

ORACLE CRM ON DEMAND RELEASE 16

ORACLE[®] CRM ON DEMAND

THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Pre-built industry solutions
- Embedded sales, marketing, and service best practices
- Seamless integrations

NEW FEATURES

- Partner Relationship Management
- Unlimited custom objects
- Record preview
- Enhanced search capabilities
- Flexible fiscal calendar
- Unit-based forecasting
- Enhanced analytics
- Related list customization and inline edit
- Enhanced Wealth Management, Life Sciences and Insurance Editions
- Additional language support
- Enhanced Call Center integration

Oracle CRM On Demand Release 16 provides unparalleled capabilities that empower you to drive your organization's business success. It extends the industry leading Software as a Service CRM platform with more advanced core CRM functionality, deeper industry-specific capabilities, and enhanced ease of use, customization and extensibility features. With Oracle CRM On Demand Release 16, companies of all types and sizes can effectively and efficiently manage all facets of their customer relations while ensuring complete integration with their overall enterprise systems architecture.

Improve Satisfaction, User Adoption and Productivity

Oracle CRM On Demand Release 16 builds on the widely acclaimed usability and Web 2.0 features of Oracle CRM On Demand to provide a new record preview feature, enhanced search configuration capabilities and new inline editing on related lists.

Users can now review critical information about any related object without leaving the current page, and customize columns and defaults in lookup windows to locate information more rapidly. The inline edit capability previously available for lists is now available for 'related items' as well, enabling users to quickly update information without having to navigate to the associated record.

Figure 1. With Oracle CRM On Demand, users can easily preview records without opening detail pages

Increase Partner Loyalty and Revenue

Oracle CRM On Demand Release 16 introduces Partner Relationship Management capabilities, a separately licensed option, to ensure your organization can more easily collaborate with partners and prioritize initiatives with the highest performing

BENEFITS

- Improve customer and partner loyalty, retention and profitability
- Reduce customer service costs
- Increase competitive intelligence, channel optimization and global competitiveness
- Maximize productivity, satisfaction, and user adoption (ROI)
- Optimize sales planning and execution

partners. Brand owners can now share leads with partners, fund deal registration programs, set up Market Development Funds (MDF) and better manage partner programs and content.

Complete closed-loop reporting provides brand owners with critical insight into the status of leads and opportunities to accurately measure the effectiveness of demand generation programs. With this new release, brand owners can easily set up deal registration programs that provide partners with incentives in exchange for early visibility into the partner's pipeline by registering specific deals.

In addition, Oracle CRM On Demand Release 16 helps partners fund demand generation activities by enabling brand-owners to easily set up Market Development Funds (MDF) and Co-op Funds.

These new Partner Relationship Management capabilities allow your organization to more easily manage partner programs and relationships for increased efficiency, effectiveness and revenues.

Improve Support for Organizational Best Practices

Every organization is different, and with the new streamlined forecasting and reporting capabilities in Oracle CRM On Demand Release 16, your company can leverage a solution that supports a wider range of forecasting requirements. With new flexible fiscal calendar and unit-based forecasting features, companies with quarters that start on days other than the first of the month, have 13 week quarters, or build forecasts in units, can benefit from the highly renowned forecasting and analytical capabilities within Oracle CRM On Demand.

Enhance the Customer Experience

A separately licensed application, Oracle Call Center On Demand delivers the industry's most comprehensive hosted contact center capabilities, enabling your organization to rapidly and easily deploy remote agents without costly hardware infrastructure. Now, thanks to enhanced integration with Oracle CRM On Demand Release 16, companies can benefit from 'screen pops' on caller-entered digits, customizable wrap-up windows, and email usability and browser support enhancements. As a result, call times are reduced, call center agent efficiency is increased, and customers enjoy a higher quality service.

Increase Flexibility and Process Agility

Oracle CRM On Demand Release 16 now includes more pre-built custom objects. In addition, Oracle provides the infrastructure to create an unlimited number of new custom objects. These objects can be used to model any customer specific entity required. This new release also enables customers to easily configure related item lists. As a result, users can display the specific information on each page that is most important to them, reducing clicks and increasing their productivity. With Oracle CRM On Demand, organizations can more easily and rapidly configure, customize, and extend their CRM application to meet specific business requirements.

Gain Faster Time To Business Value

Only Oracle offers a SaaS CRM solution tailored for several industries, resulting in

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RELEASE 16**

RELATED PRODUCTS

- Oracle CRM On Demand for Partner Relationship Management
- Oracle Enterprise Disaster Recovery
- Oracle CRM On Demand Deal Management
- Oracle Call Center On Demand
- Oracle Mobile Sales Assistant
- Oracle Sales Prospector
- Oracle Sales Library
- Oracle Self-Service E-Billing On Demand

RELATED SERVICES

The following services are available from Oracle Support Services:

- Subscription Update Services
- Product Support Services
- Online DBA

fewer customization requirements, a lower total cost of ownership (TCO), and faster time to value. With Oracle CRM On Demand Release 16, several of these Industry Editions gain increased functionality for improved sales execution, customer retention and profitability. For example, the Oracle CRM On Demand Wealth Management Solution now includes enhanced financial account management, financial plan tracking, and household and portfolio analysis capabilities for improved targeted selling and customer service. Similarly, the Oracle CRM On Demand Insurance Solution features policy and claim tracking support as well as household and portfolio and analysis capabilities. And the Oracle CRM On Demand Life Sciences Edition includes additional analytic features to provide a better understanding of the uptake of products by customers to improve sales call planning and execution.

Compete Globally More Effectively

Oracle CRM On Demand Release 16 provides even more extensive language support and includes eight new languages (Danish, Dutch, Finnish, Polish, Russian, Swedish, Thai and Traditional Chinese) in addition to the ten currently supported languages and rich multi-currency capabilities. By working in their native language, user efficiency and overall information quality within Oracle CRM On Demand is improved.

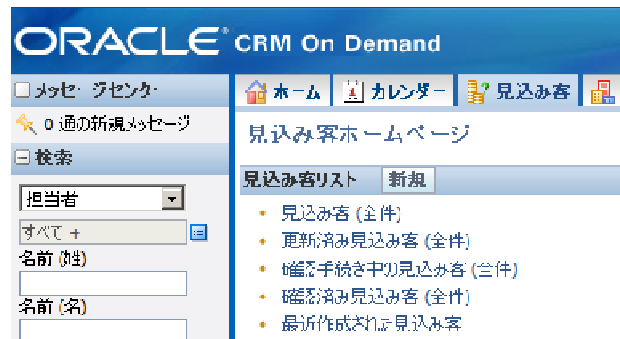


Figure 2. Oracle CRM On Demand now provides even more languages to support your organization's global business requirements

Bottom Line

With deeper CRM features and new usability and customization capabilities, Oracle CRM On Demand Release 16 provides unparalleled flexibility, ease of use, and information sharing capabilities that drive user productivity and effectiveness. For more information, please visit crmondemand.oracle.com or call +1.866.906.7878 to speak to an Oracle representative.

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