

ONE

ORACLE NEWS FOR MIDSIZE ORGANISATIONS



INSIDE ONE

Retaining Customers
Know thy customer. Keep thy customer.

Product Spotlight
Better identify new selling opportunities

Talking Point
Gaining actionable insight into customer behaviour

WELCOME

TABLE OF CONTENTS

Cover Story 02

Product Spotlight 04

Talking Point 05

In today's economy, keeping a firm grip on your installed base is critical to success. If you don't consistently give customers reasons to stay, competitors will give them reasons to leave.

Read on to learn how Oracle can help you know your customers better. **ONE**

CUSTOMERS: TO KNOW THEM IS TO KEEP THEM

'It takes less effort to sustain an old customer's interest, than to get a new customer interested.'

Traditional wisdom this, but more relevant than ever to these turbulent times. The closer you can get to your customers – the better you can understand their behavioural patterns and changing business needs – the better your chances of keeping them in the fold.

So more traditional wisdom: knowledge is power, and empowering your sales force should be the goal for information systems that spur product and service innovation, whilst closing the door to competitors looking to exploit any weakness in your offering.

Consolidating all your business data, regardless of where it sits, or the operating system environment it sits in, creates the foundation for improved customer retention. Analysing what's happening within the database can help you streamline processes, prioritise quality improvement initiatives, spot emerging trends and act before your competitors do. You can also proactively identify underlying patterns to shape marketing campaigns and energize your sales force. With incentivised cross- and up-selling, the entire sales ecosystem can become more efficient.

ACTIONABLE INSIGHT

Managers must be able to get the information they need, when they need it, from a potentially vast array of sources. Dispersed and incompatible systems holding isolated islands of data make it difficult to build a clear picture of customer behaviour.

Consolidating data overcomes this by making it easy to access and compile information from across the business, vastly improving your ability to understand what customers are doing at any given time, whilst helping extract more value from your IT investments.

A cost-effective way for midsize businesses to begin is with Oracle Business Intelligence Standard Edition One. It comes with Oracle Database 11g Standard Edition One – the bedrock of intelligent data management – and can simplify the otherwise complex process of knowing your customer in a business-relevant way.

For example, a Web browser interface allows you to view important metrics, reports and visualizations – like gauges, charts and tickers – enabling you to easily drill down to your transactional data. You can take the pulse of the business quickly and generate summary reports to identify trends and opportunities. >

> **IT'S ALL ABOUT RELATIONSHIP MANAGEMENT**

With these measures in place, you can take the next leap forward and begin looking at your customer base holistically with Oracle CRM On Demand. Oracle CRM applications can help you energize your sales force to keep on delivering value. Pinpointing cross-match purchasing behaviour, purchasing cycles and product development and availability will show you where the most current cross-selling and up-selling opportunities reside, and will help you execute upon that information.

ORACLE UNDERSTANDS

Oracle's solutions for midsize companies are based on proven enterprise technologies, but packaged to suit your needs and budgets. You can improve your ability to understand customer needs, and identify tactics to increase selling opportunities based on those needs.

Best of all, Oracle has the experience to help you deploy solutions and manage their scope in a controlled and bespoke manner – complementing existing systems and staying within budget. **ONE**

MORE TOOLS

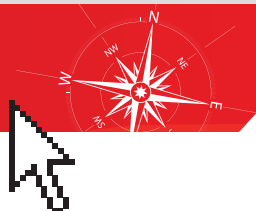
The following are just some of the free resources available for download at:

> www.oracle.com/goto/insights/uk

- "Information at your fingertips", Oracle Business Brief
- "Keeping hold of your customers", Oracle Business Brief
- Oracle Database 11g Standard Edition One, Oracle Product Brief
- Oracle Business Intelligence Standard Edition One, Oracle Product Brief
- Oracle WebLogic Server Standard Edition, Oracle Product Brief
- Oracle Universal Content Management Standard Edition, Oracle Product Brief
- Oracle CRM On Demand Resource Portal – visit <http://crmondemand.oracle.com>
- Oracle CRM On Demand, Oracle Product Brief
- Oracle Supply Chain Management, Oracle Product Brief
- Global Human Capital Management, Oracle Product Brief
- Oracle Accelerate for Midsize Companies Marketplace – Find the right Oracle applications and partners to fit your budget: www.oracle.com/accelerate

How well is your infrastructure performing? Check out

> www.oracle.com/goto/test-your-IT/uk



ORACLE SERVICES

Manage, share, utilise and protect your information assets better:

MY ORACLE SUPPORT – proactive support to transform your ownership experience

ORACLE ON DEMAND – let Oracle host your critical business applications for superior IT capabilities and service at lower cost.

ORACLE UNIVERSITY – Training for Oracle, PeopleSoft, JD Edwards, Siebel, Hyperion, Portal and other Oracle solutions

ORACLE CONSULTING – Our experts deliver on Oracle's commitment to help you achieve your business goals.

> www.oracle.com/services

PRODUCT SPOTLIGHT: RETAINING CUSTOMERS

BACKEND INFRASTRUCTURE SOLUTIONS

Oracle Database 11g Standard Edition One and **Oracle Database 11g Standard Edition** are packaged and priced for midsize organisations. Based on open technology, Oracle Database 11g consolidates data across all your applications – even a mix of systems from different vendors. Scalable and flexible to grow organically with your business.

