

Oracle Engagement Cloud Partner Relationship Management

Oracle Partner Relationship Management (PRM) enables channel managers and partners to manage channel programs, share leads, register deals, create quotes, collaborate in real time, and deliver results with streamlined channel execution. The easy-to-use partner portal offers custom branding, lead-to-quote management, business planning, request-to-claim workflow for Market Development Funds (MDF), and social collaboration. Oracle offers the broadest partner relationship portfolio built to meet all channel needs.

CONSOLIDATED VIEW OF KEY PERFORMANCE INDICATORS

The configurable dashboard for channel account managers and channel sales managers offers a consolidated view of key channel performance indicators, including:

- Actual vs. Quota
- Open Pipeline
- Top Open Opportunities
- Partner Incentives
- Leads and Deal Registrations
- Partner Performance
- Business Plan Objectives
- Market Development Funds

CHANNEL SALES PLANNING AND EXECUTION

Oracle PRM empowers channel managers to execute indirect sales and channel management activities effectively and accurately. Features include:

ORACLE CUSTOMER EXPERIENCE

- **Complete:** A comprehensive sales and service 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.

- Distribute leads to partners automatically using territory and rule-based assignment.
- Allow partners to claim, qualify and then convert qualified leads to deal registrations.
- Provide vendor-based assessment questionnaires to facilitate partner lead qualification.
- Approve deal registrations and special pricing requests.
- Track support requests and respond to partners faster.
- Create and send quotes to partners with discounted partner pricing. Quotes are integrated with Oracle ERP systems.
- Introduce new channel programs, offer valuable program benefits, and manage partner tiers based on performance.
- Allow new partners to register easily, onboard and enroll partners into programs.
- Evaluate partners at different stages of the partner lifecycle using assessment questionnaires.
- Perform joint business planning, set agreed-upon objectives, record SWOT analyses and track goal attainment.
- Review and approve MDF requests and reimbursement claims from channel partners, track MDF spending against budgets and monitor MDF ROI.
- Collaborate in real-time with partners using Oracle Social Network.

RELATED 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

PARTNER PORTAL

Oracle PRM offers a modern, tablet-friendly, branded partner portal that is straightforward and simple. Using the partner portal, partners can:

- Review, accept or reject leads distributed by the channel account manager and create new leads.
- Qualify and score leads using the vendor-provided assessment tool.
- Register deals to avoid channel conflicts. Deals are routed to the assigned channel account manager automatically.
- Request support assistance for any service-related quote.
- Request special pricing discounts for competitive deals.
- Collaborate with channel account managers using Oracle Social Network.
- Review the business plan and collaborate with channel managers on go-to-market activities.
- Request MDF funds and submit claims for reimbursement.
- Submit and collaborate on service requests.
- Manage portal access for partner sales reps (Partner Administrators).

CHANNEL SERVICE MANAGEMENT

Using Oracle PRM, partners can:

- Submit new service requests to the brand owner to get technical or sales support or raise questions without logging into a separate service application.
- Provide better support to their end customers and ask the brand owner for help when needed.

Channel account managers can:

- View both partner and customer service requests.
- Arrange service requests efficiently by either responding directly to partner contacts or assigning issues to other resources for resolution.

ORACLE CX CLOUD ENTERPRISE MOBILE APP

The Enterprise Mobile app offers a common mobile solution that channel account managers and partner sales reps can use to manage channel sales and service activities.

- View, approve, reject or return deal registrations and monitor the approval process.
- Check for duplicate deal registrations before approval.
- View all opportunities and identify potential duplicate opportunities.
- Manage service requests.
- Call, email, message or locate partner contacts.


RECRUIT. ENGAGE. DELIVER.

Oracle offers a fully branded and content-rich partner portal, registration infrastructure, configurable approval workflow and channel manager assignment capabilities allow brand owners to **recruit** and on-board new partners with ease. Powerful channel management tools, including channel program management, partner assessment, business planning, market development funds, and Oracle Social Network help brand owners and channel partners **engage** more effectively than ever before.

Channel partners and channel managers **deliver** more closed deals with Oracle's easy-to-use partner portal, end-to-end lead management, deal registration, and opportunity and quote processes. Partners and channel managers also deliver better deal support and customer service with service requests.

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For more information about Oracle Engagement Cloud, visit [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

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