

# ORACLE IS THE INFORMATION COMPANY



## Optimize Sales and Marketing

The growing consolidation, popularity of open source software, and Software-as-a-Service (SaaS) has taken the software industry by storm. It has led to software vendors grappling with the challenges of optimizing sales and marketing efforts. As the software industry innovates its offerings constantly to make the right sale, Oracle empowers software vendors with market-leading applications to identify, target and deliver customer-centric solutions.

Software vendors are offering innovative packaging of software and services intend to address customers' business problems. The solution based selling approach requires vendors to equip the sales force with the ability to gain a 360 degree view of the customer, manage opportunities and drive information-driven selling. Oracle's solutions enable you to:

- Drive solution-based selling through innovative bundling of licenses and services
- Leverage the software upgrade process to drive effective up-sell and cross-sell
- Identify target white space market by segmenting customers on software license and usage

### **Drive solution-based selling through innovative bundling of licenses and services**

The conventional practice of "selling products" has evolved to the more contemporary "solution selling". The packaging of software, services and domain expertise, to address business challenges, has become an essential requirement from the customers' perspective.

Given these new imperatives, core Sales Force Automation (SFA) capabilities must leverage embedded processes, methodology and analytics to support the solution selling processes. Oracle's robust solutions empower companies to set goals; develop information-driven plans and allocate resources aligned with strategic priorities. It provides applications to support collaborative demand creation, synchronized across all channels, and capable of supporting inbound, outbound and triggered communications. Oracle's solutions empower agility in capturing opportunities; routing them to the most appropriate resource; closing the deal efficiently; and using insights to continually refine strategies and tactics to improve effectiveness.

Oracle's solutions provide provide the flexibility to be deployed On Premise, On Demand, or in a hybrid mode. By facilitating close interactions across the Company's ecosystem, Oracle lets you transform the sales organization with actionable insights.

### **Leverage the software upgrade process to drive effective up-sell and cross-sell**

It is often a challenge to convince customers to upgrade to newer versions of software. This impacts the ability of software vendors to upsell and cross sell. Apart from customer reluctance, disparate customer databases make it difficult for vendors to identify the right opportunity at the right time.

"Over the past two years, CRM technology has been a key enabler for Sales and Marketing alignment at Novell. Siebel has been a key component."

**Branden Tsetsilas,**

Director, Global Marketing  
Operations, Novell

“We have made Siebel a big part of the process to improve the overall customer experience. Siebel Call Center and Siebel Service have enabled us to create an ongoing, consistent conversation with our customers.”

**Ginny Lee,**

VP/Business Operations, Intuit

“The Siebel solution has exceeded our expectations. We can grow to a million seats of software and a billion dollars of revenue—and virtually do anything imaginable as a company for the next five to ten years—without having to consider a different solution.”

**Jim Chilton,**

Vice President IT, SolidWorks Corporation

#### Did you know?

- **All of the top 25** Electronic OEMs run Oracle Applications (Electronic Supply & Manufacturing)
- **8 of the top 10** Semiconductor companies run Oracle Applications (Electronic Business)
- **14 of the top 25** High Tech Distributors run Oracle Applications (Electronics Supply & Manufacturing)
- **All of the top 10** Fabless Semiconductor companies run Oracle Applications (Fabless Semiconductor Association)
- **8 of the top 10** Electronic Manufacturing Services (EMS) companies run Oracle Applications (Manufacturing Marketing Insider)
- **22 of the top 25** Software companies run Oracle Applications (Software Magazine)
- **9 of the top 10** Consumer Electronic companies run Oracle Applications

Oracle's Customer Data Hub enables the capture of information from various customer-facing channels—be it contact centers, partners or the Web. This enables vendors to have a single view of the installed base and enhances the ability to track and analyze usage patterns – licenses, training, services, maintenance and support. Oracle's unique analytics applications enable the cleansing and analysis of the captured information with regard to configuration, compatibility and eligibility to proactively create upsell/cross sell opportunities during the course of the upgrade.

Oracle's solutions provide software vendors with the tools to track all aspects of customer interaction and entitlements throughout the sales process, allowing you better manage customer accounts and plan each interaction more efficiently. By proactively offering the right product to the right customer, you can further entrench and expand your install base.

#### Identify target white space market by segmenting customers on software license and usage

The ability to leverage data to analyze and plan growth strategies is critical in a competitive landscape. "Whom" you are selling to, more often than not, establishes "how much" you are selling.

The importance of market segmentation stems from the fact that there is never a homogenous group to buy a product or service. Customers have their own individual preferences and requirements. You can service the requirements of your customers only if you can segment them effectively on the basis of their requirements and then offer the solutions.

Oracle's solutions provide for robust market segmentation and analytics capabilities. These capabilities help you identify white space by analyzing license and usage data, and segment customers by their current and potential value. You can then develop targeted marketing campaigns with differentiated offers for each customer segment, thus maximizing response rate, improving campaign effectiveness, optimizing marketing resources and enhancing brand loyalty.

#### Oracle's end-to-end solution

With a powerful combination of technology and comprehensive, pre-integrated applications for the software industry, Oracle delivers a host of compelling capabilities aimed at addressing the unique challenges currently facing software enterprises. Look to Oracle for a complete, comprehensive, and proven solution to deliver superior customer service and support.

#### Contact Us

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/industries/software](http://oracle.com/industries/software)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.

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