



## 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

