



ORACLE®

UNLOCK YOUR FULL REVENUE POTENTIAL WITH ORACLE

Build more predictable, profitable revenue with Oracle's
revenue transformation suite

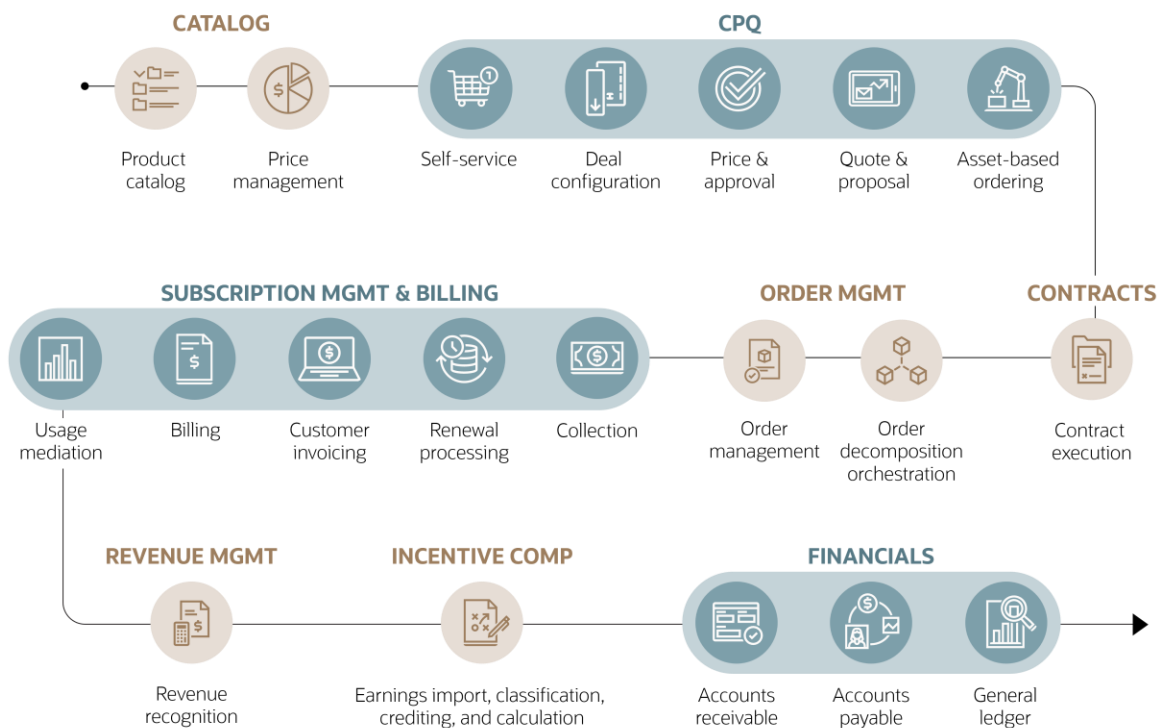
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Overcome complexity with integrated sales, finance, and billing solutions

Introducing and managing more complex revenue models can present unforeseen challenges that impede your company's ability to maintain profitability and efficiency to ultimately maximize revenue. To unlock your full revenue potential, it's crucial to connect business processes across sales, finance, and billing to accurately deploy and manage sales targets, offer a profitable mix of products and services on a subscription or consumption basis, and achieve enterprise-wide visibility into sales performance and revenue reporting. This integrated approach helps ensure streamlined organizational operations and better financial outcomes.

Unified Revenue Capture to Recognition



Five key challenges to managing complex revenue models

1. Data integration and system connectivity

Fragmented systems, such as customer relationship management (CRM); configure, price, quote (CPQ); enterprise resource planning (ERP); and billing lead to data silos, which makes it difficult to gain a unified view of the business. This lack of integration hinders information flow, complicates the management of bundled products, and causes billing errors that impact customer satisfaction and revenue accuracy.

2. Complex sales and revenue models

By 2026, more than one-third of all organizations will deploy a mixed revenue model that includes subscriptions and usage pricing in addition to one-time sales as more companies adjust to remain competitive.¹ The rise of subscription, recurring revenue, and customized sales models adds significant complexity to sales processes, custom pricing, discounts, and configurations. To manage these streams effectively, companies need sophisticated tools for handling mixed revenue models, including subscription and usage-based pricing.

