

ORACLE IS THE INFORMATION COMPANY



Deliver Superior Customer Service and Support in the Software Industry

Staying a step ahead of the competition requires software companies to deliver consistent, personalized and superior customer experience across all communication channels. Oracle's solutions for the software industry provide a single, integrated source of up-to-date customer information, including customer demographics and transactional information. These solutions enable the alignment of the enterprise for improved customer management and cross-functional cooperation, resulting in superior customer service.

The software industry is undergoing its largest consolidation in both software and services. Customers are demanding increased attention and quick resolution of contentious issues. Software companies are having to combat increased expectation levels and quickly integrate acquired customers into their existing operational framework. With its market-leading transformational Customer Relationship Management (CRM) solutions, Oracle empowers companies with a holistic view of every customer. Armed with this actionable insight, your service representatives can effectively tailor products and services, thus improving efficiency, enhancing customer loyalty and increasing the lifetime value of each customer. With Oracle you can:

- Provide a 360-degree view of the customer that integrates licenses and services to usage and support
- Deliver true "my.com" service based on up-to-the-minute customer license profile
- Deploy the right technical and functional resources at the right time during the software lifecycle.

Provide a 360-degree view of the customer that integrates licenses and services to usage and support

The power to attract and retain customers has become a major challenge for most companies today. Most customer-satisfaction surveys report the growing impatience among customers when asked repeatedly for their details. The inability to customer interaction history, across multiple touch points, and offer the right products and services is impacting customer satisfaction, in today's competitive scenario.

Oracle's solutions empower organizations with an end-to-end view of every customer with the Customer Data Hub (CDH). These data hubs have the ability to consolidate information into one master repository from disparate systems or business lines. Oracle's CDH enables the capture, management, and processing of data from multiple operational systems. It ensures data accuracy, for all aspects of customer management, and provides a single version of the truth. It enables access to information that is intelligent, unified and time-ordered in a secure environment. With every minute detail of interaction and history available, you are assured of a holistic view of your customer, and are empowered to deliver the appropriate service and support.

Deliver true "my.com" service based on up-to-the-minute customer license profile

Growing revenues can tantamount to two common practices. One is the ability to attract new customers and the second is the ability to up-sell to the existing install base, based on their products and services usage history. Software companies usually rely on marketing to generate pipeline and strengthen brand awareness.

With robust market segmentation and analytics capabilities, Oracle's solutions for the software industry help you identify white space by analyzing product licenses and actual usage, and help you 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 rates, improving campaign effectiveness, optimizing marketing resources and enhancing brand loyalty. Oracle's solutions support effective mining of the customer and service repository for trends and behaviors. Oracle's CRM enables scheduled proactive service callbacks and surveys, and ensures a consistent service experience across multiple channels, eliminating silos and reducing integration costs. While on one hand Oracle applications ably support live agent interaction, on the other, they also enable customers to self-manage a full range of customer service activities via the Web or automated voice response systems. With Oracle, you can proactively offer the right product to the right customer, and further entrench and expand your install base.

Deploy the right technical and functional resources at the right time during the software lifecycle

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

With global projects taking a strong foothold in the software industry, companies are challenged with streamlining, deploying and usage of resources. Projects, whether internal or external, have specified requirements and timeframes to adhere to. Whether it's releasing the next product or implementing complex solutions, delivering projects on time and within budget is critical to the success of a software company.

Oracle's solutions for the software industry support the full lifecycle of project management with a single, accurate view of all project-related data and activities. You can choose projects, assign the appropriate resources, proactively streamline execution, and track profitability via accurate budgeting, forecasting and billings. Oracle applications help identify the best resources based on skills, location and availability. Oracle Projects helps companies to predictably and successfully deliver global projects by integrating, managing and providing insight into enterprise project information. It ensures optimization of resource allocation, accelerated project execution, reduced operational costs and enhanced customer loyalty. With Oracle, you have a centralized view of scheduled, available and over committed resources, so that you can plan your resource utilization. You are also enabled with features to loop your project feedback into further proposals and product development.

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

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

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