ORACLE SALES ANALYTICS

FOR BUSINESS USERS

- Analyze pipeline opportunities to determine actions required to meet sales targets
- Determine which products and customer segments generate the most revenue
- Understand which competitors are faced most often and how to win against them
- Identify up-sell and cross-sell opportunities within existing accounts
- Increase the front-line manager's effectiveness by identifying performance deviations that need immediate attention

FOR IT

- Accelerate deployment of sales analytics to both connected and remote users
- Reduce implementation cost and risk through integrated analytic solutions
- Integrate data from multiple enterprise sources and across the company value chain
- Flexibly adapt to changing business needs by leveraging, not replacing, existing technology investments
- Deliver better business results and rapid time to value

Oracle Sales Analytics is a comprehensive analytic solution that provides timely, fact-based insight into the entire sales process. It provides new levels of information richness, usability, and reach to sales professionals throughout the enterprise. All users, from sales executives to front-line sales representatives, get up-to-the-moment, complete, and in-context sales insight—insight that is personalized, relevant, and actionable. The benefits are faster and more informed decisions that help the sales organization compete more effectively, lower sales costs, and achieve better results. In addition, to help organizations achieve maximum value from their CRM sales force automation implementations, Oracle, the world's leading provider of customer relationship management systems, has developed a powerful solution that helps Oracle's Siebel Sales customers monitor, measure, and manage sales force adoption and effectiveness.

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Right Information – Right Now

Enterprises depend on information to optimize performance. However, most organizations are hampered by information that is incomplete, out of date, or otherwise inadequate for answering critical business questions. Additionally, organizations often struggle to deliver the right information to the right person at the right time.

Oracle Sales Analytics, part of the Oracle BI Applications family, is designed to help sales organizations leverage the power of timely, actionable information to improve the quality of decisions and ultimately optimize performance. The application is the only solution that unlocks the information value hidden in systems across the enterprise—including financial management, supply chain, and customer relationship management systems—to provide sales professionals with comprehensive insight that enables them to take action. With Oracle Sales Analytics, sales professionals can get a complete picture of customer needs and buying patterns; spot potential problems; and identify opportunities to increase revenue, decrease costs, and enhance profitability.

## Solving Customer Problems with a Complete Enterprise View

Oracle Sales Analytics can easily combine with Oracle Supply Chain and Order Management Analytics to provide sales professionals with a complete view of the customer relationship in one application, enabling them to identify, understand, and resolve customer issues more efficiently and effectively. For example, a sales representative calls on a key account that has a significant order pending. On his laptop, the representative pulls up the customer's information in the Oracle BI dashboard and notices the customer is late in paying his most recent invoice. During the meeting the customer complains that several shipments have arrived late and he's holding up payment. Checking the customer's order, the representative verifies that shipments of a particular product to this customer have indeed been late and the current order remains unfilled. He then checks the company inventory system and notices the local warehouse has been experiencing chronic stock-outs of the product on order. However, he is able to verify that another warehouse in a different region has plenty of inventory. He reserves the product, modifies the original order, and through expedited shipping can deliver the product the following week. Satisfied, the customer agrees to pay the invoice and places the new order.

This scenario demonstrates how the combination of Oracle Sales Analytics and Oracle Supply Chain and Order Management Analytics can help sales representatives gain a comprehensive view of the many factors that affect customer satisfaction and sales, leading to improved sales effectiveness.

Insight Where and When You Need It

To compete effectively in today's marketplace, companies need to deliver the right information to the right person at the right time. Oracle Sales Analytics provides timely metrics, alerts, and reports; enabling sales team members to take action based on facts rather than intuition. Oracle Sales Analytics can also proactively deliver insight to salespeople in the field via laptop, PDA, or mobile phones, ensuring they