3. Forecasting and revenue compliance

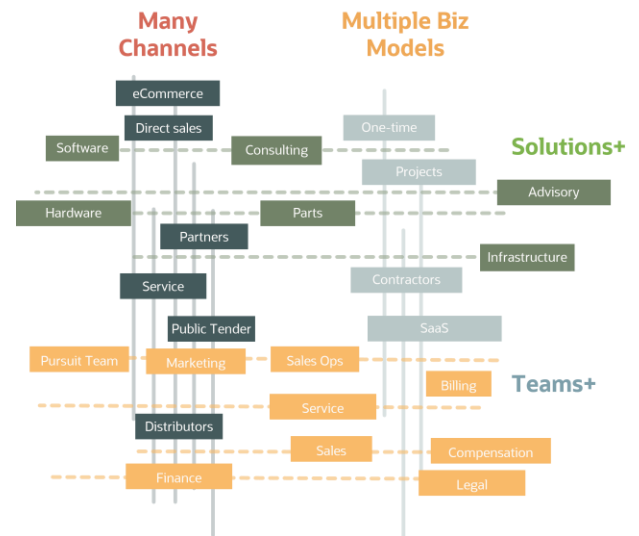
Accurate forecasting and ongoing compliance with revenue recognition standards such as ASC 606 and IFRS 15 are essential yet undoubtedly challenging tasks, especially for businesses with complex contracts and diverse revenue streams. To maintain compliance and accuracy in financial reporting, these companies need advanced tools and processes.

4. Evolving revenue roles and cross-functional collaboration

Revenue generation has become a collaborative effort across the entire customer lifecycle—one that involves sales, marketing, customer success, product development, and finance teams. This alignment is vital for fostering customer-centric strategies, driving growth, and adapting to digital transformation demands.

5. Customer experience and retention

Delivering a seamless, multichannel experience is key to customer retention, especially as B2B buying behavior aligns more with heightened consumer expectations. By 2030, one-third of B2B ecommerce is projected to be fully automated, so businesses can support loyalty and growth by simplifying processes and making certain aspects of the buying process effortless.²



¹ Stephen Hurrell: "Modernizing Lead to Cash for Sustained Profitability," Ventana Research, 2023.

² "B2B Futures: The View from 2030," Merkle, 2023.

Optimize revenue generation with Oracle's revenue transformation suite

Maximizing your revenue potential demands a holistic approach that seamlessly integrates your CRM systems with your core back-office solutions, including ERP, enterprise performance management (EPM), and human capital management (HCM). This integration, built directly on Oracle Cloud Infrastructure with superior levels of security and compliance, forms the backbone of a comprehensive revenue transformation strategy.

By leveraging the proven best practices of traditional RevOps, organizations can create a unified ecosystem where data flows seamlessly between customer-facing and internal operations. This interconnectedness fosters more efficient, data-driven decision-making processes that can ultimately lead to greater business outcomes.

Meanwhile, the sales compensation strategy serves as the primary conduit to convey a company's corporate strategy and culture to its revenue-generating teams. Sales compensation isn't just a matter of paying your sales team and your ecosystem of partners, contractors, and other contributors. It's a strategic tool for driving growth and aligning efforts with business objectives. However, Ventana Research projects that "through 2026, fewer than two in five enterprises will develop incentive compensation plans for everyone in revenue-supporting teams, impacting the enterprise's ability to hit new, expansion, and retention revenue targets."³ Understanding the nuances and importance of incentive compensation can help you create a motivated, high-performing sales force that contributes significantly to your company's success.

At the heart of this revenue transformation lies a customer-centric approach. By placing your customers at the center of your revenue strategy, you create a symbiotic relationship where customer success directly correlates with financial growth. This alignment helps ensure that as you enhance the customer experience and deliver greater value, you simultaneously drive your top- and bottom-line growth. In fact, businesses that prioritize customer experience see a 1.6X higher cross-sell revenue growth rate compared to their peers.⁴

The result of this approach is win-win: your customers benefit from more personalized, responsive, and value-driven interactions, while your organization reaps the rewards of increased customer loyalty, higher retention rates, and expanded revenue streams. This customer-focused revenue strategy not only optimizes your current revenue channels but also uncovers new opportunities for growth, allowing you to tap into your full revenue potential in a sustainable and customer-friendly manner.

³ Stephen Hurrell, "Align Incentive Compensation and Multi-Channel Sales to Protect Growth," Ventana Research, 2024.

⁴ The Business Impact of Investing in Customer Experience, Forrester, 2021.

Oracle is committed to supporting businesses as they embrace evolving revenue strategies. Our single, unified platform natively connects customer experience with finance and operational systems, helping businesses transform their revenue generation strategies. With prebuilt connections, businesses can quickly go to market with subscription-based models, including usage- and consumption-based offerings. This streamlines incentive compensation programs and optimizes the entire lead-to-cash-to-renewal lifecycle. Additionally, AI, machine learning, and emerging generative AI use cases can enhance seller performance by providing actionable, real-time insights and recommendations. These tools guide sellers through the sales cycle, keeping them focused on actions that drive revenue while also improving the customer's buying experience.



Accelerate sustained, profitable revenue growth with Oracle

Oracle offers a comprehensive and unified suite of capabilities designed to help businesses transition to a recurring revenue business model. Covering sales, finance, customer engagement, and other key business functions, Oracle's solution simplifies the path to predictable, sustainable growth—while prioritizing deeper customer relationships and smarter forecasting.

