

# ORACLE CRM ON DEMAND FOR PARTNER RELATIONSHIP MANAGEMENT



## KEY FEATURES

- Partner Management
- Partner Programs
- Lead Management
- Opportunity Management
- Deal Registration
- Funds
- Fund Requests
- Claims
- Collateral
- Analytics
- Forecasting
- Time-based Workflow
- Delegated Partner Administration
- Multi-tier Distribution Channels

*Enabling the growth and success of indirect sales channels is an increasingly critical requirement for driving revenues. The ease of managing and collaborating with partners on leads, opportunities and fund requests provides significant value for both brand owners and partners. Supporting these processes with the partner and program management capabilities within Oracle CRM On Demand for Partner Relationship Management allows organizations to more effectively recruit and retain partners and drive incremental revenue.*

### **Increase Channel Effectiveness**

More than ever before, sales revenue is being driven by indirect channels. Companies that plan to manage their partner relationships and streamline sales processes for their partners significantly improve their ability to drive revenue through their partner channels. With Oracle CRM On Demand for PRM, brand owners can increase their insight into partner channels and more effectively manage partners, programs, leads, opportunities, funds, fund requests, and collateral. Partners and brand owners benefit from the use of one system for all interactions.

### **Gain Improved Visibility**

With Oracle CRM On Demand for PRM, brand owners can track partners throughout the partner lifecycle and across multi-tier distribution channels. Partner profiles allow multiple attributes to be recorded and are easily extensible for brand owner-specific requirements. Oracle CRM On Demand for PRM also provides quick insight into partner records, and the leads and opportunities partners currently own. Moreover, through the use of this application's features, brand owners can control partner visibility to records as appropriate for their organization's business requirements.

### **Manage Partner Programs Holistically**

With Oracle CRM On Demand for PRM, brand owners are able to define their partner programs and the benefits partners will receive based on membership in the program. Brand owners can also specify whether a program will allow a partner to register deals and/or fund requests for funds set aside to support market development requests and/or special pricing requests. In essence, the Partner Programs Management feature within Oracle CRM On Demand for PRM gives partners one place to review all of the programs to which they belong and the ability to review benefits and terms at any time.

### **Improve Lead Effectiveness Across Partners**

The depth of lead management within Oracle CRM On Demand is expanded within

**KEY BENEFITS**

- Efficiently recruit and onboard partners
- Accelerate channel revenue
- Improve lead response and closure time
- Increase channel visibility and focus

**RELATED PRODUCTS**

- Oracle CRM On Demand

Oracle CRM On Demand for PRM to support business processes across partners and ensure that leads are converted to opportunities. Brand owners can manage leads within a lead pool, and distribute leads that meet a predefined threshold to partners. Once a lead is transferred the partner has the ability to accept it. In the case of rejection, leads can be reassigned easily. Throughout the entire process, brand owners can see all activities and updates to leads, and are able to assist or engage whenever necessary.

**Accelerate Opportunities**

With Oracle CRM On Demand for PRM, the opportunity management capabilities within Oracle CRM On Demand are extended to include partner-specific requirements. Similar to leads, opportunities can be assigned to a partner, who can either accept or reject it. Upon designation, partner opportunities can then be rolled into opportunity forecasts analyzed throughout the company. This provides the ability to continually monitor revenues expected through the indirect channel. A wide range of partner analytics spanning multiple subject areas are also provided to ensure brand owners can monitor performance in relation to opportunities and their sales stages.

With the Deal Registration functionality within Oracle CRM On Demand for PRM, brand owners gain improved visibility on existing opportunities and the ability to facilitate both partner and internal sales rep success by eliminating channel conflict. They can also easily convert approved deal registrations into opportunities or associate them with existing opportunities.

Moreover, partners are able to track their opportunities within Oracle CRM On Demand. Once partners determine they would like to gain exclusive rights to an opportunity, they are able to submit it for registration. The brand owner is then able to review the registration, determine if there are other approved registrations already in the system, and then approve or reject the registration as appropriate.

In addition, brand owners can streamline their activities with Delegated Partner Administration and Partner Applications, which enable the transfer of time-consuming tasks to partners, resulting in greater efficiencies for both parties.

Finally, with time-based workflow, actions can be specified based on various events. When the specified period of time has been reached, the next specified action will be executed. Follow on actions can include the creation/update/deletion of records, the distribution of email notifications, and many other common tasks.

**Maximize Marketing Resource Efficiency**

Partners can greatly increase the demand for an organization's products and services. Directed effectively, marketing resources allow companies to provide financial support for market development efforts and special pricing authorizations.

- *Market Development Funds:* As partners request access to these funds, companies gain insight into their plans and can collaborate with partners on these efforts. Together they can achieve mutually beneficial goals and continually reinforce partners driving revenue in highly impactful markets.
- *Special Pricing Authorizations:* To ensure that partners are able to price deals

competitively, the automation of special pricing processes reduces turnaround times and enables partners to quickly respond to customer requests. It also delivers timely insight on channel data for faster and more effective responses to competitive pricing. A dedicated tab makes it easy to access this functionality.

Brand owners are able to create funds to track monies made available to support the partner sales effort. Based on the appropriate designation, the partner is able to submit a fund request for monies as they relate to the funds accessible to the partner. An early understanding of what partners are planning allows brand owners to plan for funds across various partner organizations.

Once the request is submitted, the brand owner can approve or reject it as appropriate. Partners and brand owners can easily track status updates in relation to the approval process. Once approved, a specific time frame can be given within the approval designating how long the brand owner will honor the request. The partner is able to place claims directly against the request and the brand owner can then follow a similar approval process.

### Share Best Practices

The content management capabilities within Oracle CRM On Demand for PRM allow partners to take advantage of what has proven successful for other sales representatives and share best practices. This enables partners to quickly and effectively engage with potential customers.

Collateral can be designated for internal and/or external sales reps. In addition, brand owners can determine if collateral should be shared across partner channels or restricted to internal-only use.

And partners can easily customize their portal to match their corporate brand standards. And brand owners can create multiple partner portals, each with their own customized theme, and assign each partner user to a specific portal.

### Bottom Line

For a rapidly growing number of organizations, business success is defined by the effectiveness of indirect sales channels. Fully integrated with Oracle CRM On Demand, Oracle CRM On Demand for PRM provides a powerful hosted solution for recruiting and managing partners, optimizing sales and marketing efficiency, and accelerating channel revenue.

To learn more, please visit [crmondemand.oracle.com](http://crmondemand.oracle.com) or call +1.866.906.7878 to speak to an Oracle representative.



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