

SAKONENT

Sakonent ZoomInfo for Oracle CRM On Demand Validated Integration with Oracle CRM On Demand 17



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ZoomInfo on demand.

A powerful combination of ZoomInfo's people and company search functionality and Oracle CRM On Demand.

Company Overview

Sakonent is a customer relationship management (CRM) 2.0 consultancy: we focus on the new generation of collaborative CRM solutions that can be deployed anywhere to deliver business value quickly, flexibly, and progressively. Though CRM platforms have grown robust and mature, some companies now view these platforms as commodities. Rather than focusing on the platforms themselves, we are defining new ways for clients to adopt and optimize the use of these platforms. Sakonent was founded in 2009 by a group of former "Big 4" CRM consulting executives who acquired a 10-year-old offshore CRM consulting practice. Using our collective experience as a springboard, we apply the best of traditional CRM consulting to the CRM 2.0 world for clients large and small.

Integration Overview

Sakonent ZoomInfo for Oracle CRM On Demand release Q2 2010 integrates ZoomInfo services with Oracle CRM On Demand Release 17, creating a powerful combination that provides an efficient search mechanism within Oracle CRM On Demand to fetch accounts, contacts, and leads from ZoomInfo and updates them into Oracle CRM On Demand.

The application helps to:

- Import new leads, contacts, and accounts from ZoomInfo
- Update existing leads, contacts, and accounts from ZoomInfo

Note: Configuration will be done in Oracle CRM On Demand to enable ZoomInfo integration.

Integration Details

Following are the high-level details for Sakonent ZoomInfo for Oracle CRM On Demand Q2 2010:

- It is a custom ASP.NET-based Web application.
- It is available as a custom Web Tab/Web Applet window in Oracle CRM On Demand.



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

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- Oracle CRM On Demand users provide Oracle CRM On Demand and ZoomInfo logins once.
- The ZoomInfo database can be queried according to search specifications.
- The XML response is parsed and results are displayed to the users.
- Users can create new records and update existing records.

Support

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The screenshot displays the 'People Search' interface. At the top, there's a navigation bar with icons and labels for Home, Calendar, Accounts, Contacts, Opportunities, ZoomInfo, and Service. Below this, a secondary bar contains 'People Search', 'Company Search', and 'User Management' tabs. The 'People Search' tab is selected. The search form is divided into two main sections. The left section contains 'Title' (a dropdown menu set to '---None---'), 'Industry Specification' (a dropdown menu showing a list of industries like Household Goods, Construction, etc.), and 'Geography' (radio buttons for All, State, Metro Region, Country, and US Zip Code, with a corresponding list of US states). The right section contains 'Company Name', 'First Name', 'Last Name', 'Email', and 'Company Description' (a text area). A 'Find People' button is located at the bottom right of the search form.

View of Sakonent ZoomInfo for Oracle CRM On Demand release Q2 2010

Environment

Sakonent Environment

Sakonent ZoomInfo for Oracle CRM On Demand, Release Q2 2010

Oracle Environment

Oracle CRM On Demand Release 17

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