- **Build lasting value with recurring revenue models:** Oracle's solutions support businesses in adopting recurring revenue models that foster frequent, meaningful customer engagements. By shifting interactions to a monthly or even weekly cadence, teams can stay closely aligned with customer needs, driving both responsiveness and satisfaction. This approach not only increases customer lifetime value but also provides a reliable, predictable revenue stream that enhances long-term financial stability.
- **Unify processes across sales, finance, and billing:** Oracle equips sales teams with tools to offer preconfigured pricing and packages that optimize customer satisfaction and profitability. By integrating sales, finance, and billing into one streamlined system, businesses are better able to protect margins, offer strategic pricing, and drive successful outcomes that benefit the entire organization.
- **Empower customer-facing teams with real-time revenue insights:** Motivation thrives on transparency, and Oracle's platform helps ensure that everyone—from revenue-generating teams to finance—shares a unified view of the numbers. With real-time reporting and the ability to forecast compensation, your sellers can strategically prioritize deals that serve both their goals and the company's. Connected data across HCM and ERP further enables finance teams to forecast and align budgets effectively, crediting the right teams for their contributions.
- **Deepen customer knowledge for targeted selling:** Oracle's advanced Redwood user experience equips sellers with transformative sales intelligence. By offering insights, automatically capturing customer conversations, and summarizing activities across the business, this UX simplifies the selling process—even for complex product and service portfolios. It's a powerful tool to help deepen customer relationships and inspire innovation within your revenue-generating teams.

As your organization embarks on its revenue transformation journey, Oracle stands ready to be a trusted partner, providing the expertise, technology, and end-to-end integration required to power sustainable growth and customer-centricity in the years to come.

The Oracle revenue transformation suite



Configure, Price, Quote

Maximize deal profitability with optimized pricing and discounting while easily creating accurate and dynamic proposals. Oracle Configure, Price, Quote (CPQ) guides customer-facing teams through a step-by-step process of entering a correctly configured and fully detailed purchase order.

The screenshot displays the Oracle CPQ interface for a quote. The top navigation bar includes 'Quote', 'Transaction Details', 'Products and Pricing', 'Customer Info', and 'Troubleshooting & Support'. The main content area is divided into 'Overview' and 'Line Items' sections.

Overview: Shows a Total Contract Value (Net) of \$2,299,500.00 and a Global Discount % field with an 'Apply Discount' button.

Line Items: A table with columns: G... Product, Geography, Description, Skill Grade, Qty, Contract Value [...], List Price, Discount Type, Discount, Price Score, and Net Amount.

G... Product	Geography	Description	Skill Grade	Qty	Contract Value [...]	List Price	Discount Type	Discount	Price Score	Net Amount
1.0 Professional Services				1		\$0.00		0.00		\$0.00
1.1 Engineer	USA	Engineering	5	5		\$189,000.00		0.00		\$945,000.00
1.2 Architect	USA	Architect	10	1		\$346,500.00		0.00		\$346,500.00
1.3 Project Manager	USA	Project Manage	7	1		\$252,000.00		0.00		\$252,000.00
1.4 Construction Manag	USA	Construction M	5	4		\$189,000.00		0.00		\$756,000.00

The right sidebar contains 'Proposal' and 'Approvals' sections. The 'Proposal' section includes buttons for 'Generate Proposal', 'Email Proposal', and 'Generate CoverLetter', along with checkboxes for 'Include Cover Letter' and 'Include Terms and Conditions'. The 'Approvals' section includes a 'Require Approval If Checked' checkbox and a list of approval statuses: 'Approval Status[Submit]', 'No pending approvals', and 'My Approval[Submit]'.

Key features and benefits

Automated configurations: Stay focused on delivering exceptional customer experiences with our cutting-edge automated configuration tools. Our built-in intelligence helps ensure that you always have the optimal product mix, even as products evolve over time. Guided pathways empower your sales team to create accurate and functional configurations in seconds, streamlining the sales process and enhancing deal closure efficiency.

Real-time pricing: Equip your sales team with the power of automated, real-time pricing decisions. Our solution provides intelligently designed pricing and discount information, including optimal price determination, average selling price, price comparison scatterplots, and historical price data. By simplifying pricing variability, your team can concentrate on identifying customer needs and building stronger relationships, enhancing every interaction with precise and relevant pricing insights.

Deal management and pricing optimization: Oracle CPQ includes out-of-the-box machine learning–driven guidance to help your salespeople determine the right price and right discount to maximize revenues and margins. Using metrics such as Price Scores and Last Price Paid, your sales representatives can better negotiate prices to drive profitability. Select predefined calculations for price scoring, with results displayed graphically to your sales team. Further support effective deal negotiation by equipping sellers with Comparison Scatter Plot Analytics to display key price-related data for comparable transactions and transaction lines, as well as Time Series Analytics to display pricing trends.

