

HOOVER'S, INC.

Access Hoover's Release 5.0 Validated Integration with Oracle CRM On Demand 17

<mailto:customersupport@hoovers.com>



5800 Airport Boulevard
Austin, TX 78752
Tel: +1.512.374.4500
hoovers.com



Validated Integration

Oracle CRM On Demand

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Fill the Gaps in Your Customer Information

Providing access to more than 65 million companies and 85 million people, Access Hoover's Release 5.0 enhances existing customer relationship management (CRM) data, allows targeted list building on-demand, and provides rich call-prep information to win more deals in less time.

Company Overview

Hoover's, a Dun & Bradstreet (D&B) company, provides a powerful global source of insight and analysis about companies, industries, and people along with powerful tools to find and connect to the right people. Hoover's industry experts, including approximately 90 editors and researchers, bring vital business information and knowledge to its coverage, updating our database daily to bring our subscribers the most up-to-date business information in the industry.

Integration Overview

From within Oracle CRM On Demand 17, Access Hoover's Release 5.0 gives customer relationship management (CRM) users access to Dun & Bradstreet's trusted global database of more than 65 million public and private companies and 85 million key people. Access Hoover's enhances existing records with the most current Hoover's/D&B information, allows targeted list building on-demand, and provides rich call-prep information to win more deals in less time.

- Locate key people and companies in our database of more than 85 million records
- Append valuable business intelligence to your account, contact, and lead records
- Filter out duplicates before adding new contacts and companies into your CRM
- Build customized lists using more than 40 search criteria
- Identify your accounts' competitors for prospecting
- Understand corporate hierarchies and relationships with Hoover's Family Tree

Availability

Current Hoover's subscribers:
Tel: +1.866.281.5972
New customers
Tel: +1.866.464.3161

Support

Tel: +1.800.486.8666
Email:
customersupport@hoovers.com

Integration Details

Name	Description	
Hoover's Admin	Includes installation and customization instructions and customer support information.	▼
Hoover's Search	Search for specific companies, people, or industries.	▼
BAL Companies	Build and import customized prospecting lists.	▼
BAL People		▼
Update from Hoover's	Update existing CRM records with rich insight from Hoover's. Available for accounts, leads, and contacts.	◆
Add Contacts	Add contacts to an existing account.	◆
See Competitors	View all competitors related to the company	◆
Family Tree	Understand corporate linkage and identify branches and subsidiaries for cross-selling.	◆
Industries	From an account or lead record, search and attach one or more First Research industry (or state/province) profiles. Search First Research profiles from Hoover's Search.	◆
More Hoover's Content	Access the complete Hoover's company record for additional tools and company information.	◆
Remove Hoover's Link	Remove a record's linkage to the Hoover's database. Available for accounts, leads, and contacts	◆

▼ = Custom Tab

◆ = Hoover's tools functionality on the account, lead, and contact record



Find people and companies using Hoover's Search



Build customized lists from the Hoover's database



Enhances existing records with more than 60 Hoover's data points

Environment

Hoover's Environment

Access Hoover's Release 5.0

Oracle Environment

Oracle CRM On Demand 17

For additional information about partnering with Oracle, please contact opininfo_us@oracle.com or visit partners.oracle.com.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.