ORACLE®
Engagement Cloud

Oracle Engagement Cloud

Sales Foundation

Engagement Cloud's Sales Foundation components offer a full spectrum of capabilities that go beyond traditional core sales force automation. This functionality helps teams to manage the entire sales lifecycle including leads, accounts, contacts, opportunities, assets, activities and assessments. Sales reps and managers can also monitor forecasts, leverage content across teams and use other in-context collaboration tools to increase productivity. With easy access on mobile devices, on the web, and with integrations to email applications, sales teams have all the innovative tools that they need to close more deals.

CUSTOMER 360

With critical customer information consolidated and presented in one place, sales reps can quickly gain a 360-degree view of their customers, including:

- A complete profile that includes a contact influence map and an account hierarchy.

- Currently owned assets, along with cross-selling and up-selling recommendations.

- Associated leads, opportunities, quotes, and orders.

- The contact details for Sales team members.

- A full outline of open and completed sales activities.

- Past and proposed contract details.

- Open and completed Service interactions.

ORACLE ENGAGEMENT CLOUD:

- **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.

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ASSESSMENTS

Evaluate leads, opportunities, accounts, contacts and households. Assessments allow sales reps to ensure pipeline quality and close more deals by:

- Pursuing the most qualified leads first.

- Measuring customer satisfaction or risk of competition.

- Determining discount eligibility.

- Analyzing relationships with contacts.

- Identifying potential competitor threats.

- Recognizing subjective or financial factors that might put an opportunity at risk.

SALES COACHING

Oracle Engagement Cloud tracks and manages the full lifecycle of sales opportunities, from the initial sales discovery to the final contract agreement. Oracle Sales Coach then guides sales reps through the sales process with easy-to-use task lists and recommended actions at each stage, including suggestions for approved collateral and templates to use, thereby ensuring consistent application of the business' sales methodology.

CONTENT SHARING

Sales Lightbox is a tool that enables sales teams to quickly and easily share a library of Microsoft PowerPoint™ presentations, HTML5 microsites, PDF documents and/or images (JPG and PNG file types) with the goal of building upon insights and collaboration.

- Upload, view, download, share, and search available presentation or image content.

- Assemble custom presentations or pdf documents by combining slides from existing materials into an easy shopping cart view.

SALES PRODUCTIVITY TOOLS

Oracle offers visual, simple-to-use activity management tools that sales reps can access from a mobile device, on the web or within email.

- View appointments and tasks.

- Log a call report.

- Send attendees a meeting recap.

- Add follow-up tasks or leverage defined task templates to create multiple tasks at once.

- Collaborate with team members and view updates using Oracle Social Network.

DEAL CALENDAR

Oracle Deal Calendar enables sales teams to better coordinate sales activities by providing a consolidated timeline view of all of the appointments for an opportunity or account. With the deal calendar, sales reps can:

- See the full schedule of recent and upcoming appointments for an opportunity or account.

- Color-coded activity types for at-a-glance monitoring of opportunity timelines.

- Create and access saved opportunities, account and team calendars from an easily accessed side panel.

ACTIVITY ANALYTICS AND PERFORMANCE MANAGEMENT

Sales managers use prebuilt reports to measure their team's activity metrics and can see their team members' calendars in a tablet-friendly timeline view.

- Set their team's activity goals.

- Review the visits or calls completed by each sales rep on their team.

- Use the team calendar view to coordinate travel for key customer visits.

- Monitor where sales reps spend their time and channel the best resources toward important prospects and customers.

- Report to their superiors how their sales team is doing at any point in the quarter.

SALES FORECASTING

Accurate sales forecasting enables sales leaders to make informed business decisions. Oracle offers enterprise-level forecasting capabilities to help sales reps accurately estimate sales and give sales managers the information needed to project achievable sales revenue. Sales reps and sales managers can view, manage and submit real-time forecasts using desktop, tablet, or smartphone devices. Embedded analytics and custom reporting capabilities provide intelligence which sales teams can use to improve forecast accuracy.

CAMPAIGNS

Oracle Engagement Cloud provides a guided process to simplify the creation of sales campaigns that empower reps to target their territories for cross-sales, up-sales and new initiatives. Sales managers create sales campaigns with defined target contact lists and personalized professional email templates using an intuitive email editor. Campaign responses are tracked and converted to new leads using an intuitive interface.

EMAIL INTEGRATIONS

Oracle Engagement Cloud offers integration with Microsoft Outlook™, IBM Notes, and Gmail. This enables sales reps to work within their familiar Microsoft Outlook™, Notes or Gmail applications and speeds user adoption while increasing sales productivity. Sales reps can focus on selling instead of working within the sales application.

CONNECT WITH US

For more information about Oracle Engagement Cloud, visit cloud.oracle.com/engagement-cloud, take a Quick Tour or call +1.800.ORACLE1 to speak to an Oracle representative.

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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment

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