Convenient quoting: Transform your quoting process with ease using Oracle CPQ. Generate professional quotes and proposals with a single click, thanks to our dynamic system that integrates current and accurate data across multiple languages. Elevate the customer experience by delivering branded, comprehensive proposals while eliminating the fragmented flow of information that can slow down sales cycles.

End-to-end integration: Bridge the gap between CRM and ERP systems with Oracle CPQ's seamless end-to-end sales-to-order process. Unify customer data with pricing, inventory, and other crucial information to streamline cross-organizational operations. Reduce sales cycle times, increase business margins, and support ongoing investments with a solution that integrates and optimizes your sales and order management processes.

Revenue data mastery: Harness the power of Oracle CPQ, the only solution designed to integrate financial and billing data with customer and sales information. Streamline the end-to-end order-to-cash process to achieve greater accuracy and shorter sales cycles while maximizing revenue retention. Fully align your financial data with your sales processes, driving higher margins and continued business growth.

Subscription Management

Fuel growth and support recurring relationships and corresponding revenue via subscription models using Oracle Subscription Management, a platform integrated with Oracle CX, ERP, and SCM.

The screenshot displays the Oracle Subscription Management interface. At the top, there's a search bar with the text "Owner Jane Doe" and a filter button. Below the search bar is a sidebar menu with options: "Create Subscription", "My Subscriptions", "My Active Subscriptions", "My Draft Subscriptions", "My Subscriptions in Amendment", "All Subscriptions", and "Manage Saved Searches". The main area shows a table of subscriptions with columns for "Start Date", "End Date", and "Actions". The table contains 12 rows of data, each representing a different subscription with details like ID, company name, status, owner, and value.

Start Date	End Date	Actions
01/09/2023	31/08/2024	...
01/10/2024	30/09/2027	...
01/11/2023	31/10/2025	...
01/12/2023	30/11/2025	...
01/10/2024	30/09/2026	...
01/10/2024	30/09/2027	...
01/10/2024	30/09/2027	...
01/10/2024	30/09/2026	...
01/03/2024	29/02/2027	...
01/04/2024	31/03/2025	...
01/09/2023	31/08/2025	...
01/10/2023	30/09/2025	...
01/01/2023	31/12/2024	...
01/05/2023	30/04/2024	...
01/12/2022	30/11/2023	...

Key features and benefits

Business model flexibility: Adapt and thrive with unparalleled business model flexibility using Oracle Subscription Management. Our agile solution streamlines complex processes across multiple systems and touchpoints, simplifying the management of multipart products and services. This includes recurring revenue from extended warranties of a physical asset, fulfilled maintenance warranties, Internet of Things, and data streaming.

Order-to-revenue process: Accelerate and enhance the accuracy of your billing and payments with our integrated order-to-revenue solution. Our system automates precise invoicing and billing by connecting all your applications and customer touchpoints throughout the subscription lifecycle. This seamless integration improves payment collection and revenue recognition, helping to ensure that your financial operations are both efficient and reliable.

Renewal management: Streamline the complex renewals process by automating critical tasks and bolstering contract compliance so no renewal opportunities are missed. Proactive alerts and notifications help ensure that your customers and internal teams are prepared well in advance, and task workflows allocate responsibilities such as renewal pricing confirmation and product issue resolution. Simplify renewals for varied contract structures and billing needs with flexible pricing models and leverage built-in revenue forecasting and reporting to anticipate recurring revenue, track churn risks, and drive data-informed strategies for customer retention. One-click renewals, integrated with billing systems, provide a

seamless experience for customers, while compliance and SLA management help meet your contractual obligations, resulting in renewals that align with your business needs and your customers' expectations.

