

PEOPLESOFT ENTERPRISE MARKETING



Invest in your most strategic customers.

Increase productivity and marketing alignment.

Maximize conversion rates and loyalty.

As competitive and legislative pressures continue to grow, marketing departments have become increasingly accountable. Although they are still responsible for traditional marketing metrics, such as response rates, conversion rates, and return on investment (ROI), marketers realize that the landscape has shifted. They're responding with marketing initiatives that push highly targeted messages to increasingly focused segments.

Improve Returns Through Lifecycle Marketing

To succeed in this environment, you need an adaptable and flexible marketing solution that can adjust to evolving customer lifecycles with corresponding targeted marketing strategies. For maximum return, the solution must also fit with your organization's existing practices, databases, and technologies. With Oracle's PeopleSoft Enterprise Marketing, you can achieve both goals.

PeopleSoft Enterprise Marketing delivers coordinated outbound and inbound marketing initiatives across all points of interaction—focusing marketing resources where the greatest potential value exists. This modular, sophisticated campaign management solution leverages a single, consistent view of customer data and leads the market in usability, which increases marketing productivity and effectiveness. In addition, PeopleSoft Enterprise Marketing provides valuable insight into marketing performance through embedded analytics that enable marketers to continually adjust and improve marketing investments.

Powerful Segmentation

Discover meaningful market segments and base your campaign investments on valid assumptions and projections. Through integration with Oracle's PeopleSoft Enterprise Predictive Analytics—or with pre-existing analytic tools like SAS and SPSS—PeopleSoft Enterprise Marketing contains powerful yet simple-to-use segmentation capabilities.

These capabilities include a visual, hierarchical segment designer that allows you to quickly identify desired targets, as well as global profile management capabilities that allow new customer data attributes to be designed on the fly. The resulting profiles can be leveraged immediately for actions that include segmentation, personalization, and branching logic. Additional features, like reusable segment definitions and segment quick counts, reduce dependence on IT and increase productivity across the marketing department.

When PeopleSoft Enterprise Marketing is used with Oracle's PeopleSoft Enterprise SmartViews, enterprise segmentation schemes can be developed, tracked, and shared across the entire organization. With this added capability, you can ensure that appropriate marketing investments are being allocated to the most strategic segments—and are generating expected returns.

The screenshot displays the Oracle Hierarchical Segment Designer interface. At the top, there's a navigation bar with buttons like Save, Add Segment, Search, Refresh, Clone, Export, Add Child, and Add Sibling. The main area is divided into several sections:

- Segment Hierarchy:** A tree view showing the structure of segments. The current segment is '30-Somethings' (Count: 3), which is a child of 'Female Consumers' (Count: 0), which is a child of 'All Consumers' (Count: 95).
- Segment Details:** A panel showing the properties of the selected segment. It includes fields for Segment Name, Status, Count, Last Generated, Parent Segment, Segment Group, Owner, and Last Updated. There is also a 'Publish Segment' button.
- Segment Definition:** This section contains 'Rules' and 'Selection Criteria'. The 'All Consumers' rule is defined as 'Select Consumer where Individuals.People.Gender is not empty'. The 'Female Consumers' rule is defined as 'Select Consumer where Individuals.People.Gender is equal to F'. Below these are two criteria for birth date: 'Individuals.People.Birth Date is more than 03/31/1964' and 'Individuals.People.Birth Date is less than 03/31/1974'.
- Segment/Count Generation:** This section shows the date last generated (03/15/2004 3:32PM) and the count (3). It has radio buttons for 'None', 'Date', and 'Time'. Below this is a 'Segment Generation Log' showing two entries: '2004-03-15 15:32:00 -- Audience Successfully Generated -- Record Count: = 3' and '2004-03-11 15:41:01 -- Audience Successfully Generated -- Record Count: = 6'.

Hierarchical Segment Designer

PeopleSoft Enterprise Marketing offers a hierarchical segment designer that provides sophisticated tools to build parent, child, and sibling segments to enable marketers to focus marketing efforts and increase productivity.

