

ORACLE CRM ON DEMAND ANALYTICS



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 offers the industry's most comprehensive CRM solution by delivering complete, fully interactive analytic capabilities that allow users to gain deep insight into their business. By combining real-time and historical prebuilt and ad hoc reports, Oracle CRM On Demand is the only CRM solution that delivers actionable insight at the speed of business.

Drive More Informed Decisions at all Levels

Incorporating Oracle's industry leading business intelligence capabilities, Oracle CRM On Demand delivers "analytics everywhere." From the Oracle CRM On Demand home page to dashboards embedded throughout the application, Oracle CRM On Demand makes actionable, up-to-the-moment business intelligence available to employees at all levels. With one click, not only can users drill down into detailed data to gain further insight into their business, but they can also conduct historical and comparative trend analyses to gain insight into emerging opportunities and critical issues. In addition, Oracle CRM On Demand provides conditional formatting capabilities for graphical real-time alerting, enabling users to quickly identify and respond to changes in business trends. Dynamic business planning is enabled with business planning and analytics, enabling firms to plan for growth, but be prepared for change.

Convert Insight into Action Via Interactive Dashboards

Oracle CRM On Demand offers highly interactive out-of-the-box dashboards designed to provide insight into such crucial areas as pipeline growth, sales efficiency, and customer spending. These dashboards provide a single location from which to view account status, diagnose key issues, and identify opportunities. Within each dashboard, users can drill down into deeper analysis and specific records to diagnose issues and make changes to data. Oracle CRM On Demand interactive dashboards deliver actionable insight that is personalized for each user, depending on their role. Additional dashboards deliver insight for industry editions such as Insurance and Life Sciences, as well as Partner Relationship Management. Furthermore, users can build their own custom dashboards tailored to meet their specific business needs.

Identify Key Business Trends

Oracle CRM On Demand is the first CRM solution to provide world-class data warehousing capabilities. Automatically updated nightly with the latest CRM data, the Oracle CRM On Demand data warehouse tracks historical data, so users can quickly perform historical analyses and spot trends over time. In addition, the high-performance analysis environment enables users to quickly analyze key issues, such

KEY FEATURES**INTERACTIVE****DASHBOARDS**

- Single source for analyzing key issues
- Intelligent drill-down for deep analysis

EMBEDDED ANALYTICS

- Real-time reporting
- Critical insights tailored for all user roles

HOSTED DATA**WAREHOUSE**

- Historical trending and comparative analyses
- Perform analyses on aggregated data sets

PREBUILT REPORTS

- Easy access to over 45 prebuilt reports
- Ability to create, print and export reports

CUSTOM REPORTS

- Easily create powerful custom reports
- Save reports in public and private folders

as win/loss ratios and average deal size. Together, these unique capabilities help users convert insight into action to meet emerging needs faster and smarter.

Increase Forecast Accuracy

With Oracle CRM On Demand, organizations gain the ability to analyze current and historical forecast data against real-time information sourced directly from the operational application. Users can evaluate forecast trends, forecast to actual achievement, forecast to quota and perform a number of time period comparisons. Together, sales teams can together quickly identify pipeline and forecasting shortfalls and proactively address issues to improve forecast accuracy over time.

Deepen Business Insight with Custom Reports

Oracle CRM On Demand also includes Answers On Demand, a unique capability that empowers business users to create powerful, ad-hoc analysis. Users can simply point and click to get real-time answers to ad-hoc business questions and create interactive charts, pivot tables, and reports – all of which can be published for immediate use by the entire team. Additionally, advanced analytics report Management enables users to streamline access to analytics reports by organizing reports into folders and setting permission to those folders. These advanced report management capabilities present users with an uncluttered folder list of reports relevant to their business function.

Bottom Line

Oracle CRM On Demand empowers every user with the critical insight to quickly and intelligently identify and respond to changing market conditions. By providing real-time, actionable business intelligence through interactive dashboards, custom reports, and historical trending, users are able to uncover new opportunities and identify issues before they impact their business. Oracle CRM On Demand maximizes an organization's return on investment by providing organizations with the ability to take action to improve sales, lower costs, and increase revenue.

For more information on how Oracle CRM On Demand Analytics can turn data into actionable insight and drive the right decisions, call 1-866-906-7878 or visit oracle.com/crm.



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