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Oracle Marketing Analytics Overview

Presenter's Name
Presenter's Title

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Oracle BI Success

			Aerospace & Defense	5 of the top 6
			Commercial Banks	4 of the top 5
			Pharmaceutical	8 of the top 9
			Computer Office Equip	6 of the top 9
			Diversified Financials	3 of the top 4
			Railroad	3 of the top 4
			Medical Products & Equip	3 of the top 6
			Telecommunications	5 of the top 6
			Securities	3 of the top 6
			Network & Comms Equip	2 of the top 4
			Life & Health Insurance	3 of the top 5

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Agenda

- Oracle Enterprise Performance Management System
- Oracle BI Applications Overview
- Oracle Marketing Analytics
- Value of Prebuilt Oracle BI Applications
- Customer Success
- Demonstration
- Q&A

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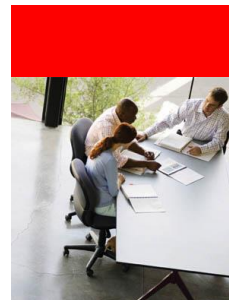
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Oracle Enterprise Performance Management System



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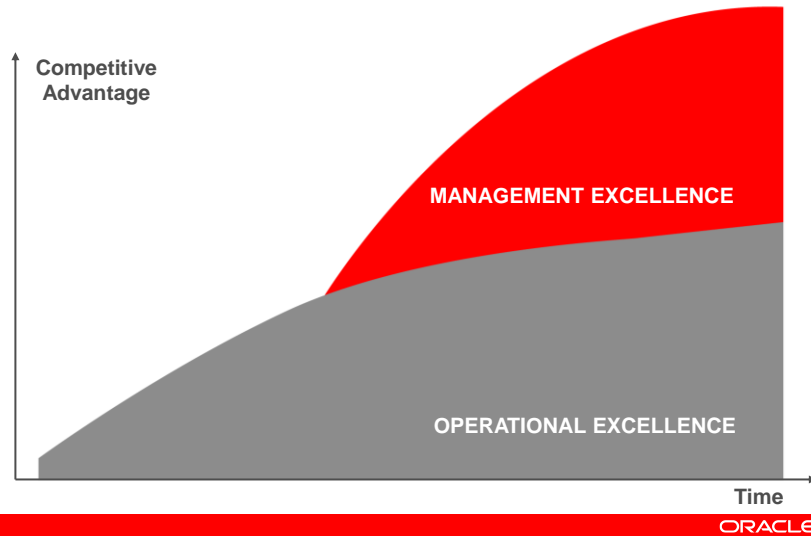
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Oracle's EPM Vision: Extend Operational Excellence to Management Excellence



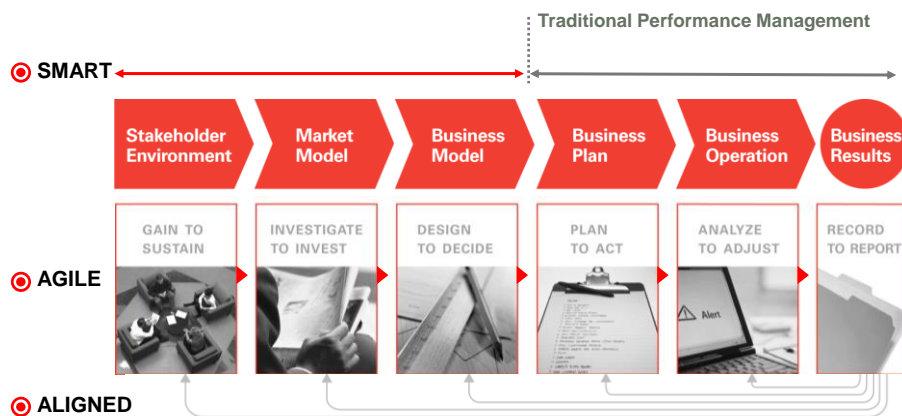
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Enabling Management Excellence



