

ORACLE CRM ON DEMAND MARKETING



THE WORLD'S ONLY
INTEGRATED SALES AND
MARKETING SAAS SOLUTION

- Unified revenue funnel
- Automated lead nurture
- Collaboration platform for sales and marketing
- Integrated analytics

Get smarter, more productive, and the best value with Oracle CRM On Demand Marketing. Only Oracle offers an integrated best-in-class marketing and sales force automation (SFA) Software-as-a-Service (SaaS) solution. With Oracle CRM On Demand Marketing, organizations of all types and sizes can leverage out-of-the-box integration with Oracle CRM On Demand to drive better collaboration between sales and marketing, automate their lead nurturing process and unify their revenue funnel. Now, organizations benefit from actionable insight across the pipeline as well as key enhancements in progressive profiling, marketing productivity, and ease of use – in an offering that provides unprecedented ROI.

Integrated Sales and Marketing

Oracle CRM On Demand Marketing now offers a complete, integrated set of capabilities from early stage prospecting through lead management to closed revenue. As a result, organizations no longer need to endure silo-ed and disconnected sales and marketing pipelines. Instead, they can improve collaboration between sales and marketing, automate nurturing of leads and measure performance of a unified revenue funnel.

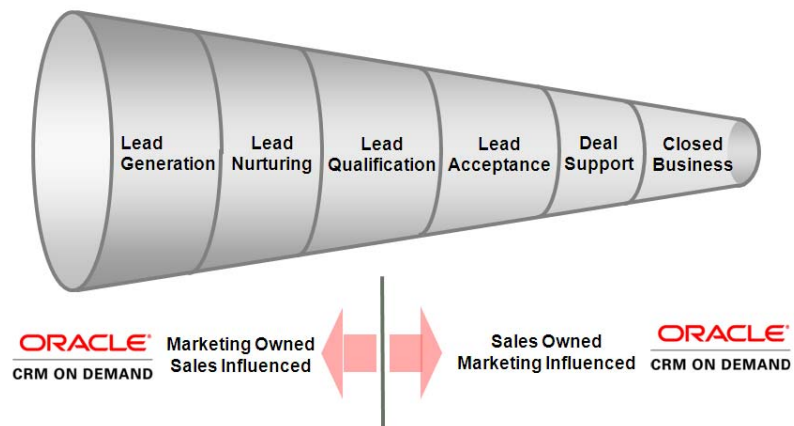


Figure 1: Unified Revenue funnel

KEY FEATURES

- Bi-directional data flow between CRM and Marketing
- Progressive profiling engine
- Enterprise scale options for automated nurture
- Integrated email marketing
- Rich web marketing capabilities
- Built-in offer recommendation engine
- Repository for digital assets
- Robust Lead Management
- Built-in de-duplication engine
- Built-in scoring engine
- Robust options for data integration
- Routing engine for lead distribution
- Integrated sales alerts
- Guided call scripts for sales reps and channel
- Complete lead profile visibility to sales reps
- Automated process for sales feedback to marketing
- Measure KPI across revenue funnel

New capabilities include:

- *Improved Collaboration Between Sales and Marketing:* Now, sales and marketing can better collaborate on critical business processes like definition of sales ready Leads, acceptance criteria of Leads, follow-up SLA of such qualified leads, automated feedback to marketing on lead follow-up and ongoing communications throughout the sales process.
- *Automated Nurture of Leads:* Marketing can now automate multi-stage multi-channel campaigns. With multiple options marketing organizations can start with simple, visual drag-drop campaign design options and can scale with robust, rules based adaptive workflows that can support 100's of offers and personalize the flow to an individual contact in the database.
- *Build Deeper Profiles:* With our unique and proven progressive profiling engine, marketers can build deeper profiles about customers and prospects including self reported insights, online & offline marketing activities and feedback from the sales process.
- *Robust Response Management:* Marketers can now build personalized landing pages, microsites, and intelligent web forms using a self service, rules based solution. Progressive profiling ensures that marketers capture valid, clean data while minimizing irrelevant questions. A built-in recommendation engine allows marketers to present relevant offers to prospects in email campaigns or via the web channel.
- *Lead Scoring & Routing:* An automated lead management process ensures valid, high quality leads are scored and routed to the appropriate sales channel. With multiple delivery options like email, FTP and out-of-the-box integration with CRM On Demand marketers can automate lead delivery to their direct sales organization and channel partners.
- *Analytics:* With a built-in multi-dimensional data warehouse, marketing and sales departments now have access to enhanced and integrated analytics across the entire revenue funnel. Marketers can measure KPIs like lead velocity across the revenue funnel and also measure the impact of marketing campaigns on opportunity pipeline and closed deals.

With Oracle CRM On Demand Marketing marketing and sales departments can become efficient by eliminating leakages in their sales and marketing funnel, improve conversion rates across all stages of the funnel and enhance collaboration between sales and marketing.

