JD Edwards EnterpriseOne In-Memory Sales Advisor for Oracle Engineered Systems

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A transformational solution to drive revenue, ensure profits, and improve customer service

KEY FEATURES

- Insight into large volumes of data in real-time
- Graphical view of profit information for items, order, and customer during sales order entry
- Quickly evaluate and propose up-sell and cross-sell recommendations to customers
- Insight into inventory potential for customer orders
- Non-intrusive additional processes during sales order entry
- Simulate future revenue and profit projections
- Run on Oracle Engineered Systems

KEY BENEFITS

- Increase top-line revenue through up-selling and cross-selling at order entry
- Improve profit by evaluating margins during order capture
- Reduce administrative cost pricing setup and maintenance
- Ensure target profit margins are met
- Improve customer service with proactive conversations and recommendations
- Increase efficiency and productivity of

To be effective, a sales organization needs visibility into revenue driving opportunities. Companies with customer service centers want to take advantage of their customer interactions to drive additional revenue and ensure excellent customer service. Managing multiple price lists and promotions makes it difficult for customer service representatives (CSRs) to make product recommendations, communicate inventory availability, and ensure profit margins while interacting with the customer.

Driving Additional Sales During Order Capture

Pricing and product promotions are effective ways to encourage your customers to purchase in higher volumes. Depending on the complexity of the pricing schedules and the number of promotions that apply to a product, it can be difficult to determine what additional discounts could apply if the customer purchases additional quantities or products. Manually searching through multiple price lists to determine which discounts could apply while on the phone with a customer is time-consuming and error-prone.

JD Edwards EnterpriseOne In-Memory Sales Advisor leverages Oracle Engineered Systems technology of multi-threaded logic processing to read through the customer's entire price schedule and displays opportunities with quantity-level breaks, product bundles (baskets), and order-level discounts in real-time. These real-time suggestions not only drive additional revenue, but also help reduce the setup and maintenance of pricing discounts and promotions. By dynamically evaluating and displaying discounts, CSRs can view the opportunities and make quantity and product recommendations to the customer during order capture. The system also uses a visual indicator if a free good is associated to the higher purchase quantity, which gives additional incentive for the customer to increase their order quantity.

Every sales situation presents the opportunity to increase revenues. JD Edwards EnterpriseOne In-Memory Sales Advisor can display cross-sell recommendations by evaluating previous sales orders for the individual customer, a group of customers, or all customer purchases in real-time. When the customer wants to take advantage of an opportunity, the CSR can quickly update the sales order.

Ensuring Profitability

Profitability and customer service are critical factors to keeping a company in business. Knowing the profitability for products and orders based on a customer's purchase history can enable CSRs to suggest higher profit margin products.

JD Edwards EnterpriseOne In-Memory Sales Advisor is an innovative real-time solution

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customer service representatives

• Improve decision making by running "what-if" scenarios

• Eliminate manual processes

that enables faster decision-making using visual displays of large volumes of data. CSRs can view the information in real-time, which allows them to quickly react to poor profit margins while building order transactions and enables proactive response to ensure profitability.

Marketing and product managers can run and analyze simulations for a variety of changing conditions quickly to aid product pricing and reduce the risk of incorrect pricing. These "what-if" simulations provide visibility into future revenue and profit based on the variability of cost, price, and forecasts. Evaluating various future scenarios and making informed decisions can help ensure target profit margins are met.

Improving Customer Service

JD Edwards EnterpriseOne In-Memory Sales Advisor monitors the supply of products, which enables proactive conversations with customers about the likelihood that their order will get filled as requested. The system uses supply and demand information to dynamically chart product availability to aid the CSR's communication with the customer. By viewing the status of availability, date, and priority ranking, customer service can communicate whether the order can be filled, and if not they can offer the customer alternatives (different date, partial shipment, alternate item) to meet the customer's needs. Real-time insight into product availability reduces lost sales and improves customer satisfaction.

Designed to Run on Oracle Engineered Systems

Oracle Engineered Systems provide the foundation for such a generational evolution for JD Edwards EnterpriseOne on a number of levels. In-Memory applications offer capabilities that were not possible before. Business users benefit from the extreme performance and agility, and new capabilities transform enterprise business processes and accelerate the activities that drive business benefits. Technical staff benefits from the simplified architecture, tightly integrated and tested components, and agile application deployment. JD Edwards EnterpriseOne running on Oracle engineered systems is the culmination of Oracle's "Engineered to Work Together" strategy.

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