

ONE

ORACLE NEWS FOR MIDSIZE ORGANIZATIONS



INSIDE ONE

Retaining Customers

Find, analyze and act on customer data to boost your competitive edge.

Talking Point

An Oracle executive explains how to increase customer satisfaction and retention.

Product Spotlight

Your product overview and guide to optimizing customer service with Oracle.

WELCOME TO ORACLE ONE – NEWS FOR MIDSIZE ORGANIZATIONS

Many studies show that it costs five times more to win a new customer than to retain an existing one. With the current business climate, competition for new customers is fiercer than ever. And that's why many companies are looking at ways to ensure their customers aren't lured away by competitors.

A good way to start is to make sure you have reliable insight about your customers and the trends in their behavior. It's worth the effort to sit down and look at the evolution of purchasing trends, for example. Why? Because historical information can unveil interesting patterns that can help you innovate with new services or products. Also, streamlining supply chain and other processes can have a positive influence on customer satisfaction – and help you cut costs at the same time.



In this issue of ONE, we look at how the combination of insight and effective customer-facing processes can help you outshine your competitors and impress your customers enough to keep them with you.

Find out more about how Oracle can help you retain your customers. If there's a subject you'd like to see covered in ONE or if you want to send us feedback or suggestions – just give us a call on **1.800.633.0715** or send us an email at **OneNewsUS_US@oracle.com**. **ONE**

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Learn more about retaining customers with Oracle, visit

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KEEPING CUSTOMERS HAPPY

Customer retention doesn't have to mean a huge investment – but it does mean being well-informed and well-organized.

Walt Disney may seem like an odd source of inspiration for customer satisfaction – but he had a great piece of advice for fellow business leaders. “Do what you do so well that your customers will want to see it again and bring their friends.” This short sentence encompasses what some business books describe in hundreds of pages. It tells us to prioritize quality, knowledge of customer needs, excellence of the customer experience, and the power of customer recommendations. Many midsize organizations understand the need for customer satisfaction, especially in a challenging economic climate. Yet so much has been written about this subject that it can be hard to decide which strategies to adopt.

KNOWLEDGE IS POWER

The starting point for customer satisfaction will always be knowledge – about your customers and your market. Up-to-date information can spur service innovation and help stop customers from defecting to the competition. Just think of the mobile phone market. Many operators offer attractive deals to new subscribers. But long-standing customers often pay more than the rates they see advertised. Operators may win new customers with an attractive offer, but will lose some existing customers in the process – the customer satisfaction element is missing. In the end, the net gain from an expensive advertising campaign may be quite small. Introducing a new service for existing customers doesn't have to cost a fortune. But knowing how to tailor it to your customers' needs is essential. You probably already have a lot of customer data in various different systems. The trick is to consolidate and analyze it, as that will help you spot trends and act before your competitors do.



“Do what you do so well that your customers will want to see it again and bring their friends.”

ADDED VALUE FOR YOUR BUSINESS

Customer insight also helps you improve the processes you already have. When you analyze the customer experience, you may discover that a delivery or ordering process could be “tuned” to make it more efficient. There's a clear advantage from streamlined processes for your customers – but also to your business. If you find that customers often call your staff with questions and have to wait for answers, you could implement a customer self-service portal without a major investment. This will boost customer satisfaction and reduce operating costs for your company at the same time. Once you've identified an opportunity for a new or better service, putting the resulting process in place is a lot easier if your underlying infrastructure is closely integrated. It helps you share information and manage processes more easily.

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>>>> HOW ORACLE CAN HELP

Oracle technology provides a reliable, streamlined and integrated infrastructure. This protects your information while interconnecting your existing systems, even if they're from different vendors. A cost-effective way for midsize organizations to start is with Oracle Business Intelligence Standard Edition One. This offers you a range of advanced business intelligence features to help you analyze information, then detect and prioritize customer service enhancements. These tools include interactive dashboards, data analysis and multiple reporting formats. Also, Oracle Business Intelligence Standard Edition One is delivered with Oracle Database 11g Standard Edition One. This is the cornerstone of great data management that adapts to your existing environment. Oracle also offers a range of complete, industry-focused applications specially tailored to the needs and budgets of midsize organizations.

