

ACCEPT CORPORATION

Accept360 Ideas Version 2.0 Validated Integration with Oracle CRM On Demand 18



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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.

Helping Companies Redefine Innovation

Capture ideas that drive revenue

Company Overview

Accept Corporation provides companies in highly competitive industries with a powerful end-to-end product innovation management software suite, Accept360, enabling them to redefine product innovation. Accept360 helps companies create profitable, winning products faster. It is built on product innovation processes and practices that are effective at managing short lifecycle, complex product portfolios and delivering them at market speed.

Accept360 is an enterprisewide solution for product innovation management. Its five integrated modules include ideation, requirements, portfolio planning, dashboard analytics, and execution.

Integration Overview

Accept360 Ideas Version 2.0 introduces ideation to Oracle CRM On Demand 18, turning it into a community-based, social customer relationship management (CRM) system that improves a company's ability to capture and streamline customer feedback on its products. From within Oracle CRM On Demand, users can create, share, comment on, vote on, and track the progress of ideas. For sales and services representatives who interact with customers daily, the ability to track customer ideas for products and services in their familiar CRM environment is critical for maintaining loyal customer relationships. From a product management and development perspective, gathering and analyzing this customer knowledge is crucial to helping companies understand customer needs and bring more profitable product innovations to market faster.

Integration Details

Accept360 Ideas for Oracle CRM On Demand is a set of embedded applets that are displayed on a custom Ideas tab and within other tabs and Oracle CRM On Demand records. The Ideas tab—the home page for ideas in Oracle CRM On Demand—contains four widgets that let CRM users view ideas and their key details from different angles (most recent, popular tags, watchlists, and more). Oracle CRM On Demand users can create and edit ideas, search for similar ideas, categorize and group ideas, monitor ideas, and associate ideas with specific customers, partners, and other Oracle CRM On Demand records. The information can then be viewed alongside supporting notes and activities associated with each Oracle CRM On Demand record.

Availability

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Support

Support.accept360.com

In addition to these basic idea-capture features, Accept360 Ideas for Oracle CRM On Demand supports externally facing and company-sponsored idea communities in which customers participate and share ideas directly. Ideas created by customers are automatically associated with their corresponding Oracle CRM On Demand contact record. Together, these capabilities allow sales representatives and marketing managers to view all the ideas and challenges their customers bring to the table.

Key Capabilities:

- Capture and view ideas from many tabs and Oracle CRM On Demand record types
- Associate ideas with multiple customers, accounts, competitors, and other Oracle CRM On Demand records
- View similar ideas when creating a new idea to reduce duplication
- Vote, comment on, and track favorites
- Categorize and tag ideas
- View ideas from an external community in an Oracle CRM On Demand record
- Communicate status and send an official response back to the idea creator

Key Benefits

- Capture important ideas and feedback from all customer-facing employees, including:
 - New and existing products and services
 - Competitive differentiation
 - Pricing and promotions
 - Channel conflict reduction
 - New and in-flight marketing campaigns
 - Sales process and operations
 - Collateral and training
- Create ideas directly within Oracle CRM On Demand or by using an externally facing customer idea community
- Monitor progress on product gaps, customer feedback, and marketing requirements needed to close opportunities

Environment

Accept Corporation Environment

Accept360 Ideas for Oracle CRM On Demand Version 2.0

Oracle Environment

Oracle CRM On Demand 18

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