

# ORACLE CRM ON DEMAND SALES

## ORACLE® CRM ON DEMAND

### THE WORLD'S MOST COMPREHENSIVE CRM ON DEMAND SOLUTION

- Easy to use for high user adoption
- Deploys quickly with little IT investment
- Embedded marketing, sales and service best practices
- Powerful and easy to use real-time and historical analytics
- Works online or offline

With Oracle CRM On Demand, you can make your sales force more efficient and effective, leading to dramatic gains in revenue and profitability. With unique capabilities such as auto-forecasting, embedded analytics, sales coaching, and closed-loop lead management, Oracle CRM On Demand gives you the tools you need to maximize sales performance.

### Improve Sales Productivity

Oracle CRM On Demand delivers powerful tools to help organizations close more business in less time. By providing a complete picture of each opportunity, Oracle CRM On Demand makes it easy for sales professionals to immediately assess the status of deals and develop targeted strategies for driving them to closure. Sales managers also have the flexibility to create multiple sales processes to target different market segments while still delivering one consolidated pipeline. Sales professionals can use Oracle CRM On Demand to manage activities quickly and easily create to-do lists, schedule activities and appointments, and track priorities and due dates.

Oracle CRM On Demand is also the only Software as a Service CRM solution that provides powerful sales analytics tools for comparing average sales cycle, win rate, deal size, and other key performance metrics. To maximize the productivity of sales and marketing professionals who are not always in the office, Oracle CRM On Demand also provides offline access via Microsoft Outlook and mobile devices. By consolidating critical information and streamlining tasks, Oracle CRM On Demand gives sales professionals more time to focus on what they are paid to do—sell.

### Embedded Best Practices

Oracle CRM On Demand allows sales organizations to embed sales best practices and processes into the application. Sales Process Coach can be configured to guide sales professionals down the most effective path to closing business at every point in the sales process. At any sales stage, the application presents the most relevant information, can enforce collection of critical opportunity information, or even create tasks automatically for any of the members of the opportunity team. Embedding your company's best practices into the application drives higher close rates, shortens sales cycles, and decreases the learning curve for new sales professionals.

## KEY FEATURES

### FORECAST MANAGEMENT

- Automatic forecast
- Opportunity history
- Automatic rollup
- Analytics integration

### OPPORTUNITY MANAGEMENT

- Pipeline analytics dashboard
- Sales process coach
- Multiple sales processes
- Intelligent lead qualification
- Opportunity assessment

### ACCOUNT AND CONTACT MANAGEMENT

- Integrated analytics
- Outlook email integration
- Prorated quota definitions
- Goals definitions

### CALENDAR AND TASK MANAGEMENT

- Advanced calendar
- Rapid scheduling of to-do items

### BUSINESS PROCESS CUSTOMIZATION

- Time-based workflow
- Advanced field management
- Outlook Synchronization
- Offline client

## Optimize Market Segmentation and Coverage

Best in class marketing capabilities generate more high-quality leads for producers. Complete marketing automation enables firms to segment markets for direct marketing campaigns. Firms can nurture inbound leads until they are ready for sales interaction. Fewer leads are dropped or go cold. Sales teams spend less time handling unqualified leads and cold calling. With flexible assignment rules, organizations can automatically route leads to the most appropriate sales team members. Rules can be based on geography, industry, account size, product interest, or other criteria. By performing pipeline and closed revenue distribution analysis, sales managers can ensure that their team focuses on the right regions, industries, and companies. The results? Deal coverage at 100 percent. More strategic lead assignments. Greater control over the lead routing process. Increase close rates and shorten sales cycles. More sales-ready leads at less cost.

## Streamline Forecasting

Oracle CRM On Demand eliminates time-consuming manual forecasting and ensures accuracy by providing a central location for all opportunity data. Multiple simultaneous forecasts enable organizations to activate up to four different forecast types across all their products and services. With Oracle CRM On Demand, sales professionals can easily forecast revenues and recurring revenues; with built-in support for product catalogs, sales teams are also able to forecast and track products sold with each opportunity and perform historical trend analysis to ensure that their forecasts are on track.

## Simplify Quota Management

With Oracle CRM On Demand, sales management can easily design quota plans that motivate their team and support their company's strategic goals. Sales management can quickly define monthly, quarterly, or yearly goals and prorate quotas for sales representatives who are joining a plan already in progress. At the click of a button, sales managers and their team can see how quotas compare to closed revenue, expected revenue, and forecasted revenue, arming every team member with a clear view of their targets and progress to date.

## Bottom Line





By helping sales professionals increase forecast accuracy, manage pipeline more effectively, and improve sales force productivity, Oracle CRM On Demand helps organizations close more deals faster.



### CONTACT US

For more information about Oracle CRM On Demand, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Integrated Cloud Applications & Platform Services

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