

ELOQUA

Eloqua Validated Integration with Oracle CRM On Demand 19



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eloqua.com

Eloqua turns revenue performance management into a predictable and measurable automated process.

Eloqua's Marketing Automation and Revenue Performance Management (RPM) platform arms marketing professionals with the power to succeed.

Company Overview

Eloqua has more than 1,000 customers worldwide and is committed to making our clients successful marketers. Eloqua will increase the value and return on your marketing investment by sharing important lead information with your field sales organization and segmenting your marketing database by using the latest updates from Oracle CRM On Demand and/or Oracle's Siebel Customer Relationship Management (Siebel CRM). Eloqua and Oracle have been partners since 2006. Eloqua provides the technical expertise and the practical know-how to help you quickly integrate your Eloqua marketing automation system with your new or existing Oracle CRM On Demand database.

Integration Overview

Why integrate Eloqua 9 with your Oracle CRM On Demand 19 system? Eloqua ensures that your sales team has the most up-to-date information on marketing messages, offers, and e-mail communications that have been delivered to prospects. Sales will now have a clear understanding of what a prospect has been sent and exposed to right from within the Oracle CRM On Demand interface. Eloqua Profiler allows salespeople to interpret prospect activity without sorting through tedious lines of data. The easy-to-use graphical view lives within the contact record in Oracle CRM On Demand. Eloqua Profiler can be accessed on a standalone basis from any Web browser. Eloqua provides drill-down information for additional details on any activity and shows you what marketing campaign and Website your prospect visited. Eloqua empowers your company with the following:

- Sales enablement
- Marketing and sales alignment
- Marketing measurement and visibility
- Lead management and routing
- Data cleansing and deduplication



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.

Availability

North America:
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Singapore 048660
Tel.: 800.130.1655
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Support

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UK and EMEA:
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France:
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Germany:
Tel.: 0800.184.4542

Switzerland:
Tel.: 0800.559.851

Australia:
Tel.: 1.800.226.412

Singapore:
Tel.: 800.130.1655

Hong Kong and APAC:
Tel.: 852.800.930.694

All Other Countries:
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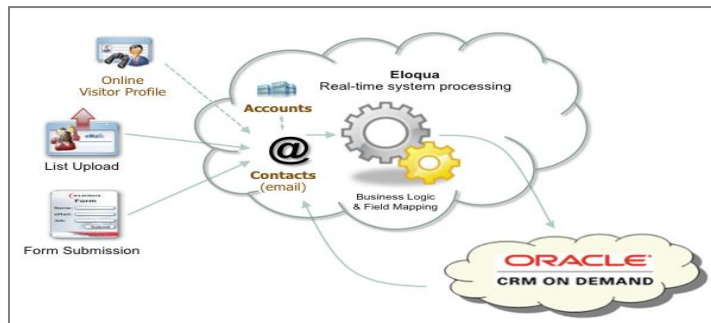


Eloqua's Marketing Automation and Revenue Performance Management (RPM) platform

Integration Details

The Eloqua integration with Oracle CRM On Demand is a two-way synchronization of the CRM system's contact and lead data. On a scheduled basis, Eloqua pulls all recently modified and newly created leads/contacts in Oracle CRM On Demand, and updates the related records within Eloqua. Marketing activity that is tracked by Eloqua triggers an activity task that is automatically written into Oracle CRM On Demand, including:

- Website visits
- Form submissions
- E-mail opt out
- Bouncebacks



Eloqua integration with Oracle CRM On Demand at a glance.

Environment

Eloqua Environment

Eloqua, Version 9

Oracle Environment

Oracle CRM On Demand 19

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

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