

# ENABLING 360' VIEW OF THE CUSTOMER AND IMPROVING COLLABORATION ACROSS THE OIL FIELD



## FEATURES

Oracle CRM OnDemand Oil Drilling & Service Edition provides a turnkey hosted solution that enables oil drilling & service companies:

- To provide Global 360-Degree View of the Customer
- To improve collaboration with the Operators
- Increase sales team effectiveness
- Remote Communications and updates
- Well Management
- Crew Management
- Asset Management
- Improve training for employees & partners
- Knowledge Management

*Having challenges with end user adoption from a sales force automation standpoint? Is portability and seamless integration important to you yet difficult to easily accomplish in a timely fashion. Is the ability to have customized reporting without requiring an expert report writer of value? Will extending a business development and opportunity management solution to a mobile device increase productivity?*

*Is less administrative work and MORE customer facing time what you are truly striving for?*

*Managing sales cycles for the oil & gas, drilling, service and equipment providers industry is nothing short of daunting. Drilling and service companies need to be agile, global, accommodating to a diverse sales culture, and quick to execute when providing well-related services to the operators. Competitive pressures and low oil prices are squeezing margins and thus real-time to the business and customer is essential.*

*With CRM On Demand Oil Drilling & Services Edition, oil & gas, drilling, service and equipment providers can harness the industry's most comprehensive business development tool set to improve sales productivity, streamline forecasting and maximize program revenue. From auto-forecasting and embedded analytics to sales coaching and closed-loop lead management; CRM On Demand Oil Drilling & Services Edition, enables oil & gas, drilling, service and equipment providers' business development teams to continuously improve performance throughout their program pursuit lifecycles.*

### **Improve Program Performance**

With its real-time and historical analytics features, CRM On Demand Oil Drilling & Services Edition offers the industry's most comprehensive functionality that delivers actionable business insight, including the ability to analyze trends over time. With CRM On Demand Oil Drilling & Services Edition, organizations can not only leverage the 45+ prebuilt reports and dashboards that analyze key sales, marketing and service metrics, but can also build custom dashboards that can be tailored for their specific business needs and metrics. This provides everyone from executives to sales, marketing and service users with the most relevant analytic insight, in a consolidated view, to help increase organizational effectiveness and program performance.

**BENEFITS**

- Global 360-Degree View of the Customer
- Account and Opportunity Management
- Joint Cross Selling and Up Selling
- Executive Contact Programs
- Target Account Selling
- Capture and manage opportunity/tender information
- Capture and manage contact information
- Share customer information with other business units and/or Geo-Markets
- Central client database
- Better, more up-to-date information on current opportunities

**RELATED PRODUCTS AND SERVICES:**

- Mobile Sales Assistant
- Marketing and Campaign Management
- Shared Services and OnDemand Support

THE WORLD'S MOST  
COMPREHENSIVE OIL,  
DRILLING & SERVICES  
CRM On Demand  
SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics

**Improve Collaboration and Team Selling**

With Sticky Notes and a centralized Message Center, oil & gas, drilling, service and equipment companies can improve collaboration among users and simplify accessing and sharing timely information. Sticky Notes also expands beyond the existing Notes feature within CRM On Demand Oil Drilling & Services Edition, allowing easy single-click access to existing notes, as well as simplified entry of new notes. Sticky Notes can be designated as private, public, or they can be addressed to an individual CRM On Demand Oil Drilling & Services Edition user. improved coordination

With Sticky Notes, CRM On Demand Oil Drilling & Services Edition users can rapidly share and stay up-to date on timely information relevant to critical leads, opportunities, accounts, campaigns, and service requests.

**Streamline Forecasting**

CRM On Demand Oil Drilling & Services Edition eliminates time-consuming manual forecasting and ensures accuracy by providing a central location for all opportunity data. With CRM On Demand Oil Drilling & Services Edition, oil & gas, drilling, service and equipment companies' business development teams can easily forecast net new sales as well as recurring revenues.

**Leverage Web 2.0**

CRM On Demand Oil Drilling & Services Edition's advanced Web 2.0 capabilities improve user productivity and effectiveness. CRM On Demand Oil Drilling & Services Edition Widgets – which include the Message Center, favorite lists, and analytics – can be embedded into Web portals such as the latest on oil prices, important HSE information can be added to the desktop to keep users up-to-date on the latest account developments without needing to log into the CRM On Demand Oil Drilling & Services application.

**Flexible. Affordable. Secure.**

To enable these improvements and drive long-term profitability, oil & gas, drilling, service and equipment companies are implementing or evaluating customer relationship management OnDemand (CRMOD). Today, oil & gas, drilling, service and equipment companies are transforming themselves using CRM applications designed specifically for the oil industry by Oracle.

For more information on the most powerful, easy to use, low cost and secure toolset for business development and capture management, call +1.866.906.7878 or visit [www.crmondemand.com](http://www.crmondemand.com).

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