

# ORACLE LEAD TO ORDER INTEGRATION PACK FOR ORACLE CRM ON DEMAND AND ORACLE E- BUSINESS SUITE



## LEVERAGES EXISTING ORACLE APPLICATIONS

### Key Features:

- Consolidates your customer and product information
- Synchronizes customer and product data in near real-time
- Detects and captures customer and product updates
- Delivers a true 360 degree view of your customers
- Enables the complete Lead-to-Order business flow
- Based on Oracle Application Integration Architecture (AIA) Foundation Pack 2.5

## KEY BUSINESS BENEFITS

### Provides a complete customer view:

- Ensures consistent customer data across all applications
- Arms salespeople with critical information
- Enables personalized, knowledgeable service

### Improves Sales Agents

#### Productivity:

- Provides a consistent user experience for front- and back-office information
- Increases efficiency and effectiveness by reducing errors and re-work
- Allows sales agents to spend more time with customers
- Facilitates information-driven customer interactions

*The Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite creates a seamless front- and back-office user experience by connecting Oracle CRM On Demand with Oracle E-Business Suite at the data, business process, and user interface levels. Leveraging the power of Oracle Fusion Middleware, this prebuilt solution combines the ease of use and rapid deployment capabilities of Oracle CRM On Demand with the power of Oracle E-Business Suite, and can be further extended to meet the unique requirements of your organization.*

### **Provides a 360-Degree Customer View**

With the Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite, your sales team gains a 360-degree view of critical customer information such as quotes, orders, invoices, service requests, etc. This provides sales representatives with better customer insight, resulting in more effective customer interactions. Your sales agents work from the same customer records and product data that you have previously established in Oracle E-Business Suite. When sales people need to create a new customer record or add an additional contact during their day-to-day activities, the Oracle Lead to Order Integration Pack enables these new records to be synchronized between Oracle E-Business Suite and Oracle CRM On Demand in near real-time. The prebuilt integration ensures accurate and consistent customer data across your back- and front-office applications.

### **Improves Sales Agent Productivity**

The Oracle Lead to Order Integration Pack provides out-of-the box support for critical business flows, which increases the productivity of sales professionals by enabling them to spend more time with customers and less time on administration. The Lead-to-Order business flow enables organizations to accurately track lead conversion data to incrementally improve sales and marketing effectiveness. With the Opportunity-to-Quote business flow, Oracle CRM On Demand sales opportunity information is automatically synchronized to create a new Oracle E-Business Suite quote. Once the quote is generated, sales representatives can further negotiate the quote with their prospect and convert the quote into an order. The direct

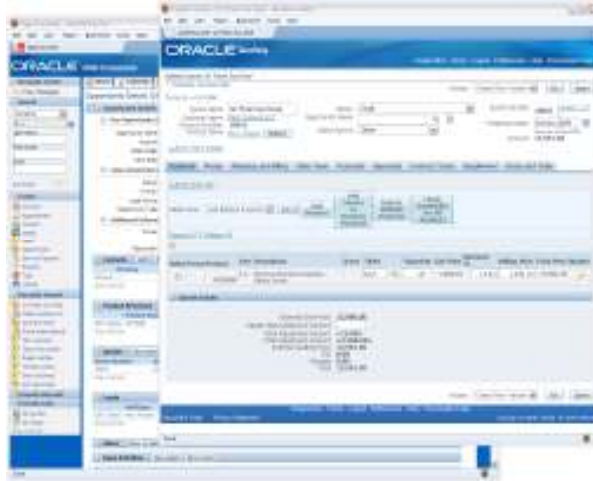
Enable rapid integration with Oracle CRM On Demand:

- Reduces the implementation time of mission-critical applications
- Speeds time to value
- Leverages existing Oracle data

#### RELATED PRODUCTS AND SERVICES

- Oracle CRM On Demand
- Oracle Applications Integration Architecture
- Oracle Fusion Middleware
- Oracle Contact On Demand
- Oracle Mobile Sales Assistant
- ActivePrime CleanEnter™
- Oracle CRM On Demand Professional Services

Opportunity-to-Order business flow supports the direct conversion of opportunities to orders for fulfillment within Oracle's Order Management module. With the Oracle Lead to Order Integration Pack, sales agents benefit from a seamless user experience without the need to intrusively toggle between front- and back-office applications to access important customer information.



With the Oracle Lead to Oracle Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite, users can create and update Oracle E-Business Quotes or Orders directly from within Oracle CRM On Demand.

#### Enables Rapid, Extensible Integration

The Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite provides a prebuilt connector to integrate your existing Oracle E-Business Suite applications with Oracle CRM On Demand. The Integration Pack is built atop Oracle Fusion Middleware and Oracle Application Integration Architecture Foundation Pack 2.5 – Oracle's leading, standards-based, customer-proven software – and requires minimal IT resources, allowing for rapid deployment to help reduce your total cost of ownership. The Oracle Lead to Order Integration Pack also leverages the existing integration capabilities within Oracle CRM On Demand and Oracle E-Business Suite –Workflow, Integration Events, Web Links, Oracle Advanced Queue (AQ) and Web Services– enabling you to tap into the power of the data that resides within these systems. Built with extensibility in mind, the pre-integrated solution can be further extended to meet your organization's unique business requirements.

#### The Oracle Advantage

15+ years of CRM leadership. An industry-leading on demand CRM solution teamed with a highly comprehensive suite of business applications for the enterprise. A single vendor point of control. This is why thousands of leading global organizations depend on Oracle applications to help drive their front- and back-office business processes.

For more information on how the Oracle Lead to Order Integration Pack for Oracle CRM On Demand and Oracle E-Business Suite can empower your business, call +1.866.906.7878 or visit [www.oracle.com/crm](http://www.oracle.com/crm).

Copyright 2009, Oracle. 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 is it 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 is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.