

ORACLE SALES ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Analyze pipeline opportunities to determine actions required to meet sales targets
- Determine which products and customer segments generate the most revenue
- Understand which competitors are faced most often and how to win against them
- Identify up-sell and cross-sell opportunities within existing accounts
- Increase the front-line manager's effectiveness by identifying performance deviations that need immediate attention.
- Set accurate yet aggressive quotas avoiding over-expectation and under-performance
- Deepen customer relationships by obtaining a 360 degree view of customer activities

FOR INFORMATION TECHNOLOGY

- Accelerate deployment of Sales Analytics with 'On Premise' or 'Cloud Service' modes
- Reduce implementation cost and risk through integrated analytic solutions
- Integrate data from multiple enterprise sources and across the company value chain
- Flexibly adapt to changing business needs by leveraging, not replacing, existing technology investments
- Deliver better business results and rapid time to value with low risk

Oracle Sales Analytics is a comprehensive analytic solution that provides real time, fact-based insight into the entire sales process. It provides new levels of information richness, usability, and reach to sales professionals throughout the enterprise. All users, from sales executives to front-line sales representatives, get up-to-the-moment, complete, and in-context sales insight—insight that is personalized, relevant, and actionable. The benefits are, faster and more informed decisions that help the sales organization compete more effectively, lower sales costs, and achieve better results. In addition, to help organizations achieve maximum value from their CRM sales force automation implementations, Oracle Sales Analytics provides the means for customers to monitor, measure, and manage their sales force automation systems' adoption and effectiveness.

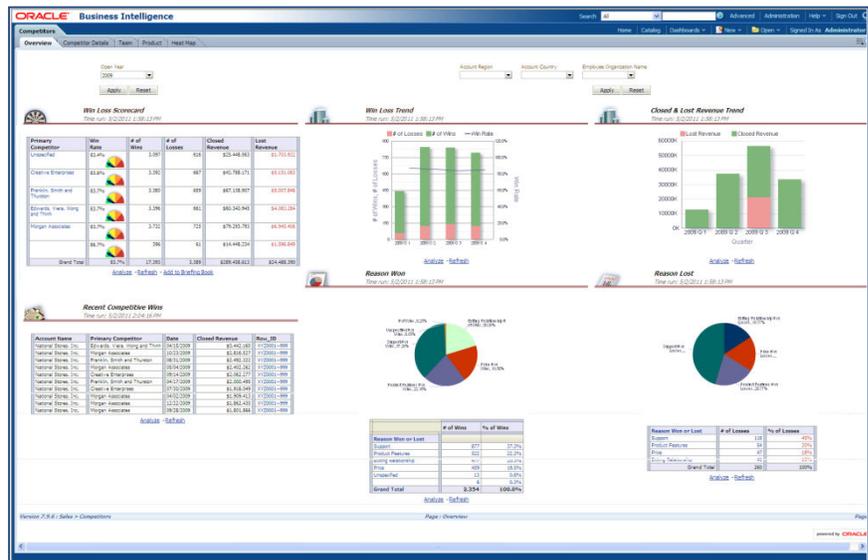


Figure1. Oracle Sales Analytics enables sales professionals to compete more effectively in the market place by providing insight into win loss analysis

Right Information – Right Now

Enterprises depend on information to make decisions and enhance performance. However, most organizations are hampered by information that is incomplete, out of date, or otherwise inadequate for answering critical business questions. Additionally, organizations often struggle to deliver the right information to the right person at the right time.

Oracle Sales Analytics, part of the Oracle BI Applications family, is designed to help sales organizations leverage the power of timely, actionable information to improve the quality of decisions and ultimately optimize performance. The analytical application is the only solution

ABOUT ORACLE BI APPLICATIONS

Oracle Business Intelligence Applications provide complete, real-time, and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for rapid deployment at a low cost of ownership, Oracle Business Intelligence Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle.

All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise BI need. Additional information about Oracle Business Intelligence Applications is available at

www.oracle.com/goto/obia

RELATED PRODUCTS

ERP Analytics

- Oracle Financial Analytics
- Oracle HR Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Project Analytics
- Oracle Product Information Management Analytics

CRM Analytics

- Oracle Sales Analytics
- Oracle Marketing Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics
- Oracle Partner Analytics
- Oracle Loyalty Analytics
- Oracle Price Analytics
- Oracle Customer Data Management Analytics

that unlocks the information value hidden in systems across the enterprise—including customer relationship management, supply chain, human resources and financial management systems—to provide sales professionals with comprehensive insight that enables them to take action. With Oracle Sales Analytics, sales professionals can get a complete picture of customer needs and buying patterns; spot potential problems; and identify opportunities to increase revenue, decrease costs, and enhance profitability.

