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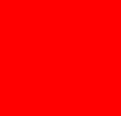


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Oracle CRM On Demand Overview, Strategy and Roadmap

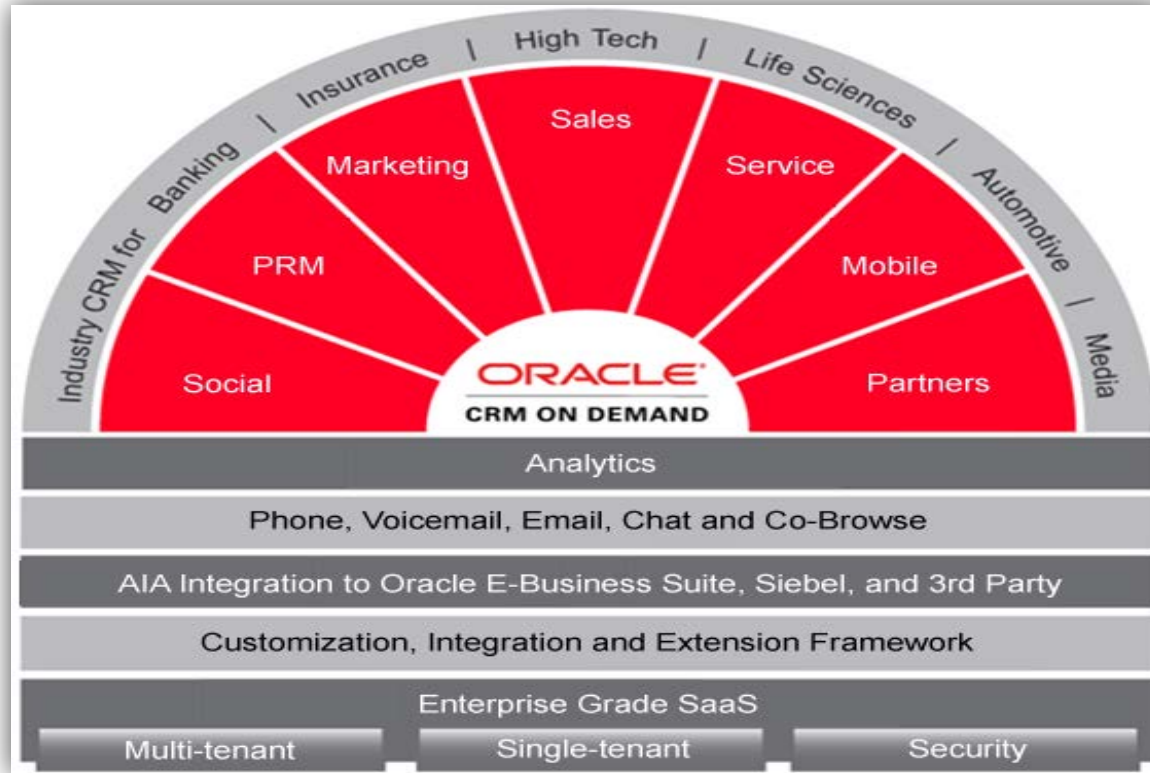
Lance Pepler – Senior Sales Consultant





The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

What Is Oracle CRM On Demand?



The World's Most Demanding Organizations Run on Oracle CRM On Demand



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And They Are Getting...



- Improved sales forecasting accuracy by **25%**
- Reduced pipeline reporting from **7 days** to **<1 day**
- Reduced sales reporting from **2 hours** to **5 minutes**

