

ORACLE CRM ON DEMAND IBM LOTUS NOTES INTEGRATION



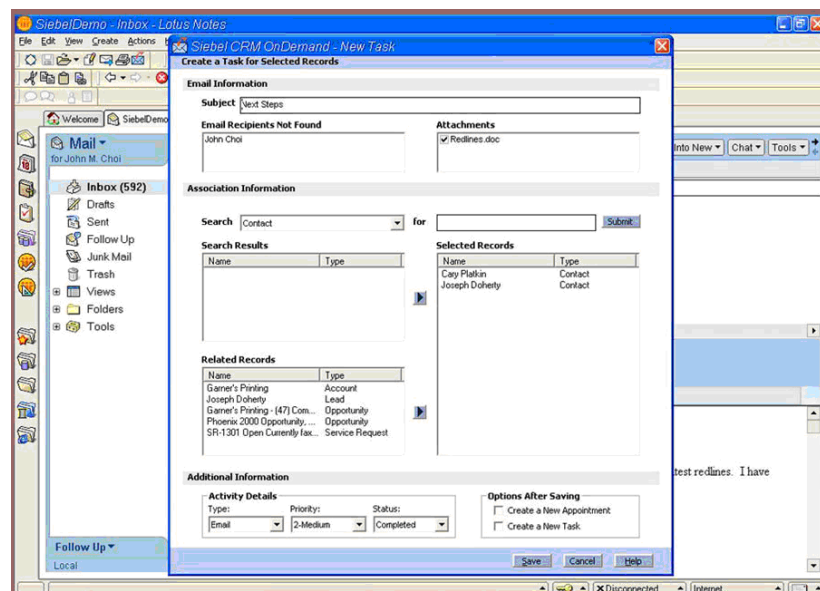
THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- 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 provides desktop productivity solutions that both deliver the power of CRM in offline situations and increase user adoption and efficiency. With Oracle CRM On Demand, users can interact with CRM data using a range of business productivity tools. For IBM Lotus Notes users, Oracle CRM On Demand enables the access and use of CRM On Demand data in a familiar environment.

MAXIMIZE CUSTOMER INTERACTIONS WITH LOTUS NOTES INTEGRATION

By providing easy and seamless integration with IBM Lotus Notes, Oracle CRM On Demand maximizes the value of customer interactions by ensuring users have access to the most recent customer information. Employees can synchronize their contacts, tasks, and appointments in Oracle CRM On Demand with Lotus Notes. Users can easily associate inbound and outbound Lotus Notes emails—including those with attachments—with related customer accounts, contacts, leads, sales opportunities, and customer service requests in Oracle CRM On Demand. Lotus Notes users can also search Oracle CRM On Demand's database to find contact information, create or edit new records in Oracle CRM On Demand, and create follow-on tasks and appointments—all directly from Lotus Notes.



Users can seamlessly save emails as part of the customer interaction history in Oracle CRM On Demand directly from IBM Lotus Notes

KEY FEATURES

CUSTOMERS CAN LEVERAGE THESE KEY FEATURES

- Synchronize contacts, tasks, and appointments with Lotus Notes to create a single, unified view of the customer
- Create new tasks and appointments in Oracle CRM On Demand from within Lotus Notes
- Centralize Lotus Notes emails and attachments in the CRM system instead of agent desktops
- Link emails and attachments to accounts, contacts, leads, opportunities, or service requests
- Automatically associate both inbound and outbound emails to contact records or choose records individually

BUILD A COMPLETE VIEW OF ALL CUSTOMER INTERACTIONS

Important information regarding an organization's key customers—contacts, tasks, appointments, and emails—may currently be scattered piecemeal across the PCs and handheld devices of various employees. In this situation, developing a comprehensive view of customer information is time-consuming and difficult, if not impossible. With prebuilt integration to Lotus Notes, Oracle CRM On Demand consolidates customer information and creates a single, unified view of the customer. Now when sales representatives or service agents interact with a customer, they have the most up-to-date information on customer needs and concerns at their fingertips, enhancing their ability to deliver satisfying, high-impact customer experiences.

LET USERS BENEFIT FROM THE DESKTOP APPLICATION THEY KNOW BEST

Oracle CRM On Demand was built with the goal of creating an intuitive, easy-to-use solution that could be rapidly adopted by organizations of any size. Consistent with that philosophy, Oracle CRM On Demand ensures that employees can continue to use the time management and email tool with which they are most familiar: IBM Lotus Notes. Oracle CRM On Demand, in combination with Lotus Notes, minimizes training costs, shortens learning curves, enhances user adoption, and delivers rapid benefits.

INSTALLS IN MINUTES

Oracle CRM On Demand's Lotus Notes integration uses a small, one-time download with a step-by-step wizard that completes in minutes. No additional hardware or assistance from the IT department is necessary.

BOTTOM LINE

By providing prebuilt integration, Oracle CRM On Demand maximizes an organization's return on investment in their customer data. For more information on how Oracle CRM On Demand can make your CRM strategies successful, call 1-866-906-7878 or visit www.crmondemand.com.

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