

# ORACLE CRM ON DEMAND ANALYTICS



Oracle CRM On Demand offers the industry's most comprehensive CRM solution by delivering complete, fully interactive analytic capabilities that allow users to gain deep insight into their business. By combining real-time and historical prebuilt and ad hoc reports, Oracle CRM On Demand is the only CRM solution that delivers actionable insight at the speed of business.

## THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded sales, marketing, and service best practices

## KEY FEATURES

### INTERACTIVE DASHBOARDS

- Single source for analyzing key issues
- Intelligent drill-down for deep analysis
- Role Based Access

### EMBEDDED ANALYTICS

- Real-time reporting
- Critical insights tailored for all user roles
- Report trending with Briefing Books

### HOSTED DATA WAREHOUSE

- Historical trending and comparative analyses
- Perform analyses on aggregated data sets

## Drive More Informed Decisions at all Levels

Incorporating Oracle's industry leading business intelligence capabilities, Oracle CRM On Demand delivers "analytics everywhere." From the Oracle CRM On Demand home page to dashboards embedded throughout the application, Oracle CRM On Demand makes actionable, up-to-the-moment business intelligence available to employees at all levels. With one click, users can drill down into detailed data to gain further insight into their business. Also, they can conduct historical and comparative trend analyses to gain insight into emerging opportunities and critical issues. In addition, Oracle CRM On Demand provides conditional formatting capabilities for graphical real-time alerting, enabling users to quickly identify and respond to changes in business trends. Dynamic business planning is enabled with business planning and analytics. This enables firms to plan for growth, yet be prepared for change.

## Convert Insight into Action Via Interactive Dashboards

Oracle CRM On Demand offers highly interactive out-of-the-box dashboards designed to provide insight into such crucial areas as pipeline growth, sales efficiency, and customer spending. These dashboards provide a single location from which to view account status, diagnose key issues, and identify opportunities. Within each dashboard, users can drill down into deeper analysis and specific records to diagnose issues and make changes to data. Oracle CRM On Demand interactive dashboards deliver actionable insight that is personalized for each user, depending on their role. Additional dashboards deliver insight for industry editions such as Insurance and Life Sciences, as well as Partner Relationship Management. Furthermore, users can build their own custom dashboards tailored to meet their specific business needs and choose the dashboards and sort order they would like to see to perform their tasks effectively, administrators can use Roles to control who can access different dashboards or hide prebuilt dashboards, and what each role can do in a report folder; providing flexibility and control when creating and granting access to analytics. A newer Analytics platform, V3 Analytics, is now available in Oracle CRM On Demand. Users can now create and have their own personal dashboards, with

**KEY FEATURES****PREBUILT REPORTS**

- Easy access to over 45 prebuilt reports
- Usage and performance tracking reports
- Ability to create, print and export reports

**CUSTOM REPORTS**

- Easily create powerful custom reports
- Save reports in public and private folders
- Report Services API to list the reports in the company shared folders or to submit a report for execution offline and retrieve the output

dashboards subpages. With dashboard subpages, users can extend their implementations and better organize the dashboards content in pages and subpages allowing a second level of information to be presented to users. Users can also create and save their own personal dashboard customizations. In addition, users can save dashboards in Dashboards sub-folders and assign visibility to the Dashboards sub-folders. Workflow administrators with access to the Analytics tab can schedule dashboards and dashboard pages to be executed and distributed via Email to the assigned Oracle CRM On Demand users.

## Deepen Business Insight with Custom Reports

Oracle CRM On Demand also includes Answers On Demand, a unique capability that empowers business users to create powerful, ad-hoc analysis. Users can simply point and click to get real-time answers to ad-hoc business questions and create interactive charts, pivot tables, and reports – all of which can be published for immediate use by the entire team. Additionally, advanced analytics report Management enables users to streamline access to analytics reports by organizing reports into folders and setting permission to those folders. These advanced report management capabilities present users with an uncluttered folder list of reports relevant to their business function. Administrators are able to use Role Permissions that determine what access is granted to each of these folders, ensuring that users can consume a report without editing it, or are not granted access to it at all. The Report Services API, a web services based framework provides a mechanism for administrators and users to list the reports in the company shared folders or to submit a report execution outside of Oracle CRM On Demand application and retrieve the generated content in any of the supported delivery format. With a wide range of visibility options including Manager, Team, Full, Books with sub-books, Role-Based Record Type; Oracle CRM On Demand Analytics can be made more self-service giving users the flexibility to control at what detail to look at the data to perform their job functions effectively. A newer Analytics platform is available now in Oracle CRM On Demand and users can now use the Analytics homepage as a single point of access to create new analyses, dashboards, filters and conditions, access the catalog, most recent objects and save and categorize the most used objects into favorites. Other enhancements include a new search capability, new views and chart types, including the best visualization feature that helps users with recommendations for the best and optimal layout for the view depending on the input data. In addition, workflow administrators with access to the Analytics tab can schedule analyses to be executed and distributed via Email to the assigned Oracle CRM On Demand users.

## Drive Adoption using Operational Transparency

Oracle CRM On Demand enables an organization to effectively drive user adoption and proactively monitor performance through enhanced usage and performance tracking capabilities. Organizations are able to monitor and analyze user adoption and performance through prebuilt and customized reports and dashboards. Using these

reports, organizations can monitor which users are logging in and which ones are not, identify functionality being used most frequently and affects performance, and review the setup and configuration details of their application. Organizations can view and analyze the performance of the most frequently used areas of the application, including the number of requests and the average, minimum, maximum response time of their reports, analytic queries, and dashboards. Monitoring and analyzing usage and performance data regularly enables organizations to gain visibility, drive adoption, and optimize their implementation.

## Bottom Line





Oracle CRM On Demand empowers every user with the critical insight to quickly and intelligently identify and respond to changing market conditions. By providing real-time, actionable business intelligence through interactive dashboards, custom reports, and historical trending, users are able to uncover new opportunities and identify issues before they affect their business. Oracle CRM On Demand maximizes an organization's return on investment by providing organizations with the ability to take action to improve sales, lower costs, increase revenue, as well as increase user adoption.



### CONTACT US

For more information about Oracle CRM On Demand, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Integrated Cloud Applications & Platform Services

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