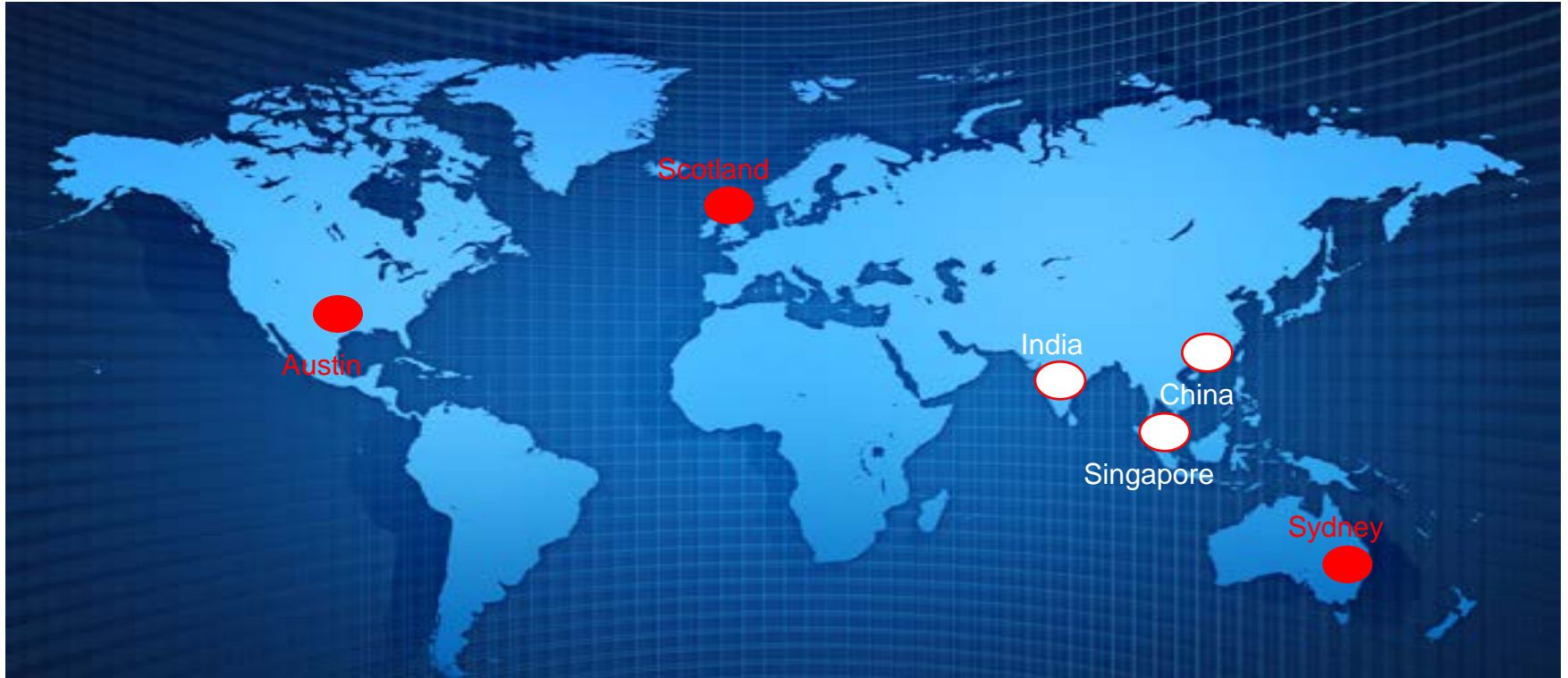


- Saved **200 hours a month** in preparing sales reports
- Saved **90 hours per week** in call preparation time
- **3x increase** in deals closed



- Implemented Oracle CRM On Demand in **45 days**
- Achieved 85% user adoption in **one week**
- Achieved 100% user adoption in **30 days**

Increased Reach. More Data Centers Coming



 Production

 Planned

Key Industry Trends and Transformations

Shifting How Business Is Done



Customer Centricity & Selling Effectiveness



Multi Channel Marketing



Real-Time Decisions



Mobility



Cloud Computing

CRM On Demand Roadmap

Release 16

- More Custom Objects
- Better forecasting
- Related Items layout / inline edit
- Web Svcs for attachments
- Search enhancements
- Analytics for User Quotas
- Dutch, Thai, Traditional Chinese
- Sales Library
- PRM

