The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
A New Inflection Point

Fusion CRM Has Arrived!

Applications Platform
- Standards
- SOA

User Experience
- Web 2.0
- Embedded Intelligence

Technology Adoption
- Cloud/SaaS
- Modularity
What Keeps Sales Executives Up at Night?

- 41% of reps miss quota
- 89% of reps want coaching
- 85/29% diff. in marketing vs. sales leads
- 81% missed earnings

Sources: 1) CSO Insights; 2) Corporate Visions Inc.; 3) SIRIUS Decisions; 4) Thomson Reuters
The Difference Between ‘Missing’ and ‘Meeting’
Fusion CRM

Effective

Higher win rates
• Know your customers
• Gain actionable insight
• Collaborate & coach

Efficient

More quality opportunities
• Align sales & marketing
• Improve sales prospecting
• Optimize sales performance

Easy

Faster time to value
• Easy to use
• Easy to configure
• Easy to deploy
Fusion Sales Demonstration

Features

Sales prospecting

Mobility

Embedded business intelligence

Benefits

Greater access & user adoption

Increased productivity

Visibility & actionable insight

David Trice
VP Product Management, Fusion CRM Sales Automation
# Oracle Fusion Customer Relationship Management
## Release 11G R1 Scope

<table>
<thead>
<tr>
<th>User Interfaces</th>
<th>Desktop</th>
<th>Mobile</th>
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<td>Web</td>
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<th>Base Sales</th>
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<td>Opportunity Management</td>
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<td>Forecasting</td>
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<td>Incentive Compensation</td>
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<td>Sales Predictor</td>
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<td>Opportunity Landscape</td>
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<td>Personal Campaigns</td>
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<td>Customer Segmentation</td>
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<td>Email Marketing</td>
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<td>PRM</td>
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<td>Customer Data Hub</td>
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<td>Contracts</td>
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<th>Oracle Fusion Platform</th>
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<td>Business Intelligence</td>
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<td>Collaboration</td>
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<td>Extensibility</td>
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Fusion Composers
Easily Customize to Meet Unique Business Needs

Application Composer
Enables non-IT users to extend the application with new objects and attributes

Page Composer
Enables non-IT users to customize the look and feel of the user interface

BI Reports Composer
Enables non-IT users to easily create & modify reports

Process Composer
Enables non-IT users to easily modify business processes

Browser Based. Design at Run Time.
Why Fusion CRM?

<table>
<thead>
<tr>
<th></th>
<th>Fusion</th>
<th>salesforce</th>
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<tbody>
<tr>
<td>1. Superior user adoption &amp; collaboration</td>
<td>✓</td>
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<td>2. Advanced sales planning &amp; performance management</td>
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<td>3. Enhanced demand generation and lead/pipeline quality</td>
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<td>4. Complete, accurate, actionable insight</td>
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<td>5. THE strategic choice</td>
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## Fusion CRM Roadmap

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<thead>
<tr>
<th>Release 11G R1.0</th>
<th>Release 11G R1.1</th>
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<tr>
<td>• Sales</td>
<td>• EAP Feedback</td>
<td>• Quoting</td>
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<td>• Marketing</td>
<td>• More Social</td>
<td>• Service</td>
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<td>• PRM</td>
<td>• More Mobile</td>
<td>• Call Center</td>
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<tr>
<td>• Customer Hub</td>
<td>• More Extensibility</td>
<td>• More Sales</td>
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<tr>
<td>• Contracts</td>
<td>• More Integration</td>
<td>• More Marketing</td>
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<td>• Incentive Comp</td>
<td>• More Data Hub</td>
<td>• More PRM</td>
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<tr>
<td>• Mobile/Desktop</td>
<td>• See it, Try it, Buy it</td>
<td>• More Contracts</td>
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<tr>
<td>• Extensibility</td>
<td>• CRMOD Migration</td>
<td>• More Incentive Comp</td>
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<td>• Siebel Migration</td>
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Fusion CRM Roadmap Highlights

1. Quotes
2. Service
3. Social
4. Mobile
5. Cloud
Sales Reps want a quoting solution that…

- is easy to use and accessible anywhere
- builds on **complete customer** information
- offers the **right solutions** at the **right price**
- governs negotiations with terms and conditions that were **socialized** with the **best resources**
- to generate the **winning proposal** that will close the deal!
Fusion Quotes

Price, Propose, Close

Products, Pricing & Recommendations

Optimize revenue

Quotes & Proposals

Increase close rates

Contracts & Approvals

Streamline processes
Fusion CRM Roadmap Highlights

1. Quotes
2. Service
3. Social
4. Mobile
5. Cloud
Service Challenges

Fragmented Customer Interactions

- Inconsistent customer experience
- Disjointed communications channels
- Decreased satisfaction

- Poor integration between telephony and applications
- Inflexible applications
- Complex and expensive to manage

- Incomplete view of customer
- Difficult / inefficient collaboration
- Lost / unleveraged knowledge
Fusion Service
Accelerate Resolution Times

Seamless cross-channel support
Knowledge centric service
Engaging user experience
Fusion CRM Roadmap Highlights

1. Quotes
2. Service
3. Social
4. Mobile
5. Cloud
Social

New Opportunities & New Expectations

Social networks and media provide unprecedented reach and user-driven influence.

Regardless of organizational structure, people work collaboratively and expect technology to facilitate...
Social

Connecting Customers, Partners & Employees

Understand
Engage
Influence

Communicate
Collaborate
Get Work Done!
Fusion CRM Roadmap Highlights

1. Quotes
2. Service
3. Social
4. Mobile
5. Cloud
Mobile CRM

2.4
Average days Field Sales Reps spends on the road per week

400M
# of Outlook users in the world

2011
Smartphones overtake PC market

80%
Apple’s share of tablet market
Next Generation Mobile CRM
Fusion CRM Anywhere, Anytime
Mobile CRM Demonstration

Features

CRM for iPad
Enhanced customer interaction
Extensible at all levels

Benefits

Increase adoption
Sales effectiveness
Increase visibility & insight

Peter Thorson
VP Product Management, Fusion CRM Core
Fusion CRM Roadmap Highlights

1. Quotes
2. Service
3. Social
4. Mobile
5. Cloud
Cloud Computing

- Ease of use
- Fast customization
- Rapid deployment
- Seamless upgrades
- Predictable cost

SaaS CRM Benefits

Integration

Customization

Security

PaaS

IaaS
Enterprise Grade Cloud

Oracle OpenWorld Keynote
Wednesday, October 5 @ 2:45 p.m.

Larry Ellison, Chief Executive Officer
Fusion CRM Delivered

Customer Success In Hand

Rapid Innovation Ahead
Path to Fusion – Complete Choice

Choose Your Next Steps

Continue on Your Current Path
• Upgrade to the latest Applications Unlimited release

Adopt a Co-Existence Strategy
• Add new Fusion Applications modules or pillar (i.e. HCM, ERP, CRM) to your existing environment

Embrace the Fusion Applications Suite
• Deploy the complete suite of Fusion Applications
Q&A
Hardware and Software

Engineered to Work Together