

ORACLE BUSINESS ACCELERATOR FOR JD EDWARDS ENTERPRISEONE: CUSTOMER RELATIONSHIP MANAGEMENT

ORACLE

JD EDWARDS ENTERPRISEONE

PRODUCT HIGHLIGHTS

- Accelerate time-to-value with pre-defined implementations of popular ERP modules using pre-defined software
- Service and training from Oracle partners
- Lead-to-Order process to manage leads, quotes, proposals, pipelines and forecasts
- Request-to-Resolve process escalates issues, diagnoses problems and creates resolutions
- Install-to-Maintain process for products, equipment, warranties, contracts, service work orders and service billing
- Support multiple roles including customer service representative, service manager, service administrator, customer service managers and sales representative
- Multi-language and multi-currency capabilities
- Add any other JD Edwards EnterpriseOne module when business needs change
- An add-on Oracle Business Accelerator that works with core Oracle Business Accelerators for JD Edwards EnterpriseOne solutions for Financials, Manufacturing and Distribution
- An Oracle Business Accelerator for JD Edwards EnterpriseOne offering – formerly JD Edwards EnterpriseOne Rapid Start

The Issue: Reduce Customer Interaction Costs and Grow Customer Value

In today's globally competitive market, small and medium sized enterprises or departments of larger enterprises (especially those in manufacturing, distribution and product-based industries) require operational excellence in sales, support and service. These enterprises are looking for CRM with a business-to-business focus that operates as an integral extension of ERP, especially for finance, human resource, and supply management.

Small and medium sized businesses face the same challenges as larger organizations — the need to grow revenues in the face of increasing competition, reduce interaction costs to improve margins, and growing the value of each customer.

In many cases, however, they have fewer resources than their larger competitors have and are often faced with inadequate systems that are not sufficient to meet these challenges. Small to medium sized business need a customer management solution that is robust and flexible enough to meet the needs of growing organizations yet is cost effective and easy to maintain.

The Solution: Oracle Business Accelerator for JD Edwards EnterpriseOne: CRM Provides Flexible Customer Management for Growing Companies

Oracle Business Accelerator for JD Edwards EnterpriseOne: CRM helps small and medium sized businesses streamline their customer operations. The cost-effective package of pre-configured software, service, and hardware is designed to make it easier for companies to select and implement an enterprise system instead of another information silo. It offers full-scale JD Edwards EnterpriseOne solutions that can maximize employee productivity in a minimum amount of time.

By integrating customer information throughout an organization, Oracle Business Accelerator for JD Edwards EnterpriseOne: CRM ensures data consistency and provides the information needed to make the right decisions to enhance profitability. The solution provides pre-configured JD Edwards EnterpriseOne CRM software that includes pre-defined business process and user roles, along with technical setup and installation support.

Establishing a Flexible and Reliable Financial Infrastructure

Oracle Business Accelerators for JD Edwards EnterpriseOne: CRM helps you streamline your customer management operations with integrated functionality using an environment that is easy to maintain and provides data consistency plus accuracy throughout your business. At the same time, it gives you flexibility to tailor your data collection and reporting to your needs. By adding or changing user-defined codes within the system, you can adjust quickly to changes in your business — such as a reorganization, expansion, or merger — without having to rework your underlying data architecture. This built-in flexibility allows you to respond rapidly to volatile markets and grow your business while preserving your data

integrity.

Establish a Reliable and Flexible CRM Infrastructure for Your Company

Oracle Business Accelerators for JD Edwards EnterpriseOne: CRM will streamline your customer-facing operations with integrated functionality that creates an environment that is easy to maintain and provides data consistency and accuracy throughout your business. For example, the same data set is used throughout the entire customer lifecycle, from prospecting and qualifying through sales order management, billing, support and service. This spares you the time and expense of developing and maintaining integrations and manually correcting conflicting data between customer and back-office systems.

With Oracle Business Accelerators for JD Edwards EnterpriseOne: CRM you organize and manage your customer-facing operations. You adjust quickly to changes in your business—such as a territory or sales representative change—without having to rework your CRM systems. Furthermore, the solution provides varying customer service representatives and service technicians with a complete view of customer and product history, allowing flexibility in work assignments. This built-in flexibility allows you to respond rapidly to dynamic customer relationships and grow your business while preserving your data integrity.

