

ORACLE CRM ON DEMAND CONNECTED MOBILE SALES

ORACLE® CRM ON DEMAND

THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Prebuilt Industry solutions
- Embedded marketing, sales and service best practices

KEY FEATURES

- Access actions using intuitive gestures
- Around Me functionality
- Contact and account management
- Complete Tasks directly from lists
- Custom objects and fields
- Intuitive, task-focused user interface designed for mobile devices
- Opportunity and lead management
- Phone, email, camera and maps integration
- Real-time access to key CRM data
- Single Sign On supported
- Support for iPhone® smartphone from Apple
- Support for Android® devices
- View records offline
- View Analytic graphical reports

Optimized for mobile professionals, the Oracle CRM On Demand Connected Mobile Sales add-on mobile service provides a configurable mobile solution on iOS, and Android devices. Access data from CRM On Demand in real time with a rich, native user experience, which will be comfortable, familiar and optimized for smartphone users.

Increase Sales Productivity and Effectiveness

Sales representatives need to quickly perform common and repetitive tasks, such as managing appointments, collaborating with sales team members, and connecting with customer contacts. Oracle CRM On Demand Connected Mobile Sales features an intuitive, highly efficient user interface for conducting these frequently actions. For example, the Connected Mobile Sales home page provides users with immediate access to key information, configured to match their company's CRM On Demand environment. Familiar areas such as Calendar, Contacts, Opportunities, and Accounts can be quickly accessed from this screen. With simple on-device actions, users can view account team and customer contact information, communicate with them through a call, email, or text message, and even obtain driving directions. Users can create records to follow up or enter notes at the end of a conversation, ensuring vital information is captured and saved in real-time to the CRM application. Integrated access to leads and opportunities gives sales representatives the information they need at the point of customer engagement to shorten the sales cycle and close deals while on the go.

Additional Oracle CRM On Demand Connected Mobile Sales features include administrative configuration of record types, fields, and related items as well as automatic inheritance of labels, pick lists, and other configuration data from Oracle CRM On Demand. Through administrative configuration, users can access custom objects, service requests, and many other record types to gain a 360-degree view of their customer. Analytic graphical reports can be made available directly within the application, and when there is no access to the internet, offline mode can be enabled, allowing users read-only access to data.

BENEFITS

- Manage key information in real time from your mobile device
- Update accounts, contacts, appointments, opportunities, and more
- Easy to configure
- Easy to deploy
- Easy to use
- Extend and enhance investment in Oracle CRM On Demand

DELIVERED AS A SERVICE

- No administrative overhead
- No setup fees
- Low, predictable cost
- Easy to deploy and manage

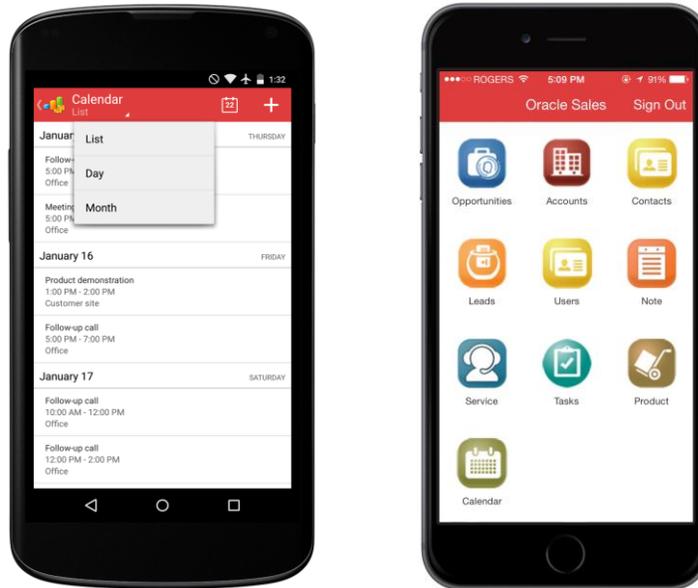


Figure 1: Mobile users can easily complete common activities, such as updating account information and creating follow-up tasks directly from their mobile device.

