

# ORACLE CRM ON DEMAND – HIGH TECH EDITION



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

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

With Oracle CRM On Demand High Tech Edition, you can enhance channel collaboration to drive more sales. Oracle CRM On Demand High Tech Edition is the first hosted CRM solution that enables high tech companies to better leverage their direct sales and channel partnerships to drive superior business performance. By embedding business processes unique to the high tech industry, Oracle CRM On Demand High Tech Edition enables greater sales effectiveness, enhances channel marketing efficiencies, and provides business insight that will help your company achieve success.

## Improve Channel Collaboration

Enabling the growth and success of indirect sales channels is an increasingly critical requirement for driving revenues. The ease of managing and collaborating with partners on leads, opportunities, and fund requests provides significant value for both brand owners and partners. Supporting these processes with the partner and program management capabilities within Oracle CRM On Demand High Tech Edition allows organizations to more effectively recruit and retain partners and drive incremental revenue.

The solution provides a complete closed-loop process for marketing funds management – from creating and managing funds to obtaining related pre-approvals, submitting claim requests, and tracking fund usage. Marketing funds can be easily associated with campaigns, so channel marketing managers can determine the ROI generated by a particular fund through a specific set of participating partners. Since high tech companies rely on marketing funds to attract and motivate channel partners, efficient administration of this process will directly increase revenues and profits from your channel partners.

## Standardize Your Sales Process

Oracle CRM On Demand High Tech Edition helps your organization execute your sales process in a more effective and consistent fashion so that you ultimately increase your close rates and revenues. Oracle CRM On Demand High Tech Edition provides prebuilt sales methodology support that enables your sales representatives to apply best practices to manage each account and opportunity, including having comprehensive 360-degree insight into the key decision-makers, partners, and competitors; history; milestones; lead source; revenue potential; and key decision criteria. In addition, the

## KEY FEATURES

### MARKETING FUND MANAGEMENT

- Fund creation, administration, and management
- Secure partner access to participating funds
- Pre-approval and claims management
- Approval authorization limit enforcement

### HIGH TECH-SPECIFIC ACCOUNT, CONTACT, AND OPPORTUNITY MANAGEMENT

- Team sharing of accounts, related contacts and opportunities
- Sales Process Coach
- Advanced territory management
- Customer asset tracking and notification

### QUOTA MANAGEMENT

- Easy definition of monthly, quarterly, and yearly goals
- Prorated quota definition for sales representatives joining existing plans
- Compare quotas to forecast, expected and closed revenue

built-in workflow-driven flexible Sales Coach provides you the ability to define and manage your sales process so that your salespeople get step-by-step coaching at each stage of the sales cycle. This helps you replicate the successful behavior of your best salespeople across your entire organization.

## Effectively Manage Customer Assets

Oracle CRM On Demand High Tech Edition provides robust customer asset tracking and notification capabilities to help your sales and service professionals more effectively cross-sell and up-sell. With Oracle CRM On Demand High Tech Edition, you can easily track assets at each customer account and obtain automated notifications on potential revenue opportunities such as lease expiration, asset aging, contract maturation and more. Notifications based on asset information captured in the system provide actionable intelligence for users to engage customers actively in up selling and cross selling. Moreover, by actively initiating sales cycles with customers to address their upcoming needs, you can dramatically improve your ability to retain customers and out-sell the competition.

## Forecast More Accurately





Oracle CRM On Demand High Tech Edition enables high tech companies to forecast more accurately through triangulated forecasting. The triangulated forecasting process incorporates three different perspectives: 1) Field Assessment – roll-ups of expected revenues based on what the field representatives are forecasting; 2) Real-Time Pipeline Assessment – full view of current pipeline by sales stage; and 3) Historical Assessment – historical trend analysis, which compares snapshots of opportunities and forecasts over time. Forecasts can be easily generated for one-time and recurring revenues. With built-in support for product catalogs, users can forecast by products and product lines for each account or sales opportunity.

## Bottom Line

By enabling you to better leverage your direct sales and channel partnerships and providing the capability for you to standardize your sales processes, Oracle CRM On Demand High Tech Edition maximizes your return on investment.

**ORACLE®**

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For more information on how the Oracle CRM On Demand High Tech Edition can address your industry specific CRM needs, please visit [oracle.com/crm](https://oracle.com/crm), or call +1.800.ORACLE1 to speak to an Oracle representative.

### Integrated Cloud Applications & Platform Services

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