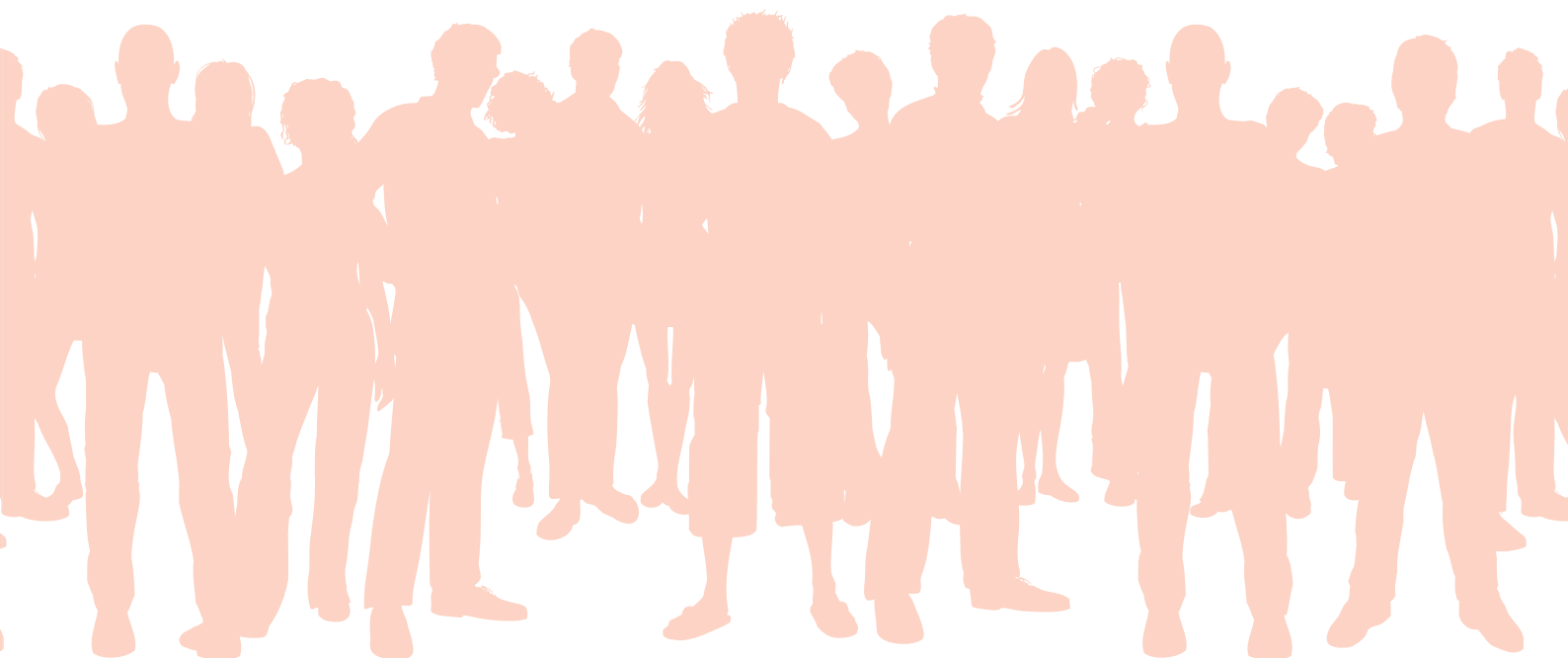


ORACLE IS THE **INFORMATION** COMPANY



# Customer Relationship Management

Identify and maximise your most profitable relationships



# Customer Relationship Management (CRM)

## An Oracle Overview

Do you know which customers are most valuable to your organisation?