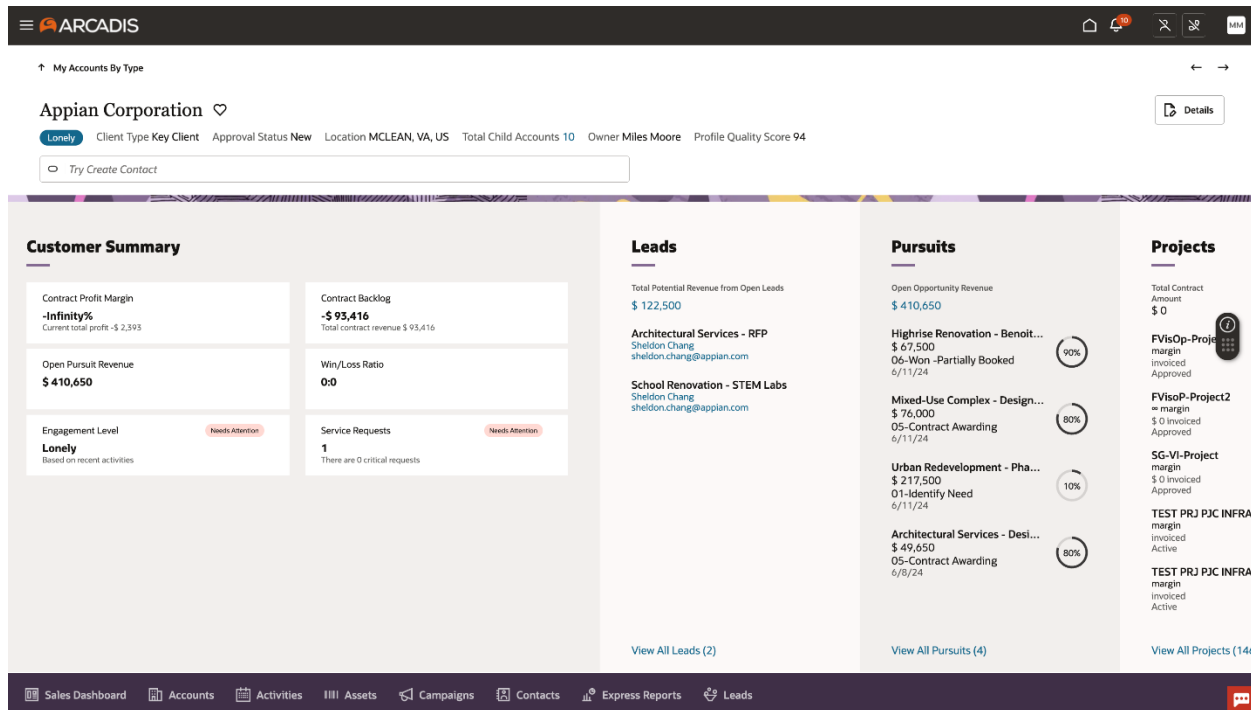
Reporting and compliance: Streamline your reporting processes and gain comprehensive visibility into account health, subscription usage, and consumption. Oracle Subscription Management accurately captures all essential data to support your sales, customer service, field service, and finance teams. With improved forecasting capabilities and robust compliance features, you can confidently manage operations while adhering to regulatory standards such as ASC606 and IFRS 15, which require companies to recognize revenue in a way that reflects the transfer of goods or services to customers for an amount that the company expects to receive.

New revenue streams: Unlock new revenue opportunities such as usage- and consumption-based pricing and maximize the value of your offerings with Oracle Subscription Management. By connecting all touchpoints across the subscription lifecycle, our solution automates invoicing and billing and revenue recognition per established standards and best practices and accelerates the payment process. Build stronger customer relationships through recurring revenue such as extended warranties and drive business growth with greater efficiency.

Accurate billing: Usage- and consumption-based models allow customers to pay for only what they use, but these models can also introduce unforeseen complexities in billing. Keep customers happy with real-time usage metrics and connected usage-to-invoice tracking to support accurate and timely payment collection. The usage-rating engine in Oracle Subscription Management powers the connection between consumption data and ERP systems, helping ensure that customers are billed correctly and that revenue is forecasted, received, and recognized accurately.

Sales Force Automation

Improve seller productivity and deal success by automating time-consuming data entry and manual tasks with Oracle Sales Force Automation. Give sellers a quicker path to critical records so they can spend less time updating CRMs and searching for information and more time actually selling.



Key features and benefits

Sales intelligence backed by AI: Empower your sales team with advanced AI-driven sales intelligence that provides personalized guidance and a comprehensive view of sales activities. Our solution enhances CRM adoption and data integrity while enabling reps to sell faster and smarter. By offering strategic insights and focusing efforts effectively, embedded AI helps ensure that your team is always equipped with the right information to drive sales success.

Maximized sales with built-in AI capabilities: Our native traditional and generative AI tools provide sales reps with instant insights into their top leads and opportunities through predictive scoring and win probabilities. These tools also identify deals that are lagging or require attention, allowing your sales team to quickly assess activity effectiveness. By pinpointing the most engaged leads and contacts, your sellers can tailor their next communication or engagement for maximum impact. Boost sales productivity and meet revenue targets with AI-driven recommendations, such as suggested contacts, additional products, and look-alike accounts to target. Additionally, enhance future sales efforts by automatically generating win stories, offering concrete evidence of the value, reliability, and effectiveness of your product offerings.

Complete customer data: Unlock deeper customer insights with clean, complete data that spans all interactions. Our solution eliminates the frustration of data hunting by providing direct access to vital customer information. Enhance these

insights with AI-powered first- and third-party data, allowing your sales team to engage more effectively and meaningfully with prospects and customers.

