

SUCCESS STORY

Enterprise CRM Modernization and DevOps Transformation

Modernizing a Mission-Critical CRM Without Business Disruption

Company Name
Voltas Limited (A Tata Enterprise)

Industry
Consumer Durables & Engineering Solutions

Location
India

Impact
Modernizing enterprise platforms without disrupting the business that depends on them

Application
Oracle Siebel CRM

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A CASE STUDY

Preserving years of business investment while enabling continuous innovation through enterprise CRM modernization & engineering transformation

Background

Oracle Siebel CRM is the core platform powering Voltas' customer service operations, managing complaint registration, warranty processing, technician dispatch, field service execution, and customer support across the organization. Over the years, the platform evolved into a highly customized enterprise application with extensive business workflows, configurations, and enterprise integrations that became critical to daily operations.

As Oracle introduced significant advancements in user experience, AI-assisted service capabilities, observability, and platform enhancements, Voltas needed to modernize its CRM landscape without disrupting ongoing business operations or compromising years of technology investment.

Cubastion partnered with Voltas to deliver a risk-controlled modernization program that upgraded Oracle Siebel CRM to version 24.10, preserved existing business capabilities, standardized software delivery through DevOps automation, and established a future-ready platform for continuous innovation.

Problem Statement

Voltas required a modernization strategy that would enable adoption of Oracle's latest CRM capabilities while ensuring uninterrupted customer service operations. The initiative also aimed to standardize software delivery through DevOps automation, improving release governance, deployment efficiency, and long-term platform sustainability

Challenges Faced

• Protecting Business Investments

The CRM platform contained years of business-specific customizations, workflows, configurations, and integrations that were essential to customer service operations and could not be redeveloped from scratch.

• Ensuring Business Continuity

As the primary customer service platform, the modernization had to be completed without impacting customer support operations, field service teams, or business productivity.

• Managing Enterprise Complexity

Multiple enterprise integrations and interconnected business processes required comprehensive validation to ensure compatibility across the application ecosystem.

• Modernizing Software Delivery

Manual deployment activities increased release effort, operational risk, and dependency on specialized resources, making upgrades slower, more complex, and difficult to scale.

• Enabling Future Innovation

The upgraded platform needed to reduce technical debt while providing a modern foundation capable of supporting future Oracle capabilities and evolving business requirements.

Solutions

🕒 Business-First Modernization Strategy

Designed the modernization program around business continuity rather than technology replacement, ensuring operational stability throughout the transformation lifecycle.

🕒 Zero-Redesign Platform Upgrade

Successfully upgraded Oracle Siebel CRM to version 24.10 while preserving existing business processes, customizations, repository objects, & enterprise integrations, protecting previous technology investments and eliminating unnecessary redevelopment.

🕒 Risk-Controlled Upgrade Execution

Established a phased implementation methodology across Development, QA, and Production environments with environment-specific validation, deployment rehearsals, rollback preparedness, and continuously refined implementation runbooks to minimize deployment risk.

🕒 Engineering-Led Platform Stabilization

Identified and resolved upgrade compatibility issues, validated business critical integrations, restored customized user interface components, and strengthened platform stability before production deployment.

🕒 Enterprise DevOps Transformation

Implemented a governed DevOps framework integrating Jira, Jenkins, Bitbucket, Git, and Nexus Repository to standardize software delivery, improve deployment traceability, and enable repeatable enterprise release management.

🕒 Future-Ready Platform Foundation

Established a scalable Oracle CRM platform aligned with Oracle's technology roadmap, enabling faster adoption of future capabilities while simplifying long-term maintenance and upgrades.

Key Areas of Expertise Demonstrated

• Enterprise Modernization Consulting

Helping organizations modernize business-critical enterprise applications by balancing innovation with operational continuity, ensuring technology transformation delivers long term business value.

• Business Continuity Driven Delivery

Executing complex modernization programs through structured planning, phased execution, comprehensive validation, and governance frameworks that minimize business disruption and implementation risk.

• Platform Engineering Excellence

Designing scalable, resilient, and maintainable enterprise platforms that preserve existing business investments while enabling future technology adoption and continuous innovation.

• DevSecOps & Release Engineering

Implementing automated, governed software delivery pipelines that improve deployment quality, release consistency, traceability, and operational efficiency across enterprise environments.

• Enterprise Integration & Architecture

Building and modernizing enterprise application ecosystems through robust integration strategies, API enablement, and architecture best practices that ensure seamless interoperability and business continuity.

• Long Term Technology Partnership

Supporting customers beyond implementation with continuous optimization, platform evolution, technology advisory, & strategic roadmaps that maximize return on technology investments.

Business Outcomes

Business Investments

100% Retained existing business customizations, configurations, workflows, and enterprise integrations without requiring application redesign.

Business Continuity

Zero Incidents Achieved a seamless production rollout with uninterrupted business operations and no critical post-go-live production issues.

Deployment Success

Zero Rollback Completed the production deployment successfully within the planned maintenance window without disrupting customer service operations.

Customer Experience

AI Enabled Introduced Oracle's latest AI-powered service capabilities, enabling smarter customer interactions and improved service efficiency.

Release Automation

Standardized DevOps Established an automated & governed software delivery framework that improved deployment consistency, traceability, & release quality.

Platform Modernization

Oracle 24.10 Delivered a modern CRM platform ready to adopt future Oracle innovations with reduced upgrade complexity.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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