Improve User Adoption with an Easy-to-Use Solution

Sales representatives will only use your CRM solution if an application is easy to use and helps them get their job done faster. Oracle CRM On Demand Connected Mobile Sales focuses on the most relevant information mobile workers require and conforms to their work style. Rather than clicking and scrolling through lists of data from views inherited from a desktop application meant for viewing on a much larger screen, Oracle CRM On Demand Connected Mobile Sales' rich yet simple task-focused interface, which is optimized for smartphones, allows a salesperson to easily find relevant information at a glance and quickly complete important activities with fewer taps. For example, a salesperson can quickly create follow-up appointments with just two taps while on an existing appointment. All information from the previous appointment will be carried over to the new follow-up appointment cutting down on taps and re-entering information.

Integrated contact, account, and calendar management capabilities within one easy-to-use interface enable users to easily retrieve and update key customer information and manage appointments, tasks, and notes in real-time.

Streamline Collaboration

Collaboration is increasingly important in today's enterprise, and Oracle CRM On Demand Connected Mobile Sales makes it easier to communicate and interact with

others. Sales representatives can easily schedule and coordinate meetings and calls with an account team or customer contacts in a few clicks. Similarly, users can take advantage of intuitive tap-to-call and tap-to-email features to immediately connect with their customers and colleagues.

RELATED PRODUCTS

- Oracle CRM On Demand
- Oracle CRM On Demand Disconnected Mobile Sales

Customize the Mobile Experience

Customer administrators can quickly and easily configure Oracle CRM On Demand Connected Mobile Sales and control which record types, fields, and related items are available to mobile users. Using Application Composer, administrators can add custom fields and custom objects to further leverage data from Oracle CRM On Demand. Business users can complete this configuration process without the need for any specialized tools, custom code, or expensive additional resources. In addition, for a seamless experience, modern theme icons will automatically appear in Oracle CRM On Demand Connected Mobile Sales as they have been chosen in Oracle CRM On Demand.

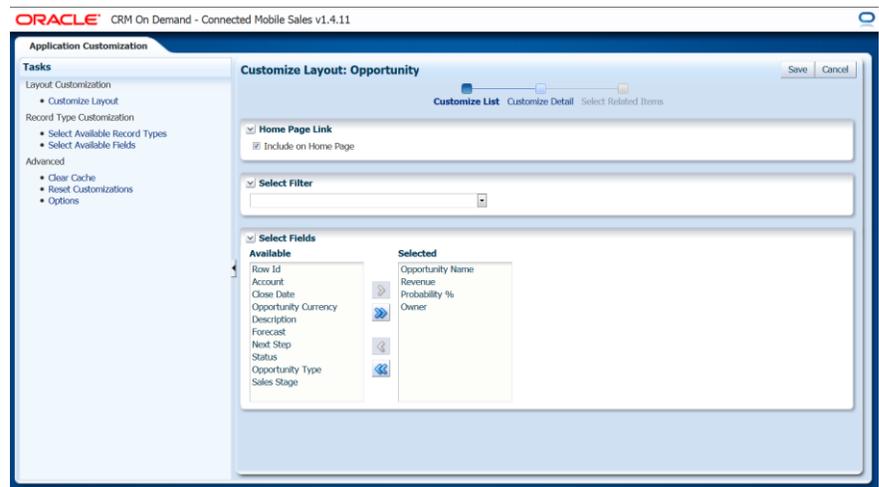


Figure 2: Oracle CRM On Demand Connected Mobile Sales Application Composer is used to customize the mobile experience.

Bottom Line

Mobile solutions are an important part of a comprehensive business strategy. Oracle CRM On Demand Connected Mobile Sales provides immediate access to critical information – anytime, anywhere – and enables the sharing of business information to remove barriers to productivity and collaboration and generate user enthusiasm, resulting in better customer insight to improve customer satisfaction, reduce costs, and increase sales.



CONTACT US

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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Integrated Cloud Applications & Platform Services

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