Oracle Business Accelerators: Pre-Configured Software, Hardware, Services

Like all Oracle Business Accelerators for JD Edwards EnterpriseOne solutions, CRM has:

- A foundation of pre-configured JD Edwards EnterpriseOne software that includes pre-defined business processes and roles, plus technical setup and installation support.
- Pre-engineered hardware configurations.
- A complete bundle of open-standards infrastructure software that includes a web application server, portal, database, and security and technology tools.
- Services from Oracle partners to speed implementation and address system needs.
- On-site training provided by Oracle partners to get users up to speed and productive.

Speeding Implementation for Rapid Time-to-Value

Since Oracle Business Accelerators for JD Edwards EnterpriseOne: CRM includes many standard, pre-configured components your implementation time is faster, even when environment and technical setups specific to your hardware and database choice are considered. This pre-configuration with accelerated installation and implementation services means that your solution can be up and running in weeks instead of months.

Yet, even though JD Edwards EnterpriseOne: CRM includes pre-defined business processes, you can adapt the solution to support your specific way of doing business. Oracle's partners provide implementation consulting that focuses resources on those critical processes that are unique to your organization. The result is an implementation process that meets your needs and accelerates time-to-value.

Scaling Your Investment to Meet Changing Business Needs

Oracle Business Accelerators for JD Edwards EnterpriseOne provide you with the ideal foundation for your enterprise systems. The included applications are the same full-scale

products that are available outside of Oracle Business Accelerators for JD Edwards EnterpriseOne solutions and are not slimmed-down versions of our other offerings; they can be deployed with all other JD Edwards EnterpriseOne applications. With Oracle Business Accelerators for JD Edwards EnterpriseOne you are not constrained by technology; instead, you build from a platform that scales with your growth.

Benefit from Pre-Configured Processes, Data and Modules

A large percentage of core customer relationship management business processes are similar across all business. Recognizing this commonality, Oracle Business Accelerator for JD Edwards EnterpriseOne: CRM was configured to provide standard processes, methods, master file records, end-user task views, roles, and security profiles. This baseline lets you save time and money with a foundation upon which you can build your system.

Oracle Business Accelerators for JD Edwards EnterpriseOne: CRM supports three core business processes using five applications modules mapped to three specific offerings that work with other Oracle Business Accelerators for JD Edwards EnterpriseOne solutions as shown in the following table:

		Oracle Business Accelerator Offering		
		CRM	Sales Force Automation	Service Management
Business Processes	Lead-to-Order	*	*	
	Request-to-Resolve	*		*
	Install-to-Maintain			*
Pre-Configured Applications Module	CRM Foundation	*	*	*
	Sales Force Automation	*	*	
	Case Management	*		*
	Service Management			*
	Service Management Foundation			*

Feature/Function Highlights

Lead-to-Order Process

- Manage leads
- Manage opportunities
- Manage quotes and proposals
- Manage pipelines and forecasts
- Create sales force automation reports on demand
- Gold Bar values aligned for small and medium market companies
- Roles: Sales Representative, Customer Service Representative, and Marketing Administrator

Request-to-Resolve Process

- Capture issues
- Evaluate customer needs and entitlements
- Assign and escalate cases by skill set
- Diagnose and resolve issues
- Roles: Customer Service Representative, Customer Service Manager, and Customer Service Administrator

Install-to-Maintain Process

- Automates essentials of the Request-to-Resolve and Install-to-Maintain processes
- Pre-configured Case Management, Service Management, Service Management Foundation, and CRM Foundation applications
- Deliver and install products or equipment
- Manage warranties and contracts
- Manage service work orders
- Bill for work
- Roles: Customer Service Representative, Service Manager, and Service Administrator

Country Support

Oracle Business Accelerators of JD Edwards EnterpriseOne: CRM is supported for the following countries and territory:

- Canada
- France
- Germany
- Netherlands (The)
- Puerto Rico
- Spain
- United States

Solution Integration

With Oracle Business Accelerator for JD Edwards EnterpriseOne: CRM, a company usually purchases one of these core Oracle Business Accelerators for JD Edwards EnterpriseOne:

- Manufacturing
- Distribution
- Financials

You can also purchase and implement any JD Edwards EnterpriseOne module.

Recommended product suites include:

- Supply Chain Planning
- Supply Chain Execution
- Supply Management
- Manufacturing
- Financial Management
- Human Capital Management
- Sales Order Management
- Capital Asset Management

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