



Enhance Complex Selling Effectiveness

In order to succeed, OEM Complex Equipment manufacturers must equip the sales force with tools that help them accurately understand, configure, quote and promise product deliveries. Oracle's solutions enable you to enhance sales effectiveness with a powerful combination of applications and technology.

It is critical for OEM Complex Equipment industry manufacturers to commercialize new technology, integrate software with systems, differentiate their systems with value-added capabilities and services, and enter new markets through acquisitions. To drive new business acquisitions the sales force and channel partners must have the ability to configure complex configurations and price them accurately. They must also have the visibility to commit deliveries to attract new customers and satisfy the existing ones.

Oracle offers the most integrated guided selling tools that help you leverage the expertise of your most effective sales representatives to map customers' requirements to the appropriate products and services options. These applications help you increase overall sales effectiveness, improve order accuracy, and enhance customer satisfaction.

With Oracle applications you can equip your teams to configure complex products accurately through collaboration among cross-functional employee teams.. It can help configure solutions to include target pricing, precise inventory availability, and accurate product delivery promises. Oracle helps complex equipment manufacturers to –

- Enable sales force to map customer needs to appropriate complex systems & services
- Provide ability to configure solutions with targeted pricing and accurate availability
- Perform approvals of configured quotes and accurately convert quotes to configured orders

Enable sales force to map customer needs to appropriate complex systems & services

Complex and customized product configurations are challenging for manufacturers as well as customers. Oracle's guided selling tools offer the most integrated selling process that maps high-level requirements to a set of models and product options. Through an interactive guided selling session, customers' requirements can be gathered and mapped to a set of product options. Then those follow-on questions and options can be focused on to include only the choices that meet the customer's requirements.

Oracle Configurator ensures consistency across the enterprise by supporting all sales channels from a single, centrally maintained configuration model. Requests can be submitted through any channel but are validated through a single configuration model. Each channel has access to the same information and model data, but through their own unique user interface (UI) for that channel. Oracle applications enable you to specify, sell, manufacture and fulfill complex, customized products and solutions. You can quickly match customers' requirements to the best possible solution, ensure complete and valid

"McDATA's challenge of growing business operations in Europe, Asia, and the United States can only be met with a flexible open system like Oracle EBS. Buying disparate "best-of-breed" applications requires costly and time-consuming integration services."

Don Wenninger
CIO, Mc Data

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"We are running a 24/7 business and needed a supplier that could respond to our needs immediately, regardless of time of day or geographic location. Oracle emerged the clear winner. And Oracle's position and single-source solution were attractive to us."

Dave Richards

CIO & VP of Info Tech, Rockford

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

product configuration at the time of the order, and eventually increase customer satisfaction and loyalty.

Provide ability to configure solutions with targeted pricing and accurate availability

Flexible pricing structures have the potential for higher profits but they can be difficult and expensive to execute. Disparate pricing systems affect your business by allowing customers to "shop around" in different sales channels that have different prices. Oracle enables complex equipment manufacturers to quickly define and implement sophisticated pricing strategies that are consistent across all customer touch points. With Oracle's Advanced Pricing framework, you can model even the most complex pricing scenarios through a simple process. It allows you to easily add controls such as timeframes and quantities. It also offers pre-built, tailorable pricing setups to meet business-specific pricing requirements and also supports tailored pricing with built-in extensibility features.

You can maintain pricing information for all the sales channels in one place. The application is fully integrated with other ordering applications like Oracle iStore, Oracle Quoting, Configurator and Oracle Order Management. Irrespective of the channel that a customer might choose to place an order, pricing and promotions are executed consistently. Oracle Advanced Pricing enables you to apply correct prices, terms, and discounts to every order including orders based on Blanket Sales Agreements. It automatically calculates add-on costs like freight, and can even add a formula-based uplift to transform your freight operations from a cost to a profit center. With Oracle applications you can ensure that all your orders are captured accurately and processed efficiently to slash fulfillment cycle time.

Perform approvals of configured quotes and accurately convert quotes to configured orders

Sales representatives need to submit a quote as an order, perform manual price overrides or create new customer information. All this can be time consuming and expensive if the IT systems are not integrated. Oracle Quoting is an automated sales quote generation application that enables easy, consistent and secure creation and management of customer quotes across all customer interaction channels such as field sales, telesales, e-commerce and business partners.

An extensive approval process ensures that discounting stays within bounds. Its workflow capabilities can trigger rule based approval requirements on any quote attribute such as manually applied discounts or changes to contractual terms. While allowing the salespeople with appropriate freedom for pricing, the approvals engine allows commenting, approval history tracking, and approver skipping. It automatically applies corporate pricing policies to yield the correct price quotes for each customer and maximizes margins. The pricing engine has the dynamic capability to discount or surcharge based on customer, product, quantity, price lists, promotions, and negotiated agreements. With this, the most accurate and up-to-date information available is automatically priced into every quote.

The application reuses information captured during the conversion of opportunities into quotes and automatically transfers product mix, sales team and other opportunity-specific information directly into the quote. Thus, the salespeople are freed from redundant data entry work and can focus on winning deals. The application displays cross/up sell products related to the selected line item, cross-sell and up-sell recommendations ensure that your salespeople never miss an add-on selling opportunity.

Conclusion

Oracle is committed to the OEM Complex Equipment industry. Oracle offers pre-integrated applications that address the business requirements of complex equipment manufacturers. Look to Oracle to enhance your sales effectiveness and drive customer satisfaction.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit www.oracle.com/industries/oem_complex_equipment

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

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