Solving Customer Problems with a Complete Enterprise View

Oracle Sales Analytics can easily combine with Oracle Supply Chain and Order Management Analytics to provide sales professionals with a complete view of the customer relationship in one application, enabling them to identify, understand, and resolve customer issues more efficiently and effectively. For example, a sales representative wants to call on a key account with the intent of closing a high value opportunity but notices that there is a current order waiting to be fulfilled. On his laptop or tablet device, the representative pulls up the customer's information in the Oracle BI dashboard and notices the customer is late in paying his most recent invoice. During the meeting the customer complains that several shipments have arrived late and he's holding up payment. Checking the customer's order, the representative verifies that shipments of a particular product to this customer have indeed been late and the current order remains unfilled. He then checks the company inventory system and notices the local warehouse has been experiencing chronic stock-outs of the product on order. However, he is able to verify that another warehouse in a different region has plenty of inventory. He reserves the product, modifies the original order, and through expedited shipping can deliver the product the following week. Satisfied, the customer agrees to pay the invoice and places the new order.

This scenario demonstrates how the combination of Oracle Sales Analytics and Oracle Supply Chain and Order Management Analytics can help sales representatives gain a comprehensive view of the many factors that affect customer satisfaction and sales, leading to improved sales effectiveness.

Insight Where and When You Need It

To compete effectively in today's marketplace, companies need to deliver the right information to the right person at the right time. Oracle Sales Analytics provides real time metrics, alerts, and reports; enabling sales team members to take action based on facts rather than intuition. Oracle Sales Analytics can also proactively deliver insight to salespeople in the field via laptop, smart phones or tablet devices, ensuring they always have the latest information they need to make informed decisions and increase win rates. Most important, because Oracle Sales Analytics is a part of the overall Oracle BI Application suite, companies can easily combine data from systems across the enterprise—including supply chain, financial, human resources, and customer relationship systems—to provide salespeople with a complete view of their customers and help them resolve issues more quickly. With Oracle Sales Analytics, companies can achieve higher sales effectiveness and maximize the value of their customer relationships.

User Adoption and Alignment

Oracle Sales Analytics helps derive further value from the investments made in your SFA systems by providing your front line managers the information needed to effectively manage their team's usage of the system. With the rich pre-built content available in this area, managers can pinpoint areas that need improvement, accelerate organizational usage and drive alignment. Through the insight gained, they greatly accelerate the time to value and help drive better business results.

Next-Generation Business Intelligence Platform

Oracle Sales Analytics is built on the Oracle Business Intelligence Enterprise Edition Platform, a next-generation analytics platform that fully leverages existing data warehouse and business intelligence investments. It is built using standards-based technology enabling easy integration with existing IT environments and supports all leading relational and OLAP data sources. Moreover, Oracle Sales Analytics provides support for large numbers of concurrent users with native support for mobile and tablet devices, multi-terabyte data sets, and the largest enterprise implementations.

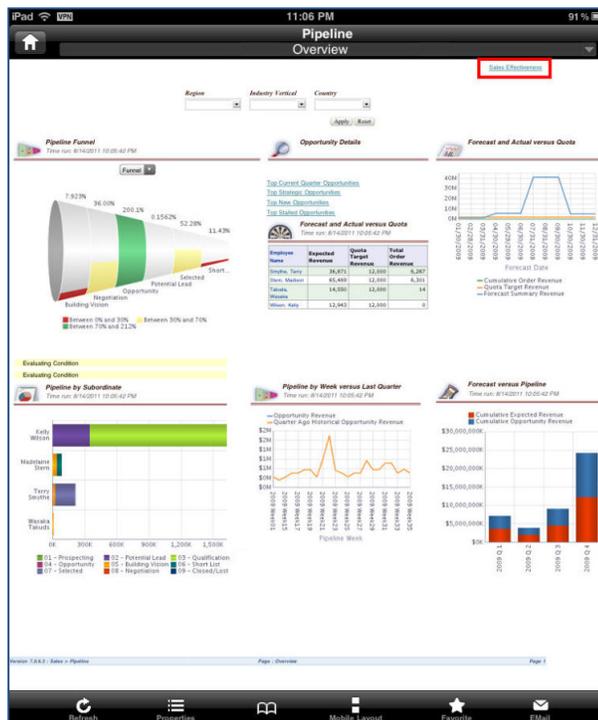


Figure 2. Oracle BI Applications are natively available on mobile and tablet devices including Apple iPad shown above

Oracle Sales Analytics Benefits

Increase Forecasting Accuracy and Sales Results

Sales executives need up-to-the-minute information so they can accurately assess progress against sales goals. With Oracle Sales Analytics, sales executives can receive alerts when territory performance drops below targets, enabling them to take appropriate action—for example, coaching their sales representatives or assigning additional resources. Oracle Sales Analytics also provides sales professionals with up-to-the-moment insight into sales opportunities, including how long each opportunity has been at a particular sales stage and the current status of team selling efforts. Measuring progress against company experience can provide early insight into potential problems, allowing sales professionals to take action to get the opportunity back on track.

Increase Sales Force Effectiveness

Sales managers need fact-based insight into the effectiveness of their sales representatives so they can take appropriate actions to ensure optimal team performance. By providing best practice effectiveness metrics, Oracle Sales Analytics enables sales managers to identify strengths and weaknesses and address them at the individual level. It also provides the ability

to apply the same best practices throughout the sales organization. In addition, by providing a holistic view of pipeline opportunities, Oracle Sales Analytics enables better decision-making by helping sales representatives to focus on the best opportunities to maximize results.

