

ORACLE CRM ON DEMAND RELEASE 17

ORACLE[®] CRM ON DEMAND

THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Pre-built industry solutions
- Embedded sales, marketing, and service best practices
- Seamless integrations

NEW FEATURES

- Comprehensive Partner Relationship Management
- Multiple Simultaneous Forecasting Methods
- Forecasting Analytics
- Opportunity Splits
- Head-Up Display
- Automated Time-Based Workflow
- Enhanced Oracle CRM On Demand Email Marketing
- Custom Themes and Branding
- Customized Lead Conversion and Rejection
- Oracle Contact on Demand Customizable Communication Page Layouts
- Additional Language Support
- Oracle Data Loader On Demand
- Oracle Migration Tool On Demand

Get smarter, get more productive, and get the best value with Oracle CRM On Demand Release 17. Oracle CRM On Demand continues to be the most complete Software-as-a-Service (SaaS) CRM solution available. Now, with Release 17, organizations of all types and sizes benefit from key enhancements in forecasting and analytics, and productivity and ease of use – in an offering that provides unprecedented ROI.

Get Smarter with Actionable Insight

The difference between making good decisions and great decisions depends heavily upon the quality, structure, and availability of information at hand. Oracle CRM On Demand Release 17 expands upon its industry-leading analytics capabilities to provide greater business insight than ever before. Multiple simultaneous forecasts enable organizations to activate up to four different forecast types across all their products and services. Enhanced forecasting analytics introduce the ability to analyze current and historical forecast data against real-time information to evaluate forecast trends, forecast to actual achievement, and forecast to quota.



Figure 1 Multiple Forecast Types and Forecast Analytics Enable More Accurate Planning and Monitoring of Sales Performance

In addition, sales managers can now specify the revenue percentage associated with each sales team member, which is then rolled up into the forecast. Working together, these features provide a comprehensive and accurate view of sales pipelines and forecasts, tailored to how organizations run their business.

Furthermore, organizations can leverage Oracle CRM On Demand Release 17 to gain additional insight with new analytics subject areas for partners, deal registrations, and market development fund requests, as well as new partner dimensions for existing opportunity and lead subject areas, which provide extended channel visibility to drive more partner revenue.

BENEFITS

- Improve customer and partner loyalty, retention, and profitability
- Reduce customer service costs
- Increase competitive intelligence, channel optimization and global competitiveness
- Maximize productivity, satisfaction, and user adoption (ROI)
- Optimize sales planning and execution
- Gain immediate advantage with industry ready solutions
- Achieve the lowest Total Cost of Ownership (TCO)

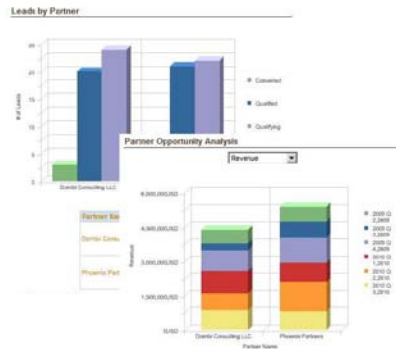


Figure 2 Partner Analytics Provides Deep Insight Into Partner Performance

Get More Productive with Powerful Tools

Oracle CRM On Demand Release 17 introduces a new set of powerful features and functionality designed to maximize user efficiency. The resizable user interface, copy record functionality, list management enhancements, custom themes and branding, alphabetized fields in analytics, and head-up display dramatically improve the user experience by maximizing the presentation of information on the display, significantly reducing the number of keystrokes for common activities, customizing the look and feel of the application, and simplifying navigation.

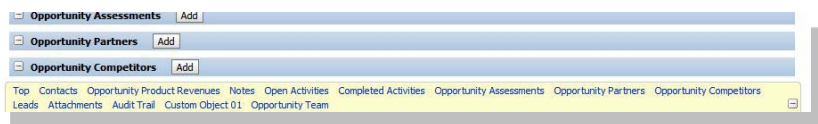


Figure 3 Head-Up Display Greatly Simplifies Navigation

Additional productivity enhancements include:

- *Automated Time-based Workflow:* Now, organizations can proactively and automatically manage business processes in a more timely manner.
- *Enhanced HTML editor in Oracle CRM On Demand Email Marketing:* Create professional looking HTML email pages even more quickly and easily.
- *Customizable communication page layouts in Oracle Contact On Demand:* Provide higher quality customer service through more streamlined service representative processes.
- *Expanded Partner Relationship Management capabilities:* Gain visibility across multi-tier distribution channels, support special pricing authorizations, increase deal registration flexibility, and gain additional insight through wide range of new partner analytics.

With Oracle CRM On Demand Release 17, organizations can also accelerate time-to-value with automated migration and data loading. Two new downloadable client utilities automate the creation and modification of large volumes of Oracle CRM On Demand data, and extract specific configuration details from any Oracle CRM On Demand environment and import those configurations to any other Oracle CRM On Demand environment.

**ORACLE CRM ON DEMAND
RELEASE 17**

RELATED PRODUCTS

- Oracle CRM On Demand for Partner Relationship Management
- Oracle CRM On Demand Life Sciences Edition

Get the Best Value

Oracle CRM On Demand delivers unprecedented value with the broadest set of capabilities from a single-provider solution, the industry's lowest total cost of ownership, the most on-demand deployment options, and the deepest CRM expertise and experience of any CRM provider.

Bottom Line

Oracle CRM On Demand Release 17 enables organizations to get smarter, get more productive, and get the best value, period. For more information on Oracle CRM On Demand Release 17, please visit oracle.com/crm or call +1.866.906.7878 to speak to an Oracle representative.



| Oracle is committed to developing practices and products that help protect the environment

Copyright © 2010, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. Ltd. 0110