

# Get LinkedIn in Oracle CRM on Demand.

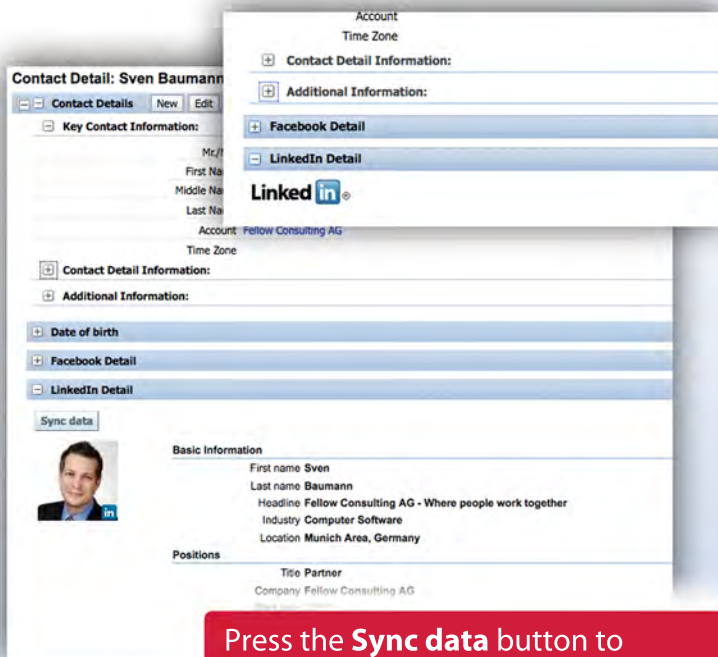


The better you know your customer, the better you can communicate with him - and the better you can do CRM.

For an efficient CRM strategy, it's crucial to know your customer as good as possible. In a sales process, it is a key success factor to target your contact person in a personal rather than an anonymous way.

Maybe you have common business partners? You have worked in the same company? You know the same people? With a few number of connections, you know nearly anyone you want to do business with.

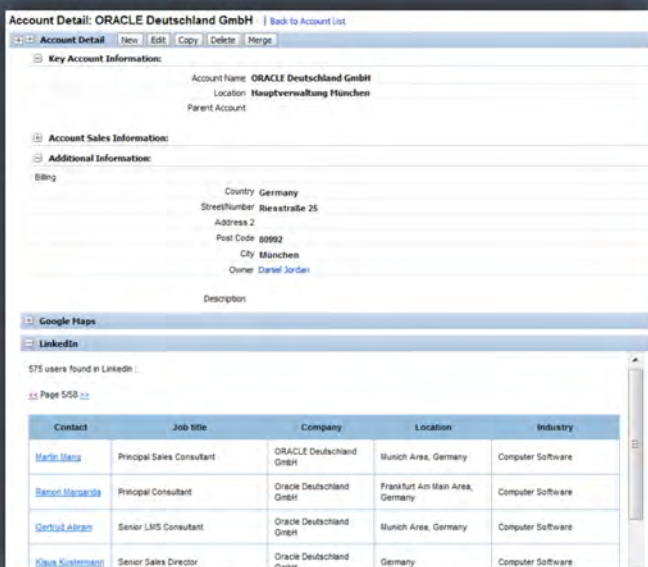
Utilize social media in your CRM!



Press the **Sync data** button to **synchronize** available LinkedIn data directly with the **CRMOD** data.

View your contacts and accounts in LinkedIn.

CRM-Gadget synchronizes following fields:  
Full Name, City, Country, Homepage, Account (Company), Job Title



LinkedIn as a business oriented social networking site is a popular tool for professional networking. It has more than 50 million registered users. CRM Gadget enhances Oracle CRM on Demand by integrating it with LinkedIn. You can view all your contacts' LinkedIn profiles and view the latest business news for your contacts, including employer, job title, a photo and a lot more. You even can add contacts directly to your own LinkedIn network without leaving Oracle CRM on Demand. See all LinkedIn Contacts for your accounts and network in a smart way. With CRM Gadget, you can do more than just viewing a contact's LinkedIn page, synchronize the data directly into you CRM on Demand, so you always have the most up-to-date information, and can use it in reporting and marketing.

Break the ice. Know the network and the most recent status of your contacts. Add a personal touch to your email. See someone's picture before you meet them. Finally be able to place a face to the name of your customer.

Gain insight and grow your network intelligently! These social CRM features are part of the CRM Gadget toolset. It works as an independent service via internet and requires no customization effort. Take a look at the social CRM features of CRM Gadget at [www.crm-gadget.com](http://www.crm-gadget.com).