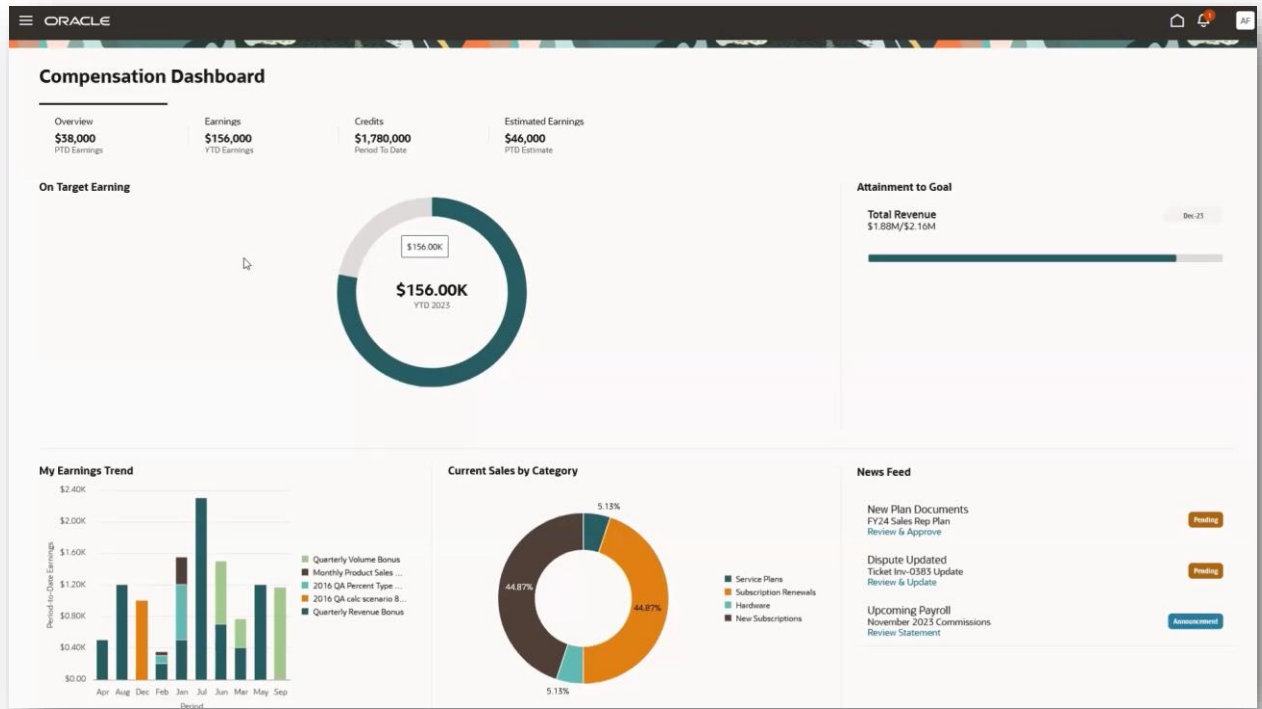
Intuitive user experience: Streamline your CRM experience with tools designed to reduce administrative burdens and minimize data entry. Our intuitive interface automates routine tasks, freeing up more time for your sales team to focus on what matters most—building relationships and closing deals. Enjoy user-friendly design and functionality that enhances productivity and reduces clicks.

Sales productivity tools: Boost your sales team's productivity by leveraging existing tools, systems, and devices. Access and update CRM data seamlessly through the Oracle Sales Mobile app, Oracle Sales Assistant, integrated email, and collaboration platforms. Our solution integrates effortlessly with your current workflow, ensuring that your team can efficiently manage data and stay connected.

Seamless orchestration: Help every seller sell like your best seller. Orchestration removes the guesswork for salespeople during deal cycles, providing clear, data-driven guidance on the best next steps to take. By verifying that all required actions are completed and recommending additional actions to improve the win probability, orchestration can help your salespeople successfully navigate deals and attain their goals with confidence and efficiency.

Sales Performance Management

Align revenue-generating teams to your strategy with advanced tools for incentive compensation, quota management, and territory management. Backed by a strong data foundation and machine learning, Oracle Sales Performance Management helps you increase revenue by aligning individual sales goals with your company's sales strategy.



Key features and benefits

Balanced and optimized territories: Effortlessly create and manage territories tailored to your specific needs. Whether you prefer to organize by geography, business units, product lines, industries, or named accounts, our solution provides the flexibility to design territories that maximize your company's sales potential. By balancing and optimizing territories, you can allocate resources efficiently, leading to better coverage and increased sales opportunities.

Connected quota management: Aligning sales quotas with your company's strategic objectives has never been easier. Our solution helps you set equitable and achievable targets that reflect the full revenue potential of your territories. By integrating individual seller goals and performance criteria, you can create a cohesive plan that drives motivation and performance across your sales team. Manage quotes so that every quota is fair, attainable, and designed to push your team towards success.

