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Adaptive Intelligence

CRM Data Foundations

A CRM system is only as good as the data that populates it. When that data is inaccurate, stale, or omitted, your sales team misses out on opportunities. With up-to-date, accurate, and complete data, you can surface the best target accounts with the highest ROI potential. Oracle DataFox provides AI-sourced, human-audited data to get the most from your CRM system.

DIAGNOSE: IDENTIFY IRREGULARITIES

Oracle DataFox uses advanced algorithms to identify out-of-date or incomplete account data and to surface irregularities and potential problems with your company records. It runs the following tests to identify data decay and irregularities among your CRM accounts.

- **Missing data check.** Screens for companies missing either name or website. Oracle DataFox does not match on a single factor—such as company name—but instead matches on multiple criteria.
- **Name and website irregularity check.** Screens for companies whose names and websites are very different. Often, these are indicators of bad data.
- **Vanity URL detection.** Avoids incorrectly matching small companies to a big company—such as Etsy or Yelp—when the larger company's directory is listed as the smaller company's website.
- **Website analysis.** Uses algorithms to visit every website in your list to detect any parked, shut down, or redirecting websites that may indicate problems.
- **Preliminary data match.** Runs algorithms to match all accounts that pass verification to Oracle DataFox's company data and records.
- **Duplicate check.** Surfaces duplicates and potential duplicates so that you can link or merge orphaned or redundant accounts.

REPAIR: DEVELOP A CLEAN ROSTER OF ACCOUNTS

Oracle DataFox's diagnostic algorithms are obsessively engineered to uncover all the hidden error types that build up over time in CRM systems. Oracle DataFox can uncover the issues, but you decide whether and how to update the data on your end.

The Steps to a High-Quality CRM Data Foundation

- Diagnose account-level data issues
- Repair data inconsistencies found in diagnosis
- Match records to company profiles in Oracle DataFox Cloud Service
- Enrich records with more than 70 firmographic data points and 68 types of signal data
- Refresh your CRM data automatically

Benefits of a Strong CRM Data Foundation

- **Expertly detect and resolve data issues.** Data experts work with you to determine personalized resolutions to bad data.
- **Enrich account data**. Get more than 70 verified firmographic data points and 68 types of signal data on accounts in your database. Add insights to your workflow.
- **Automatically refresh data, forever.** Keep your data up-to-date without any effort. Sync Oracle DataFox with your CRM system to automatically push updates into reportable fields with bi-directional CRM sync.

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Customers of Oracle DataFox take this opportunity to:

- **Link or merge duplicates.** Make sure future sales reps know about both versions of the account and can keep opportunity records straight.
- **Archive companies that have gone out of business.** Eliminate wasted rep time selling to companies that have already gone out of business.
- **Flag companies that have been acquired.** Make sure you prospect into the parent companies.
- **Link parents and children.** See which accounts have a parent company or subsidiary to discover the actual buying power for any given prospect.

Oracle data analysts work closely with you every step of the way to audit this foundational process and to ensure quality control.

MATCH: SYNCHRONIZE YOUR ACCOUNTS WITH VERIFIED DATA

With a new, quality CRM data foundation in place, begin matching your account records to Oracle DataFox.

- **Match your accounts via API or on the web.** Oracle DataFox matches your newly cleaned and deduplicated accounts between your CRM system and Oracle DataFox.
- **Deploy two-factor match algorithms designed for accuracy.** You don't want incorrect data to flow into your CRM system. Thus, match algorithms in Oracle DataFox are tuned for precision. Questionable matches go to one of Oracle's highly trained human auditors for review before they are sent to you.
- **Unlock powerful search.** Once your accounts are synced to companies in Oracle DataFox, your account data will be automatically updated in your CRM system.

ENRICH: ADD INSIGHTS AND UNCOVER HIDDEN MARKETS

Adding up to 70 firmographic data points and 68 signal types to your existing accounts gives you richer data that provides a deeper understanding of your target accounts.

- **Enjoy accurate data in your workflow.** Oracle DataFox's modern AI-data engine aggregates data from thousands of sources and spends thousands of hours cleaning it each month.
- **Set yourself up for brilliant territory design.** Rely on verified, refreshed data when planning sales territories or building target account lists.

REFRESH: STOP THE ENDLESS FLOW OF DATA DECAY

With Oracle DataFox, you can update your data regularly so that it is always accurate.

- **Prioritize sales outreach, not manual data entry.** You should not have to worry about good accounts getting misplaced due to stale data. Keep your data up-to-date without any effort. Sync Oracle DataFox data to your CRM system to automatically push updates into reportable fields. Enjoy intelligence that is updated automatically, forever.
- **Rich data automatically updated in your CRM.** The fields that Oracle DataFox tracks are updated on a daily basis so your teams stay engaged with the right accounts and are able to spot more opportunities.

The Oracle DataFox Data Snapshot

- More than 5.6 million websites scanned per month
- 240 million data points structured by natural language processing
- 47,000 news sources scanned every 30 minutes
- 50 percent growth rate for Oracle DataFox's database per year
- More than 100 human analysts to verify critical data points

A typical CRM system is missing account data, which leaves high potential accounts out of prospecting reports. Use rich data to populate accounts and uncover an addressable market previously hidden in your CRM.

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