



CASE STUDY



Branded Customer Portal Leads to Faster Payments, Added Sales, and Better End-User Experience

“Data Intensity knows Oracle, and they know our business, so it was a no-brainer to ask them how to make our back-end Oracle tools give us exactly what we needed on the front-end, too.”

The Client

Our client is an international provider of business services and products, with a focus on uniform rental and sales, with millions of employees around the globe wearing uniforms provided by our client every day. They also offer facility services, as well as first aid and safety services, which help businesses manage their operations and maintain safe and clean work environments.

The client's typical customers are in the automotive, restaurant, healthcare, and manufacturing industries. While many of their customers are smaller mom-and-pop shops, they also provide services for large corporate customers with hundreds of individual sites or outlets, as well as departments of the U.S. government.

The Question

“If you were us, how would you get invoices to your customers?”

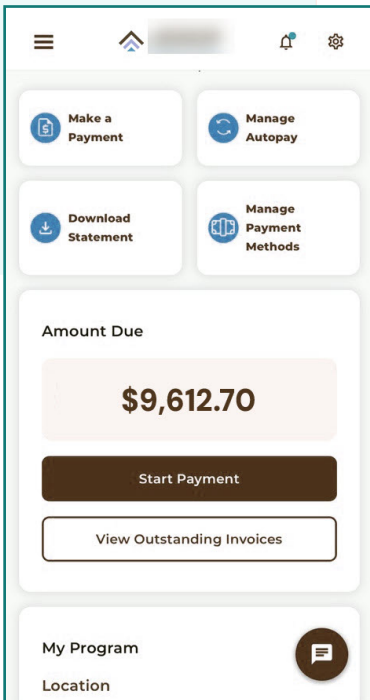
The client – which has been working with Data Intensity since 2011 – reached out to us to ask if we knew of a convenient and more user-friendly method to present Oracle E-Business Suite (EBS) invoices to their large customer base. Oracle's built-in tool was fit for purpose, but the client was looking to move beyond invoice presentation to a customizable solution.

Data Intensity facilitated a discovery session of asking the client what their ideal tool or system would feature, and their team didn't hold back. Beyond invoice presentation, downloading, and payment acceptance, they were looking for customer management options, up-selling capabilities, enhanced reporting, and identity access management options. They also sought to create a robust “wearer management” tool, which is a way for each of their customers to manage each of their employees' uniform choices, needs, and sizes.

Lastly, the client asked for responsive systems that were mobile- and tablet-friendly, given that most of their customers and sales teams were not office-based. “Much of our user base is smaller shops, and the principals always have a phone in their pocket,” said the client. “We might get paid sooner if payments were easier to make when users are away from their computers.”

The more we dug into the client's needs, it became clear they needed multiple variations or ‘flavors’ of this dream system for various users, including:

- The customer-facing portal outlined above
- A mobile-friendly system for the client's local sales reps who dropped off uniforms and supplies
- A tool for the client's internal customer-service operators who take orders and payments over the phone
- A tool focused on payments and payment histories, used by internal collection teams to use when calling on delinquent clients



Customers can easily access accounts, manage users, and pay invoices, whether on desktop or mobile

