

# ORACLE CRM ON DEMAND SALES



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

*With Oracle CRM On Demand you can make your sales force more efficient and effective, leading to dramatic gains in revenue and profitability. With unique capabilities such as auto-forecasting, embedded analytics, sales coaching and closed-loop lead management, Oracle CRM On Demand gives you the tools you need to maximize sales performance.*

## IMPROVE SALES PRODUCTIVITY

Oracle CRM On Demand delivers powerful tools to help organizations close more business in less time. By providing a complete picture of each opportunity, Oracle CRM On Demand makes it easy for sales professionals to immediately assess the status of deals and develop targeted strategies for driving them to closure. Sales managers also have the flexibility to create multiple sales processes to target different market segments while still delivering one consolidated pipeline. Sales professionals can use Oracle CRM On Demand to manage activities quickly and easily create to-do lists, schedule activities and appointments, and track priorities and due dates.

Oracle CRM On Demand is also the only hosted CRM solution that provides powerful sales analytics tools for comparing average sales cycle, win rate, deal size, and other key performance metrics. To maximize the productivity of sales and marketing professionals who aren't always in the office, Oracle CRM On Demand also provides offline access via Microsoft Outlook and mobile devices. By consolidating critical information and streamlining tasks, Oracle CRM On Demand gives sales professionals more time to focus on what they are paid to do—sell.

## EMBEDDED BEST PRACTICES

Oracle CRM On Demand allows sales organizations to embed sales best practices and processes into the application. Sales Process Coach can be configured to guide sales professionals down the most effective path to closing business at every point in the sales process. At any sales stage, the application presents the most relevant information, can enforce collection of critical opportunity information, or even automatically create tasks for any of the members of the opportunity team. Embedding company's best practices into the application drives higher close rates as well as shortens sales cycles and the learning curve for new sales professionals.

## MAXIMIZE REVENUE PER ACCOUNT

By providing a complete history of all customer interactions, Oracle CRM On Demand provides sales professionals with a deep understanding of target accounts.

**KEY FEATURES****FORECAST****MANAGEMENT**

- Automatic forecast
- Opportunity history
- Automatic rollup
- Analytics integration

**OPPORTUNITY****MANAGEMENT**

- Pipeline analysis dashboard
- Sales process coach
- Multiple sales process
- Intelligent lead qualification
- Opportunity assessment

**ACCOUNT AND CONTACT****MANAGEMENT**

- Integrated analytics
- Outlook email integration
- Lotus Notes email integration

**QUOTA MANAGEMENT**

- Prorated quota definitions
- Goals definitions

**CALENDAR AND TASK****MANAGEMENT**

- Advanced calendar
- Rapid scheduling of to-do items

**BUSINESS PROCESS****CUSTOMIZATION**

- Workflow
- Advanced field management

**OFFLINE ACCESS**

- Outlook, PocketPC PDAs and Palm PDAs synchronization
- Offline client

What's more, sales professionals can schedule and track account-related activities, perform customer analysis to identify top-performing accounts; analyze accounts by region, industry, and annual revenue; and establish new business opportunities with existing accounts to ultimately drive higher revenues per customer.

**OPTIMIZE MARKET SEGMENTATION AND COVERAGE**

With Oracle CRM On Demand's flexible assignment rules, organizations can automatically route leads to the most appropriate sales team members. Rules can be based on geography, industry, account size, product interest, or other criteria. And by performing pipeline and closed revenue distribution analysis, sales managers can ensure that their team focuses on the right regions, industries, and companies. The results? Deal coverage at 100 percent. More strategic lead assignments. Greater control over the lead routing process.

**STREAMLINE FORECASTING**

Oracle CRM On Demand eliminates time-consuming manual forecasting and ensures accuracy by providing a central location for all opportunity data. With Oracle CRM On Demand, sales professionals can easily forecast revenues and recurring revenues; with built-in support for product catalogs, sales teams are also able to forecast and track products sold with each opportunity and perform historical trend analysis to ensure that their forecasts are on track.

**SIMPLIFY QUOTA MANAGEMENT**

With Oracle CRM On Demand, sales management can easily design quota plans that motivate their team and support their company's strategic goals. Sales management can quickly define monthly, quarterly, or yearly goals and prorate quotas for sales representatives who are joining a plan already in progress. At the click of a button, sales managers and their team can see how quotas compare to closed revenue, expected revenue, and forecasted revenue, arming every team member with a clear view of their targets and progress to date.

**BOTTOM LINE**

By helping sales professionals increase forecast accuracy, manage pipeline more effectively, and improve sales force productivity, Oracle CRM On Demand helps organizations close more deals faster.

For more information, CONTACT

Promero, Inc.

Toll Free: (888) 204-0822

Tel: (954) 935-8800 Option 7

Fax: (866) 504-4212

Email: sales@promero.com

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