

# ORACLE SOCIAL CRM APPLICATIONS

## Oracle Social CRM

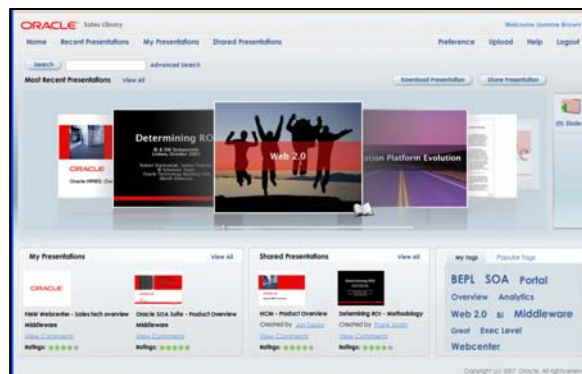
### ORACLE SOCIAL CRM APPLICATIONS

- Oracle Sales Prospector – Gain insight on what to sell based on buying patterns of customers with similar attributes
- Oracle Sales Campaigns – Create and share sophisticated HTML email campaigns as well as track and analyze results
- Oracles Sales Library – Leverage the collective experience of your social community to find the right sales message and content
- Oracle Mobile Sales Assistant – Collaborate and communicate with your social network while completing frequent tasks on the road

*Sales users often perceive CRM as a management tool used to track the sales pipeline rather than a solution that actually helps them complete a sale. Oracle Social CRM Applications challenge that perception with user-focused productivity applications that leverage the collective knowledge and experience of the broader sales community. Fully integrated with your on demand or on premise CRM and other critical enterprise data, these applications help users sell more while entering less data.*

### Empower Your Users to Be More Effective and Productive

No data entry required. Just simple, highly focused applications that work the way sales people work throughout the sales cycle – generating leads, identifying references, developing sales campaigns, and collaborating with colleagues to close a deal. The rich interactive interface of Oracle Social CRM Applications ensures that vital information is only a fingertip away with no need to enter data to complete an activity, as these productivity applications seamlessly connect to a broad set of data – from enterprise data spanning across front and back office systems to personal data residing locally to public data available from the Internet. And these applications are simple, intuitive, and easy to use, meaning users can reap instant benefits with no need for training.



**Figure1. Oracle Social CRM Applications leverage the knowledge of the broader community to drive user productivity**

### Harness the Collective Intelligence of Your Corporate Community

Sales activities are social in nature, yet many CRM applications do not model the collaboration needed to move an opportunity forward. Instead, sales representatives execute these activities through email and other informal networking channels, none of which is captured for others to leverage and improve upon. Oracle Social CRM Applications take advantage of each user's social relationships to build a larger

**ORACLE SOCIAL CRM APPLICATIONS BENEFITS**

Use Oracle Social CRM Applications to:

- Improve end user productivity
- Harness the collective experience of your sales organization
- Model key collaborative activities throughout the sales cycle
- Share, review, and rate content to drive future sales
- Report less, sell more

KEY BENEFITS:

- Seamless integration with CRM and ERP systems ensures crucial information is available instantly with no need to enter data
- Embedded business intelligence and collaboration results in better business decisions by sales users
- Software-as-a-Service ready for rapid time to value

RELATED SOLUTIONS:

- Oracle CRM On Demand
- Siebel CRM

collective community with which to share, learn, and interact. Web 2.0 innovations meld data from multiple sources and enable users to collaboratively create, rate, and comment on content. With each interaction, the entire community becomes smarter.

**Business Collaboration At Its Best**

Whether in the office or on the road, Oracle Social CRM Applications connects sales users with the most relevant information and resources they need throughout the sales lifecycle.

- **Generate leads.** Oracle Sales Prospector identifies what to sell to which potential prospects based on buying patterns of customers with similar attributes, and provides customer references that best match the prospect profile. By providing intelligent mash-up of data in the front and back office with information available publicly on the Internet, Oracle Sales Prospector enables sales people to sell more while reporting less.
- **Convert leads to opportunities.** With Oracle Sales Campaigns, users can determine the best email campaigns to adopt based on user ratings and historical response rates and track the success of individual campaigns. Information that was once only available to the marketing department is now available to each individual sales person in the context of a social network.
- **Advance opportunities to quotes.** Maintained via a social network and complete with ratings, tags, user comments, and other collaboration features, Oracle Sales Library allows users to easily share, search, preview, and select content from a collection of slides to build more successful, targeted presentations and messages.
- **Manage opportunities while on the go.** Using Oracle Mobile Sales Assistant, users can manage their customer relationships and quickly complete tasks – such as collaborating with team members, communicating with customers, or updating leads and opportunities – with fewer clicks while on the road.

**Bottom Line**

CRM is not just for managers to run their business – it can also be a powerful solution to help sales users sell more effectively. Leverage the collaborative capabilities of Oracle Social CRM Applications to boost user productivity, shorten the sales cycle, and increase sales.

For more information about Oracle Social CRM Applications, please contact your Oracle Sales Representative.

**Availability**

Oracle Social CRM Applications are expected to be generally available in 2008.

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