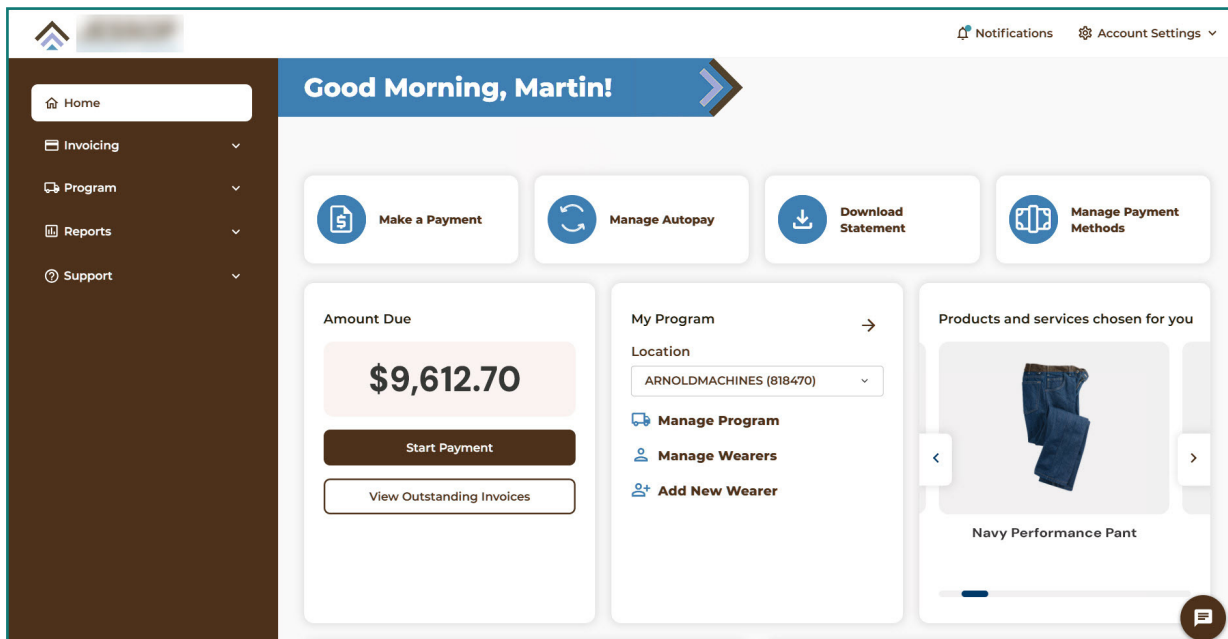
Our client was aware of existing solutions which could achieve most, if not all, of the components of their ideal system. But—as is nearly always the case—off-the-shelf options were cost prohibitive: tools carrying a \$5 USD per user, per month price tag are common, but were absolutely out of the question given the client’s large customer base.

Data Intensity’s Professional Services team took a deep dive into the client’s systems and solution requests, then architected and built the client’s ideal solution.

The Solution

The customer-facing portal was the most complex system and the most pressing need, so that’s where the project began. Technically, the client’s customer portal:

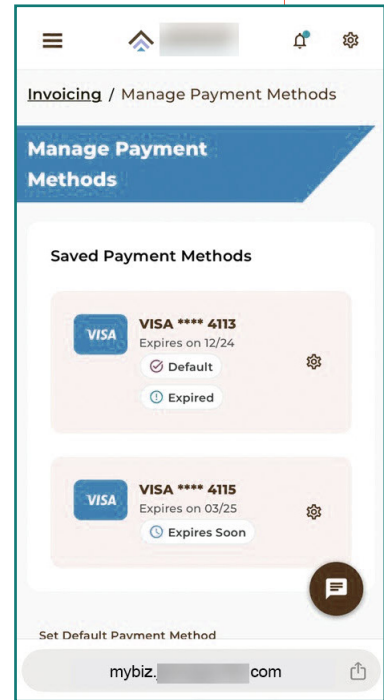
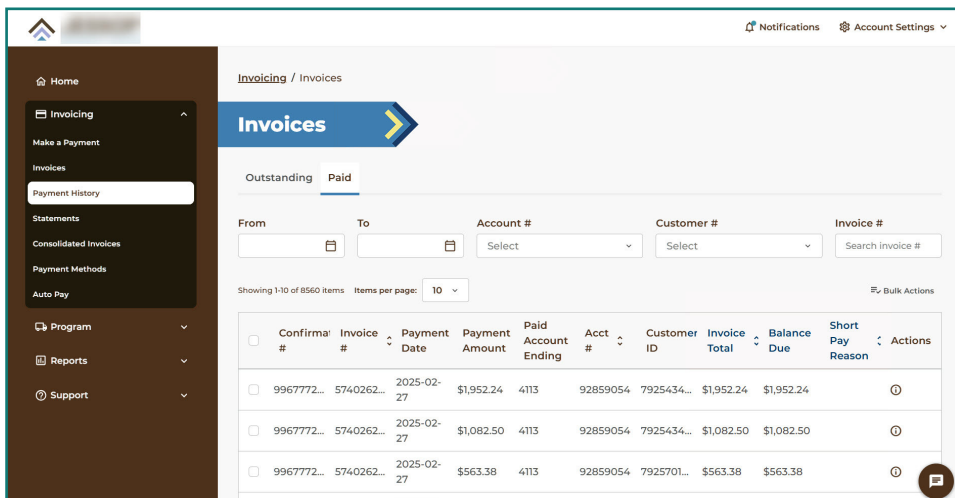
- Relies on Oracle Identity Access Management (IAM) for customer onboarding and self-registration
- Connects to the client’s EBS instance for viewing and downloading of past invoices
- Integrates with a global payment processor where customers can add payment methods, make payments, and enroll for auto-payments with real-time verification
- Links to the client’s existing order-placement systems so customers can place supply orders and manage inventories.
- Integrates with Workday and Indeed recruiting systems so end-users can easily facilitate uniform management for new hires
- Offers a branded interface that is easy to refresh as their company’s brand and products change



