Oracle CX Cloud Update

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Oracle Applications Cloud

CLOUD SOLUTIONS

Marketing  Sales  Commerce  Service  CPQ  Social  Apps Marketplace

Global HR  Workforce Rewards  Workforce Mgmt  Talent Mgmt.  Value Chain Execution  Product Value Chain  Value Chain Planning

Manufacturing  Asset Lifecycle Management  Financials  Project Portfolio Mgmt.  Procurement  Enterprise Planning  Financial Reporting

APPLICATIONS FOUNDATION

CX Foundation  HCM Foundation  ERP Foundation  SCM Foundation  EPM Foundation
Customer Experience Cloud

Customer Experience Foundation

- Common Security and Identity Services
- Single Development and Integration Framework
- Unified Business Intelligence
- Universal Customer Master

Best in Class PaaS
Customer Experience

Key Capabilities

- Unified View of Customers: Marketing, Sales, Commerce, Service
- Complete multichannel B2B and B2C Marketing
- Intuitive, role-based, intelligent SFA for direct and channel selling
- Accelerated product bundling, pricing, and contracting in the cloud
- Best-in-class knowledge management in the cloud
- Integrated CRM and ERP drives efficiency for many industries
- Powerful business analytics tailored for different CX users
- Oracle’s PaaS platform can be used to extend applications
Competitive Differentiators

vs. other CRM Cloud Vendors

- Integrated CRM and ERP drives efficiency for many industries
- Powerful business analytics tailored for different CX users
- Oracle’s PaaS platform can be used to extend applications
- Only Cloud offering complete B2B and B2C CX Capability
- Integrated Multi-channel Marketing and Intelligent Sales Tools to drive new products sales and complex solution selling
- Simplified Cloud user experience and mobility across channels and services
- Robust Territory Planning, Sales Prediction, built-in Data Quality
- Highly Differentiated Cross-Channel Customer Service
CX Cloud Momentum

- 4,000 companies using CX Cloud
- 1,100+ CX customers added in the last year
- 2.3 Billion web service sessions
- 180+ countries with CX Cloud customers
- 89 Billion e-mails sent in 2013
CX Across Industries

Communications
- AT&T
- BT
- T-Mobile
- Telecom Italia
- TELUS
- KPN
- Vodafone

Financial Services
- American Century Investments
- PNC Bank
- Morgan Stanley
- Rabobank
- Westpac
- Citigroup
- Equifax

Manufacturing
- Harris
- Eaton
- 3M
- Siemens
- Boeing
- Kohler
- Viking
- Emerson
- Ford
- Tata

Automotive
- Yamaha
- Honda
- Toyota
- Fiat
- Chrysler
- Volkswagen
- Honeywell

High Tech
- Yahoo!
- HP
- AMD
- Lexmark
- Intuit
- Cisco
- Hitachi
- Dell
- McAfee
- Nestlé

Consumer Goods
- LEGO
- Nestlé
- L'Oréal
- P&G
- lululemon
- athletica

Media & Travel
- monster.com
- DIRECTV
- LexisNexis
- KLM
- News Limited
- NBC Sports
- SiriusXM
- Comcast
- Disney
- ancestry.com

Insurance
- Nationwide
- TIAA CREF
- Z
- The Hartford
- Zurich

Life Sciences
- GSK
- GlaxoSmithKline
- Medtronic
- Merck
- Amgen
- Johnson & Johnson
- Pfizer
- GE Healthcare
- AstraZeneca

Retail
- IKEA
- JCPenney
- Macy’s
- CVS
- Sephora
- The Body Shop
- TESCO

Healthcare
- WellPoint
- MD Anderson Cancer Center
- Group Health
- CMS
- United Healthcare
- BlueCross BlueShield of North Carolina

Public Sector
- New Zealand Post
- Human Services
- Royal Mail
- Royal Mint
- Australian Government Department of Agriculture, Fisheries and Forestry
Modern CX Cloud: Customer Examples