

ORACLE CRM ON DEMAND RELEASE 19

ORACLE[®] CRM ON DEMAND

THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

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

NEW FEATURES

- Next Generation Mobile and Desktop Solutions
- Enhanced Sales Force Automation
- Improved Usability and Productivity
- Usage and Performance Tracking Analytics
- Opportunity Team Reporting
- Enhanced Dynamic Layouts
- Client-Side Extensions for Custom Content
- Expanded Web Services Coverage
- Additional Security Features
- Allotment Management
- Usage Monitoring
- Oracle Database Vault
- Enhanced industry editions

Get smarter, more productive, and the best value with Oracle CRM On Demand Release 19. Oracle CRM On Demand continues to be the most complete Software-as-a-Service (SaaS) CRM solution available. Now, with Release 19, organizations of all types and sizes benefit from actionable insight anywhere, anytime, as well as key enhancements in mobility, security, analytics, productivity, integration, extensibility, and ease of use.

Next Generation Mobile and Desktop Solutions

Oracle CRM On Demand Release 19 offers a complete set of mobile and desktop solutions that improve productivity by enabling reps to access and update information anywhere, anytime.

New capabilities include:

- *Oracle CRM On Demand Connected Mobile Sales.* This add-on mobile service provides a configurable mobile solution on iPhone and BlackBerry devices. You can access data from CRM On Demand in real time with a rich, native user experience, which will be comfortable and familiar to current iPhone and BlackBerry users.



Figure 1 Oracle CRM On Demand Connected Mobile Sales

- *Oracle CRM On Demand Desktop:* This application centralizes essential CRM information in the familiar Microsoft Outlook environment, increasing user adoption and decreasing training costs. Users can manage CRM data while disconnected, then synchronize bi-directionally when they are back on the network.

BENEFITS

- Leverage anytime, anywhere access to CRM via mobile and desktop solutions
- Increase performance and operational transparency
- Improve customer service with new channels
- Maximize productivity, satisfaction, and user adoption (ROI)
- Maximize data security
- Gain immediate advantage with industry-ready solutions
- Achieve the lowest Total Cost of Ownership (TCO)

- *Apple iPad Support:* Complete CRM On Demand functionality, including administration features, is supported on the Apple iPad with a few minor restrictions.

Get Smarter with Actionable Insight

The difference between making good decisions and great decisions depends heavily upon the quality, structure, and availability of information at hand. Oracle CRM On Demand Release 19 expands upon its industry-leading analytics capabilities to provide greater business insight than ever before. New capabilities include enhanced usage and performance tracking for pages and analytics reports, opportunity team reporting, enhanced pick list filtering, and improved time zone handling.

In addition, Release 19 increases operational transparency by enabling you to track and manage file, record, and Web service allotments. You can also monitor page and web service usage information, enabling you to optimize your use of the solution.

Get More Productive with Powerful Tools

Oracle CRM On Demand Release 19 introduces a new set of powerful capabilities designed to maximize productivity. Usability enhancements, such as the ability to hide and show the action bar and improved list navigation, maximize the presentation of information on the display. This significantly reduces the number of keystrokes for common activities and simplifying navigation. Release 19 delivers additional productivity enhancements through *Enhanced Sales Force Automation*. Now, you can use opportunity hierarchies to relate one or more child opportunities to a parent opportunity. Report on opportunity teams to better manage your teams and evaluate team member performance. Refine the visibility and filtering of Business Plans using a direct relationship between Accounts and Books of Business, as well as relationships with all Custom Objects.

Get the Best Value

Oracle CRM On Demand delivers unprecedented value with the broadest set of capabilities from a single-provider solution, the industry's lowest total cost of ownership, the most on-demand deployment options, the deepest CRM expertise and experience of any CRM provider, and the most secure CRM in the cloud. With Release 19, Oracle CRM On Demand now includes even more enterprise-grade security, integration, and extensibility features, along with enhanced industry editions to save you time and money.

New features include:

- *Additional Extensibility Features:* Leverage dynamic layouts across additional standard objects, as well as custom objects. Use custom web applets, custom web tabs, and global web applets to render your content directly from the CRM On Demand servers, rather than your own hosting location, using client-side extensions.
- *Oracle Database Vault:* Enable Oracle Database Vault on your Oracle CRM On Demand Single-Tenant deployment to limit Oracle employee

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RELEASE 19**

RELATED PRODUCTS

- Oracle CRM On Demand Financial Services Edition – Insurance Solution
- Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution
- Oracle CRM On Demand Life Sciences Edition – Medical Solution
- Oracle CRM On Demand Automotive Edition
- Oracle CRM On Demand Marketing
- Oracle CRM On Demand Connected Mobile Sales
- Oracle CRM On Demand Desktop
- Oracle Database Vault

access to the Oracle CRM On Demand database using the principles of 'need to know', least privilege, and segregation of duties.

- *Additional Security Features:* Access a centralized audit trail to view events on auditable record types, set maximum session durations, set the maximum amount of time a session can be available before the user must re-authenticate, and define concurrent session limit options.
- *Expanded Integration:* Expanded Web services object coverage, named search support, and enhanced bulk data load are examples of how Oracle continues to invest in the core platform to enable customers and partners to easily integrate with CRM On Demand.
- *Enhanced Industry Editions:*
 - Life Sciences – Enhancements include an industry-specific offline client, mass creation of planned calls, and Book of Business support for samples.
 - Automotive – New functionality includes service requests associated with specific vehicles, dealer addresses, and enhanced team collaboration for vehicles.
 - Insurance – The new Oracle CRM On Demand Connector to Oracle Policy Automation (OPA) enables insurance organization to leverage this powerful rules engine inside CRM On Demand. This connector enables you to pass information captured in CRM On Demand to OPA, and receive the results back from OPA. With this new connector, insurance organizations can expand the use of CRM On Demand to handle more complex processes.

Bottom Line

Oracle CRM On Demand Release 19 enables organizations to get smarter, get more productive, and get the best value, period. For more information on Oracle CRM On Demand Release 19, please visit oracle.com/crm or call +1.866.906.7878 to speak to an Oracle representative.



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