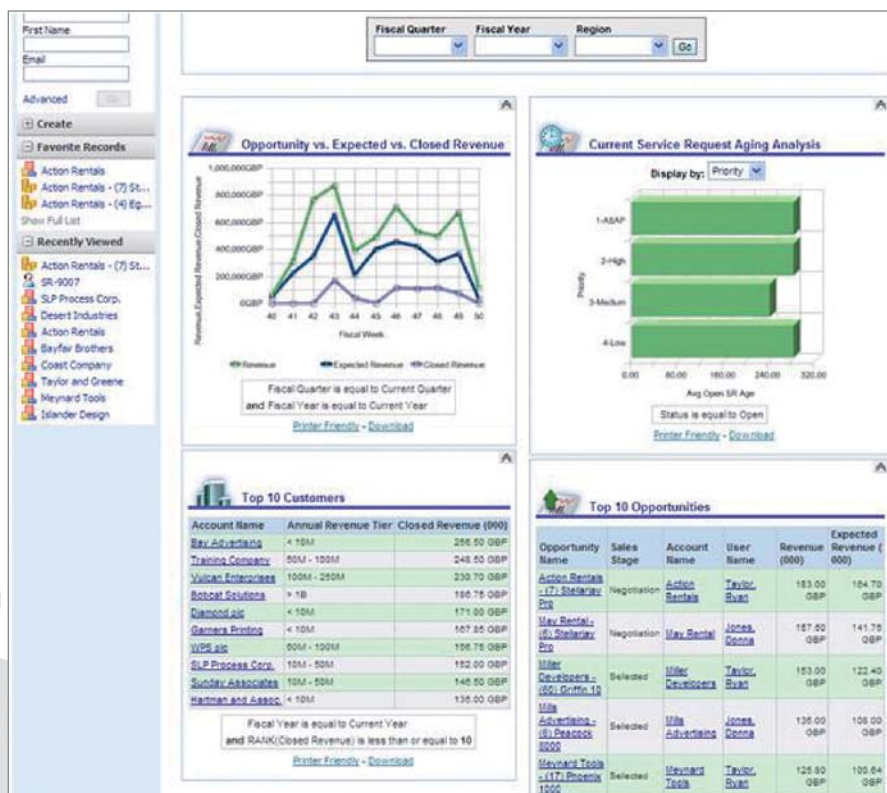
Who spends the greatest amount with you? Who spends the most reliably with you? Who has the most potential to spend with you?

The most successful businesses are able to identify their most profitable customer relationships and act intelligently to nurture and extend those relationships.

With a customer-centric business model, achieved with Oracle's Customer Relationship Management (CRM) solution, customer insight informs every step of your business' decision-making to support that success.

The result is that opportunities for up-sell and cross-sell become visible to each and every sales person and customer services representative; every customer interaction reinforces a positive brand message and creates new opportunities; and top- and bottom-line growth are inevitable. You turn your entire work-force into a sales-force, because everyone who has access to the right information at the right time can capitalise on opportunities that might otherwise have gone un-noticed.

Oracle CRM On Demand R16, with several industry specific solutions and flexible deployment options, we can provide the right solution for your business



Insight gleaned from business intelligence can be a key competitive differentiator.

## Information drives successful customer relationships

Information and branding was once controlled by companies, who had direct control over buyer behaviour. But now with new web applications, these companies find they no longer "own" customer relationships. Conversations among customers, employees and partners are happening that companies are not aware of and have no way of managing. With the wide availability of third party forums and reviews, consumers rely on a mix of peer information sources to influence their buying decisions.

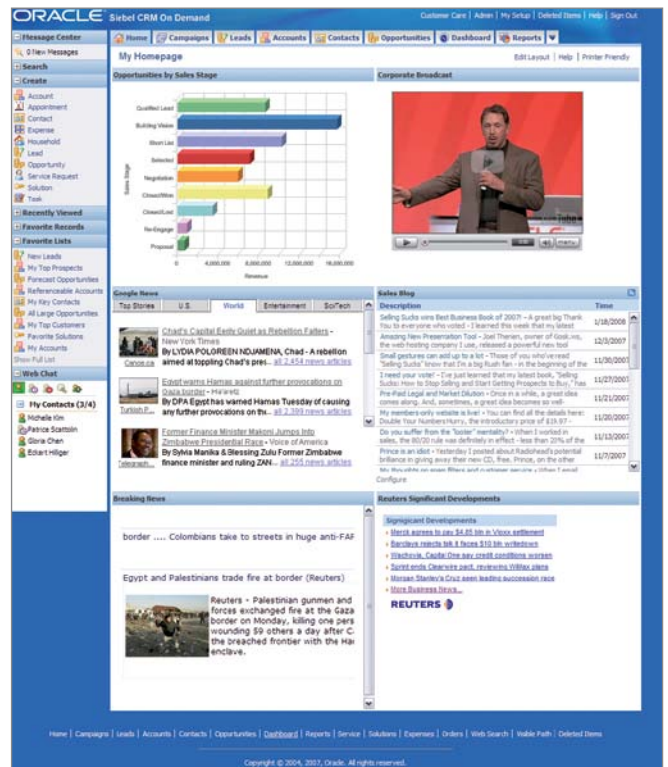
This swing in influence requires a CRM solution that can capture vital information across channels and systems to fully connect customers, employees, and partners across a company's sales, marketing, and service organisations.

