ORACLE DATA SHEET

FALL '19

ORACLE CRM ON DEMAND FOR PARTNER RELATIONSHIP MANAGEMENT

Enabling the growth of indirect sales channels is increasingly important to many companies. The most successful channel programs optimize the allocation of partner resources and streamline transactional processes to ensure partners perform their best every day. Oracle CRM On Demand for Partner Relationship Management provides the management tools you need to support world-class channel programs while ensuring operational efficiency. Coupled with a fully branded web portal and rich analytical insight, Oracle CRM On Demand for Partner Relationship Management allows your company to harness the power of your partner relationships and close more business through the channel.

ORACLE CRM ON DEMAND

THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use for high user adoption
- Deploys quickly with little IT investment
- Embedded marketing, sales and service best practices
- Powerful and easy to use real-time and historical analytics

Ensure a Consistent Experience with your Brand

The Partner Portal is your company's face to your partners. It must be seamlessly integrated with your own website and provide partners with everything they require to execute on your behalf.

Oracle CRM On Demand for Partner Relationship Management allows you to configure fully branded partner portals that utilize your choice of logos and color schemes at the click of a mouse. Different themes and layouts can be created for each partner type. Seamless integration with your company's website is achieved with the configuration of custom web links, global web applets, and customer web tabs, directly within the application. Content shared with partners via the Solutions tab gives partners access to the latest sales collateral and best practices, while the training and certifications module helps keep partners' knowledge current, ensuring they understand and can articulate the value and messaging of your brand.

The partner portal also supports delegated user administration. Once a partner is activated, a designated user at the partner company can create and maintain users for that company, offloading the responsibility from the brand owner and avoiding potential bottlenecks for partners bringing new reps on board.

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KEY FEATURES

- Partner Portals & Themes
- Partner Management
- Partner Delegated User Administration
- Partner Programs
- Business Plans & Objectives
- Training & Certifications
- Lead Management
- Deal Registration
- Opportunity Management
- Sales Forecasting
- MDF Management
- Special Pricing Authorization Management
- Sales and Marketing Collateral
- Partner Service
- Brand Owner & Partner Analytics

KEY BENEFITS

- Efficiently recruit and onboard partners
- Accelerate channel revenue
- Improve lead response and closure time
- Increase channel visibility and focus

Improve Partner Interactions

Managing hundreds or thousands of partners can be extremely challenging without the right tools. Spending the appropriate amount of time and money with top performing partners, while providing valuable self-service tools to less strategic partners, is critical to effective resource utilization and getting the most out of each partner tier.

CRM On Demand for Partner Relationship management allows companies to employ partner programs to define their channel and alliance relationships, facilitate partner tiering, and optimize their partner ecosystem according to the needs of different groups of partners.

Business plans and objectives help ensure you and your partners agree on the strategies you will pursue for a given time period. Multiple plans can be created for different time periods and run simultaneously. For example, a partner might have an annual business plan as well as a shorter-term plan to support a new product launch during the year. Each plan contains detailed objectives that are assigned to specific sales reps to ensure everyone is aligned and held accountable for achieving their goals for the period. Sharing rules ensure that reps can see their specific objectives without having to view the entire plan.

Maximize Marketing Return on Investment

Given their deep understanding of customers in their local markets, partners can greatly increase the demand for your organization's products with intelligently targeted joint marketing programs. Ensuring funds are allocated to the right activities and to the right partners is a critical part of preventing waste and guaranteeing satisfactory ROI.

CRM On Demand for Partner Relationship Management allows you to manage the allocation of Co-Operative and Marketing Development Fund spend, and to facilitate joint sales and marketing collaboration with the channel. Brand owners create funds to track capital they wish to make available to partners. Partners can then draw down on these funds by making a request for a specific marketing purpose. Depending on the brand owner's business rules, some or all of the fund requests may require pre-approval. Partners then can submit claims with proof-of-performance to be reimbursed for their marketing expenditures on behalf of the brand owner's products and services. Brand owners have the ability to control approval at each step in the process. Historical analytics allow detailed analysis of marketing spend, such as by partner, purpose, timeframe, or type of event, to ensure efficient allocation and gain insight into ROI metrics.

Manage the Entire Deal Lifecycle

Understanding the deals partners are working and ensuring they move through the lifecycle is critical to ensuring your organization meets revenue targets. You need to ensure that the right leads are getting to the right partners, and that those leads are being followed up in a timely manner and managed all the way through to opportunity closure.

RELATED PRODUCTS

- Oracle CRM On Demand

Lead Management

CRM On Demand for Partner Relationship Management allows brand owners to route leads to direct sales reps, channel reps, or partners directly as rules of engagement dictate. Leads routed to partners can be sent to a single/named user, an entire partner organization, or to a lead pool consisting of partner users from multiple companies that claim leads on a first-come, first-served basis. Once claimed by a partner user, brand owners can monitor the lead for action and reassign it if no action takes place. Partners can use lead assessment functionality to evaluate the likelihood the deal would be approved, minimize requests for additional information and streamline the approval process. Finally, once the lead is fully qualified, Partners can convert the lead to a Deal Registration.

Deal Registration

Deal registration programs provide visibility to the deals partners source themselves or to leads they have fully qualified. Making this easy for partners to use is critical to a successful program and is a cornerstone of the Deal Registration process in Oracle's CRM On Demand. Your team can easily review deal registrations submitted and check other deals and opportunities being pursued at that customer, thus minimizing channel conflict. Approved deals can be converted into an opportunity and managed through a separate set of sales stages for partners. Analytics provide insight into which deals turn into closed opportunities as well how closely registered deals mirror the reality of the closed opportunity's revenues.

Opportunity Management

Partner Opportunities can be managed through partner sales stages designated by your organization. Opportunities also support multi-tier partner hierarchies, such as distributors selling through value-added resellers, to ensure proper credit attribution and fulfillment.

Special Pricing Requests

To ensure partners optimize pricing on a deal and can quickly respond to competitive situations, CRM On Demand for Partner Relationship Management supports the submission and approval of Special Pricing Requests. Partners can request one-time discounts for a specific deal, to help them compete on price while preserving profit margin. Special Pricing Requests can greatly enhance your competitive positioning in a deal, while at the same time delivering timely insight into pricing trends.

Collaborate on Service Requests

Brand owners increasingly rely on partners to provide first level customer support and to effectively manage customer expectations around service. Using CRM On Demand for Partner Relationship Management, you can allow partners to submit service requests for themselves or on behalf of customers, or to take ownership of service requests and work them to completion, ensuring Service Level Agreements are met more consistently than ever before.

Bottom Line

By helping brand owners optimize channel resources and streamline partner interactions, Oracle CRM On Demand for Partner Relationship Management ensures partners are more productive and helps your channel close more deals faster.

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For more information about Oracle CRM On Demand, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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