

# Five Things to Consider in an Enterprise CRM Evaluation

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# Five Things to Consider in an Enterprise CRM Evaluation

## **EXECUTIVE OVERVIEW**

When it comes to Customer Relationship Management (CRM) solutions, one size does *not* fit all. The needs of large enterprises vary considerably from smaller organizations and even from each other. Large enterprises have complex, global customer relationships with unique, industry-specific requirements. Adding to that complexity are autonomous departments with stand-alone or home-grown CRM solutions that are poorly integrated with other enterprise applications. For large enterprises to successfully attract and retain customers, they need solutions that can scale with their business, provide flexibility to meet changing customer trends quickly, and ultimately provide a superior customer experience to increase their bottom line.

Large enterprises should seek CRM solutions from a vendor that offers comprehensive functionality, flexible deployment and integration options, and deep industry domain expertise. Large enterprises also need to look to financially stable vendors that provide not only unparalleled CRM innovation, but a reputation for successfully implementing and supporting large-scale CRM solutions globally.

## **CRM CAN BE THE KEY COMPETITIVE DIFFERENTIATOR FOR LARGE ENTERPRISES**

With lower barriers to entry into the marketplace causing more competition than ever, enterprises are constantly searching for ways to stand out. Differentiating around customer relationships provides the highest rate of return, no matter the industry or geography. Finding the right CRM solution is not just a business requirement for effective day-to-day customer-facing operations but also the key competitive differentiator to cut through the noise. With these solutions, large enterprises can transform customer relationships by keeping the customer as the central point of focus, knowing their customers' current needs and anticipating future requirements. Only CRM solutions designed and built for large enterprises enable organizations to create a customer-centric culture that enables successful customer acquisition and loyalty at a lower total cost of ownership.

To be successful large enterprises should seek a CRM solution that:

1. Delivers comprehensive functionality with flexible deployment options to meet the wide-ranging needs of modern global enterprises
2. Integrates within your existing applications investment to reduce cost and provide support for end-to-end business processes
3. Provides tailored functionality for your industry to reduce time to value and enhance user adoption
4. Leverages standards-based technology to protect your IT investments
5. Enables deep business insight through embedded analytics

### **Delivers Functionality with Flexible Deployment Options**

Some vendors claim that successful CRM for large enterprises should be simple and require only basic functionality to be effective. While these CRM solutions may be appropriate for small companies, large enterprises require comprehensive solutions that can manage complex business processes and scale effortlessly as business grows. Large enterprises need a vendor that has an industry leading, comprehensive portfolio of CRM capabilities across sales, service, call center, marketing, loyalty, customer order management, and customer mastering processes with a proven track record of aggressive innovation. Simple contact or order management solutions just won't work.

Additionally, CRM requirements vary widely amongst companies and even within a company. For example, an organization may need fully-functional on-premise CRM to support large-scale, process-centric operations such as call centers and enterprise marketing while field sales representatives engaged in a team selling approach may benefit from a flexible, collaborative on-demand CRM solution. Large enterprises should seek vendors that provide deployment options that can meet and adapt to varying needs.

### **Integrates Within Your Existing Applications Investment and IT Strategy**

Almost all large enterprises have invested significantly in software, whether home-grown systems or packaged solutions. These applications often operate in their own silos, and IT organizations have typically found that integrating CRM solutions with these patch-work systems to support end-to-end business processes is expensive and time-consuming. For a CRM solution to be successful, information sharing is key. Integrating CRM applications seamlessly with other enterprise systems – quickly and cost-effectively – is critical. Large enterprises need solutions that can integrate application suites as well as enable integration with emerging technologies and various deployment models. A robust application integration architecture enables large enterprises to do more with their existing IT investments, give Line-

**“With Oracle Application Integration Architecture for Communications, KPN has integrated key applications to offer efficient business processes for customer centric billing. We have saved significant time and money by using pre-built integrations, as opposed to having to develop them.”**

**- Frank Veldhuizen,  
Program Manager,  
KPN**

of-Business and IT organizations more flexibility, and lower the overall application total cost of ownership.

**“Our CRM Dealer Management System has given us a breakthrough in the speed of information from the marketplace. Tata Motors today is more informed about our customers and the performance of all our customer facing processes.”**

**- Ravi Kant,  
Managing Director and CEO,  
Tata Motors**

### **Provides Industry-Specific Functionality Out of the Box**

For large enterprises, software solutions that are tailored to their industry are essential. Implementing generic CRM solutions to support industry-specific business processes requires a tremendous amount of resources and time customizing software and rarely meets the unique requirements of your business. It is important to work with a vendor has deep domain expertise in your industry and invests heavily in industry-specific functionality to dramatically accelerate time to value, encourage user adoption, and slash costs.

### **Leverages Standards-Based Technology**

Large enterprises should seek CRM solutions developed on industry standards. By investing in applications built on standards-based technology, large enterprises eliminate the risk of being locked into proprietary systems and extensive re-training. Additionally, by selecting applications that take advantage of the latest server technologies, organizations can leverage the most recent versions of market-leading operating systems, databases, and web servers for improved security, easier administration and greater flexibility, and increased performance and scalability.

### **Enables Deep Business Insight through Embedded Analytics**

CRM is not just about collecting and accessing customer information. The ultimate goal is to better align business performance, understand and anticipate customer needs, foresee changes in the business environment, make better informed business decisions, and increase profits. Embedded analytics – context-sensitive real-time, historical, and trending analytics – provide a clear advantage for large enterprises by delivering actionable insight to key customer metrics including pipeline visibility, forecasting accuracy, sales effectiveness, and service processes. Organizations can better measure and improve customer satisfaction, understand up-sell and cross-sell rates, and optimize campaign execution, results, and ROI.

Large enterprises should seek software solutions that have comprehensive, pre-built analytics capabilities that are easy to use and navigate and work for front line employees all the way up to senior management—to enable better decisions, confident action, and efficient business processes.

## **CONCLUSION**

In today's business environment, large enterprises need to differentiate amidst ferocious competition. Deploying the right CRM software solution can provide the competitive advantage global organizations need to sustain and grow their business. Because requirements of large enterprises are distinctly different from smaller organizations, choosing a CRM portfolio that can meet these needs is one of the most crucial decisions an organization can make.



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