

ORACLE CRM ON DEMAND LIFE SCIENCES EDITION – PHARMACEUTICAL SOLUTION RELEASE 18



THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- Easy to use for high user adoption
- Deploys quickly with little IT investment
- Embedded sales, marketing, and service best practices
- Powerful and easy to use, real-time and historical analytics
- Works online or offline

SOLUTION PRODUCTS

- Oracle CRM On Demand, Life Sciences Edition
- Oracle CRM On Demand Offline Client
- Oracle Marketing On Demand
- Oracle CRM Personalized Content Delivery

The changing nature of the Life Science Industry continues to challenge Life Science sales representatives to become more efficient, more knowledgeable and approach their interactions in a meaningful and defined way. CRM applications must be flexible and constantly improving to address these types of changing needs. Oracle CRM On Demand Release 18 has evolved to satisfy and exceed these industry needs with industry-specific enhancements.

New Features to Enable Efficiency, Knowledge and Planning

Oracle's CRM On Demand Release 18 offers significant improvements to address changing needs in the Life Science Industry. Sales team effectiveness is achieved by enhancing call planning capabilities. Relationship knowledge is institutionalized by extending core relationship management capabilities. Complete business planning capabilities are enabled with new business planning analytics. Inbound lead nurturing is enabled with new, best in class marketing capabilities. These new features continue to enhance Oracle's industry-leading CRM On Demand capabilities that accommodate new and ever-changing industry needs.

Call Planning Navigation and User Interface Enhancements

Pharmaceutical sales representatives face an increasingly difficult job of meeting with physicians, gaining signatures, dropping samples, and detailing products. Time with the physician is precious and often unpredictable. To face these new complexities, you need efficient means for planning, logging, and executing calls. Oracle CRM On Demand Release 18 addresses these issues by streamlining the navigation of creating and scheduling a sales call, as well as submitting the sales call report. Using the new Auto Call functionality, you will be able to create Calls quicker and with fewer clicks through refined screen flows, reduced complexity, and automatic population of critical information.

CRM On Demand Life Sciences Edition includes new Smart Call functionality. This allows you to pick a saved template of key call activity information and automatically apply the information to a new call activity, significantly minimizing the amount of data entry required. CRM On Demand Release 18

enhances Smart Calls further to support the editing of templates by administrative users. It also adds Book support to Smart Calls to enable companies to manage effective visibility and deployment of Smart Calls to varying sales groups and divisions.

Customer Relationship Customization

In the pharmaceutical industry, networking and relationships are paramount. A pharmaceutical sales representative must have a deep understanding of the physician and the sphere of influence that physician has on others. Oracle CRM On Demand Life Sciences Edition supports the tracking of the relationships between customers with basic information about the relationships. Release 18 extends this capability further by allowing customization of the relationship objects to support the tracking and management of additional information.

Business Planning Analytics

Delivering complete Business Planning capabilities is increasingly important for companies interested in establishing a formal process for planning, reviewing, and updating strategic plans. This strategic planning cycle, enabled by Oracle CRM On Demand, includes three critical components -- establishing a Business Plan, tracking Activities against the plan, and analyzing the performance of the Business Plan. Release 17 addressed planning and tracking. Now, Release 18 provides real-time and historical analytics capabilities through a dedicated Business Planning Analytics subject area. Metrics, reports, and dashboards are established to track common metrics such as reach, frequency, and achievement. Real-time Business Planning Analytics delivers the full-cycle of planning, executing, and analyzing to determine how plans can be supplemented or adjusted for maximum future performance. This is especially important to help businesses respond quickly to unexpected market conditions.

Integrated Sales and Marketing

Medical providers increasingly rely on the Internet for pharmaceutical information. New, best in class marketing capabilities enable companies to nurture inbound leads acquired from the Internet until they are ready for sales representative interaction. This reduces the cost of new account acquisition. Additionally, complete marketing automation enables firms to segment markets and target providers and influencers for direct marketing campaigns, driving web traffic and sales interactions that grow the business.

The Most Secure CRM in the Cloud

Only Oracle CRM On Demand delivers enterprise-grade cloud security, ensuring that your most critical data and information are safe. Fully secure all

KEY FEATURES**CALL PLANNING
ENHANCEMENTS**

- New Auto Call feature for faster call creation
- Smart Call enhancements increase productivity
- Books support for Smart Calls enables rapid deployment across sales groups

**CUSTOMER
RELATIONSHIP
CUSTOMIZATION**

- Extended relationship objects enable deeper knowledge institutionalization

**BUSINESS PLANNING
ANALYTICS**

- Real-time and historical analytics increase business insight
- Pre-built subject areas increase productivity
- Complete analysis of plan performance enables rapid reaction to changing markets

of your customer interactions with virtual private network (VPN), secure sockets layer (SSL), and private circuit capabilities. Gain the most control over and flexibility of your cloud services with single tenant and @Customer deployment options. Know who accessed what data and when with database vault and audit trail capabilities.

Get the Best Value

Oracle provides a complete on demand pharmaceutical solution at the lowest cost, from one single provider. Release 18 complements this industry-leading portfolio of features and functionality. For Life Science companies, these new features improve overall sales team efficiency, enable deeper business insight, institutionalize knowledge of customers, and continue to enable a defined and customer-facing approach, with the ability to analyze results and interaction plans that maximize future performance.

Bottom Line

Oracle's Oracle CRM On Demand Life Sciences Edition—Pharmaceutical Solution is a complete, single provider, best-practices offering that helps companies make every interaction count, decrease costs, and deploy this powerful solution everywhere.

Contact Us

For more information about Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution, please visit oracle.com/crm/lifesciences or call +1.866.906.7878 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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