

INFORMATION DELIVERS THE GOODS

Empowering Transportation Companies
with Complete Solutions

Siebel Transportation Solution Set for Multichannel Selling

Customers demand shipment visibility and flawless service. How will you provide total service and increased revenues in the face of intense price competition, margin erosion, and industry consolidation?

For transportation companies seeking to maximize potential revenue and optimize their sales processes, Oracle offers the Siebel Transportation Solution Set for Multichannel Selling. With this flexible solution designed specifically for transportation service providers—including air cargo, parcel and express, railroads, ocean shipping, trucking, and logistics service providers—transportation companies can optimize their sales processes and intelligently segment and market to their customers, resulting in increased sales force efficiency, improved up-selling, and better cross-selling.

Streamline Sales Planning, Operations, and Execution

Power in Numbers

- Three of the four largest U.S. railroads use Siebel transportation applications.
- Two of the three largest global package-delivery giants use Siebel transportation applications.

Many transportation companies lack a structured approach in their sales planning and execution, relying upon ad-hoc sales coordination, manual reporting processes, and multiple systems. Ad-hoc sales coordination limits up-sell and cross-sell, lengthens sales cycles, and negatively impacts customer satisfaction. Managing sales through multiple systems often results in poor customer data quality and high total cost of ownership.

The Siebel Transportation Solution Set for Multichannel Selling helps transportation companies create a streamlined and structured approach to sales planning and execution on a global level, resulting in increased pipeline, more-accurate forecasting, and an overall increase in sales effectiveness and customer satisfaction.

Collaborate on Global Accounts and Opportunities

With the Siebel Transportation Solution Set for Multichannel Selling, sales professionals have a complete history of all account interactions across the global transportation network—from contract negotiation to freight delivery—resulting in an improved understanding of customer needs and the ability to meet customer expectations. The solution facilitates team-based selling, independent of transportation mode and geographical boundaries.

Forecast Accurately

By effectively gathering and analyzing customer data, this solution improves the understanding of customers' shipping and buying patterns. Sales professionals can compare field forecasts to current shipping demand and historical performance data, leading to greater forecast accuracy.

Analyze and Segment Customers

In-depth customer profiling information and analysis help transportation companies better understand customer profitability through customer preferences regarding value-added services, shipping seasons and patterns, and future transportation demand, thereby ensuring optimal target marketing execution and effective up-sell and cross-sell.

Improve Multichannel Campaign Management

Complete integrated telesales and telemarketing functionality helps transportation companies execute and track tailored marketing campaigns for each account, enabling sales and marketing professionals to up-sell and cross-sell value-added services such as warehousing, customs brokerage, freight consolidation, and supply chain analysis into existing accounts.

Streamline Quote, Contract, and Pricing Management

The closed-loop, quote-to-contract process in Oracle's Siebel Transportation Solution Set for Multichannel Selling eliminates the need to enter customer and bid data multiple times. This process helps transportation companies identify changes in customer needs, negotiate contracts, and set prices, making it possible to offer highly customized transportation solutions. It also streamlines the quote development process by routing quote exceptions for approval, ensuring compliance among customers, partners, and employees.

Optimize Sales Processes

The Siebel Transportation Solution Set for Multichannel Selling offers these benefits:

- Better coordination within the global sales team, resulting in shorter sales cycles and increased revenues per deal
- Increased executive-level visibility into information and analyses, to ensure faster movement from insight to action
- Integration of planning, execution, and measurement, for seamless sales execution

Other Siebel Transportation Solution Sets

Siebel Transportation Solution Set for Operational Excellence

Siebel Transportation Solution Set for Operational Excellence enables transportation companies to optimize their sales processes and intelligently segment and market to their customers, resulting in increased sales force efficiency and improved up-selling and cross-selling.

Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence

Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence enables transportation companies to utilize timely, complete, and relevant intelligence to drive superior business performance and build competitive business advantage.

Select Siebel Transportation Customers

- Burlington Northern Santa Fe Corporation
- CHEP
- CSX Technology, Inc.
- Delmas
- DHL
- Ingram Barge
- Lufthansa Cargo
- Schneider International
- Transcore Commercial Services
- Union Pacific Railroad Company
- UPS

CONTACT US

For more information on Siebel transportation solutions, call **+1.800.ORACLE1** to speak to an Oracle representative, or visit **oracle.com/industries/travel_transportation**.



Oracle Corporation

Worldwide Headquarters

500 Oracle Parkway
Redwood Shores, CA
94065
U.S.A.

Worldwide Inquiries

Phone
+1.650.506.7000
+1.800.ORACLE1

Fax
+1.650.506.7200

oracle.com

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