

ORACLE CRM SALES LIBRARY ON DEMAND

Oracle Social CRM

KEY FEATURES

- Share, rate, review, and tag presentations and documents with others in your enterprise social network
- Easily search and download entire presentations or documents
- Streamline presentation assembly and bypass time-consuming downloads
- View recent and most popular presentations and documents
- Leverage integration with Oracle CRM On Demand
- Control privileges to upload, share, and publish content

Do you spend countless hours looking for content to create the perfect presentation or sales collateral—time that would be better spent in front of the customer? With Oracle CRM Sales Library On Demand, sales representatives can take advantage of their organization’s social intelligence to quickly and easily find the most relevant and effective sales materials to improve win rates.

Harness Your Organization’s Collective Intelligence

Sales representatives spend too much time searching for the right content to deliver a more targeted value proposition, yet it is something that is done repeatedly by every sales rep in an organization. Inefficient activities such as digging through old email archives, waiting for a response to an urgent email request for help, or clicking through countless presentations can waste precious time. Oracle CRM Sales Library On Demand, an Oracle social CRM application, streamlines this process by breaking down such barriers to tap into the collective experience of your organization. Now, when one sales rep creates a winning presentation or sales asset, that success can be shared, replicated, and enhanced by everyone in the social network. Information that once was hidden can now be shared, and its benefits multiplied throughout the organization.



Figure 1. Search, rate, review, and tag content with Oracle CRM Sales Library On Demand

Find the Right Message to Make the Sale

Sales reps have one chance to make the right impression with the right message – Oracle CRM Sales Library On Demand increases the odds of winning. The application’s powerful full-text search, tagging, and filtering capabilities make it a snap to find relevant content. User ratings and comments give sales reps the context needed to hone in on the most effective sales content to help them win a deal. And, quick access to recent content ensures sales reps stay up-to-date on the latest sales

KEY BENEFITS

- Improve sales user productivity
- Shorten sales cycle
- Network effect benefits everyone in the organization
- Software-as-a-Service model leverages Oracle's enterprise-class infrastructure for rapid time to value, without the need for software upgrades or lengthy implementation cycles
- Built on industry-leading open, standards-based Oracle Fusion Middleware technology

OTHER ORACLE SOCIAL CRM APPLICATIONS

- Oracle CRM Sales Prospector On Demand – Gain insight on what to sell based on buying patterns of customers with similar attributes
- Oracle CRM Sales Campaigns On Demand – Create and share sophisticated HTML email campaigns as well as track and analyze results

material shared by their peers.

An Application Sales Reps Will Love To Use

Oracle CRM Sales Library On Demand's simple and intuitive user interface and rich Web 2.0 user experience means sales reps can hit the ground running with no training required. Access to frequently used or highest rated presentations, as well as the ability to preview individual slides or an entire presentation deck, gives sales reps the flexibility they need to assemble the best content online without the need for time-consuming downloads. Oracle CRM Sales Library On Demand further arms every sales user with the most successful sales material right as they are working in CRM OnDemand. Successful content can be easily associated to the opportunity or lead record, enabling the sales team to gain visibility into what content is being used and how the message is being delivered by others in the field. By leveraging the power of the social network and user-defined tag clouds, sales reps can easily categorize content that they and others can find later.

Improve Content Effectiveness

Content creation often spans across organizations like sales and marketing. Yet, direct feedback is often unavailable for many content creators, who are unable to gauge the use and success of a particular presentation. With Oracle CRM Sales Library On Demand, content creators can now view user ratings and reviews of individual slides and entire presentations to identify strengths and weaknesses, as well as note most frequently used slides and presentations by the sales organization, to deliver more compelling content.

Bottom Line

Provide the right content to the right people at the right time with Oracle CRM Sales Library On Demand, built on open, standards-based Oracle Fusion Middleware technology. This next generation sales productivity application leverages an enterprise social networking foundation that is delivered via a Software-as-a-Service (SaaS) model using Oracle's enterprise-class infrastructure to provide superior end-user functionality without the need for software upgrades or lengthy implementation cycles.

For more information about Oracle CRM Sales Library On Demand, please contact your Oracle Sales Representative.

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