

Oracle Engagement Cloud Company and Address Smart Data

ORACLE®
Engagement Cloud

Oracle Engagement Cloud Smart Data accelerates your account creation by enriching, validating and standardizing high-quality company and address information as it is being entered. High-quality data is imperative for the success of many business efforts, just as bad data often has a high cost due to its direct impact on lost sales, decreased productivity and increased operating costs.

With data for more than 300 million companies across the globe and addresses covering more than 245 countries and territories, Oracle Smart Data uses real-time search technology to predict and auto-populate more than 90 company fields with **accurate and verified business data** that is vital to your sales efforts and your organizations' success.

Oracle Smart Data increases efficiency and productivity across the entire sales workflow without the data-entry hassle. Now that's smart data!

WHY CARE ABOUT COMPANY OR ADDRESS SMART DATA?

Accurate data entry is a task organizations consider critical but tedious. Common problems that arise from inconsistent, incomplete and inaccurate data include:

- Productivity loss: Salespeople spend 4+ hours/day working on data entry.
- Ineffective tools: Salespeople spend too much time weeding through "bad" data.
- Poor information: Dirty data is the #1 cause of low user adoption in ERP/CRM systems.

ORACLE CUSTOMER EXPERIENCE

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

Reps and managers across sales, marketing, and service depend on data that is accurate and complete. When data is enriched, validated, and standardized, reps and managers alike can manage their accounts effectively, execute targeted email campaigns leverage correct contact information, and facilitate upsell and cross-sell opportunities with confidence.

DATA QUALITY: AUTOMATING DATA CAPTURE IN REAL-TIME VIA SMART DATA

The primary functions of data quality include:

- Dramatically improving data entry speed and accuracy.
- Preventing incomplete and non-standardized data from entering your application.
- Improving business efficiency with accurate and complete data.

SMART DATA WORKS TO ENHANCE AND IMPROVE EFFECTIVENESS

- 78% - Reduction in data entry time | 30% - Enhanced targeting effectiveness
- 15% - Improved campaign performance | 20% - Reduction of data entry errors

ORACLE ENGAGEMENT CLOUD: COMPANY AND ADDRESS SMART DATA

Leveraging decades of Oracle experience in Master Data Management (MDM), Oracle Smart Data quickly and easily plugs into your existing account creation forms, allowing you to reduce the number of data fields entered, and works behind the scenes to enrich your accounts and verify your addresses in real-time. The feature is pre-integrated with Oracle Engagement Cloud and available via APIs.

RELATED ORACLE CUSTOMER EXPERIENCE PRODUCTS

- Oracle CPQ Cloud
- Oracle Marketing Cloud
- Oracle Service Cloud
- Oracle Commerce Cloud
- Oracle Adaptive Intelligent Apps for CX
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

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