Mar 2009

Aug 2009

R16 Innovation Pack 1

- Named queues
- Small Enhancements
- Swedish, Russian, Danish, Polish, Finnish

R16 Innovation Pack 2

- Sales Campaigns
- Analytics Data Visibility
- EBS PIP, Phase II
- JDE World PIP

Nov 2009

Feb 2010

Release 17

- Life Sciences
- PRM
- More web 2.0 / Social CRM
- More integration
- More enterprise SaaS
- More languages
- Advanced workflow
- Related Items Visibility

Release 18

- Usability
- Analytics
- PRM
- Life Sciences
- CRMOD to Siebel CRM PIP
- Advanced Security (VPN, Dedicated Circuits, HIPAA)

Aug 2010

Q3 FY11

R18 Innovation Pack

- CRM On Demand Marketing
- Insurance

Release 19

- CRM Desktop
- iPad
- Analytics
- Database Vault
- Insurance
- Life Sciences

Q1 FY12

Release 20

- Usability
- Analytics
- Mobility
- Life Sciences
- Hosted Code

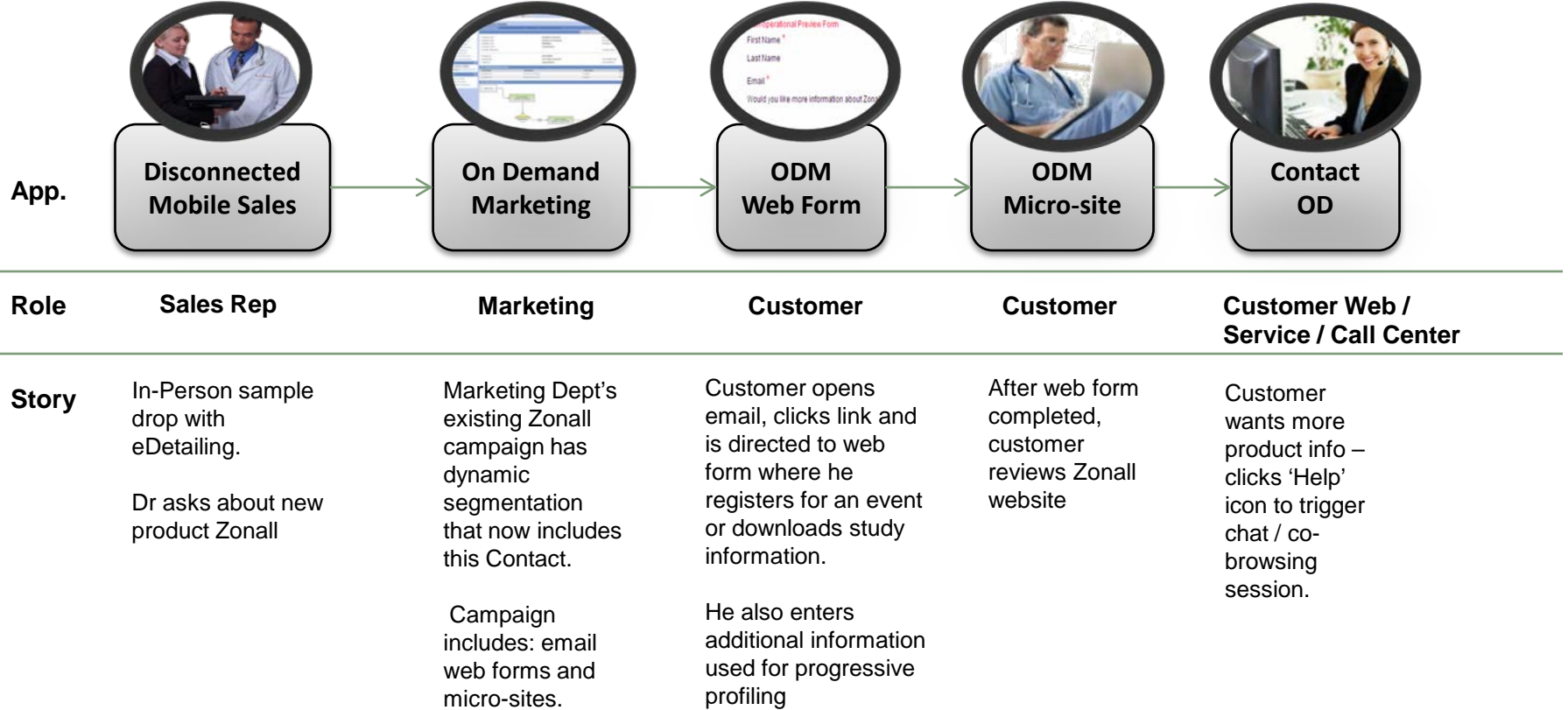
FY12

