

Extend the Power of JD Edwards Enterprise One with the Flexibility of Oracle CRM On Demand

With the Oracle CRM On Demand Integration Pack for JD Edwards EnterpriseOne, salespeople spend less time in front of the computer and more time with customers.

Best of breed applications like CRM and ERP automate and streamline business tasks and processes, optimizing best practices within each application's realm. Unfortunately when run as operational silos, these systems cannot effectively support sales processes that span application boundaries – limiting sales visibility, sales team productivity, and overall sales success.

Oracle CRM On Demand and JD Edwards EnterpriseOne – Better Together

With Oracle CRM On Demand, organizations can augment JD Edwards EnterpriseOne implementations to quickly realize business value and tap into the capabilities and benefits of Oracle's market leading on demand solution:

- An intuitive and customizable user interface facilitates user adoption and user productivity
- Strong analytics capabilities provide actionable insight to business trends and pipeline visibility
- Embedded sales coaching enforces best practices and provides real-time guidance
- Hosted model provides lower, predictable costs and rapid time to value

The Unrealized Potential of CRM and ERP

Too often, customer relationship management (CRM) and enterprise resource planning (ERP) systems operate as separate, inefficient silos rather than as a seamless application suite because integration efforts can be complex and costly. Organizations have accommodated for these shortcomings by developing sub-optimal practices and processes that conform to system restrictions – resulting in decreased sales effectiveness – rather than optimizing processes that are in the best interest of the business.

Organizations risk outdated or even inaccurate information because data stored in one system is not shared or synchronized with the other. For example, account shipping information stored in an ERP system may not be updated with changes made in the front office application, resulting in a lost order. Sales activities for a single business process that span application borders need to be broken up to accommodate limitations in application integration. Because information is not readily available through a single application, salespeople are forced to toggle between applications to access and interact with relevant data, such as leads, quotes, and product information.

Consequently, salespeople are forced to spend time out of their busy day reconciling information and manually entering data to make up for the functional disparity. Without accurate information about a customer, sales representatives have a difficult time identifying the best strategy to pursue a sale and developing deeper customer relationships. Rather than freeing your sales teams to focus on customer relationships, salespeople are instead spending more time on administrative activities. Ultimately, the productivity and effectiveness of the entire sales organizations is impacted.

The Oracle Advantage

With Oracle, you benefit from partnering with the only CRM vendor that owns the entire technology stack – from user interface to underlying database to hosting facility – ensuring the highest levels of performance, scalability, and reliability.

Only Oracle offers a single vendor advantage in providing a seamless integration experience across Oracle CRM On Demand and JD Edwards EnterpriseOne.

- Oracle assumes full responsibility for product quality, service, and support
- Oracle's products are built to work together
- Oracle's long term vision and roadmap ensure product sustainability

Requirements for Seamless Integration

Addressing these inefficiencies requires an integration solution that allows information to flow across front and back office applications – at the data, user interface, and business process levels. Salespeople need the most up-to-date information, regardless of where that data is stored or how it is dispersed across the enterprise. They require that all pertinent information regarding a customer, whether related to an order, quote, or opportunity, be viewable from one application. And they need to be able to initiate and complete an entire sales process from within a single application, regardless of what is happening across application boundaries. To accomplish all of this requires a solution based on open standards to ensure a seamless, sustainable, and extensible integration.

Such seamless front and back office user experience offers the following productivity benefits to salespeople:

- **Minimal data entry.** Salespeople spend less time keying in data and reconciling data duplication errors, for example, when information from an opportunity in a CRM application is automatically converted to a quote in the ERP system.
- **All relevant information accessible in one application.** All information that a salesperson needs is available in a single application that is familiar to the user. Because users can now access back office information – such as products and quotes – from the front office application, less time needs to be spent training salespeople on multiple applications. And sales users have more information available at the point of interaction with their customers, enabling a better sales experience.
- **Automated business processes.** By automating key business processes like Lead-to-Order, a salesperson can complete an entire transaction within a single application quickly, easily, and accurately.

Prebuilt Integration between Oracle CRM On Demand and JD Edwards EnterpriseOne

These benefits can be achieved with Oracle CRM On Demand Integration Pack for JD Edwards EnterpriseOne. Because the integration pack is built on open standards, organizations can seamlessly coordinate the flow of activities of a complete Lead-to-Order business process, without needing to worry about application boundaries. For example, when converting a lead to an opportunity in Oracle CRM On Demand, a JD Edwards EnterpriseOne customer is created automatically along with the creation of an Oracle CRM On Demand account. The integration pack also automates the opportunity-to-quote/order business flow with a single click in Oracle CRM On Demand, to initiate the creation of a JD Edwards EnterpriseOne quote/order which then can be viewed in Oracle CRM On Demand. With a simple click in Oracle CRM On Demand, users can easily create a JD Edwards EnterpriseOne sales quote or sales order. The sales quote or sales order can also be viewed in Oracle CRM On Demand from the same web link. By focusing and automating a customer-centric process that spans applications, sales users can spend more time with prospects and customers and less time on administration.

About Oracle CRM On Demand

Oracle CRM On Demand is a comprehensive hosted CRM solution that is delivered over the Web as a subscription service. It is designed for companies seeking an easy-to-use CRM solution that can be deployed quickly, easily, and affordably without the need for up-front IT investment. Oracle CRM On Demand is part of Oracle's wide range of on demand and on premise CRM offerings and leverages the domain expertise that comes with deploying an estimated 4.6 million live CRM users. Oracle is the world's leading provider of CRM.

For more information, please call 1-866-906-7878 or visit crmondemand.oracle.com.