

ORACLE CRM ON DEMAND PARTNER SUBSCRIPTION



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 marketing, sales and service best practices

Because partners are a key component of a company's overall marketing, sales and service initiatives, Oracle CRM On Demand offers Partner Subscription. The Partner Subscription enables companies to share select information with their partners to streamline joint marketing, sales and service activities. By improving communication and collaboration to strengthen partner relationships, and improving channel visibility, companies using Oracle CRM On Demand Partner Subscription can ultimately increase revenue.

FACILITATES COLLABORATIVE MARKETING, SALES, AND SERVICE

Oracle CRM On Demand Partner Subscription delivers functionality to facilitate collaborative marketing, selling, and servicing of joint customers and prospects. To ensure brand consistency and proper execution of integrated marketing campaigns, Oracle CRM On Demand Partner Subscription provides lead management, campaign management, and fund management capabilities. To improve the collaborative selling process, Partner Subscription enables companies to easily share critical lead and opportunity information with partners. And to deliver timely and consistent service to joint customers, Partner Subscription enables companies to automatically assign service requests to the right partners, as well as provide partners with a comprehensive solutions knowledgebase. In addition, partners have access to a variety of analytics reports to provide insight into their joint marketing, sales and service performance.

HELPS STRENGTHEN PARTNER RELATIONSHIPS

By fostering a collaborative relationship between companies and their partners, Oracle CRM On Demand Partner Subscription helps strengthen partner relationships and partner loyalty. Data sharing, analytics, solutions and online resources make it easy for companies and their partners to work together. The end result of such collaboration is stronger partner relationships and the increased ability to easily grow the partner ecosystem.

IMPROVED CHANNEL VISIBILITY

Oracle CRM On Demand Partner Subscription provides companies with improved channel visibility. By sharing a broad range of campaign, fund request, lead, opportunity, and service request data, companies gain a better view into channel activities and performance. The result? Highly coordinated joint marketing campaigns. Improved pipeline visibility and forecast accuracy. Seamless, informed customer service interactions.

KEY FEATURES**PARTNER MARKETING FEATURES**

- Lead management
- Campaign management
- Fund requests
- Analytics reports
- Access to customer care and training portals

PARTNER SALES FEATURES

- Lead management
- Opportunity management
- Solutions knowledgebase
- Analytics reports
- Access to customer care and training portals

PARTNER SERVICE FEATURES

- Service request management
- Solutions knowledgebase
- Analytics reports
- Access to customer care and training portals

FULLY INTEGRATED WITH ORACLE CRM ON DEMAND

Because Oracle CRM On Demand Partner Subscription is fully integrated with Oracle CRM On Demand, companies can get their partners up and running quickly. There's no integration work required. Companies that purchase Partner Subscription can set up their partners and start working together more effectively. Partners see the same intuitive user interface and have access to the data and tools they need to be successful.

BOTTOM LINE

Oracle CRM On Demand Partner Subscription lets companies easily extend their marketing, sales and service business processes to their partner ecosystem. To learn more about the benefits of Oracle CRM On Demand Partner Subscription, please visit oracle.com/crm or call +1-866-906-7878 to speak with an Oracle representative.



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

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