R19 Innovation Pack

- Configurable Mobile
- Disconnected Mobile
- Chat (COD)
- OPA Integration

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Delivering Continuous Customer Interaction



Mobile CRM

2.4

Average days Field Sales Reps spends on the road per week

400M

of Outlook users in the world

2012

Smartphones may eclipse PC market

#3

Apple's rank in global portable computing market in Q2/2010

Next Generation Mobile CRM

CRM On Demand Anywhere, Anytime

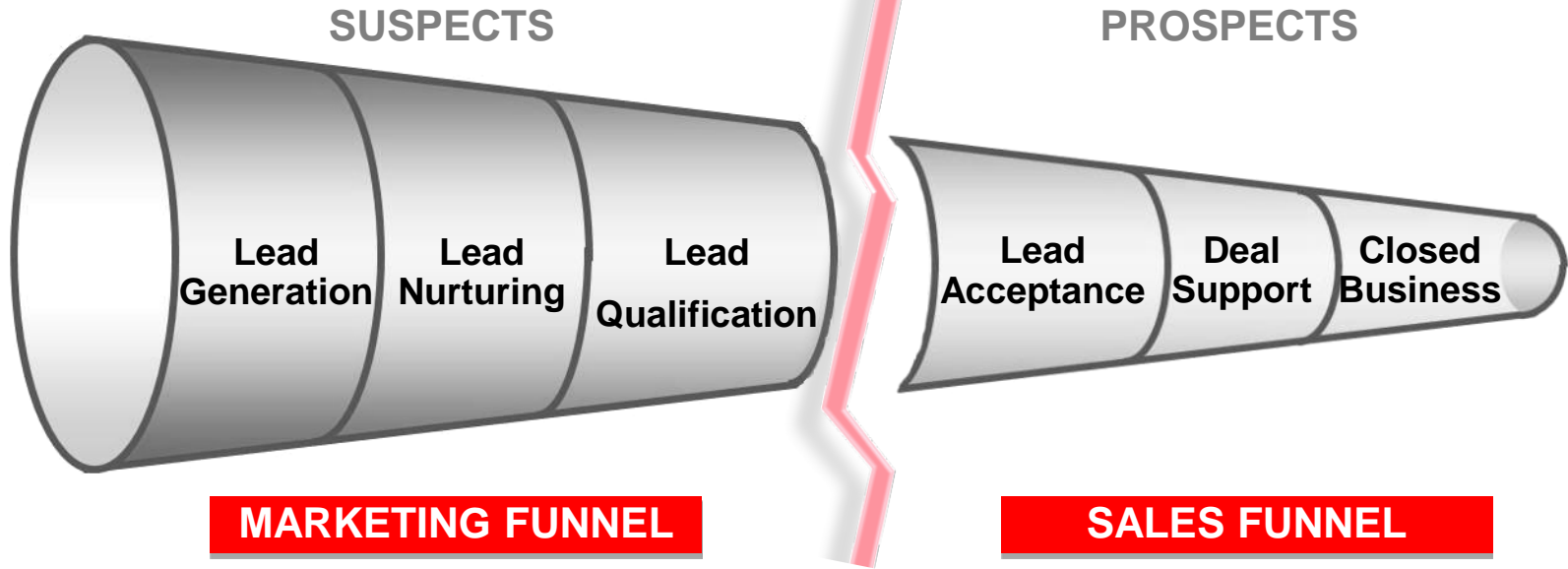


- CRM Desktop for Outlook
 - Manage CRM On Demand information directly from Outlook interface
 - Connected and disconnected modes
 - Extensible
- Safari browser on iPad
 - CRM On Demand native UI certification
- Native Connected & Disconnected Mobile Sales Applications
 - Manage CRM On Demand from iPad, iPhone, RIM, (future Android)
 - Extensible