Oracle CRM gives you information-driven sales, customer service and marketing. But the difference is, this application doesn't rely on salespeople entering data laboriously; it captures the information from the conversations that happen organically, drawing all the information from across the contact pool into a single source so that each person can sell more effectively.

Oracle CRM streamlines business processes, improves data quality, and allows all your key divisions to draw from the same source of data. With Oracle CRM, your company owns the single best tool for customer success: accurate information.

"In industry after industry, loyalty leaders are growing at more than twice the rate of their competitors."

Fred Reichheld, author of  
"The Ultimate Question"



Oracle CRM gives salespeople a snapshot of all the information they need, just a click away.

# Customer Relationship Management (CRM)

## An Oracle Overview

Oracle is number one in CRM.

A leader in four Gartner Magic Quadrants.

A leader in record-centric customer service software, enterprise CRM suites and sales force management according to Forrester.

### Leading the way in Social CRM

Harness the power of social networking: new web applications can help you boost sales productivity, shorten sales cycles and increase sales. Applications like Facebook, LinkedIn, Myspace, Xing and Twitter have changed how people communicate and interact, and it is crucial that you enable your salespeople to take advantage of this technology to increase their sales effectiveness.

Oracle Social CRM applications work the same way as the sales team in order to increase efficiency of daily business routines. With tools that support the social nature of selling relationships and help move an opportunity forward, the applications are focused, intuitive and easy to use – and they bring all the information your salespeople need into a single application, whether it is enterprise, personal or public data.

With Oracle your salespeople can identify and qualify leads, develop targeted sales campaigns and collaborate with colleagues to close more deals. Unlike other CRM applications, sales users reap instant benefits with no data entry required. Oracle CRM provides insight into what to sell and who to sell it to, creating targeted lead generation by product, region or individual customer. It includes a library of resources that salespeople can tag, use and share, and uses sophisticated analytics to help plan future campaigns.

### Community-driven insight

Each customer touch-point provides a wealth of information, yet this data is often confined to one employee or lost altogether. Oracle CRM automatically analyses each customer interaction to improve the next interaction. It enables you to mine data across enterprise systems and social communities that span the collective intelligence of an organisation. You can now analyse past purchase behaviour of similar customers to pinpoint the most promising prospects and price points to initiate a successful sales conversation.

### Web 2.0 Technologies

Technology driving Social Networking sites provides opportunities for sales teams to collaborate in new ways. Social CRM Applications include:

- Sales Prospector – guiding sales staff to their next best opportunity using account profiling and buying history
- Sales Library – leverage the collective experience of your sales community to find the right message and content
- Sales Campaigns – create and share sophisticated HTML email campaigns as well as track and analyse results
- Deal Manager – Analyse the requested price, provide price and profit guidance as well as customer price history

The combined effect is increased productivity and effectiveness.

### Geared around user productivity

CRM users need applications that work the way they do to close deals and service customers, while capturing valuable customer and transactional data as they go about their daily tasks without requiring users to manually enter data. Oracle CRM is focused, intuitive and context-aware to ensure vital information is just a click away.

## Experience the results

- DIRECTV achieved 432 percent ROI using Oracle CRM On Demand
- NEC increased average deal size by 153 percent using Oracle CRM On Demand
- GMAC, China saw a 200 percent increase in business processing
- InFact Group had an 18 percent reduction in sales training and support costs
- Equifax saw an annual return of over 350%

**Equifax:** “We had a pretty tight timeframe to get started. We did it in less than 60 days. We have an annual return of over 350%.”

Tripp Partain, CIO, Global

## Gain faster time to business value

Only Oracle offers a SaaS CRM solution tailored for several industries, resulting in fewer customisation 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 analysts 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.

