

## ORACLE CRM ON DEMAND FOR RETAIL EXECUTION IN CONSUMER GOODS

### KEY FEATURES

- Turnkey, hosted Software as a Service (SaaS) solution, delivered on demand
- Centralize management of retail execution activities
- Centralized distribution of collateral and planograms
- Secure management of broker activities and information access
- A single source of the truth for field sales activities
- Support for consumer-grade mobile devices including smart phones and tablets

*Managing multiple sales teams, brokers, and merchandisers is a daunting task for the Consumer Goods Industry. Many companies have implemented Trade Management functionality but neglected basic retail execution and field management capabilities.*

*Oracle CRM On Demand for Retail Execution helps streamline merchandising activity and maximize the effectiveness of your promotions. Centralized objective setting, real-time dissemination of content, and closed-loop activity management allow tight control of valuable mobile retail execution teams and brokers.*

### Single view of all account level activity

By providing a complete view of all account level activities with Oracle CRM On Demand for Retail Execution, all members of the account team can work toward the same objectives. Account objectives, promotion calendars, pricing, and authorized distribution lists can be published in a single place, accessible by all members of the team. Merchandising requirements, order history and planograms can be maintained in near real time and delivered directly to the retail execution teams who need them.

Analytic and reporting capabilities are readily available, enabling complete understanding of account performance and activity. Store-level details, including maps, contact names, delivery times and TDLinX\* information, is always available and consistent across every user who has access to the account.

\*TDLinX is a trademark of Nielsen and requires a separate data subscription from Nielsen

### Action Oriented Retail Execution and Merchandising Management

Each account requires specific activities and in-store processes. Objective and activity setting can be centralized, enabling consistent and relevant store level execution. Retail audits and assessments can be quickly executed and data analyzed in near real time enabling rapid response to out of stocks or other problems. Secure, account and role specific access, can also be provided to brokers, wholesalers and merchandisers.

Field merchandisers can be managed centrally or remotely and can use consumer grade mobile devices, including smart phones and tablets. Objectives can be set by account and automatically disseminated to the appropriate merchandiser or broker. Optimal routing, GPS mapping, and in store visit optimization maximizes efficiency. Planograms can be attached to the account record and delivered to the mobile device, ensuring high promotional compliance and on-shelf availability.

### Flexible Territory and Merchandiser Activity Planning

Account team and customer needs are dynamic. Oracle CRM On Demand for Retail Execution delivers the ability to manage complex, multilevel territories and territory coverage. Territory realignment capabilities are built into the system and can support

## CONSUMER PRODUCTS

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 ensures optimized store visits and efficient route execution. Integration with applications such as Microsoft Outlook and Lotus Notes provide CRM functionality to the end-user directly from their existing email and calendaring applications.

## KEY BENEFITS

- Improve retail execution and merchandising effectiveness
- Centrally manage field merchandisers
- Improve store-level promotion execution and compliance
- Holistic view of all field activities
- Simplified distribution of reports, planograms, surveys, objectives and territory re-alignment
- Improve collaboration with the retailers, wholesalers and brokers
- 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

### Demand Driven Retail Execution, Activity, Planning, and Management

CRM On Demand for Retail Execution enables rapid account activity planning by incorporating mapping functions and store-level visit planning. Specific visit activities and objectives can be created centrally and disseminated to the account teams and merchandisers responsible for executing the activity. Brokers can be provided secure, account-specific access to only the accounts they are responsible for.

### Leverage Modern Mobile and Web Technology

Oracle CRM On Demand for Retail Execution utilizes advanced user interface capabilities to improve user productivity and effectiveness. Oracle CRM On Demand Widgets, which include Message Center, Favorite lists, and Analytics, can be used to deliver the latest company news, new product information, and training material. This enables the dissemination of important information directly to the users who need it most, in real-time, without the need to log into the CRM On Demand Application. Oracle CRM On Demand 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 merchandising teams, brokers, and wholesalers is paramount to this success. Oracle CRM On Demand for Retail Execution provides a single vendor, low cost, effective environment to manage all customer interactions.

For more information on the most powerful, easy to use, low cost and secure toolset for retail execution and merchandising, call +1.800.ORACLE1 or visit oracle.com.



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