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always have the latest information they need to make informed decisions and increase win rates. Most important, because Oracle Sales Analytics is a part of the overall Oracle BI Application suite, companies can easily combine data from sources across the enterprise—including supply chain, financial, human resources, and customer relationship systems—to provide salespeople with a complete view of their accounts and help them resolve issues more quickly. With Oracle Sales Analytics, companies can achieve higher sales effectiveness and maximize the value of their customer relationships.
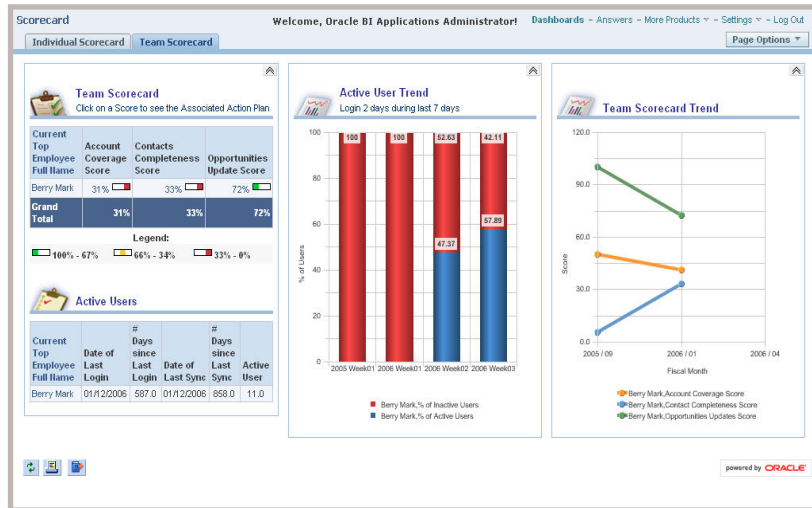
User Adoption and Alignment Dashboards for Oracle's Siebel Sales

User Adoption and Alignment analysis includes six dashboard areas that contain more than 60 prebuilt best-practice reports. The dashboards and reports are highly customizable and enable users to leverage the rich information available in Usage Accelerator to pinpoint areas that need improvement, accelerate organizational usage, drive alignment, and increase the overall SFA system return on investment. The dashboards are tailored to the needs of various roles such as sales executives, field sales management, and individual sales representatives. Through their rich insight and ease of use, they greatly accelerate the time to value and help drive better business results. The following section describes each of Usage Accelerator's insight-rich dashboards, which can be delivered to a broad user base and embedded in the Oracle's Siebel Sales browser-based user interface:

Scorecard Dashboard

The Scorecard Dashboard provides sales representatives and managers with a comprehensive view of their performance against the organization's performance alignment metrics. The Manager Scorecard Dashboard enables sales people and managers to quickly assess their standing and easily determine any corrective actions required.

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Action Plan Dashboard

The Action Plan Dashboard provides the end user or manager with a detailed list of information requiring attention. Action plans are generated for the coverage, information completeness, and opportunity update categories. Action Plan reports enable the user to navigate directly to the information in Oracle's Siebel Sales where updates can be performed.

User Adoption Dashboard

The Application Usage Dashboard provides visibility into the behavioral attributes and usage patterns of those using the system. The metrics enable sponsors to quickly identify areas in need of improvement and individuals who require additional help to meet the company's expectations. These metrics are critical during the rollout of Oracle's Siebel Sales and upgrade phases. They help accelerate adoption and easily identify areas that need attention, enabling managers to make corrective actions quickly and monitor their impact.

Opportunity Update Dashboard

The Opportunity Update Dashboard delivers reliable information to users of Oracle's Siebel Opportunity Management to track their pipeline and sales forecasts. The metrics focus on opportunities by ensuring that current and accurate information is properly captured. The dashboard gives sales and finance executives greater confidence in the reliability of revenue forecasts and goals and provides guidance to sales representatives.

Completeness Dashboard

The Information Completeness Dashboard helps ensure that Oracle's Siebel Sales contains complete contact and account information by highlighting what is missing in an individual entry or in a set of entries. The Information Completeness Dashboard highlights missing information and helps ensure that the organization has the necessary information critical to the selling process.

Coverage Dashboard

The Coverage Dashboard helps monitor sales activity against accounts, contacts, opportunities, and financial accounts. It also tracks the association of contacts to accounts and opportunities, providing a complete picture of sales activity and system usage across a customer base. By using this dashboard, sales management and sales representatives can quickly determine which of their customers need additional attention.

Oracle Sales Analytics Benefits
Increase Forecasting Accuracy and Sales Results

Sales executives need up-to-the-minute information so they can accurately assess progress against sales goals. With Oracle Sales Analytics, sales executives can receive alerts when territory performance drops below weekly targets, enabling them to take appropriate action—for example, coaching their sales representatives or assigning additional resources. Oracle Sales Analytics also provides sales professionals with up-to-the-moment insight into sales opportunities, including how long each opportunity has been in the pipeline and the current status of team selling

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efforts. Measuring progress against company experience can provide early insight into potential problems, allowing sales professionals to take action to get the opportunity back on track.