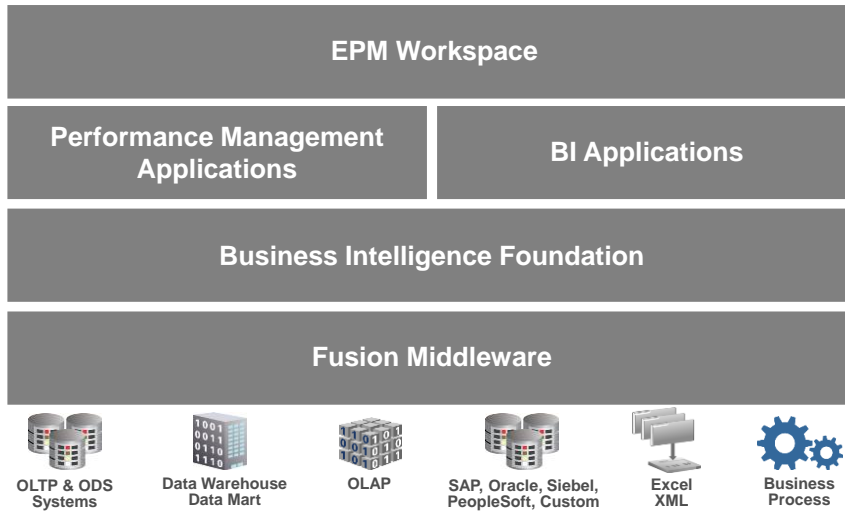
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Oracle's EPM System



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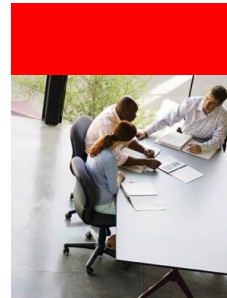
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Oracle BI Applications Overview



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What Gartner Is Saying

“The majority of customers are purchasing and implementing BI and CPM as disparate point solutions, which weaken their ability to achieve pervasive BI or to link BI platform and CPM suites capabilities into an integrated continuum to drive business transformation from the strategic level to the process level”

Source: Employ a Coordinated Approach to BI and CPM, April 2007

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Comprehensive BI Applications

EPM Workspace

Performance Management Applications

BI APPLICATIONS

Sales	Contact Center	Procurement & Spend	Finance
Service	Marketing	Supply Chain & Order Mgmt	HR

Business Intelligence Foundation

Fusion Middleware



OLTP & ODS
Systems



Data Warehouse
Data Mart



OLAP



SAP, Oracle, Siebel,
PeopleSoft, Custom



Excel
XML



Business
Process

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Enabling the Insight-Driven Enterprise

1. **Empower Everyone** – Every person is provided with relevant, complete and consistent information tailored to their function and role.
2. **Provide Real-time Intelligence** – Deliver insight that predicts the best next step, and deliver it in time to influence the business outcome
3. **Use Insight to Guide Actions** – lead people to take action based on facts to optimize decisions, actions and customer interactions

Becoming an insight-driven enterprise will drive the next level of value creation and competitive advantage for organizations.

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Oracle BI Applications

Complete, Pre-built, Best Practice Analytics

Auto	Comms & Media	Complex Mfg	Consumer Sector	Energy	Financial Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans
Sales		Service & Contact Center	Marketing	Procurement & Spend	Supply Chain & Order Management		Financials		Human Resources	
Pipeline Analysis		Service Effectiveness	Campaign Effectiveness	Direct / Indirect Spend	Revenue and Backlog		General Ledger		Employee Productivity	
Forecast Accuracy		Customer Satisfaction	Customer Insight	Buyer Productivity	Inventory		Accounts Receivable		Compensation	
Sales Team Effectiveness		Resolution Rates	Product Propensity	Off Contract Purchases	Fulfillment Status		Accounts Payable		Compliance Reporting	
Up-sell/ Cross-sell		Service Rep Efficiency	Loyalty & Attrition	Supplier Performance	Customer Status		Cash Flow		Workforce Profile	
Cycle Times		Service Cost	Market Basket Analysis	Purchase Cycle Time	Order Cycle Time		Profitability		Retention Analysis	
Lead Conversion		Churn & Service Trends	Campaign ROI	Employee Expenses	BOM Analysis		Expense Management		Return on Human Capital	
Source adapters: ORACLE PeopleSoft, SIEBEL , J D EDWARDS , SAP and Other Operational & Analytic Sources										

Oracle BI Suite Enterprise Edition Plus

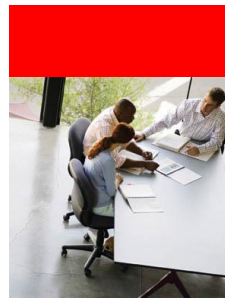
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Oracle Marketing Analytics



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Marketing Organizations Struggle to Use Data and Intelligence to Increase Performance

