

# // INTEGRATED CX DELIVERS A DIFFERENTIATED, WORLD- CLASS CUSTOMER EXPERIENCE

Gain a Competitive Advantage through Oracle CX Cloud / Oracle ERP  
Cloud Integration

## THE CHALLENGE

A small business's first sales and customer service rep is usually the founder / CEO. As a company grows, this becomes unsustainable. Additional employees have to take over and work with customers who were used to going straight "to the top." Scaling tribal knowledge is difficult; it gets complicated quickly.

But for employees to continue providing a differentiated, world-class customer experience, they need to be able to easily access and utilize relevant data from all parts of the company. Sales reps need to know customer service issues, inventory levels, order status, past invoicing, etc. Customer service reps need to be able to order replacement parts and/or dispatch field technicians. To establish long-term customer relationships, small- to medium-sized businesses (SMBs) must integrate their front and back-office functions (CRM and ERP) to keep sales groups, service groups, and other relevant groups in sync.



## THE SOLUTION

### ORACLE CX CLOUD AND ORACLE ERP CLOUD – BETTER TOGETHER

Once companies hit a certain threshold (in terms of customers, revenue, or employees), they look to automated customer experience (CX) systems to manage growth and customer expectations. However, every facet of a CX solution suite must work with each other and with the company's data warehouse and ERP systems. Why? To maximize value by utilizing a common, trusted "knowledge bank" that flows data securely between front- and back-office functions. For example, when Oracle Sales Cloud, Oracle Service Cloud, and Oracle Commerce Cloud are integrated to Oracle ERP Cloud:

- Sales reps can manage opportunities and orders directly from Oracle Sales Cloud
- Account managers can access customer master data and create orders directly in Oracle ERP Cloud
- CSRs can update customer records and order replacements, notifying the entire account team at the same time
- CSRs can update sales opportunities and suggest that sales reps follow up
- Customers can see a consolidated view of their online purchases and account data
- Ecommerce sites will reflect real-time product availability and pricing data

# SIMPLIFY THE TIME AND COST OF INTEGRATION WITH ORACLE ICS

Oracle Integration Cloud Service (ICS) is one component of Oracle Integration Platform as a Service (iPaaS) and was developed to simplify integration projects.

It is a simple (yet powerful) cloud-based integration platform that maximizes the value of your application solution suites. It includes an intuitive, web-based integration design for point-

