

**SOFTWARE. HARDWARE. COMPLETE.**

## Oracle Fusion Customer Relationship Management *The New Standard for Customer Relationship Management*

Oracle Fusion Customer Relationship Management (CRM) is a modular suite of CRM components designed to work as a complete sales solution or as modular extensions to your existing CRM applications portfolio.

### **Oracle Fusion CRM Delivers Sales Performance Management**

- Integrated territory management, quota management, and incentive compensation for optimal sales coverage
- Advanced sales forecasting for better monitoring of performance to plan
- Sales prospecting tools to generate higher-quality leads
- Applications that work the way salespeople work, to maximize productivity
- Available on demand or on premise to meet your organization's business needs

Part of Oracle Fusion Applications, Oracle Fusion Customer Relationship Management (CRM) is a 100 percent open, standards-based set of integrated CRM modules that improves the way sales professionals work. Unlike traditional CRM systems that focus only on transaction processing, with collaboration, reporting, analysis, and exception management as an afterthought, Oracle Fusion CRM is designed to deliver unprecedented business insight into sales performance management.

### **Address the Sales Executive's Dilemma**

How to increase revenue while managing costs is a constant challenge for sales executives. Hiring more salespeople is often not an option. Neither is increasing quota, when studies show that a record 41.2 percent of sales reps did not meet quota in 2009. Over the years, traditional CRM software has focused on sales automation and transaction processing. However, little progress has been made in improving the performance of the entire sales organization. Priority should be placed on leveraging integrated technology to drive sales planning and close the performance-to-plan gap. To optimize sales performance and successfully compete in today's environment, sales executives should focus on three key areas: sales planning, sales prospecting, and sales rep productivity. Oracle Fusion CRM delivers in all three areas to help sales reps produce better results and help sales executives attain revenue goals.

### **Maximize Revenue Potential with Better Sales Planning**

Precious time is often wasted while sales strategy from the top trickles down to the field in the form of territory assignments, quotas, and compensation plans. For large enterprises, the sales planning process can be incredibly complex, with countless hours spent on hundreds of spreadsheets that need to be reconciled across multiple groups. The process is error prone and difficult to adjust to accommodate ongoing changes in resource staffing and new product introductions. In the meantime, sales reps are left in a state of limbo in which they don't know what accounts to pursue, what products to sell, or how they will be compensated. Frequently, opportunities are unevenly distributed across territories, leaving some sales reps to frantically chase after leads while others are burdened with more opportunities than they can handle. The end result? Lost revenue.

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### **Additional Business Value for Your Existing Applications**

Oracle Fusion Applications are designed to work with other Oracle enterprise applications, including Oracle CRM products.

Oracle Fusion CRM's sales planning capabilities give Oracle's Siebel CRM and Oracle CRM On Demand customers an opportunity to leverage sales recommendations and territory assignments generated in Oracle Fusion CRM for optimal sales coverage.

Oracle Fusion Customer Hub provides all Oracle CRM customers with a 360-degree view of the customer across the entire enterprise on a common customer data foundation.

Oracle Fusion Distributed Order Orchestration works with Siebel Order Management to automate order orchestration across fulfillment systems, for faster time to revenue and more-accurate order promising.

Oracle Fusion CRM's sales planning solution addresses this revenue leakage with an integrated territory management, quota management, and incentive compensation solution to quickly and easily design, execute, and modify sales plans and monitor performance to plan.

### **Generate Higher-Quality Leads with Smarter Prospecting**

The greatest challenge facing salespeople is not getting leads—it's getting *high-quality* leads. Sales reps waste time chasing dead-end leads and pursuing prospects that are not quite ready to purchase because the leads have not been adequately nurtured. As a result, sales reps are often forced to prospect for and nurture leads on their own while lacking the proper tools to do so effectively.

Oracle Fusion CRM mines and analyzes information from past customer purchases to give salespeople the insight on what to sell to whom, based on revenue potential, close probability, and estimated time to close. With Oracle Fusion CRM, sales reps can also take campaign management into their own hands, creating professional campaigns that leverage best practices from within the organization yet are personalized for each prospect.

### **Increase Productivity with Less Reporting, More Selling**

Studies show that only 22 percent of a typical salesperson's time is spent selling. Salespeople spend too much time searching for information and entering data in multiple applications, limiting their ability to respond quickly to customer requests. What they need are applications that work the way they do, to increase user adoption and minimize time spent on reporting and administrative activities.

Social collaboration, competitive insights, and contextual analytics are embedded throughout Oracle Fusion CRM. Sales reps have the information they need at their fingertips, whether they are asking for help from fellow team members, leveraging competitive information gleaned from past deals, or retrieving insight about a particular account. Integration with mobile devices and everyday applications such as Microsoft Outlook ensures that sales reps can access and capture valuable customer information as they go about their daily tasks.

### **Oracle Fusion Applications**

Oracle Fusion Customer Relationship Management is part of Oracle Fusion Applications, which are completely open, standards-based enterprise applications that can be easily integrated into a service-oriented architecture. Designed as a complete suite of modular applications, Oracle Fusion Applications help you improve performance, lower IT costs, and get better results. Whether you choose one module, a product family, or the entire suite, Oracle enables you to gain the benefits of Oracle Fusion Applications at a pace that matches your business needs.

### **CONTACT US**

For more information, contact your Oracle sales representative or visit [oracle.com/fusion](http://oracle.com/fusion).