Get Smarter with Actionable Insight

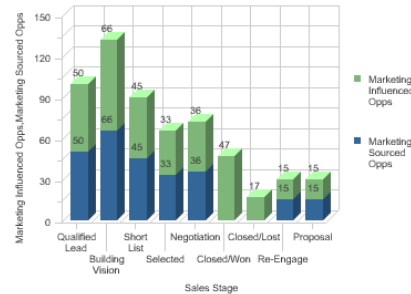
With an integrated solution marketing can now deliver actionable and timely leads that can dramatically reduce the inefficiency that currently exists in the hand-off process between marketing and sales. By giving sales complete visibility into the quality of leads, marketing can now win the trust of their sales counterparts and improve the acceptance rate of such leads. Also, marketing can make smarter decisions about their campaign strategy by using an automated feedback mechanism

BENEFITS

- Improved collaboration between sales and marketing
- Unified revenue funnel
- Delivery of smart Leads into the sales pipeline
- Build richer profile of contacts
- Improved acceptance of marketing qualified Leads
- Unified platform for multi-channel marketing execution
- Enhanced marketing productivity with campaign automation
- Improved marketing adoption with consistent, wizard based UI design
- Better prospect experience with an integrated execution strategy
- End-to-end funnel visibility with extensive analytics

to learn from sales engagement throughout the sales process.

With an integrated analytics engine, marketing and sales departments can measure KPIs grounded in best practices backed by leading industry analysts.



Sales Stage	Expected Revenue	Marketing Influenced Opps	Marketing Sourced Opps
Qualified Lead	2,647,485.00 USD	50	50
Building Vision	7,530,180.00 USD	66	66
Short List	7,337,650.00 USD	45	45
Selected	6,319,850.00 USD	33	33
Negotiation	5,424,750.00 USD	36	36
Closed/Won	8,891,500.00 USD	47	0
Closed/Lost	0.00 USD	17	0
Re-Engage	485,460.00 USD	15	15
Proposal	652,500.00 USD	15	15

Figure 2: Marketing Impact on Unified Funnel

Get More Productive with Powerful Options

Oracle CRM On Demand Marketing is designed from ground up to maximize re-use and automation. Marketers can use templates for email campaigns, landing pages and microsites that can be dynamically merged with contextual content from either the campaign, associated offer or the intended recipient. List segmentation rules can also be reused across campaigns with options to constrain the drop counts at the individual campaign level.

With a unified and consistent rules engine, marketers have access to the entire contact profile across all functional areas like segmentation, contact import, lead management and lead nurture among others. This approach dramatically reduces the learning curve for marketers as they ramp on the breadth of functionality offered by the solution.

Oracle CRM On Demand Marketing also provides out-of-the-box wizards to help marketers be productive from the start. These smart wizards enable the right set of options based on the type of campaign a marketer intends to work on. With this approach, marketers don't get overwhelmed with rich functionality offered by the system for simple campaigns like newsletters and whitepaper downloads. At the same time, they can leverage such deep functionality when the need arises.

RELATED PRODUCTS

- Oracle CRM On Demand
- Oracle CRM On Demand for Partner Relationship Management

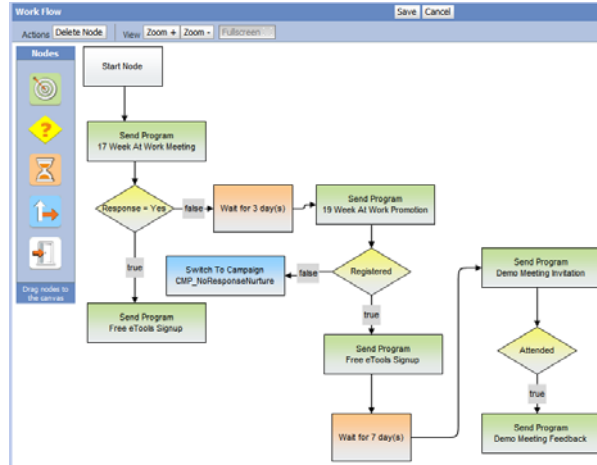


Figure 3: Visual, drag and drop campaign designer

Get the Best Value

Oracle CRM On Demand Marketing delivers unprecedented value with a broad set of capabilities from a single-provider solution, the industry’s lowest total cost of ownership, the most on-demand deployment options, the deepest CRM expertise and experience of any CRM provider, and the most secure CRM in the cloud. With Oracle CRM On Demand Marketing, organizations can leverage out-of-the-box integration with CRM On Demand to drive better collaboration between sales and marketing, automate the lead nurturing process and unify the revenue funnel.

Bottom Line

Oracle CRM On Demand Marketing enables organizations to get smarter, get more productive, and get the best value, period. For more information, please visit oracle.com/crm or call +1.866.906.7878 to speak to an Oracle representative.

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

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