Increase Sales Force Effectiveness

Sales managers need fact-based insight into the effectiveness of their sales representatives so they can provide the necessary coaching to improve performance. By providing best practice effectiveness metrics, Oracle Sales Analytics enables sales managers to identify strengths and weaknesses and address them at the individual level. It also provides the ability to apply the same best practices throughout the sales organization. In addition, by providing a holistic view of pipeline opportunities, Oracle Sales Analytics enables better decision-making by helping sales representatives to focus on the best opportunities to maximize results.

Improve Responsiveness

Oracle Sales Analytics enables organizations to improve account management by providing complete visibility into all aspects of the account relationship. Whether in the office or in the field, sales professionals need information from all functional areas of the company so they can respond more quickly to customer issues and resolve them before they become problems. They may need to perform account and activity checks, review service requests, or determine the best products to upsell and cross-sell into their territory's whitespace opportunities. With Oracle Sales Analytics, sales professionals receive timely information providing them the complete picture of the customer relationship, enabling them to take action to maintain customer satisfaction.

Maximize Resource Utilization and Profitability

Oracle Sales Analytics enables sales executives to understand their pipeline and identify critical opportunities. By identifying these critical opportunities, executives can assign the appropriate resources to increase the chance of winning and not waste them on less promising opportunities. While sales reporting and analytics have typically focused solely on an organization's pipeline, Oracle Sales Analytics provides sales professionals with new levels of business insight into every aspect of the customer relationship by unlocking the value of data held in other enterprise systems. In combination with Oracle Supply Chain and Order Management Analytics, sales representatives have access to actionable information from financial, billing, order management, along with their CRM data to help them increase customer satisfaction and revenue and lower sales costs.

Faster Implementation, Lower Risk and Better Business Results

Providing actionable insight to the sales organization requires a powerful analytic solution. However, the business intelligence solutions that are often deployed to fill this need are costly, take a long time to implement, and are difficult to modify when business requirements change. In contrast, Oracle Sales Analytics is a prebuilt solution designed for fast deployment at a lower cost, at a lower risk, and with better business results. Oracle Sales Analytics includes prebuilt data models, more than 150 metrics, and best practices based on Oracle's experience across thousands of sales force automation implementations. Oracle's robust enterprise analytics

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Oracle BI Applications provide complete, real-time, and enterprisewide insight for all users, enabling fact-based actions and intelligent interaction. Tailored for more than 20 different industries and designed for rapid deployment at a low cost of ownership, Oracle BI Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle. All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at http://www.oracle.com/goto/obia

Oracle BI Applications include:

Oracle Financial Analytics

Oracle HR Analytics

Oracle Procurement and Spend Analytics

Oracle Supply Chain and Order Management Analytics

Oracle Sales Analytics

Oracle Marketing Analytics

Oracle Service Analytics

Oracle Contact Center Analytics

platform enables users to easily customize and extend the application without the need for programming. The intuitive, Web-based user interface enables rapid end user adoption and requires very little training.

Better User Adoption and Alignment

Every level of the sales organization benefits from a richer understanding of how each sales representative is contributing. Sales leadership clearly benefits from greater visibility into how well the sales team is following the process and whether critical information is being captured in Oracle's Siebel Sales. Front-line managers and sales representatives also benefit greatly in that Usage Accelerator helps them learn more quickly understand where improvements are needed, and apply this insight to become top performers.

Summary

Across industries, sales organizations are being asked to do more with less, while ensuring that they meet more aggressive sales targets. Sales reporting and analytics have traditionally focused solely on pipeline status. Oracle Sales Analytics provides sales professionals with new levels of business insight by unlocking the information value hidden in systems across the enterprise. With Oracle Sales Analytics, sales professionals have access to actionable information that drives greater customer satisfaction, lower sales costs, and increased revenue. Additionally, Oracle Sales Analytics is built on a robust analytic platform that can proactively monitor and deliver timely and actionable insight to the right person on the device of his or her choice, including email, pager, PDA, laptop, or mobile phone.

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