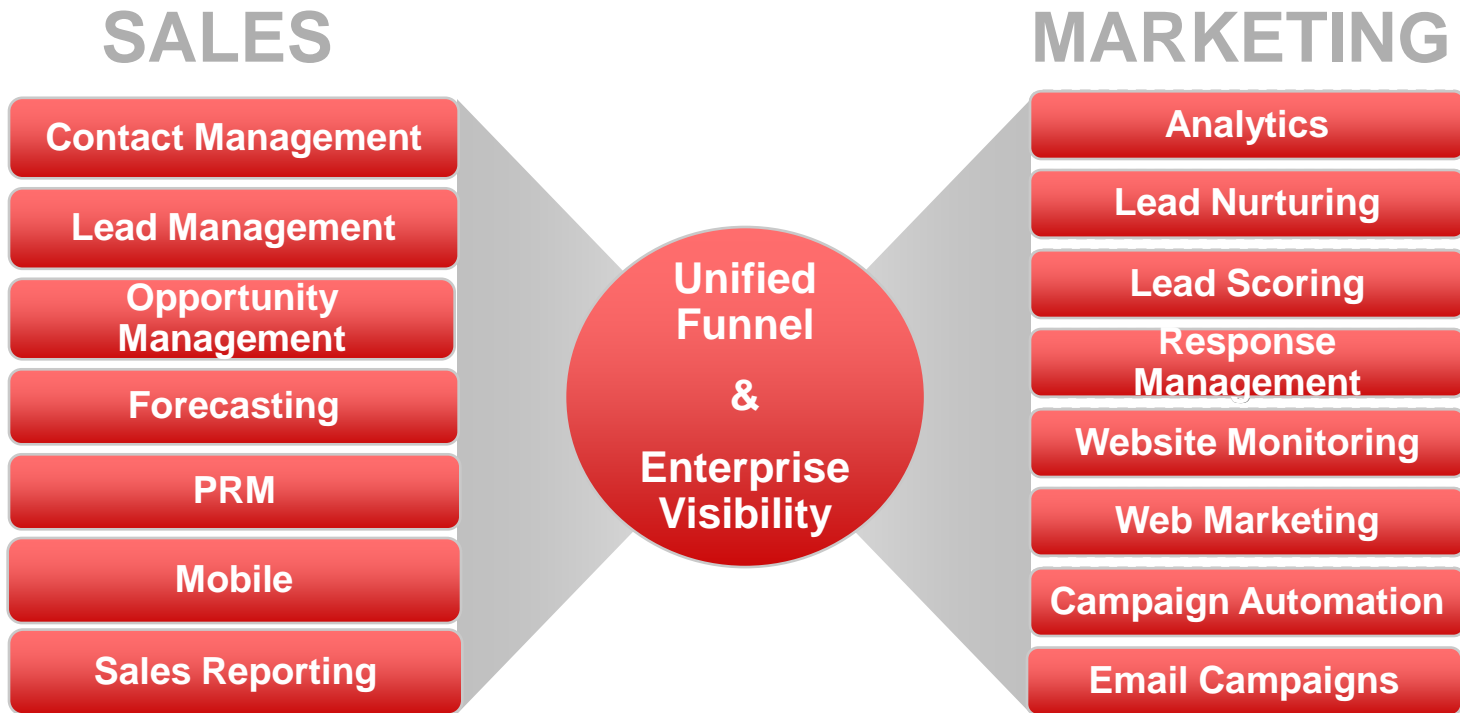
Two Disconnected Pipelines

- Marketing generates most of the leads
- Sales doesn't contact them quickly enough

