

# ORACLE CRM ON DEMAND RELEASE 39



Get smarter, more productive and gain the best value with Oracle CRM On Demand Release 39. Now, with Release 39, organizations of all types and sizes benefit from actionable insight anywhere, anytime, as well as key enhancements in mobility, ease of use, analytics, integration and extensibility.

## LEADING CRM SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Prebuilt Industry solutions
- Embedded marketing, sales and service best practices
- Seamless integrations

## Next Generation Mobile and Desktop Solutions

Oracle CRM On Demand Release 39 offers a complete set of mobile and desktop solutions that improve productivity by enabling reps to access and update information anywhere, anytime.

Capabilities include:

- **Oracle CRM On Demand Connected Mobile Sales (CMS)**

This add-on mobile service provides a configurable mobile solution on Android, and iOS devices. You can access data from CRM On Demand in real time with a rich, native user experience that is comfortable and familiar to current mobile users and fully configurable to capture your unique processes. In this release, the client has been enhanced so that Tasks can be marked as completed directly from list pages. Users can go directly to an Edit page of a record from a list page using the sliding gesture. Finally, the Recently Viewed list is synchronized between the CRM On Demand web application and Connected Mobile Sales.



Figure 1: Oracle CRM On Demand Connected Mobile Sales

- **Oracle CRM On Demand Disconnected Mobile Sales (DMS)**

Oracle's Disconnected Mobile Sales for CRM On Demand (DMS) provides the ability for the pharmaceutical sales rep to work remotely and in a disconnected environment, planning and executing calls, managing contacts and accounts, routing their daily

**BENEFITS**

- Leverage anytime, anywhere access to CRM via mobile and desktop solutions
- Increase performance and operational transparency
- Improve customer service with new channels
- Maximize productivity, satisfaction, and user adoption (ROI)
- Maximize data security
- Gain immediate advantage with industry-ready solutions
- Achieve the lowest Total Cost of Ownership (TCO) and highest Business Agility

visits with enhanced map functionality, dropping samples and promotional items, and rendering sophisticated presentations detailing their products. The eDetailing functionality includes the ability to easily add and remove attendees, make annotations, highlight and capture feedback to the individual page level of the presentation. Search and sort capabilities are provided along with the integration of CRMOD analytic reports within the display of DMS pages when in a connected mode. DMS console includes customer friendly administration and management of the DMS server and the client configuration mappings and files.

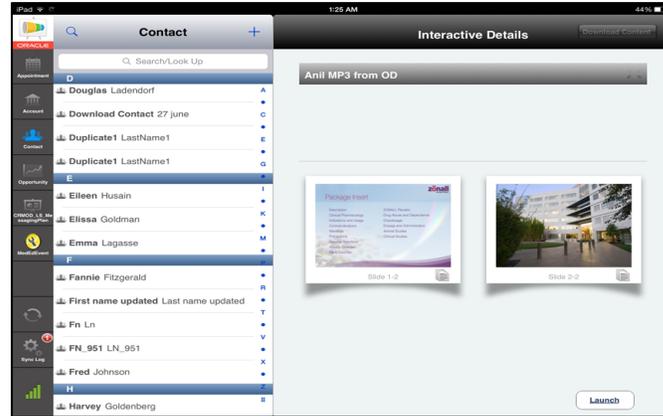


Figure 2: Oracle CRM On Demand Disconnected Mobile Sales

• **Oracle CRM On Demand Desktop**

This solution provides access to CRM data within the context of Microsoft Outlook which is a familiar tool, thereby improves access to timely information and increases adoption throughout the organization. Users can manage CRM data while disconnected from the internet, and then synchronize bi-directionally when they are back on the network. Desktop is highly customizable and users can filter and work with the minimal subset of CRM data they actually need in Outlook. A free version called CRM Desktop Lite that allows you to synchronize Contacts, Activities and email with Microsoft Outlook is also available.

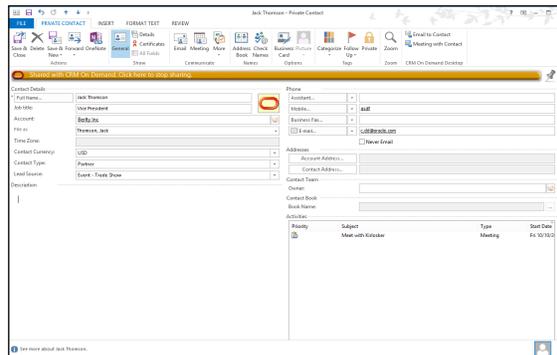


Figure 3: Oracle CRM On Demand Desktop

#### NEW FEATURES

- Ability to Print Driving Directions
- Many Lead Conversion Enhancements
- Expanded Analytic Support
- Expanded Administrative Web Services Coverage
- Next Generation Mobile and Desktop Solutions
- Drag and Drop Columns

## Get Smarter with Actionable Insight

The difference between making good decisions and great decisions depends heavily upon the quality, structure, and availability of information at hand. Oracle CRM On Demand Release 39 expands upon its industry-leading analytics capabilities to provide greater business insight than ever before. In Release 39, Activity, Lead, and Partner dimensions have been added in Advanced Custom Objects Historical Subject Area. Custom Object 4 and 5 dimensions have been added to Advanced Custom Object Historical Subject Area. Optimize Picklist Code Values have been exposed in Real-time Reporting Subject Areas. Users have the ability to open Analytics in a new browser window. Custom Object 1 and 2 multi-select picklists have been exposed in Real-time Analytics. Users can report on Asset short text fields 46 to 70 in Analytics, plus many more!

## Get the Best Value

Oracle CRM On Demand delivers unprecedented value with a broad set of capabilities from a single-provider solution, a low total cost of ownership, on-demand deployment options, deep CRM expertise and experience amongst CRM providers, and a secure CRM in the cloud. With Release 39, Oracle CRM On Demand now includes even more enterprise-grade security, integration, and extensibility features, along with enhanced industry editions to save you time and money.

In the area of Extensibility, we include the following features: Audit Trail as a Child Object has been exposed in Web services v2.0. Sorting for field management administrative area is now supported. Finally, Web services has been extended to support Custom Web Applets and Web Tabs with V3 Analytics content.

In the area of Usability, we include the following features: Users can now edit multiple list records at a time. Custom Fields can be created for Opportunity Partner and Account Partner record types. Favorite records can be managed directly from a list of records. Addresses can be added to Opportunity records and made available on Maps. Global Picklists can be created for Team record types. Account, Contact Phone, Activity Status information can now be displayed in the Group Calendar. Administrators can make lists visible to all roles.

## ORACLE CRM ON DEMAND

### Related products

- Oracle CRM On Demand Financial Services Edition – Insurance Solution
- Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution
- Oracle CRM On Demand Life Sciences Edition – Medical Solution
- Oracle CRM On Demand Automotive Edition
- Oracle CRM On Demand Connected Mobile Sales
- Oracle Disconnected Mobile Sales
- Oracle CRM On Demand Desktop
- Oracle CRM On Demand Desktop Lite
- Oracle Social Relationship Management

## Bottom Line

Oracle CRM On Demand enables organizations to get smarter, get more productive, and get the best value, period. For more information on Oracle CRM On Demand Release 39, please visit [oracle.com/crmondemand](http://oracle.com/crmondemand) or call +1.866.906.7878 to speak to an Oracle representative.



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For more information about Oracle CRM On Demand, visit [oracle.com](https://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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