It may well be true that Walt Disney didn't spend much time thinking about data management. But he did think about the value of existing information to create customer satisfaction. In his words: "In this volatile business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions change so rapidly that we must keep our aim constantly focused on the future." **ONE**

ORACLE FINANCING: INVEST AND GROW YOUR BUSINESS

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Whatever the size of your business, Oracle Financing can help you find the right payment solution. For more information, visit www.oracle.com/financing/midsize-companies.html

or email oraclefinancing_ww@oracle.com

By reducing upfront costs for Oracle and Partner products and services, Oracle Financing makes it easy and affordable for you to buy the right solution at the right time. While capital and cash flow are everyday concerns, they need not prevent you from implementing the IT solution you need to grow and boost competitiveness.

The benefits of payment solutions from Oracle Financing:

- Improve cash flow with reduced upfront investment and payments spread over time
- Increase your purchasing power by accessing future budgets
- Adapt to change with a flexible, predictable payment structure with no surprises
- Enhance your investment returns by mapping payments to benefits
- Preserve your existing credit lines **ONE**

TALKING POINT: ENHANCING CUSTOMER RETENTION



Ryan Feaver, Emerging Markets – Area Manager, looks at some ways to boost customer satisfaction.

Q: WHAT'S THE MAIN DRIVER BEHIND CUSTOMER RETENTION?

A: I'd say it was insight into customer needs, then putting processes in place to fulfill them. Take the German financial services provider Deutsche Leasing. They have broad-based customer insight available from any location. That gives them a complete picture of each individual customer, including their changing requirements and potential for future sales. As a result, they've generated new business with existing customers and significantly increased their revenues. And they even won an award for sales excellence from a national newspaper! Insight combined with tailored processes can help keep customers – even in a highly competitive market.

Q: CAN BUDGET-CONSCIOUS COMPANIES IMPROVE CUSTOMER RETENTION?

A: Yes, of course. You don't have to envisage a large investment. You can start by simply ensuring you can track and analyze customer data and processes. For example, Oracle Business Intelligence Standard Edition One comes with Oracle Database 11g Standard Edition One – it's an attractively-priced bundle. It works with all your existing information and helps you analyze it, improve processes, and pinpoint cross- and upselling opportunities as well as potential issues.

Q: HOW FAST IS THE PAYBACK ON THESE SOLUTIONS?

A: The return on investment will vary from one company to another. But you'll start seeing the benefit from the outset because these solutions are compatible – and interconnect – with the systems you already have. That means you glean insight from all sources with a single query. Plus on top of these insight benefits, these products help reduce your IT costs and improve internal efficiency and productivity – and that's on top of the customer insight benefits.

Q: HOW CAN FAST-GROWING COMPANIES ENSURE LONG-TERM LOYALTY?

A: The solutions we looked at earlier are a good first step on the way to keeping customers happy. You could then move up to the next step which involves looking at the customer relationship more holistically. An integrated CRM solution like Oracle Siebel is ideal for this. It's compatible with the products we looked at just now, so you'll protect your investment. It can help you improve your sales, service and support processes, while boosting productivity and introducing sustainable best practices in the whole customer value chain. Another advantage is that Oracle Siebel is available as an in-house implementation or as an on-demand solution, depending on your requirements. **ONE**

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Interested in finding out more? Here's who to contact:

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ryan.feaver@oracle.com.

Or visit our portal for midsize organizations at
www.oracle.com/solutions/mid.

PRODUCT SPOTLIGHT: SOLUTIONS FOR OPTIMAL INSIGHT

These Oracle products will help you keep your customers happy and increase efficiency.

Oracle Database 11g Standard Edition One is packaged and priced for midsize organizations. Based on open technology, Oracle Database 11g consolidates data across all your applications – even a mix of systems from different vendors. That makes it easier for you to find crucial customer information in a single repository, which accelerates your decision-making, lowers operating costs and makes maintenance simpler.

