction of paper trail in field service operations



IT cost (CAPEX) reduction by moving to Oracle CX Stack





LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.