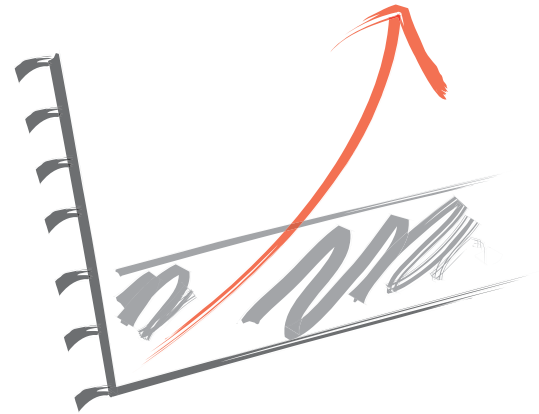


IMPROVING SALES PERFORMANCE WITH CRM: WHITEBOARD SESSIONS



The recent economic downturn has forced many organisations to consolidate their operations around core strengths and competencies. Following this period of retrenchment, the emphasis is now on the sales function to deliver growth, placing sales management and sales teams at the leading edge of the economic revival.

The spotlight is firmly on sales productivity in a marketplace of anxious activity. This is the realm of CRM as an enabling tool for making sales forces more efficient and effective, and delivering dramatic gains in revenue and profitability. However, this potential exists only if the tools are regularly used. Adoption is driven by the perception of value, an understanding that by integrating the technology into their day-to-day activities the user will experience a measurable improvement in performance.

This is the purpose behind the whiteboard sessions – back-to-basics, on-demand messaging that presents dynamic, real-life examples of the role of CRM in today's agile business environment. They focus on the unique capabilities of Oracle CRM On Demand such as auto-forecasting, embedded analytics, and closed-loop lead management, to provide a clear, practical understanding of the tools you need to maximize sales performance.

Contained within this whitepaper are two whiteboard videos that succinctly demonstrate the true value CRM On Demand can deliver:

- Oracle CRM: Increasing Sales Productivity
- Oracle CRM: All Things On Demand

Both focus on operational benefits that can enable sales teams to maximise their execution effectiveness. Combined, they're about understanding the very essence of CRM.

ORACLE CRM ON DEMAND

View ROI Case Studies:

Equifax

ROI: 392%

Payback: 10 months



Rackable Systems

ROI: 330%

Payback: 5.3 months



DirecTV

ROI: 432%

Payback: 2.6 months



AMBU EMPOWERS ITS SALES REPS AND MANAGERS WITH ORACLE CRM ON DEMAND

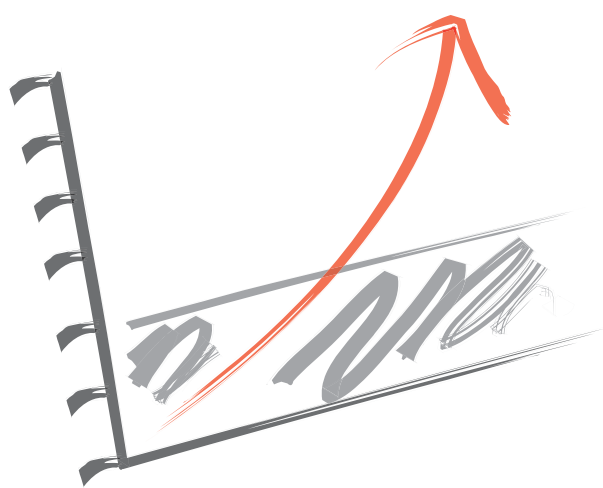
WATCH THE VIDEO



ARM IMPROVES FORECAST AND LEAD MANAGEMENT WITH ORACLE CRM ON DEMAND

WATCH THE VIDEO





ORACLE CRM: INCREASING SALES PRODUCTIVITY

WATCH THE
VIDEO



SUMMARY

The act of improving sales productivity is the empowering of sales people to spend more time in front of their clients having sales conversations and less time involved in traditional 'back office' activities. According to a variety of sales analysts, only 22% of total sales activity is spent selling, and a massive 78% in meetings, travel and administration.

The problem this creates for sales leaders is that of lost potential, lost resources and lost selling time. Admittedly, there is no expectation that 100% is a viable target, but what if an increase of 8% could be achieved? What measurable difference would this have on selling hours, particularly when multiplied across different teams? Ultimately, how would an increase in productive selling hours improve bottom line results?

How sales teams can enhance and improve their core activities, particularly customer and pipeline management,

and how sales leaders can utilise improved pipeline visibility across the entire sales process, is at the heart of this whiteboard session.

Insight is also provided into the benefits of accessing the suite of tools defined as 'Social CRM', software designed to work the way you do – collaboratively – providing detailed customer intelligence that gets smarter over time as more information is added. Social CRM empowers sales people to prospect with greater impact, as well as providing other value-adding benefits such as increased marketing effectiveness and access to customer pricing best practices.

Increasing sales productivity provides a dynamic vision for increasing performance by employing innovative tools directly at the point-of-need. Technology that is easy to use and fast to deploy, bringing greater effectiveness to every stage of the sales cycle.

WATCH THE VIDEO



ORACLE CRM: ALL THINGS ON DEMAND



SUMMARY

In this whiteboard session, the role that evolving user behaviour has had on the continuing development of CRM is explored, particularly in the case of 'instant gratification'. The demand for immediate fulfilment in our private lives, initiated by the internet, has blended into the business workplace and users now expect their business applications to deliver an effect that almost instantaneously follows cause.

Traditional CRM systems have proven very effective at understanding and delivering:

- Business process re-engineering
- System integration
- Enterprise level security, performance and reliability

However, in today's challenging economic environment, flexibility and speed-to-result have proven increasingly defining metrics. This was the genesis behind SaaS 1.0, which met the

demands for faster deployment, rich usability and pay-as-you-go payment options. But SaaS 1.0 also fell short of a comprehensive solution, proving itself unable to deliver the business processes that companies really needed, the depth of integration required or the security levels demanded by enterprises, and was only able to offer reporting, not the rich analytical capabilities to drive these systems.

Where SaaS 1.0 fell short, the 2.0 wave has delivered, along with the next generation of CRM applications that provide a robust, enterprise-class Cloud Computing platform, and the deployment, usability and payment terms that customers now expect. A customer-focused architecture that can be delivered on a multi-tenant, single-tenant or integrated, hybrid deployment model. All this is possible with CRM On Demand from Oracle, a powerful range of tools that satisfies the needs of the enterprise and the instant gratification requirements of the individual user.

IN CONCLUSION:

A phrase that is aired repeatedly at present is 'bounce back' – the desire to emerge from the downturn with energy and agility. Technology has a vital role to play in this respect, providing sales teams with the tools and insight they need to uncover hidden demand and accelerate pipeline activity.

The challenge to delivering this increased effectiveness remains one of user adoption. The whiteboard sessions have been developed to outline how a holistic view of the customer can be actively used to drive improvements in prospecting, pipeline management and execution effectiveness. This is an important first step prior to a more detailed consideration of available technologies.

*MORE ORACLE
CRM RESOURCES*

View CRM Sales productivity demonstration [here](#).

To access a free, no obligation, 30 day trial of Oracle CRM On Demand, [click here](#).

For more information on Oracle CRM On Demand, visit our [CRM website](#).



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