Incentive compensation: Calculate variable compensation for any type of payee—partner, direct seller, distributor, etc.—with precision using our comprehensive solution. By leveraging unified customer data and integrating seamlessly with your ERP and HCM systems, you can facilitate accurate and timely compensation crediting and payout. Powered by

Oracle Autonomous Database, incremental processing allows you to implicitly process changes without refreshing the entire data set. Our solution delivers unprecedented scale processing, classifying, crediting, and calculating earnings for more than [10 million invoice transactions in under an hour](#). And our powerful what-if modeling tool allows you to analyze various compensation plan scenarios, giving you unique insights into how to best motivate your team. Design compensation plans that drive performance and align with your overall sales strategy.

Sales performance dashboards: Stay on top of your sales performance with dynamic, real-time, data-verified dashboards. Our solution provides individual and team dashboards that include contest and goal metrics, allowing you to track progress in real time. By visualizing sales performance data, you can identify areas for improvement, celebrate successes, and continuously drive your team toward higher levels of achievement. Enhance overall sales performance with clear, actionable insights from our robust dashboard tools.

Commerce

Easily activate a buying channel that handles all the complexities of B2B selling. Oracle's digital buying experience connects processes and data from customer experience and financial applications in Oracle's revenue transformation solution to support increasingly sophisticated go-to-market models such as recurring revenue, usage-based, and consumption-based strategies.

The screenshot displays the Oracle Commerce user interface for a solution upgrade. At the top, the header includes the 'supremo power for HealthCo' logo, a search bar, a shopping cart icon, and a user profile for 'Maya Melissa'. A navigation menu below the header lists categories: Generators, Solar, Services, Power, and HealthCo. The main content area features a banner for 'Solution Upgrade for HealthCo' with a status of 'Acceptance'. Below the banner, a 'Solution Summary' section provides details on the solution's goals and configuration. The 'Items included' section lists two items: 'Hybrid Fuel Generator' and 'PowerCare Commercial Power Monitoring Service', each with a description and a note on its current status.

Key features and benefits

B2B buying and selling redefined: Optimize your sales processes and elevate customer experiences across every touchpoint, all within a unified platform. Empower buyer groups via self-service access to quotes, orders, account and contact profiles, subscriptions, and renewals. Facilitate assisted buying experiences where buying groups can engage with selling teams and find a solution to their needs by evaluating product fit, negotiating pricing or terms, or assisting with placing orders. Or provide full-service sales engagements where sellers can engage buyers via an intelligent, interactive buying experience from sharing quotes and content through onboarding a new account.

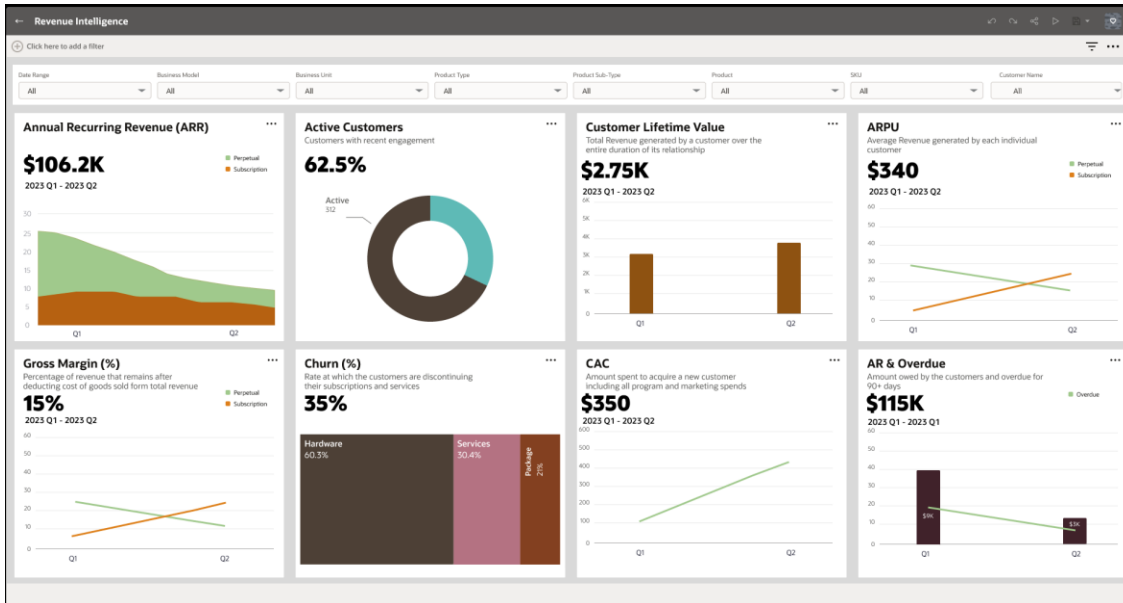
Flexible deployment options: Oracle Commerce offers unparalleled flexibility with its cloud-native solution, engineered as an API-first service with full REST support. Choose the deployment option that best fits your business strategy, whether that's utilizing the provided storefront, adopting a fully headless approach, or implementing a hybrid model. Our solution adapts to your specific needs, allowing you to optimize performance and customer experience.

