

## ORACLE CRM ON DEMAND FOR FOOD SERVICE SALES

### KEY FEATURES

- Turnkey, hosted Software as a Service (SaaS) solution, delivered in a highly scalable, secure environment
- Lead tracking and management functionality tailored specifically to Food Service sales organizations
- On boarding for new Food Service operators
- Secure management of broker and wholesaler access to account-level information
- Real time delivery of sales reports to remote users
- Centralized management and distribution of promotion collateral
- Service request management and response
- A single source of the truth for all field sales activities
- Support for consumer-grade mobile devices including smart phones and tablets

*Managing multiple sales teams, call centers, brokers, and wholesalers is a daunting task for consumer goods companies. Many companies have implemented Trade Management functionality, but neglected basic sales force automation capabilities.*

*With Oracle CRM On Demand for Food Service, key account managers, territory managers, brokers, and wholesalers can harness the industry's most comprehensive business development tool set to improve sales productivity, streamline account activity, and maximize sales success.*

### Key Challenges

In today's competitive business environment, consumer goods sales organizations are looking for new ways to maximize the efficiency and effectiveness of their food service sales teams. Visibility to and improved management of new customer opportunities, real-time access to sales and service information for existing customers, and electronic distribution of high quality digital content will all lead to increased sales.

### Less Administrative Work, More Customer-Facing Time

Oracle CRM OnDemand for Food Service is designed to reduce administrative work and enable high value customer facing time for sales organizations. Timely, well organized information is delivered to the appropriate user in context with their daily activities. New leads can be disseminated to the appropriate reps for rapid follow-up. Opportunities can be tracked from first contact to closed business.

Analytic and reporting capabilities are readily available, enabling complete understanding of account and sales team performance. Store-level detail, including maps, contact names, delivery times, and merchandising asset information, is always available, and consistent, across every user who has access to the account.

### Account Management

By providing a complete view of all account level activities, Oracle CRM On Demand for Food Service enables all members of the account team to work toward the same objectives. Sales objectives, new leads, promotion calendars, pricing, and authorized distribution lists can be published in a single place, accessible by all members of the team. Sales and order history as well as asset service information can be maintained in near real time. Opportunity and activity tracking, as well as account, territory and product sales performance is readily available enabling complete understanding of sales performance.

### Flexible Territory and Activity Planning

Account teams as well as customer needs are dynamic. Oracle CRM On Demand for Food Service delivers the ability to manage complex multilevel territories. Territory re-alignment capabilities are built into the system and can support multiple customer hierarchies. Demand driven, in store visit scheduling and rescheduling allows real time schedule changes with minimal disruption. Visual Visit Planning with map integration insures optimized store visits and efficient route execution. Integration with applications such as Outlook and Notes delivers CRM functionality directly to existing email and calendaring applications.

## CONSUMER PRODUCTS

## KEY BENEFITS

- Simplified territory re-alignment and improved retail execution
- Rapid on boarding of new customers
- Simplified opportunity and lead tracking
- Improved collaboration with, wholesalers, brokers and food service operators
- Increased sales team effectiveness and control
- Improved service effectiveness
- Improved store level promotion compliance and execution
- Rapid deployment, time to value and minimal training

THE WORLD'S MOST  
COMPREHENSIVE  
CONSUMER GOODS  
SOLUTIONS,  
SUPPORTED BY THE  
WORLD'S LARGEST  
ENTERPRISE  
SOFTWARE COMPANY

**Action-Oriented Field Service Management**

Field service activity can be managed centrally or remotely. Objectives can be set by account and automatically disseminated to the appropriate service team. Optimal routing, GPS mapping, and in store visit optimization maximizes efficiency. Service manuals, training information, and digital pictures or video can be attached to the account record and delivered to the mobile device, insuring high service compliance and optimal product availability.

**Simplified New Customer Activities**

New accounts can be entered by the mobile user, in the field. Work orders and activity lists can be automatically generated, enabling rapid on boarding of new customers. Promotional collateral, including high quality digital media, can be disseminated in real time to field users. Contracts can be stored and managed centrally and printed locally or enabled via digital signature. Initial product and fixture orders can be placed and routed for delivery. Specific visit activities and objectives can be created centrally and disseminated to the account teams, wholesalers and brokers responsible for field execution. All sales and field activity can be tracked and analyzed centrally in insure high compliance.

**Leverage Modern Mobile and Web Technology**

Oracle CRM On Demand for Food Service utilizes advanced user interface capabilities to improve user productivity and effectiveness. Important information can be disseminated directly to the users who need it most, in real-time, without the need to log into CRM On Demand. Oracle CRM On Demand for Food Service can also be deployed on a variety of consumer-grade mobile devices that provide in-store mobile access to all of the application functionality in connected and disconnected modes, so you are productive regardless of wireless data accessibility.

**Flexible. Affordable. Secure.**

Providing a single view of customers has never been more important to the success of long-term customer relations. The ability to manage sales teams, brokers, and wholesalers is paramount to this success. Oracle CRM On Demand for Food Service provides a single vendor, low cost, effective environment to manage all customer interactions.

For more information on the most powerful, easy to use, affordable, and secure toolset for business development and capture management, call +1.800.ORACLE1 or visit oracle.com.



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**Hardware and Software, Engineered to Work Together**