

# What you need from an Enterprise Grade CRM System

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# What you need from an Enterprise Grade CRM System

## **EXECUTIVE OVERVIEW**

When it comes to Customer Relationship Management (CRM) solutions, one size does *not* fit all. The needs of large enterprises vary considerably from smaller organizations and even from each other. Large enterprises have complex, global customer relationships with unique, industry-specific requirements. They also often have disparate, poorly-integrated information and autonomous departments with stand-alone or home-grown CRM solutions. For large enterprises to successfully attract and retain customers, they need solutions that can scale with their business, provide for flexibility to meet changing customer trends quickly, and ultimately provide a superior customer experience to increase their bottom line.

Large enterprises should seek CRM solutions from a vendor that offers comprehensive functionality, flexible deployment and integration options, and deep industry domain expertise. Large enterprises also need to look to financially stable vendors that provide not only unparalleled CRM innovation, but a reputation for successfully implementing and supporting large-scale CRM solutions globally.

## **CRM CAN BE THE KEY COMPETITIVE DIFFERENTIATOR FOR LARGE ENTERPRISES**

With lower barriers to entry into the marketplace causing more competition than ever, enterprises are constantly searching for ways to differentiate themselves. And today's modern enterprises know that differentiating around customer relationships provides the highest rate of return, no matter what their industry or geography. That makes finding the right CRM solution not just a business requirement for effective day to day customer-facing operations, but can also become the key competitive differentiator to cut through the noise. With these solutions, large enterprises can transform customer relationships by keeping the customer as the central point of focus, knowing their customers' current needs and anticipating future needs. Only CRM solutions designed and built for large enterprises enable organizations to create a customer-centric culture that enables successful customer acquisition and customer loyalty at a low Total Cost of Ownership (TCO).

To be successful large enterprises should seek a CRM solution that:

1. Provides comprehensive functionality with flexible deployment options to meet the wide-ranging needs of modern global enterprises
2. Integrates within your existing applications investment to reduce cost and provide support for end-to-end business processes
3. Provides tailored functionality for your industry to reduce time to value and enhance user adoption
4. Built on standards-based technology to protect your IT investments
5. Features embedded analytics for deep business insight.

### **Complete Functionality With Flexible Deployment Options:**

Many vendors claim that successful CRM for large enterprises should be simple and require only basic functionality to be effective. While these CRM solutions may be appropriate for small companies, large enterprises require total solutions that can manage their complex business processes and scale effortlessly as their businesses grow. Large enterprises need a vendor that has an industry leading, comprehensive portfolio of CRM capabilities from Sales, Service, Call Center, Marketing, Customer Order Management and Customer Mastering capabilities with a proven track record of aggressive innovation. Simple contact management or order management solutions just won't work.

Additionally, CRM requirements vary widely amongst companies and even within a company. For example, an organization may need fully-functional on-premise CRM to support large-scale, process-centric operations including call centers and enterprise marketing while field sales representatives engaged in team selling approach may benefit from a flexible, collaborative on-demand CRM solution. Large enterprises must seek vendors that provide both types of CRM solutions.

### **Integrates Within Your Existing Applications Investment and IT Strategy**

Almost all large enterprises have invested significantly in software, whether they be home-grown systems or solutions from other vendors. These applications often operate in their own silos and IT organizations have traditionally found that integrating CRM solutions with these patch-work systems to support end-to-end business processes is expensive and time-consuming. For a CRM solution to be successful, information sharing is key and integrating CRM applications seamlessly with other enterprise systems – quickly and cost-effectively – is critical. Large enterprises must look for solutions that can integrate application suites as well as those that enable integration with emerging solutions and deployment models including Software-as-a-Service (SaaS) applications. A robust application integration architecture enables large enterprises to do more with their existing IT investments,

**“With Oracle Application Integration Architecture for Communications, KPN has integrated key applications to offer efficient business processes for customer centric billing. We have saved significant time and money by using pre-built integrations, as opposed to having to develop them from.”**

**Frank Veldhuizen  
Program Manager,  
KPN**

give Line-of-Business (LOB) and IT more flexibility, and lower the overall application total cost of ownership (TCO).

**Our CRM Dealer Management System has given us a breakthrough in the speed of information from the marketplace. Tata Motors today is more informed about its customers and performance of all our customer facing processes.**

**-Ravi Kant,  
Managing Director and CEO,  
Tata Motors.**

### **Provides Industry-Specific Functionality Out of the Box**

For large enterprises, software solutions that are tailored to their industry are essential. Implementing "vanilla" CRM solutions to support industry-specific business processes requires a tremendous amount of resource and time customizing software and rarely meets the unique requirements of your business. It is important to work with a vendor has deep domain expertise in your industry and invests heavily in industry-specific functionality to dramatically accelerate time to value, encourage user adoption, and slash costs.

### **Built on Standards-based Technology**

Large enterprises must seek a vendor that provides standards-based technologies in their offerings. By investing in applications built on standards-based technology, large enterprises eliminate the risk of being locked in to proprietary systems and extensive re-training. Additionally, by selecting applications that take advantage of the latest server technologies organizations can leverage the most recent versions of market-leading operating systems, databases and web servers for improved security, easier administration and greater flexibility, and increased performance and scalability.

### **Embedded Analytics**

The final step is making sense of the data in CRM systems. Embedded analytics – context-sensitive real-time, historical, and trending analyses – provides a clear advantage for large enterprises by providing actionable insight on key customer metrics including pipeline visibility, forecasting accuracy and sales effectiveness and optimizing service processes. This insight also enables organizations to measure and improve customer satisfaction, understand up sell and cross-sell rates, and optimize campaign execution, results and ROI. Ultimately, this insight can be used to better align business performance, know and anticipate customer needs, foresee changes in the business environment make better informed business decisions and increase profits. Large enterprises should seek software solutions that have comprehensive, pre-built analytics capabilities that are easy to use and navigate and work for front line employees all the way up to senior management—to enable better decisions, confident action, and efficient business processes.

## **CONCLUSION**

In today's uncertain business environment, large enterprises need to differentiate amidst ferocious competition. Deploying the right CRM software solution can provide the competitive advantage global organizations need to sustain and grow their business. Because requirements of large enterprises are distinctly different from smaller organizations, choosing a CRM vendor that can service these requirements is one of the most crucial decisions an organization can make. Comprehensive functionality. Integration. Industry-based solutions. Standards-based technology and Embedded Analytics. These are the hallmarks of a CRM solution designed for large enterprises.



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