Our team added a section on the front page for visually marketing additional services and products to the client's customers, which has led to increases across their customer base. "The up-sell section has been even more successful than we hoped," said the client. "There's been a marked increase in add-on services such as janitorial supplies, and the only difference is that people are seeing and clicking on advertisements for them on the front page of the customer portal."

When it comes to payments, large buttons for financial functions are front-and-center from the home page: Make Payment, Manage Payment Methods, Download Invoices and Download Statements. Per our client, "our customers are probably more excited about the wearer management functions, but having a 'Make Payment' button front-and-center when users come to the portal is what's exciting to us."

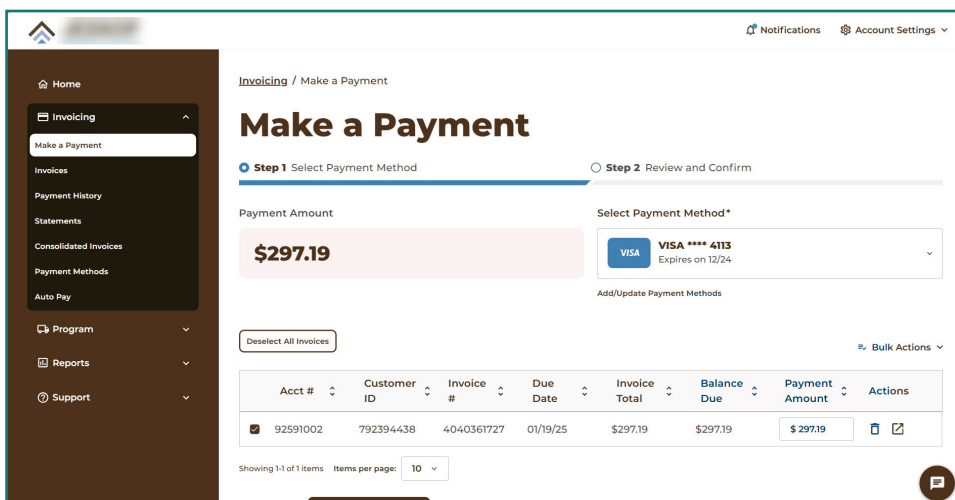
Larger customers, such as national restaurant chains or conglomerates, are able to drill-down into invoices and statements for individual sites or, better yet, submit payments for multiple locations in a single transaction.



