

# ORACLE CRM ON DEMAND INTEGRATION PACK FOR ORACLE E-BUSINESS SUITE



## LEVERAGES INVESTMENTS IN ORACLE APPLICATIONS

### Key Features:

- Consolidate your customer, contact and product data
- Synchronize customer, contact and product data in real-time
- Gain a true 360 degree view of your customers
- Enable a complete Lead-to-Cash and Opportunity-to-Quote business flow

## KEY BUSINESS BENEFITS

### Provide a complete customer view:

- Ensures consistent customer data across all applications
- Arms salespeople with critical information
- Enables personalized, knowledgeable service

### Improve Sales Agents' Productivity:

- Provides a consistent user interface for front- and back-office information
- Increases efficiency and effectiveness by reducing errors and re-work
- Allows sales agents to spend more time with customers
- Facilitates information-driven customer interactions

### Enable rapid integration with Oracle CRM On Demand:

- Reduces the implementation time of mission-critical applications
- Speeds time to value
- Requires minimal IT resources
- Leverages existing Oracle data

*The Oracle CRM On Demand Integration Pack creates a seamless front- and back-office user experience by connecting Oracle CRM On Demand with the Oracle E-Business Suite at the data, business process, and user interface levels. Leveraging the power of Oracle Fusion Middleware, this prebuilt solution combines the ease of use and rapid deployment capabilities of Oracle CRM On Demand with the power of the Oracle E-Business Suite, and can be further extended to meet the unique requirements of your organization.*

### **Provides a 360-Degree Customer View**

With the Oracle CRM On Demand Integration Pack, your sales team gains a 360-degree view of critical customer information such as opportunities, quotes, orders, invoices, and service requests. This provides sales representatives with better customer insight, resulting in more effective customer interactions. Your sales agents work from the same customer records and product data that you have previously established in Oracle E-Business Suite. When sales people need to create a new customer record or add an additional contact during their day-to-day activities, the Oracle CRM On Demand Integration Pack allows these new records to be synchronized between the Oracle E-Business Suite and Oracle CRM On Demand. The prebuilt integration ensures accurate and consistent customer data across your back- and front-office applications.

### **Improves Sales Agent Productivity**

The Oracle CRM On Demand Integration Pack provides out-of-the box support for critical business flows, which increases the productivity of sales professionals by enabling them to spend more time with customers and less time on administration. The Lead-to-Cash business flow enables organizations to accurately track lead conversion data to incrementally improve sales and marketing effectiveness. With the Opportunity to Quote business flow, Oracle CRM On Demand sales opportunity information is automatically synchronized to create a new Oracle E-Business Suite quote. Once the quote is generated, sales representatives can further negotiate the quote with their prospect or customer and convert the quote into an order. With the Oracle CRM On Demand Integration Pack, sales agents benefit from a seamless user interface experience with no need to manually toggle between front- and back-office applications in order to access important customer information.

### **Enables Rapid Integration**

The Oracle CRM On Demand Integration Pack provides a prebuilt connector to

RELATED PRODUCTS AND SERVICES:

- Oracle CRM On Demand
- Oracle CRM Call Center On Demand
- Oracle CRM On Demand Professional Services

integrate your existing Oracle E-Business Suite applications with Oracle CRM On Demand. Included in this capability are powerful data quality management features to ensure consistent and accurate customer records. The Integration Pack is built with Oracle Fusion Middleware – Oracle’s leading, standards-based and customer-proven software – and requires minimal IT resources, allowing for rapid deployment to help reduce your total cost of ownership. The Oracle CRM On Demand Integration Pack also leverages the existing integration capabilities – Web links, custom tabs, and Web services – of Oracle CRM On Demand. These integration functions allow you to tap into the power of Oracle E-Business Suite. Furthermore, this integration can be further extended to meet your organization’s unique business requirements.

### The Oracle Advantage

15+ years of CRM leadership. An industry-leading on demand CRM solution teamed with a highly comprehensive suite of business applications for the enterprise. A single vendor point of control. This is why thousands of leading global organizations depend on Oracle applications to help drive their front- and back-office business processes.

For more information on how the Oracle CRM On Demand Integration Pack for Oracle E-Business Suite can empower your business, please visit [oracle.com/crm](http://oracle.com/crm) or call +1.866.906.7878 to speak to an Oracle representative.



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