Oracle CRM On Demand Disconnected Mobile Sales for Life Sciences provides a flexible CRM solution for the iPad platform. It provides world-class productivity for pharmaceutical sales reps in disconnected and connected environments with call planning, eDetailing, samples management and signature capture.

From the Most Complete Life Science CRM Supplier
Oracle CRM On Demand Disconnected Mobile Sales for Life Sciences provides world-class CRM functionality on the iPad. Capabilities include:

**Pre-Built + Configurable**
- Out-of-the-box sales functionality with extensibility

**Configure once, Deploy anywhere centrally**

**Fully Functional Disconnected Client**
- Hassle-free synchronization

**Enhanced User Experience**
- User interface optimized for the iPad
- Instant-on
- Full disconnected support
- Multi-media eDetailing with finger notation
- Built-in signature capture for samples

**Fast to Configure and Deploy**
- Simple browser-based application configuration supports custom attributes, objects, and client-side logic

**Lowest Total Cost of Ownership (TCO)**
- Single vendor solution allows Oracle to provide premium solutions at significantly reduced customer cost

**Hosting Option Available**
- World class data center hosting operations
Empowering Life Sciences Sales Reps

Oracle CRM On Demand Disconnected Mobile Sales for Life Sciences provides life science sales representatives with complete functions needed to manage their daily priorities for account and contact management, activity management, sampling, and eDetailing.

![Diagram of mobile sales process]

Naturally Productive Using Easy-to-Use iPad Features

Life science sales representatives use the native iPad functions providing immediate productivity with a familiar interface and reducing training time.

- Natural, auditable signature capture for samples - iPad touch screen capability is used to record signatures efficiently for sample drops.
- Preparing for the call - All the key information for the planned call can be found in a central location.
- eDetailing - Presentation material is directly available during the call and can be accessed easily.
- Today’s Map functionality for sales representatives to locate accounts and contacts near by
RELATED PRODUCTS

- Oracle CRM On Demand Life Sciences Edition
- Oracle Marketing On Demand
- Oracle CRM On Demand

BENEFITS

- Oracle CRM On Demand Life Sciences Edition
- Oracle Marketing On Demand
- Oracle CRM On Demand

Get More Productive with Powerful Built-In Functionality

Call Planning

- Accounts and Contacts
- Daily Calendar, Time off Territory, Call View
- Google map with daily route
- Best Contact Times / Addresses
- Call Planning - 360 degree view of activity against customer
- Searching and Filtering of Accounts, Physicians
- Shared Address Support and Dynamic Address Defaulting

eDetailing

- Self Training
- Electronic Signatures
- Content Rating
- Time spent on asset
- Wide array of content type support including HTML5

Activity Tracking for Account & Professional Calls

- Detailing multiple physicians
- Call Objectives and Next Call Objectives
- Workflow Integration – next steps, actions
- Structured Product Messaging
- Call Activity Object based on Call Activity Historical subject area
- Metrics and Analytics – connected
Samples

- Sample Drop, Promotional Item Drop, Sample Send Requests
- Sample Validation Rules
- Marketing Messages
- Electronic Signature
- DEA License Validation
- Health Care Professional (HCP) Allocation
- Sample Inventory Information

Flexible to Configure and Manage

Oracle CRM On Demand Disconnected Mobile Sales for Life Sciences can be tailored quickly to change labels, hide unused application features, change layout and customize client-side validation logic. The configuration can be done once for multiple devices and changes are delivered automatically over the air as metadata. In addition, users can access real-time functionality from the Oracle CRM On Demand web application directly within the Safari browser on the iPad to provide real-time, enterprise-wide information effectively as necessary.

Oracle CRM On Demand Disconnected Mobile Sales is supported on multiple languages for display, configuration and management. Inbound and outbound launching of application from an external application on the iPad device is also supported. The application functionality can also be extended and customized using JavaScript for module, selector, and button events.

Robust Synchronization Architecture

Oracle CRM On Demand Disconnected Mobile Sales for Life Sciences provides a robust mobile synchronization architecture to connect to the Oracle CRM On Demand enterprise solution.

- Local data stored on the device is downloaded from and uploaded to a synchronization server which routes changed data from Oracle CRM On Demand to the appropriate user credentials.
- Seamless incremental support for territory realignment thru book of business
Bottom Line

Mobile solutions are an important part of a comprehensive business strategy. Oracle CRM On Demand Disconnected Mobile Sales provides immediate productivity to sales reps providing them with customer management, call planning and reporting, business planning, samples management, and closed-loop marketing on the iPad in disconnected and connected environments.

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