Oracle Business Intelligence Standard Edition One is a complete, integrated and attractively priced BI solution for midsize organizations. Easy to install and manage, it lets you consolidate all your information for a fast, complete view of your business. It includes advanced BI features like interactive dashboards, data analysis and multiple reporting formats. The result? Optimized information insight that delivers real competitive advantage.

Oracle Accelerate: Oracle Applications for midsize organizations deliver complete applications, rapid implementation tools, and an extensive partner network. Oracle Accelerate Solutions offer complete applications, with deep industry-specific functionality at an affordable price. They're easy to implement and easy to own.

Oracle Applications for midsize organizations are complete and affordable solutions tailored to your unique requirements and industry. You will benefit from low and predictable costs and a better fit for your business, which can help your organization to become more efficient and profitable.

Oracle WebLogic Server Standard Edition is a reliable and proven application server for building and running applications and services. It fully implements the latest Java EE standards and offers a choice in

development frameworks and integral tooling. Management capabilities include a well-designed graphical console and/or automation for easy administration of sophisticated systems.

Oracle Siebel CRM On Demand is the world's fastest-growing hosted CRM offering. It can be rapidly deployed as Software-as-a-Service. It's an easy-to-use subscription-based solution for sales, service, marketing and contact center operations.

Oracle Siebel CRM Professional Edition (with on-site implementation) enables midsize organizations of any size to transform the customer experience. With comprehensive solutions tailored to more than 20 industries, Siebel CRM Professional Edition helps midsize organizations integrate all their customer-facing processes and optimize customer satisfaction and retention activities across the business. **ONE**

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For the latest pricing go to <http://oraclestore.oracle.com>. Or give us a call on **1.800.633.0715** and email us at oraclesales_us@oracle.com.

Terms, conditions and restrictions apply.

Want to try Oracle's Technology Solutions for midsize organizations? Visit www.oracle.com/goto/midsizedvd to **GET STARTED** today and order your free DVD Kit!

ORACLE SERVICES, TECHNOLOGY THAT TRANSFORMS

Oracle offers a range of services to help you acquire and implement your IT infrastructure and help manage, share, use and protect your information assets.

REDUCE TOTAL COST OF OWNERSHIP WITH MY ORACLE SUPPORT

Customers are demanding a more proactive support from their providers to transform their ownership experience, and My Oracle Support platform delivers on this promise. My Oracle Support is available to all our customers under their existing Premier Support contracts. For more information about Oracle Customer Services and My Oracle Support, please visit www.oracle.com/support.

GROW YOUR BUSINESS WITH ORACLE ON DEMAND

As you strive to outsmart your competition, the drive to cut costs and boost efficiency becomes imperative. By letting Oracle manage your infrastructure and critical business applications, you get powerful IT capabilities and superior service at lower cost. That means you can focus on what matters: growing your business.

Take advantage of Oracle's infrastructure to support your business. Reduce operating expenses, speed the return on your technology outlays, and free up scarce capital resources with Oracle's highly standardized IT environment – whatever your size, location, or industry.

For more information on Oracle On Demand for midsize organizations visit www.oracle.com/solutions/mid/oracle-ondemand.html and view customer success stories at www.oracle.com/customers/services/outsourcing.html.

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Oracle University

Training: Book online at <http://education.oracle.com> (U.S.) or www.oracle.com/ca/education (Canada) or call **1.800.529.0165 (U.S.) / 1.866.825.9790 (Canada)** to speak with an Education Sales Consultant.

Oracle Expert Services help you get real business value from your Oracle investments: Call **1.800.633.0615** or e-mail us at ask-oracleconsulting_us@oracle.com.



YES, YOU CAN

KEEP YOUR CUSTOMERS HAPPY

In the current economy, you might be wondering how to increase customer satisfaction. Or how to keep costs down. Oracle helps you do both. You'll gain valuable customer insight and detect potential issues fast. But that's not all. With a streamlined infrastructure, you can put processes in place to ensure you're doing that little bit more for your customers. Don't think you can reduce IT costs at the same time? With Oracle, you can. Find out more now by downloading your free Oracle Business Brief on optimizing customer insight at www.oracle.com/goto/retain/na.

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