

# ORACLE CRM ON DEMAND INTEGRATION PACK FOR JD EDWARDS ENTERPRISEONE: LEAD TO ORDER



## PRODUCT HIGHLIGHTS

- Leverages existing Oracle applications
  - Provides a single view of customer and product data
  - Synchronize customer and product data in real-time
  - Gain 360 degree view of your customers
  - Use complete Lead-to-Order business flow
- Provide complete customer view
  - Ensure consistent customer and product data across all applications
  - Arm salespeople with critical information
  - Enable personalized, knowledgeable service
- Improves sales agents productivity:
  - Provide consistent user interface for front- and back-office information
  - Increase efficiency and effectiveness by reducing errors and re-work
  - Sales agents spend more time with customers
  - Facilitate information-driven customer interactions
- Rapid integration with Siebel CRM On Demand:
  - Reduce the implementation time of mission-critical applications
  - Speed time to value
  - Use minimal IT resources
  - Leverage existing JD Edwards data

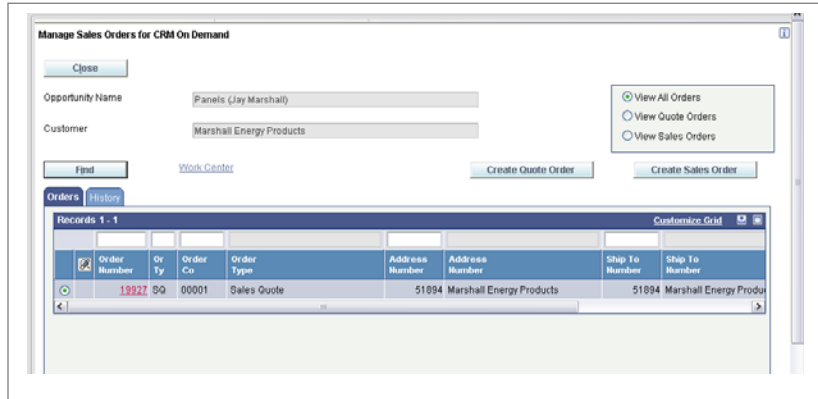
*The Oracle CRM On Demand Integration Pack for JD Edwards EnterpriseOne: Lead to Order creates a seamless front- and back-office user experience by connecting Oracle CRM On Demand with JD Edwards EnterpriseOne at the data, user interface and business process levels. Using Oracle's Fusion Middleware and Applications Integration Architecture (AIA), this pre-built integration combines ease of use and rapid deployment capabilities of Oracle CRM On Demand with JD Edwards EnterpriseOne. You can also extend to meet the unique requirements of your organization.*

### **Provides a 360-Degree Customer View**

With the Oracle CRM On Demand Integration Pack, your sales team gains a 360-degree view of critical customer information such as opportunities, quotes, orders, invoices, and service requests. This provides sales representatives with better customer insight, resulting in more effective customer interactions. Your sales agents work from the same customer records and product data that you have previously established in JD Edwards EnterpriseOne. When sales people need to create a new customer record or add an additional contact during their day-to-day activities, the Oracle CRM On Demand Integration Pack allows these new records to be synchronized between JD Edwards EnterpriseOne and Oracle CRM On Demand. The prebuilt integration ensures accurate and consistent customer data across your back- and front-office applications.

### **Improves Sales Agent Productivity**

The Oracle CRM On Demand Integration Pack for JD Edwards EnterpriseOne provides out-of-the box support for critical business flows, which increases the productivity of sales professionals by enabling them to spend more time with customers and less time on administration. The Lead-to-Order business flow enables organizations to accurately track lead conversion data to incrementally improve sales and marketing effectiveness. With the Opportunity to Quote/Order business flow, once qualified and ready for submission Oracle CRM On Demand sales opportunity information may automatically be converted to a JD Edwards EnterpriseOne Quote or Order. With the Oracle CRM On Demand Integration Pack, sales agents benefit from a seamless user interface experience without the need to manually toggle between front- and back-office applications to complete order execution.



With the Oracle CRM On Demand Integration Pack, users can create and update JD Edwards EnterpriseOne Quotes and Orders directly from within Oracle CRM On Demand.

### Enables Rapid Integration

The Oracle CRM On Demand Integration Pack for JD Edwards EnterpriseOne provides a prebuilt connector to integrate your existing JD Edwards EnterpriseOne applications with Oracle CRM On Demand. This prebuilt integration is based on Oracle's Application Integration Architecture, an open, standards-based framework for creating cross-application business processes, and is built with Oracle Fusion Middleware. The Oracle CRM On Demand Integration to JD Edwards EnterpriseOne requires minimal IT resources, allowing for rapid deployment to help reduce total cost of ownership. In addition, Oracle's prebuilt integrations are designed to be easily extended and evolved as your business changes, allowing you to respond to customer and market requirements with greater agility and flexibility.

### Oracle's CRM Innovation and Leadership = The Oracle Advantage

Oracle has provided CRM leadership for over 14 years. An industry-leading on demand CRM solution teamed with a comprehensive suite of business applications for your enterprise with a single vendor point of control is why thousands of leading firms depend on Oracle to help drive front- and back-office business processes.

### Solution Integration

This solution is designed to work with other JD Edwards EnterpriseOne CRM products, including Advanced Pricing, Case Management and Service Management, across your operations using common tools and a Pure Internet Architecture. It is also complimentary to these Oracle applications:

- Siebel CRM On Demand
- Siebel Contact On Demand

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