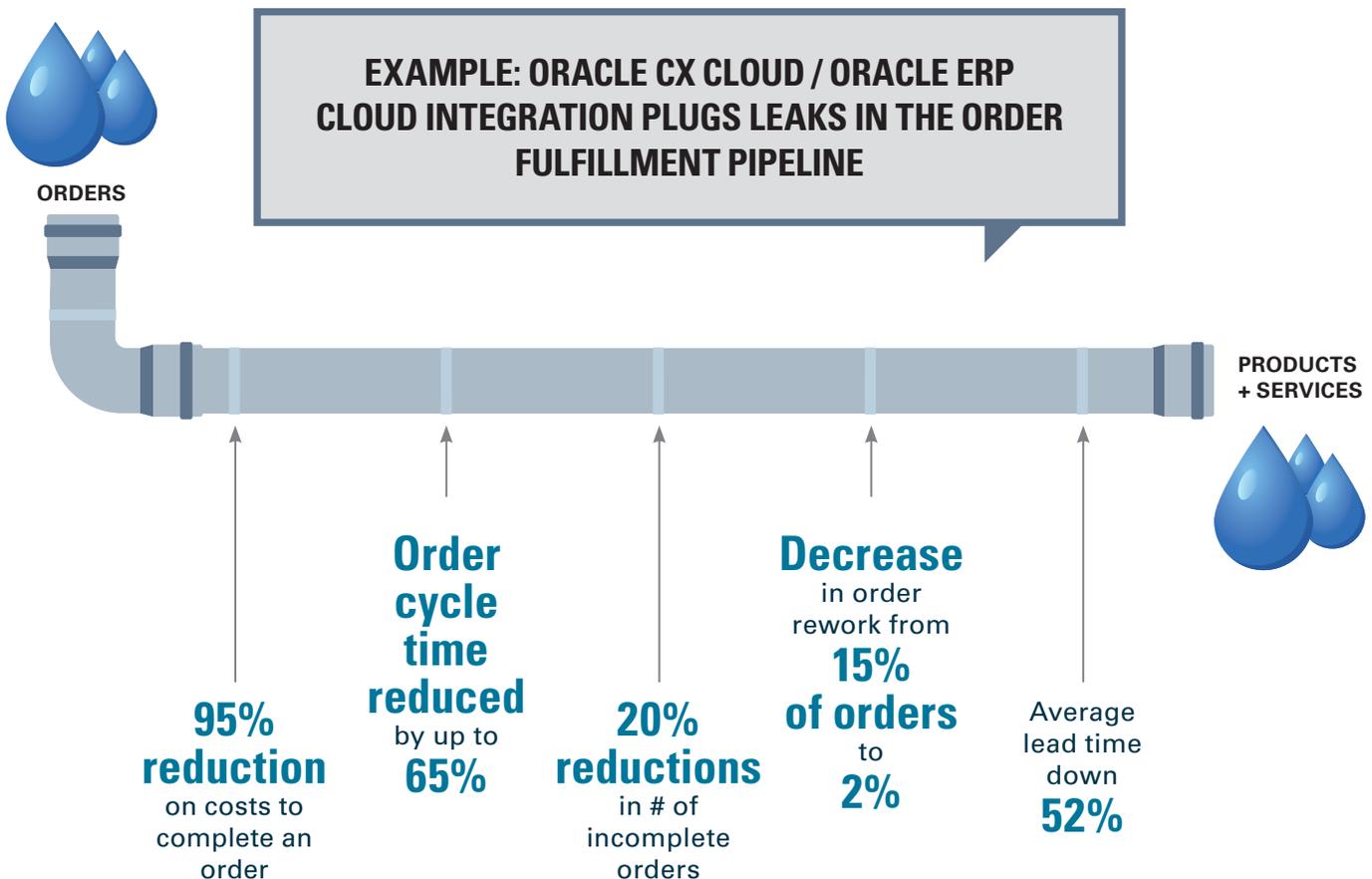
and-click integration between applications and a rich monitoring dashboard for real-time insight.

Many of the REST endpoints and Webhooks applicable to ERP integrations are available with Oracle ICS.

Point-to-point connections between ERP systems and Oracle CX Cloud really only work as a short-term solution; as your company grows,

serious limitations become obvious.

Oracle ICS gives growing companies enterprise-strength integration capabilities without the difficulties associated with enterprise-strength integration tools. It is designed to work with a variety of ERP applications, allowing you to start providing a better customer experience—no matter your current application software footprint.



\*AMR Research, "Configuration is the Heart of Customer Fulfillment for Complex Product Manufacturers," 2003, amr.com.

# BENEFITS OF COMPLETE CX CLOUD AND ERP CLOUD INTEGRATION

When Oracle CX Cloud is tightly integrated to Oracle ERP Cloud, fast-growing companies can provide differentiated customer experiences through:

## **A 360° view of the customer**

Connecting data from Oracle CX Cloud and Oracle ERP Cloud provides a complete view of the customer.

## **More efficient business processes**

Some key business processes begin in CRM systems and end in ERP systems (order-to-cash). Some begin and end in CRM after a quick stop in ERP (quote-to-renewal). When data can easily transfer back and forth, efficiency improves, speeding up the entire sales / after-sales cycle.

## **Quicker sales cycle**

Silos slow business down. When sales reps win new business, sales orders (or jobs or new products with an attached bill of materials) are automatically created in Oracle ERP Cloud.

## **Automated processes**

Activities—such as billing statement distribution, approval hierarchies, service request processes, etc.—benefit from automation. This, in turn, streamlines communication, enforces accountability, minimizes errors, and reduces costs.

## **Self-service functionality**

With full integration, many back-office processes can be pushed out to the customer. This includes updating customer records (i.e. profiles), making payments, submitting applications / paperwork, or requesting / downloading information.



GET GOING, GET BETTER,  
**GET AHEAD**  
WITH A SMARTER CX

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