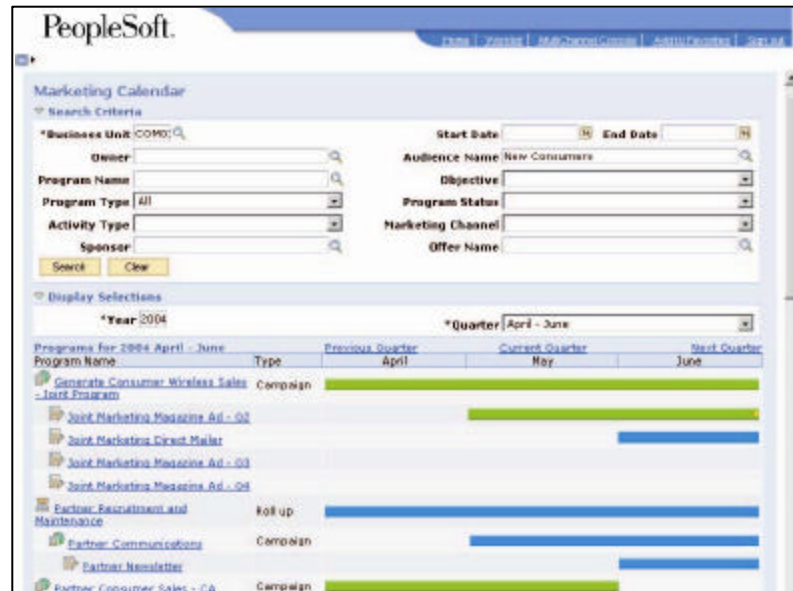
Sophisticated Campaign Management

Take advantage of sophisticated campaign management functionality that provides complete control of campaign design, refinement, and execution. Through features like campaign testing and control cell capabilities, PeopleSoft Enterprise Marketing ensures that marketing investments drive conversion rates. In addition, permission-based controls ensure that customers are always treated according to their preferences, no matter which interaction point you use.

To drive intelligent up-sell and cross-sell campaigns, PeopleSoft Enterprise Marketing contains built-in Prescriptive Analytics that provide access to new channels and more customer interactions, such as the call center or sales force. Powerful event triggers ensure that campaigns and activities are executed at critical points in the customer lifecycle, while inbound and outbound campaign coordination provides an unmatched level of marketing control of the interactions that follow a campaign. Generated leads are automatically delivered to sales teams and channel partners along with specific campaign context information, facilitating better lead

management and quicker conversion.

Marketing Calendar

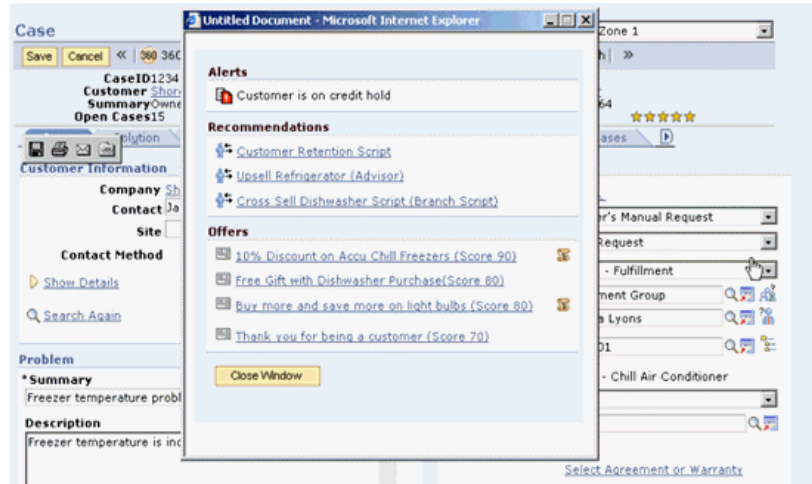


PeopleSoft Enterprise Marketing provides a visual representation of all marketing activities, programs, and rollups. The calendar is searchable, so marketers can quickly gain insight into contact frequency by customer segment, concurrent activities by program type, or all activities sponsored by a particular region or owner.

Intelligent Inbound Marketing

Take advantage of the moment each customer interaction takes place by delivering relevant messages to particular segments at the right time—across any channel. Whether your marketing organization is trying to increase cross-sell/up-sell or retention rates, PeopleSoft Enterprise Marketing provides an easy-to-use solution that enables marketers to influence customer interactions that take place in the contact center, with the sales force, on the web, and through other touchpoints.

PeopleSoft Enterprise Marketing accelerates growth by providing marketers with the foundation to design a completely multichannel, coordinated inbound and outbound customer experience. Prescriptive Analytics—included with PeopleSoft Enterprise Marketing—provides real time rules, analytics, and decisioning logic that executes actions at the moment your organization is interacting with a customer. Benefits include increased relevance of the message you can deliver, consistency of messages across all campaigns for which your customer is targeted, and higher conversion rates through a complete, coordinated messaging experience. Offer Management functionality allows a more targeted offer to be presented to your customer at the most relevant time and consistently across all interactions. PeopleSoft Enterprise Marketing can leverage advanced third-party optimizing solutions to recommend the most appropriate offers, while keeping track of offer history and customer responses.



Offer Alert presented to a Contact Center Agent

Offers can be initiated through nontraditional channels such as contact center and web, extending the reach of marketing and helping to transform cost centers into profit centers.

Robust Program Management

Enable your marketers to create budgets, track costs, develop task lists, and assign teams with speed and ease—PeopleSoft Enterprise Marketing provides everyone with the tools they need for comprehensive program management. For example, the solution's searchable marketing calendar allows you to view program activity by any criteria, including date, campaign type, program owner, or even segment—providing complete insight into your customers' overall marketing experience.