- Marketing doesn't deliver enough qualified leads
- Sales generates 90% of our own leads



Oracle Provides Complete Sales & Marketing



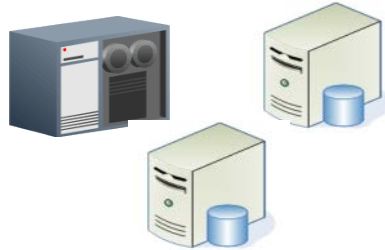
Multi-Channel Challenges

Fragmented Customer Interactions

Customer



Siloed Business Units



Agent



- Inconsistent customer experience
- Disjointed communications channels
- Decreased satisfaction
- Poor integration between telephony and CRM
- Inflexible applications
- Capital expenditures for premise-based equipment
- Incomplete view of customer
- Increased call handling time
- Inconsistent and impersonal interactions

Multi-Channel CRM

Integrated Oracle Contact On Demand



Voice

Multi-Party Conference
Multiple Inbound Lines
Enhanced collaboration



Email

Expanded email templates
Intelligent email response
Rich email content



Chat

Click to Chat
Supervisor to Agent Chat
Co-Browse

- ❖ Deliver intelligent, personalized interactions for every customer
- ❖ Lower training costs with a single user interface for all channels
- ❖ Reduce total cost of ownership with pre-integrated solution

Enabling the Customer 360





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Oracle Policy Automation Connector for Oracle CRM On Demand

Phil Whitwell, Product Strategy Director



The New Standard for Business Flexibility

Enable CRM On Demand to:

- Provide *Dynamic Interview* for interactive self service and call center advice
- Easily *model and maintain complex rule* using natural language



DEMO: CRM On Demand & OPA

Create Opportunity



Develop Quick Quote

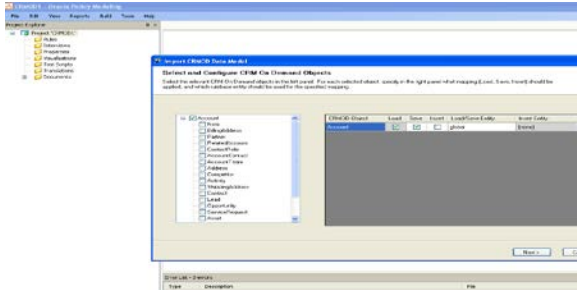


Generate Premium

A screenshot of the CRM On Demand web application. The main window displays the 'Opportunity Detail' for 'Joseph Alter'. The page is divided into several sections: 'Key Opportunity Information' (Opportunity Name: Joseph Alter, First Name: Joseph, Last Name: Alter, Status: New, Sales Stage: Prospect, Cellular Phone #: +1 215 9992017, Work Phone #: +1 267 6441017, Close Date: 8/16/2010), 'Quick Quotes' (insured details form), and a 'Recently Viewed' list on the left sidebar. The sidebar includes options like Appointment, Contact, General Information, Household, Lead, Medical & Family History, Notes, Opportunity, Process Status, Riders, and Task. The 'Recently Viewed' list shows names like John Bensar, Frank Allen, Jacob Brown, David Baker, Joseph Alter, Peter Gonzalez, Sandy Bloom, and Jimmy Anderson. The bottom of the screen shows a Windows taskbar with the Internet Explorer browser icon and a 100% zoom level.