Oracle Business Intelligence Standard Edition One is a complete BI system in a box designed for 5-50 users. It is an integrated BI system based on proven, reliable enterprise-class technology. Powerful tools enable business decision-makers to take control of reporting and better understand customer behaviour.

Oracle WebLogic Server Standard Edition is Oracle's application server for building and running applications and services in midsize organisations. Comprehensive and accessible management capabilities enable simple administration of sophisticated systems. Fast, scalable systems help you to update and change your business processes as customer needs and processes evolve.

FRONT END BUSINESS APPLICATIONS

Oracle's Customer Relationship Management (CRM) solutions for midsize companies comprise a wide range of applications for effective customer relationship management. Oracle's CRM software provides end-to-end visibility into account rankings and helps pinpoint who your most valuable customers are. Oracle's CRM solutions can be deployed on premise or hosted via CRM On Demand.

Oracle's Supply Chain Management (SCM) solutions are the core for demand-driven manufacturing and distribution. These software modules promote efficiency and hence cost reduction by improving fulfilment timelines and allowing better asset and capacity utilisation.

Oracle Enterprise Performance Management (EPM) and **Business Intelligence (BI)** solutions support a broad range of strategic, financial and operational management processes. Oracle provides a complete and integrated system for managing and optimising financial and operating performance for midsize organisations. This allows them to be more agile and aligned – supporting competitive advantage and maximising operational investments.

Oracle's Financial Management solutions help midsize organisations identify and respond more quickly to changing customer requirements. They help streamline financial operations and improve the accuracy of financial reporting.

Oracle's JD Edwards EnterpriseOne solutions are used by midsize companies around the world. JD Edwards EnterpriseOne is an integrated suite of comprehensive enterprise resource planning applications. It combines business value, standards-based technology, and deep industry experience into a business solution with a low total cost of ownership. **ONE**

MORE ONE

For the latest pricing go to:

> <http://oraclestore.oracle.com>

Terms, conditions and restrictions apply.

Control your costs even more effectively with flexible payment options from **Oracle Financing**. Visit

> www.oracle.com/financing

Don't miss Oracle's special live events in your region. For more information visit

> events.oracle.com and register **NOW!**

TALKING POINT



KEEPING CUSTOMERS CLOSE

We spoke with Janusz Naklicki, Vice President Eastern Europe & CIS, to find out how Oracle can help you implement customer retention strategies.

HOW QUICKLY CAN I IMPLEMENT THESE KINDS OF SYSTEMS?

Companies with limited budgets need business solutions that can give them faster time-to-value. Our infrastructure tools are designed to complement existing IT investments, so that you can maximize budgets and achieve real business value quickly.

WILL THIS KIND OF SOLUTION FIT MY BUDGET?

Using Oracle solutions can increase the efficiency of your processes, and that can lower the total cost of ownership. Take it a step further and integrate processes more closely with those of customers and suppliers, so you can fine tune responses to changes in demand. That way, you make it easier to retain customers on one hand, and arguably lower the cost of sales on the other.

HOW DO I KNOW I AM GETTING VALUE FROM INVESTING IN THIS TECHNOLOGY?

Pulling all organisational data into a single repository gives you 'one source of truth'. This creates value by integrating your business information. Having better visibility of your customer base and associated business activity through user-friendly dashboards allows you to improve enterprise performance. Add Oracle Fusion Middleware to the mix and you have the basis for improved business agility, allowing you to respond with changes to your IT systems more effectively than before.

HOW DO I MINIMISE DISRUPTION?

An Oracle infrastructure will fit in to any existing environment – Windows®, Linux® and others – to minimise disruption. Also, Oracle Database Standard Edition One and Standard Edition, as well as Oracle Business Intelligence Standard Edition One are tailored for midsize organisations and are easy and quick to install.

IS THERE A WAY TO WRING MORE FROM MY MARKETING SPEND?

Whether you have a global marketing organisation or a lean do-it-all team, you're probably being asked to do more with less – and still having to justify each Pound or Euro you spend. Inefficient infrastructures and broken processes don't help. Oracle CRM On Demand Marketing lets you transform the way you market to your customers by arming you with an integrated solution. It can make your marketing team work more efficiently, more effectively, and with greater accountability.

CAN IT HELP ME CREATE BETTER MARKETING CAMPAIGNS?

You'll have key insights into your audience so you can create targeted and personalized campaigns that get results. Clear visibility into marketing initiatives lets you better allocate funds and create accurate forecasts. And Oracle CRM On Demand lets you track and manage leads, keeping your marketing team on message with future initiatives. Our technology won't replace the creativity of your sales and marketing people – but Oracle Business Intelligence tools ensure that those campaigns are based on the best customer intelligence available. **ONE**

MORE ONE

Oracle has solutions for organisations on Windows-based systems. More at:

> www.oracle.com/technology/tech/windows

FUTURE PERFECT



KNOWLEDGE IS POWER

Getting under the skin of customers takes more than looking hard at your monthly P&L. In turbulent times, customer behaviour can shift and jolt as if guided by some ghostly puppeteer. Understanding what's tugging those invisible strings requires serious analysis of all customer data in the organisation – and systems that can execute analysis on demand. Grappling with competitive threats? Looking for better ways to tune your marketing campaigns to current customer needs? Oracle offers right-sized solutions to make the most of your budgets and existing investments.

Oracle Corporation

Tel: +1.650.506.7000

www.oracle.com

Copyright © 2010, Oracle. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle is a registered trademark of Oracle Corporation and/or its affiliates.

ORACLE®