Modern Sales in the Cloud

Insight-Driven

Sales organizations are not lacking in customer data. This is the good news, since data can hold the key to growing pipeline, increasing wallet-share and building customer loyalty. The bad news is that data are only as good as the timely, accurate, relevant, and actionable intelligence they can offer - which is why many have yet to realize the benefits of insight-driven sales.

Manage Your Business Through Powerful Analytics

Modern Sales managers rely on insights from analytics to understand and predict customer behavior and determine the best sales approach. With timely insights, they can act on opportunities and confidently align resources with quotas, territories and incentives.

Oracle Sales Cloud

The embedded analytics in Oracle Sales Cloud ensures sales decisions are made with confidence. Sales reps improve forecasting accuracy, perform whitespace analysis, and identify the next likely purchase.

With Oracle Sales Cloud, sales managers can better understand variability and risks, implement a sound sales strategy, and act on opportunities instantly. They can gauge sales performance and identify areas of improvement. Armed with data-driven insights, executives can analyze demand and customer trends so they can optimize the sales organization for growth.

## Complete, Accurate, and Clean Customer Information

Problem: 70 percent of businesses lack a strategy to create a single customer view[1]

Customer / Data Management Solution: With built-in customer / master data management, sales organizations can be assured that the data is accurate. Integrated social information adds further context to customer data, so reps can better understand their customer's behavior.

Proof: "Now it is very easy to find all the information about a customer… we have seen many benefits in daily life already." – Sako Finland

---

1 Aberdeen, *State of the CEM Market 2014*, 2014.

ORACLE
SALES CLOUD
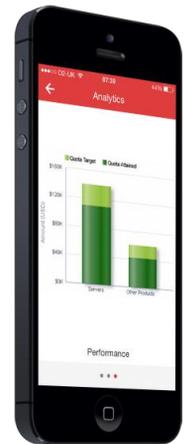
MODERN SALES TENETS

- ☐ Fast and Easy
- ☐ Mobile and Productive
- ☑ Insight-Driven
- ☐ Collaborative
- ☐ Pipeline-Building

"Only 21% of companies struggle with insufficient data. It is the use of existing data that poses challenges. The secret… is converting data into insight and putting these insights into action."

- ABERDEEN, *STATE OF THE CEM MARKET 2014,* 2014.

Optimize Results

Problem: #1 challenge for sales managers is focusing reps in the right direction[2]

Integrated Sales Performance Management (SPM) Solution: With integrated SPM including territory management and incentive compensation, managers can implement a sales strategy and incent sales behaviors to support corporate goals. They can set optimal quotas and territories that reflect true market potential and pair customers with the most appropriate sales rep.

Proof: "[The Oracle solution] will increase transparency and help people plan their work in real-time" – Emirates NBD

Improve Account Penetration

Problem: 40 percent of sales managers consider lack of predictive information a top barrier impacting pipeline and forecast effectiveness[3]

Whitespace Analytics Solution: Sales reps can perform whitespace analysis to quickly pinpoint the appropriate expansion targets. Using trend analysis, they can match the right product to the right customer.

Proof: "Every lead, every opportunity and every customer is really important to us… [Oracle Sales Cloud] can help us forecast on what we want to do." – Globetech Asia

More Timely and Accurate Forecasts

Problem: Use of sales analytics increases close rates of forecast deals by 17%[4]

Real-Time Data and Mobile Analytics Solution: From their mobile devices, sales reps can perform "what-if" analysis to model the impact of various forecast scenarios and update pipeline and forecasts while on the road. With access to real-time data, sales managers are immediately notified of key forecast changes.

Proof: "Management decision making is much easier today… I can predict forecast sales six months from today." – City Walk

Why Oracle?

» Lower cost, less complexity, and faster time-to-value than competitors

» More device support than competitors

» Integrated incentive compensation, predictive analytics, and digital body profile

» Pre-packaged integration with JD Edwards, eBusiness Suite and Siebel

Oracle Sales Cloud empowers Modern Sales with powerful analytics to optimize sales performance and opportunities. Oracle helps your sales reps sell more, your managers know more, and your company grow more. Learn more at www.oracle.com/sales.

CONNECT WITH US

- blogs.oracle.com/oracle
- facebook.com/oracle
- twitter.com/oracle
- oracle.com

FOR MORE INFORMATION
Contact: 1.800.ORACLE1

---

2 CSO Insights, *Measuring Sales & Marketing Effectiveness, 2014 Key Trend Analysis,* 2014.

3 Ibid.

4 Ibid.

ORACLE®