Improve Responsiveness

Oracle Sales Analytics enables organizations to improve account management by providing complete visibility into all aspects of the customer relationship. Whether in the office or in the field, sales professionals need information from all functional areas of the company so they can respond more quickly to customer issues and resolve them before they become problems. They may need to perform account and activity checks, review service requests, or determine the best products to up-sell and cross-sell into their territory's whitespace of opportunities. With Oracle Sales Analytics, sales professionals receive timely information providing them the complete picture of the customer relationship, enabling them to take action to maintain customer satisfaction and derive revenue potential.

Maximize Resource Utilization and Profitability

Oracle Sales Analytics enables sales executives to understand their pipeline and identify critical opportunities. By identifying these critical opportunities, executives can assign the appropriate resources to increase the chance of winning and not waste them on less promising opportunities. While sales reporting and analytics have typically focused solely on an organization's pipeline, Oracle Sales Analytics enables sales professionals to compete better in the market place by providing insight into win loss analysis against competition including reasons won/lost, won/lost revenue and extent of competitive pressure faced by particular products/product lines, if any. In combination with Oracle Marketing Analytics, sales executives can know the contribution of marketing campaigns and leads to demand generation. In combination with Oracle Supply Chain and Order Management Analytics, sales representatives have access to actionable information from financial, billing, order management, along with their CRM data to help them increase customer satisfaction and revenue and lower sales costs.

Faster Implementation, Lower Risk, and Better Business Results

Providing actionable insight to the sales organization requires a powerful analytic solution. However, the business intelligence solutions that are often deployed to fill this need are costly, take a long time to implement, and are difficult to modify when business requirements change. In contrast, Oracle Sales Analytics is a prebuilt solution designed for fast deployment at lower cost, lower risk, and with better business results. Oracle Sales Analytics includes prebuilt data models, more than 500 metrics, and best practices based on Oracle's experience across thousands of sales force automation implementations. Oracle's robust enterprise analytics platform enables users to easily extend the application without the need for programming. The intuitive web based interface enables rapid end user adoption and requires very little training.

Better user adoption and alignment

Every level of the sales organization benefits from a richer understanding of how each sales representative is contributing. Sales leadership clearly benefits from greater visibility into how well the sales team is following the process and whether critical information is being captured in the sales system. Front-line managers and sales representatives also benefit greatly in that Oracle Sales Analytics helps them learn more quickly understand where improvements are needed, and apply this insight to become top performers.

Oracle Business Intelligence in Fusion Applications

Embedded Business Intelligence

With Business Intelligence in Fusion Applications, a full range of analytics is embedded directly into key business processes, so users at all levels of an organization have the

information they need to make better, more informed decisions. Oracle Sales Analytics extends Oracle Fusion Applications with deeper insight into an organization's past, present and future performance trends. It delivers complete, consistent analytic information, to support the full range of decision making needs from tactical to strategic.

Oracle Sales Analytics for Fusion Applications

Oracle Sales Analytics achieves new levels of integration with the transactional business flow in Fusion Applications, blending seamlessly to provide superior user experience. Context specific embedded reports and dashboards ensure that analytics is available at the right place and right time. In addition to supporting key analytics areas in opportunity and revenue management, customer relationship, competition and forecasting, Oracle Sales Analytics for Fusion Applications provides insight into the territory and quota management areas. Sales performance against forecast and quota can be measured across parent and child territories to optimally plan sales territories and allocate resources. Randomness in quota setting can be mitigated to a large extent by enabling managers to set aggressive yet achievable quotas with the insight gained from past quota allocations and performance across territories and sales resources. With the ability to provide insight directly off of transactional data, sales representatives and managers can readily prepare/view 'list' reports – whether the reports are built from out of the box content or from custom extensions carried out on site.

Leverage your existing Oracle investments

Whether your organization plans to deploy Fusion Applications today or sometime down the road, Oracle Sales Analytics provides a consistent business intelligence foundation that will support your existing deployment, and provide a seamless bridge to your Fusion BI implementation in the future. An investment in Oracle Sales Analytics today improves your readiness for Fusion Applications.

Summary

Across industries, sales organizations are being asked to do more with less, while ensuring that they meet more aggressive sales targets. Sales reporting and analytics have traditionally focused solely on pipeline and revenue management. Oracle Sales Analytics provides sales professionals with new levels of business insight through the sales process by unlocking the information value hidden in systems across the enterprise. With Oracle Sales Analytics, sales professionals have access to actionable information that drives greater customer satisfaction, lower sales costs, and increased revenue. Additionally, Oracle Sales Analytics is built on a robust standards based analytic platform that can proactively monitor and deliver timely and actionable insight to the right person on the device of his or her choice, including desktop, laptop, smart phone or tablet device.

Contact Us

For more information about Sales Analytics, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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

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Hardware and Software, Engineered to Work Together