Enhanced back-office integration: By integrating Oracle Fusion ERP, Order Management, and other back-office applications, Oracle Commerce provides your end customers with real-time visibility into pricing, inventory, order status, and fulfillment details, making it easier for your organization to manage operations efficiently.

Unified buying experiences: Streamline B2B transactions and enhance buyer satisfaction with integrated digital buying channels. Oracle Commerce, built entirely on Oracle Cloud Infrastructure (OCI), is integrated seamlessly with the revenue transformation suite for B2B. Benefit from this unified approach, which combines advanced security, governance, and Oracle Cloud applications in a comprehensive ecommerce solution to support efficient revenue management and business growth.

CX Analytics

Help your organization achieve its full revenue potential. Oracle Fusion CX Analytics combines sales, marketing, and service data in a unified analytics solution. It's extensible with other Oracle and non-Oracle data sources, so you can blend and enrich your customer data no matter where it originates.



Key features and benefits

Sales pipeline insights: Unlock superior decision-making with our advanced sales pipeline analytics. Discover emerging data patterns to enhance your strategic planning. Our solution allows you to measure and monitor key performance indicators and trends for a clear view of pipeline growth or shrinkage. Assess whether your projected sales velocity aligns with your current objectives to make informed adjustments and drive more effective outcomes. Stay ahead of the curve with actionable insights that refine your pipeline management and optimize your sales strategy.

Win-loss analysis: Gain a competitive edge with our powerful win-loss analysis tool. Dive deep into the factors influencing your win and loss outcomes to draw actionable insights swiftly. Our solution tracks the duration of each sales stage and assesses the time invested, helping you understand what drives success and where challenges arise. Identify high-performing sales reps and their strategies so you can make informed, proactive decisions to enhance team performance and boost your win rates. Transform your sales approach with data-driven strategies for more consistent success.

Sales activity optimization: Unlock the full potential of your sales team with our advanced performance analytics. Gain a clear understanding of the key drivers behind team success and revenue generation. Our solution helps you identify time-consuming activities and their effects on team and individual results. By leveraging these insights, you can refine coaching methods and enhance compensation plans to better support and motivate your team to achieve their best performance. Drive growth and efficiency with targeted strategies that elevate your sales efforts.

Quote efficiency optimization: Elevate your customer experience with streamlined contract processes designed for peak efficiency. Our solution provides in-depth analysis of quotes and conversion rates, offering valuable insights into the

customer journey from initial engagement onward. Manage expectations and fine-tuning processes, you can help ensure a seamless contracting period, laying the groundwork for a more effective retention strategy. Enhance satisfaction, reduce friction, and foster long-term loyalty with optimized quote efficiency.

Subscription pipeline optimization: Maximize your subscription revenue with our comprehensive pipeline analysis tool. Gain deep insights into the factors affecting renewal rates so you can forecast more accurately and strategically. Our solution helps you pinpoint your most engaged customers and tailor your subscription strategy accordingly by examining detailed account usage and payment histories. Proactively address potential churn by identifying and engaging at-risk customers early, contributing to a higher retention rate and a more robust, predictable revenue stream.

Oracle helps businesses reach their full revenue potential

Oracle's complete cloud suite of SaaS applications with embedded artificial intelligence brings consistent processes and a single source of truth across the most important business functions—including ERP, SCM, HCM, and customer experience—to help you:

- **Accelerate revenue transformation:** Launch subscription and usage-based offerings quickly with Oracle's prebuilt connections. Connect customer experience to finance and operations on one platform to streamline compensation and reduce revenue leakage. Optimize the lead-to-cash-to-renewal lifecycle with seamless integration, eliminating costly manual processes.
- **Monetize customer data:** Unlock more revenue with first-party data insights. Effectively map enterprise buying groups to uncover hidden opportunities, driving growth via a deeper understanding of customer needs and potential expansion paths.
- **Enable smarter selling:** Accelerate deals with guided sales insights. Protect margins through automated pricing and bolster quote accuracy. Streamline renewals with automation that reduces churn and boosts recurring revenue.
- **Enhance forecasting accuracy:** Gain full pipeline visibility for confident decision-making. Align sales and finance with unified forecasting to identify effective revenue strategies and investment areas.
- **Drive growth with AI insights:** Empower sellers with real-time AI recommendations. Automate activity capture and focus on high-impact actions to accelerate growth. Scale winning strategies with data-driven guidance across your organization.

Take the next steps to optimize revenue generation

Transform the revenue generation process with our AI-powered revenue transformation suite, designed to improve productivity and efficiency, enhance the lead-to-cash-to-renewal lifecycle, and promote greater customer satisfaction and retention. With Oracle, you can connect business processes across sales, finance, and billing to streamline operations and achieve improved financial outcomes.

Contact us to schedule a personalized demo and see how our solution can revolutionize your revenue optimization journey.

Connect with us

Call **+1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.

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