

# ORACLE CRM ON DEMAND RELEASE 14



THE WORLD'S MOST  
COMPREHENSIVE CRM  
ON DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded sales, marketing, and service best practices

*Oracle CRM On Demand Release 14 extends the powerful sales, marketing, and service capabilities of Oracle's leading on-demand CRM subscription service. New features further improve usability and dramatically increase the customization strengths of Oracle CRM On Demand.*

## **BOOST USER PRODUCTIVITY AND EFFECTIVENESS**

Oracle CRM On Demand Release 14 includes new usability features that leverage the latest in Web 2.0 and AJAX browser technology, making users more efficient by minimizing navigation steps and mouse clicks. Features such as inline edit and smart associations help deliver a more efficient user experience when updating information. And Oracle CRM On Demand Release 14 enables users to customize their pages and views to match the way they work. For example, homepage customization provides highly intuitive and easy-to-use capabilities for configuring home pages, enabling users to quickly rearrange elements such as lists, history, favorites, user-interface (UI) themes, and analytics.

## **TAILOR CRM FOR YOUR COMPANY**

Oracle CRM On Demand Release 14 features comprehensive capabilities for customizing the application at the data, process, and UI levels for optimal business-process support fine-tuned for the way your organization works.

New data-customization features include multi-select picklists, which allow more than one value to be selected, and cascading picklists, which contain lists of multiple items navigable by category. In addition, a customizable audit trail gives organizations flexibility in tracking key data revisions.

New process-customization features include event-driven workflow, which enables companies to embed best practices and proactively drive action based on changes to the data entered into Oracle CRM On Demand. With advanced field management, companies gain more power to support and enforce their specific best practices with default field values and custom-scripted field-validation rules.

New UI customization features include the ability to configure unique layouts for different types of records, reducing clutter and presenting users with the information they need to be productive. With new UI integrations and extensions, organizations can create mashups for seamless access to information. And expanded search configuration enables companies to more finely tune the Oracle CRM On Demand search interface for the most relevant search results.

**KEY FEATURES****USABILITY**

- Advanced list management
- Inline edit
- Smart associations
- Personal customization
- Expand/collapse
- Favorites
- Themes
- Homepage customization

**CUSTOMIZATION**

- Extensive workflow and scripting support
- Advanced field management
- Multi-select and cascading picklists
- Customizable audit trail
- Unique layouts for different types of records
- Extensive support for mashups
- Expanded search-configuration tools

**ADMINISTRATION**

- Support for flexible data access and visibility
- Enhanced analytic drill path support
- Increased analytics-visibility options

**INTEGRATION**

- Optional prebuilt integration to Oracle E-Business Suite
- Integration events, used with workflow capabilities, to trigger cross-application processes
- Expanded Single Sign-On (SSO) support
- Web Services enhancements such as streamlined access for merge-record operations

**SUPPORT COMPLEX ORGANIZATIONAL STRUCTURES**

Oracle CRM On Demand now supports the information-sharing and -management requirements of highly complex, cross-matrixed organizations. This new capability enables information to be shared by geography, product line, industry, a combination of these attributes—or those that you define. Different users can then be granted differing levels of access to multiple levels of information based on manual or event-triggered assignments. In addition, users can appoint user delegates, such as executive assistants, to receive the same information as the delegating users.

**CREATE BUSINESS FLOWS ACROSS APPLICATIONS**

With Release 14, Oracle CRM On Demand provides even more comprehensive integration with other applications and systems at the data, process, and UI levels. At the data-integration level, Oracle CRM On Demand Web Services now provide more-efficient programmatic access to parent-child relationships and industry-specific objects, as well as advanced operations including merge record. Process-level integration, such as integration events, can be used with the workflow capabilities of Oracle CRM On Demand to automatically trigger cross-application processes based on changes to information. UI-level integration and extension capabilities enable mashups, giving users the ability to embed custom HTML and third-party content within the Oracle CRM On Demand interface.

And optional Oracle CRM On Demand prebuilt integrations to Oracle applications streamline business processes while greatly accelerating time to value. For example, with the Oracle CRM On Demand Integration Pack for Oracle E-Business Suite, organizations benefit from higher data quality and reduced errors due to rework, front-line salespeople gain a 360-degree customer view, and critical business processes such as quote-to-order are seamlessly facilitated within a consistent user interface. As has always been the case with Oracle CRM On Demand, these features are highly intuitive and can be administered by business users.

**BOTTOM LINE**

With its increased usability features, Oracle CRM On Demand Release 14 can further improve the productivity of your organization's front-line employees. Increased customization capabilities ensure that Oracle CRM On Demand can be rapidly tailored to meet your company's requirements. And Oracle CRM On Demand Release 14 now supports the information-sharing requirements of the most complex organizational structures and features increased integration capabilities with your other enterprise applications. For more information on Oracle CRM On Demand Release 14, call +1.866.906.7878 or visit [www.crmondemand.com](http://www.crmondemand.com).

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