

ORACLE CRM ON DEMAND RELEASE 15



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 15 extends the powerful sales, marketing, and service functionality of Oracle's leading on demand CRM subscription service. New 'Social CRM' capabilities enable increased collaboration and further improve ease of use, resulting in higher productivity and effectiveness.

INCREASE COLLABORATION AMONG CUSTOMER-FACING TEAMS

Oracle CRM On Demand Release 15 introduces Sticky Notes and a new centralized Message Center, the combination of which improves collaboration among users and eases the access and sharing of timely information within the application. Sticky Notes expands beyond the existing Notes feature within Oracle CRM On Demand, allowing easy single-click access to existing notes, as well as simplified entry of new notes. Sticky Notes can be designated as private, public, or they can be addressed to an individual Oracle CRM On Demand user. For example a team member can send a Sticky Note to the creator of a specific record. And users can easily subscribe to notes on detail pages in order to ensure they have the most current information regarding important CRM records. With Sticky Notes, Oracle CRM On Demand users can rapidly share and stay up-to-date on timely information relevant to critical leads, opportunities, accounts, campaigns, and service requests.

The new Message Center in Oracle CRM On Demand consolidates Sticky Notes into a centralized and easily accessible location on the home page – all without having to navigate to specific records. For example, when Sticky Notes for owned or subscribed opportunities are added to the system, an alert appears in the Message Center inbox.

IMPROVE CRM USER ADOPTION AND PRODUCTIVITY

Oracle CRM On Demand Release 15 expands beyond existing support for mashups to provide even more Web 2.0 user interface features that further increase UI integration and customization capabilities. With new Widgets, users can embed Oracle CRM On Demand components in their favorite portal applications – such as Google, MyYahoo!, or Microsoft SharePoint – or they can add a Widget to their desktop. And users can select from a wide range of Widgets, from Oracle CRM On Demand favorite lists, to the Message Center, to analytic reports.

With new support for custom Web applets, Oracle CRM On Demand users can embed external Web content within the Oracle CRM On Demand home page, detail pages, or the action bar. For example, important corporate messages and training videos from your company's intranet can now be included on the Oracle CRM On Demand home page. Or, information from social networking Web sites can be incorporated within detail pages to provide context-sensitive information. Users benefit from a range of useful information that is centrally located rather than having to navigate across multiple applications and Web sites.

NEW FEATURESCOLLABORATION AND
USABILITY

- Sticky Notes
- Message Center
- Action Bar Enhancements

UI INTEGRATION

- Widgets
- Custom Web Applets
- Support for RSS Feeds

ANALYTICS

- Custom Dashboards

In addition, Oracle CRM On Demand Release 15 supports custom RSS feed Applets, enabling administrators and end users to supplement CRM information with context-sensitive news from an expansive and rapidly growing range of content providers that offer RSS feeds, such as AP, Dow Jones, McGraw Hill, Reuters, and multiple trade and industry publications. This information is now easily accessible without having to leave Oracle CRM On Demand.

EASILY GAIN AND SHARE BUSINESS INSIGHT

With its real-time and historical analytics features, Oracle CRM On Demand offers the industry's most comprehensive functionality that delivers actionable business insight, including the ability to analyze trends over time. With Oracle CRM On Demand Release 15, organizations can not only leverage the 45+ prebuilt reports and dashboards that analyze key sales, marketing and service metrics, but can also build custom dashboards that can be tailored for their specific business needs and metrics. This provides everyone from executives to sales, marketing and service users with the most relevant analytic insight, in a consolidated view, to help increase organizational effectiveness.

BOTTOM LINE

With new collaboration features and additional Web 2.0 user interface and customization functionality, Oracle CRM On Demand Release 15 provides unparalleled flexibility, ease of use, and information sharing capabilities to help increase user productivity and effectiveness. For more information on Oracle CRM On Demand Release 15, contact your Oracle Sales Representative.

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