## Sales, marketing and service analysis

Access to real-time information is important. Combining that knowledge with historical information is invaluable. With Oracle CRM, for example, executives can view the current pipeline as well as historical sales trends to determine if a current trend reflects a fundamental change in business conditions or is a seasonal pattern.

## Role-based insight

To be truly effective, business intelligence must permeate every part of a CRM application and be tailored for that particular user role – whether an executive, manager or individual contributor – and at the point of interaction. Managers, for example, can easily access the intelligence they need on their mobile device to make educated decisions when they are away from the office or between meetings.

## Mobile and multi-channel

Oracle CRM enables customers and employees to interact and transact through their channel of choice – whether through a call centre, over the Internet, in person, via a mobile device, or through the growing realm of communities . But it also maintains a channel-independent CRM solution with centralised business logic, capturing the interactions for future decision-making.

# Enterprise Software Solutions

## A Partner Overview

Percipient are an Oracle Certified Partner who are 100% focused in the Manufacturing Sector, specifically including the Life Science, Pharmaceuticals and Biotech markets.

We specialise in implementing Oracle Applications and Oracle Technology, including E-Business Suite and CRM on Demand.

Our team of dedicated and focused consultants has over 20 years proven track record in the sector, including analysis, specification, design, implementation, support and Compliance and Validation of Business Systems ensuring that we add value and assist the delivery of quality projects and solutions and that clients can pass regulatory inspections.

Our close relationship with Oracle allows us to offer Oracle Business Accelerators for our focussed industry sectors, ensuring we help to Accelerate your business growth and expansion.

Percipient are delighted to be able to offer the latest Release 17 of the CRM on Demand Product for the Life Science Market. As well as having new and updated functionality, the release continues to ensure that the product is focussed to the industry sector.

Key terminology and messages are clear. We all know that Pharmaceutical representatives can not 'sell' to the target market, but influencing is key. The product is written with the Pharmaceutical representatives language and terminology in mind.

The product offers 5 key functions:

Account Management: including Key Account Management, so that Reps can be focussed with the correct messaging. Product Revenue and Ratings, along with asset tracking is available.

Contact Management and Targeting: with Physician profiles, License Tracking, Best Call Times, Key Opinion Leaders.

Business Planning: with Opportunity Management, Sales Objectives and Reach and Frequency Targets.

Call Planning and Reporting: with call scheduling, account and contact calls, product detailing, Samples Drop Reporting, Samples Management and Route Planning.

Campaigns and Events: with Event Management, Campaign Planning, Message Planning, Content Delivery and Response Tracking.

All the above combined with Fully Integrated Analytics and Reporting.

Release 17 also offers a fully integrated Mobile and Office capability enabling the office to Support Key Sales Tasks in the Field. In office Sales Reps can analyse territory, manage customers, plan messages, plan call routes and manage samples, and relate via common web services interface to the mobile sales reps in the field with Smartphones and Tablets/Laptops.

## Enhanced Sales Planning and Execution

Increases the Quality of Customer Interactions, including Account Planning, Defining Business Plans and Setting Objectives, Extending Customer Profiles and Call Reporting, thus enabling increased time for selling, reduced time on data entry, with improved personalisation and visualisation for effective sales interactions.

## Deeper Samples Management

Increases Product Control, including improved inventory tracking, Samples Management and Promotions, the ability to track returns, losses and thefts, along with Reconciliation with interim Audit and Compliance Report, allowing running count, and inventory period status, thus ensuring Compliance and full control over samples.

## Integrated Closed Loop Marketing

To deliver the right message for more effective interactions, Personalised Content Assembly, including open, non-proprietary workbench, assembles messages from commonly used formats. It delivers messaging relevant to each customer, and gathers customer interactions with one-click responses.

**“Agencourt’s sales team is very excited about CRM On Demand. They’re eager to use it, which is a primary concern for us. To be successful with our CRM Initiative we needed to have the buy-in of our primary users”**

Rosa Cintron, Project Manager, CRM On Demand, Agencourt Bioscience Corporation.



CRM on Demand R17 for Life Sciences offers a single one stop shop for all your Sales and Marketing team. From Contact management to Sample management to Event Management, including fully Integrated Mobile and Office CRM Capabilities.

Percipient will ensure that the system is fully Compliant and offer a range of hosting options. Full training will be available as well as a Service Level Agreement to ensure that your staff have support available from the office or in the field.

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