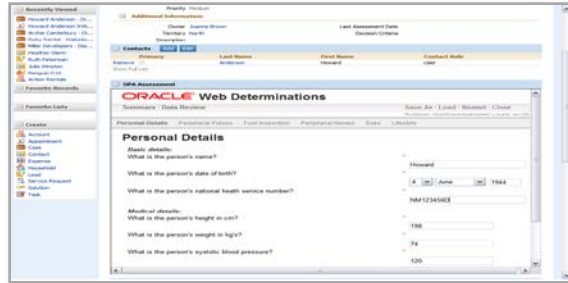
Key advantages of the Connector

Simple Fast Implementations



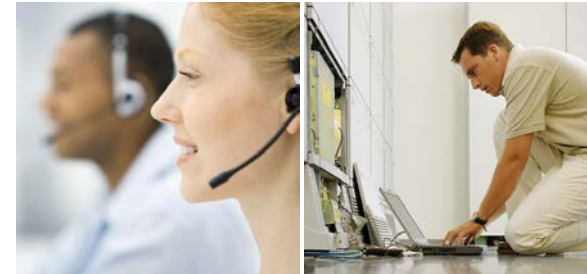
- Users can get started with CRMOD data model with simple wizard
- Rule authoring and testing performed standalone in Oracle Policy Modelling
- Integrate Web Determinations into CRMOD as an applet in less than 5 minutes

Low Cost Deployment



- No need for expensive hardware
 - OPA can be deployed out to hosted environment
- Rule modeling license cost included with runtime license
- Complete deployments of Web Determination in less than 30 days*

Cross Industry Support



- Use OPA to extend CRMOD for any industry where legislative or policy-based rules are common
- All CRMOD's applications can be extended with OPA decisions
- Use Web Determinations to capture data not represented in CRMOD

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Broad Applicability Across Industries



Insurance

- Self-service quoting for customers and brokers
- Guided sales agent quoting for insurance policies
- Risk classification and premium calculations
- Claims adjudication and payment calculations



High Technology and Manufacturing

- Service billing
- Warranty processing
- Manufacturing process automation and consistency / escalation rules

Other

- Complex territory assignments
- Healthcare provider assessments
- Hosted field service management
- Multi-level marketing – sales and campaign mgmt



Telecommunications

- Self-service quoting and bundling
 - Includes compatibility and constraints
- Wholesale pricing
- Contract termination / separation
- Technical service charging



Financial Services

- Self-service loan origination – needs analysis, eligibility and quotes
- Business policy adherence for rates, eligibility, exception management
- Regulatory compliance for marketing offers and transactional flags
- Tailored to region- and corporate-specific needs

Oracle CRM On Demand Roadmap

Continued Innovation

Release 19

- CRM Desktop
- Connected Mobile Sales
- More Extensibility
- More Life Sciences
- More Insurance
- More advanced security
- More operational transparency

Release 19 Innovation Packs

- Integrated Marketing OD
- Integrated Contact OD & CTI API
- Disconnected Mobile Sales
- Integrated OPA
- Database Vault
- Java Cloud

Release 20

- More Mobility
- More CRM – Sales, Service & Marketing
- More Analytics
- More Industry Investment
- Enhanced Usability
- Enhanced Extensibility
- Enhanced Security

GA: Today!

Available: Statement of Direction

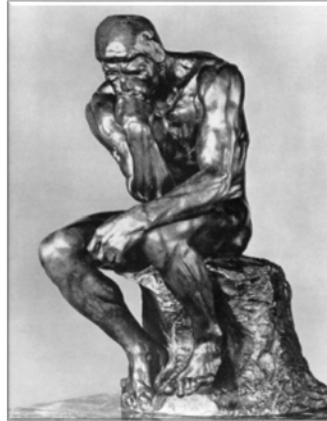
Oracle CRM On Demand

The Smart Choice for Cloud CRM

	Oracle	Others
Sales Force Automation	✓	✓
Service	✓	✓
Integrated Marketing	✓	
Tailored Industry Support	✓	
Comprehensive Analytics	✓	
Enterprise-Grade Cloud Security	✓	
Multiple Cloud Deployment Options	✓	
Single Provider Solution	✓	
Lowest Total Cost of Ownership	✓	

Why Oracle CRM On Demand

- ✓ **Get Smarter**
- ✓ **Get More Productive**
- ✓ **Get the Best Value**



DEMO

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