

# SAVO

## SAVO Validated Integration with Oracle CRM On Demand 19



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*SAVO—Never Sell Alone*

*SAVO connects sellers to sales assets via a Web 2.0 interface.*

### Company Overview

SAVO provides an on-demand sales enablement solution that connects sellers to relevant sales assets that help them better prepare for sales conversations. These assets include formal content provided by marketing, informal content in the form of e-mail or posts, custom Web pages that address key areas such as competition and new product launches, and people—subject matter experts—with whom sellers can connect even though they may be remote. SAVO offers an intuitive Web 2.0 interface that enables sellers to quickly and easily find these sales assets and also provides a collaborative platform that drives sales best practices.

### Integration Overview

Customer relationship management (CRM) is a natural integration point for a sales enablement solution. Now when a seller is on an opportunity page, they can click one button and be taken to the SAVO instance where they can find relevant sales assets. This gives Oracle CRM On Demand a key differentiator amongst its competitors.



### 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.

The integration between Oracle CRM On Demand and SAVO is delivered to customers through applet samples. These applets can be added to the customer's Oracle CRM On Demand environment and altered to meet the customer's business needs. The typical implementation will involve a SAVO Solution Architect working with the customer to implement the integration.

### Integration Details

The following describes the general process for the integration between Oracle CRM On Demand 19 and SAVO:

1. Using the Oracle CRM On Demand Web applet functionality, a hyperlink is created and displayed in Oracle CRM On Demand. This is a Secure Sockets Layer (SSL) URL that redirects users to various pages within SAVO.
2. When users click this link, they are redirected over SSL to SAVO. Contained as query parameters within this URL is a unique Single Sign-On

### **Availability**

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(SSO) token as well as the Oracle server pod to validate against.

3. Using this SSO token, SAVO logs into Oracle CRM On Demand by making an SSL request to the appropriate Oracle pod.
4. Login using SSO token: The server returns the session ID in the response, which is then used to obtain the user's e-mail address.
5. If the SSO token is valid, Oracle CRM On Demand returns a valid session ID in the response. Using this session ID, SAVO makes an additional callback to Oracle's Current User web service. This call is used to obtain the current user's e-mail address.
6. If all the above steps have completed successfully and a valid e-mail address has been obtained, SAVO authenticates the user into SAVO.

### **Environment**

*SAVO Environment*

SAVO for Oracle CRM On Demand 19

*Oracle Environment*

Oracle CRM On Demand 19

For additional information about partnering with Oracle, please contact [opninfo\\_us@oracle.com](mailto:opninfo_us@oracle.com) or visit [partners.oracle.com](http://partners.oracle.com)

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