Top: Payment methods can be easily added or changed, even on mobile

Middle: Customers can view and download all invoices, even filter by specific account, site locations, or payment status

Bottom: Selecting invoices and payment methods has never been simpler



As requested, Data Intensity built variations of the customer portal for other internal groups. A mobile-based Sales Portal allows for sales teams to take payments and place orders while dropping off equipment at customer locations each week. "The Sales Portal is game-changing for our teams on the ground," said our client. "It ties into our Salesforce [Customer Relationship Management] tools, meaning our team can easily capture account updates and take orders while we're on site with a customer. It takes our customer service up a few notches compared to before."

The Future

A member of the client's project team summed up the project by saying, "we've been incredibly pleased with OCI thus far, and the cost savings we'll experience by migrating will allow us to advance in other areas as well. Data Intensity has been a fantastic migration partner, and we're excited to take the next steps with them as our guide."



Top: Managing employee uniform or wearer needs is a breeze within the customer portal, from adding employees to checking inventory

Bottom: Desktop view of an individual employee's assigned garment orders and needs, which can easily be changed on-the-fly

NAID	MC	CID	Customer Name	Address	City	State	Wearer Name	Wearer No.	Item Style	Item Color	Item
N93208-GARC	551	2943589	GARC/CARVILLE AREA REGION	1950 STEMMONS FREEWAY	DALLAS	TX	ALEX PATNETT	4	GO2890	NAVY	42R
N93208-GARC	551	2943543	GARC/CARVILLE AREA REGION	7105 CORPORATE DR	PLANO	TX	STACY LAYFIELD	2	GO2890	NAVY	56R
N93208-GARC	551	2943543	GARC/CARVILLE AREA REGION	7105 CORPORATE DR	PLANO	TX	STACY LAYFIELD	2	GO0218	CHAR	2XLI
N93208-GARC	315	2955030	GARC/CARVILLE AREA REGION	4200 AMON CENTER	FORT WORTH	TX	CESAR ALATORRE	2	GO0218	CHAR	LGE
N93208-GARC	551	2943589	GARC/CARVILLE AREA REGION	1950 STEMMONS FREEWAY	DALLAS	TX	ALEX PATNETT	4	GO0218	NAVY	LGE
N93208-GARC	564	2996041	GARC/CARVILLE AREA REGION	8000 SHOUTHSIDE BLVD.	JACKSONVILLE	FL	CAREY CREWS	15	GO0356	NAVY	LGE

The Benefits

After a wildly successful launch to 15,000 customers in the first year, the client quickly ramped up adoption. Now in year three, nearly 175,000 customers are enrolled and visiting the portal each month, at a cost of less than 2% of off-the-shelf solutions, and those solutions had less functionality. "More than 50,000 transactions come through our payment processor each month, and we take in nearly \$1M USD each week in payments," said the client. "We couldn't be more pleased, and our customers love it too."

Data Intensity provides the client with monthly product enhancements and support updates, as well as managing their EBS upgrades to ensure that the portals are not negatively impacted by any changes.

"We're in good hands with Data Intensity. Our custom portals offer a great experience for our customers and internal teams all while costing significantly less than the non-custom solutions offered elsewhere. Data Intensity knows Oracle, and they know our business, so it was a no-brainer to ask them how to ensure our back-end Oracle tools give us what we need on the front-end, too."

Professional Services

What could portal development by Data Intensity's Professional Services team mean for your business? More functional invoice delivery? Responsive, modern data entry? Simplified procurement systems? User-friendly interfaces for hiring and onboarding employees? This client's solution began with a simple question, and so can yours.

If you can dream it, our Professional Services team can probably create it. Contact us today.



About Data Intensity

Data Intensity is an Oracle Strategic MSP partner delivering managed services for the complex lifecycle of Oracle-powered workloads. Offering a complete portfolio under one roof, we provide full-stack, technical, and functional application managed services on any cloud. We also provide cloud consulting services delivering precise data, database, application, and server migration services across multiple cloud platforms—both public and private.

Additionally, we maximize and future-proof our clients' Oracle investments through effective license position assessments and cloud-independent migration services. Learn more at www.dataintensity.com.