To assist managers in program management, PeopleSoft Enterprise Marketing contains dynamic alerts that send team members personalized messages designed to keep marketing program development on track. The solution also includes built-in security that ensures that marketers are self-sufficient within specified boundaries, as well as built-in workflow that enforces approval processes.

Unmatched Marketer Productivity

Make your marketing department more productive by reducing their dependence on system administrators. PeopleSoft Enterprise Marketing simplifies the campaign development process and provides the most usable marketing solution available, with features like wizard-based functionality that guides marketers through the design of segments. In addition, global profile management adds customer attributes and uses those attributes immediately as target survey fields, content personalization, list import fields, or segmentation criteria. The solution also includes graphical audience export capabilities to generate lists, wizard-based list import capabilities that incorporate third-party lists, and graphical mapping capabilities that ensure data integrity.

Offer Management

You have very few front-line interaction opportunities with a customer so presenting them with a relevant offer at a relevant time provides you with an otherwise wasted

opportunity for a sale. PeopleSoft CRM Marketing now provides you with integration to 3rd party optimization engines that presents automated, real-time and self-learning offers. Offer presentation can now be enabled from call center, order capture and/or the 360 Degree view.

Offers have been broken down into two different types. The first is a promotional discount type which is used to define offers that provide discounts on product offerings. The second type is a communication type which is used to define communication messages to customers. When presenting offers to customers, the system logs the action taken by a customer whether the customer accepted, rejected or deferred the offer. The logging feature enhances visibility of prior offers to customer service representatives. The offer presentation can be a pop-up that is triggered automatically based on pre-defined trigger points or by manually clicking on a spinning dollar icon.

Marketing Performance Tracking

Monitor campaign performance in real time with PeopleSoft Enterprise Marketing's out-of-the-box analytics. The powerful combination of real-time reporting and what-if modeling capabilities allows you to continuously optimize campaigns by taking corrective action—even when campaigns are already underway.

Integration with Enterprise SmartViews takes analytics a step further by providing a real-time view into customizable segmentation schemes and key metrics. Simple dashboard views, alerts, and notifications provide marketing organizations with the insight and agility needed to protect and optimize marketing investments. By taking advantage of prebuilt Marketing Insight reports, you can leverage Oracle's PeopleSoft Enterprise CRM Warehouse to provide a holistic view across all marketing activities and customer attributes.

Modular, Open, and Flexible

Make the most of your existing data warehouses, data marts, and other marketing tools. Because we recognize that your organization has probably already made significant investments, PeopleSoft Enterprise Marketing is a modular solution that allows you to add marketing functionality in a phased approach, as you need it. Additionally, because of its flexible and adaptable nature, PeopleSoft Enterprise Marketing can be implemented alongside your existing marketing system investments.

Leverage a Single, Centralized Source of Customer Data

PeopleSoft Enterprise Marketing provides native access to customer interaction history, which provides marketers with important and predictive attributes on which to segment, analyze, and trigger actions. Our customer data model is flexible and configurable to model your customer relationships appropriately—from individual households to multitiered business relationships.

Across All Marketing Functions

Integration among PeopleSoft Enterprise Marketing, Online Marketing, Telemarketing, Real-Time Advisor, Offer Management, Sales and SmartViews provides a comprehensive approach to managing marketing messages across all

touchpoints—including email, direct mail, web, and phone-based channels—in real time. Content management capabilities coordinate marketers internally and externally through reusable templates of campaigns, tasks, offers, collateral, and teams.

Across All CRM Applications

Prepackaged integration with Oracle's PeopleSoft Enterprise CRM suite provides a single yet modular customer data model that spans support, sales, and marketing. Marketers have unprecedented ability to manage the marketing process from initial contact to lead qualification, or all the way through to a sale, through integration with Oracle's PeopleSoft Enterprise Sales, Service, and Order Capture. In addition, any customer interaction data that is captured in any other PeopleSoft Enterprise CRM application is made available to marketers in real time, thus enabling marketers to drive real-time, event-triggered campaigns based on customer actions.

Across the Entire Enterprise

A 360-degree view of the customer is shared across Oracle's PeopleSoft Enterprise Supply Chain Management and Financial Management solutions, giving marketers access to the data they need for success. We integrate to your existing systems quickly and easily through prepackaged integration technologies such as Integration Broker and Fusion Middleware.

The Oracle Advantage

PeopleSoft Enterprise Marketing empowers your organization to maximize the impact of every marketing interaction. The benefits are improved response rates, more qualified leads, increased customer value, and lower costs.

PeopleSoft Enterprise Marketing manages and executes marketing initiatives more efficiently, effectively, and with greater relevance to desired targets. By maximizing the impact of every marketing interaction, your organization can improve campaign results at lower costs and build long-term relationships with customers. Oracle's PeopleSoft Enterprise Marketing provides the solution you need to optimize your marketing dollars—while extending your marketing reach.

Copyright 2004, 2005 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 is it 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, JD Edwards, and PeopleSoft are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.