

Founded in 2002, GlowTouch is a technology-driven professional services company focusing on contact center outsourcing, business process outsourcing, and technology outsourcing. The global company guides clients through their digital transformation, helping them better connect with customers to improve retention and enhance brand stickiness. GlowTouch is headquartered in the United States and has contact centers on three continents.



Professional Services
Oracle Cloud ERP

Business Challenge

- **Global Expansion:** Growth from US-based company to a global business operating on three continents. Existing ERP system lacked functionality necessary to support global operations of \$500m+.
- **Invoicing Volume:** 50%+ YOY growth resulted in increased invoicing volume. Due to system limitations, invoices were processed manually, which became unsustainable at current growth rates.
- **Time Constraints:** Increasing system load demanded rapid replacement of legacy systems with a full-featured Oracle Cloud ERP technology that GlowTouch could expand & enhance after initial setup.

Solution

- **ERP Financials:** GL, AR, AP, Expense, FA, and Cash Management.
- **ERP Projects:** Project Financial Management and Project Contracts.
- **Integrations:** Banks and ZIP Procurement.

Impact

- **Rapid Replacement:** Solution implemented in 14 weeks, allowing for decommissioning of the legacy system.
- **Improved Processing:** Intercompany, Billing, and Tax Localization centralized within ERP alongside other processes.
- **Standardized Processes:** Implemented modern best practices as defined by APQC and Fit-to-Modern framework.
- **Segregation of Duties:** User security and roles outlined according to best practices to ensure SoD.