KEY CHALLENGES	EXAMPLES
Lack of Campaign Insight for Successful Lead Generation	<ul style="list-style-type: none"> • Unable to link vehicle, target list, offer and message mix with campaign success • Lack of complete visibility into campaign effectiveness and downstream sales conversion rates • Limited understanding on campaign response rates
Limited Visibility into Marketing Performance & Accountability	<ul style="list-style-type: none"> • Unable to determine campaign ROI • No means to assess segment penetration effectiveness and perform cross sell analysis • No knowledge of effectiveness of marketing funds in generating sales
Lack of Customer Insight into Buying Behavior	<ul style="list-style-type: none"> • Lack of visibility into common customer-preferred product and service bundles • Inability to establish correlation between customer buying patterns and behavioral attributes
Unable to Control and Manage Marketing Spend	<ul style="list-style-type: none"> • Limited information to effectively control marketing expenses • No means to know marketing cost distribution across customer profiles • Inability to make fact based resource allocations

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Oracle Marketing Analytics Provides Insight to Optimize Spending and Drive Demand

ANALYSIS & METRICS	BENEFITS
Marketing Planning <ul style="list-style-type: none"> Sales alignment Competitor pipeline Forecast & Actual expenses by time Executive scorecard report Expense analysis by time Financial information on marketing tactics 	<ul style="list-style-type: none"> Monitor campaign performance to take timely corrective action to improve efficiencies Make intelligent resource allocations based on effectiveness of tactics Track expenses and reduce wasted spend Increase customer profitability with better buyer behavior insight Improve cross-selling
Marketing Performance <ul style="list-style-type: none"> Campaign scorecard Campaign trends Campaign pipeline Cross sell analysis Cumulative revenue trend Oppty revenue by product Demographics profile of responders 	
Customer Insight (B2B) <ul style="list-style-type: none"> Account revenue Revenue growth Account status # of new accounts Market basket analysis Account attrition Next product purchased Over promoted customers 	
Customer Insight (B2C) <ul style="list-style-type: none"> Income/Age range Customer counts # of customer interactions # of new contacts Contact attrition 	
Events <ul style="list-style-type: none"> Top events ranking Event expenses Event scorecard Events by region/type Events lead generation Opportunity revenue 	

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Oracle Marketing Analytics Complete solution for entire marketing organization



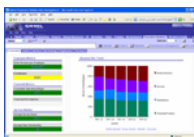
Marketing Planning

Provides Marketing Planning related information. The information is organized for different roles like Marketing Executive, Director, Finance Director. The dashboard also has a Sales Alignment page to allow Sales and Marketing Executives to co-ordinate activities



Campaign Performance

Provides Campaign Results data by Offer, Segment, Agent performance. Manager can monitor a campaign scorecard and identify root causes for shortfalls in meeting predicted goals



Customer Insight

Provides product affinity, market basket and next product purchased analysis. Provides demographic information and information on impact of customer behavior due to marketing activities.



Marketing Events Analytics

Provides Analytics related to management of trade shows, customer events etc. Marketing Events Analytics can show analysis of Event registrations, expenses on supplies by vendor, region, event etc., Event ROI analysis that is fully integrated with Marketing Planning Analytics.

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Complementary BI Applications

Complete Solution for entire Campaign-to-Cash Process



Sales Analysis

- Analyze pipeline opportunities and forecasts to determine actions required to meet sales targets.
- Determine which products and customer segments generate the most revenue and how to effectively cross-sell and up-sell.
- Understand which competitors are faced most often and how to win against them.



Supply Chain & Order Management Analytics

- Provides insight into critical Order Management business processes and key information, including Orders, Order Fulfillment, Invoices, G/L Revenue, sales effectiveness and customer scorecards.
- The delivered analysis of every step in the back-office sales processes from Order to Cash, enables companies to respond more quickly to customer issues and resolve them before they become problems.



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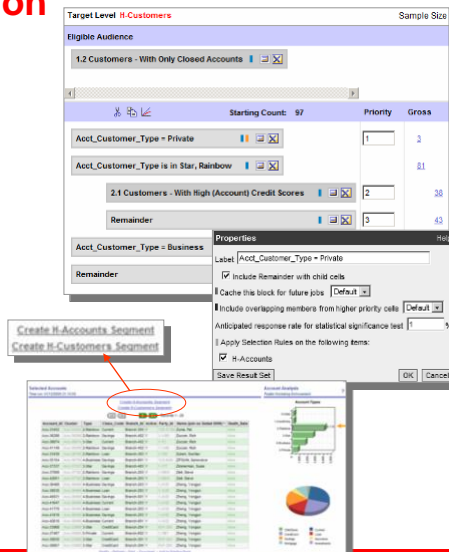
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Complementary Oracle Application

Marketing Segmentation

- **Highly Interactive Interface**
 - Drag and drop criteria definition and grouping, across multiple customer levels
 - Simplified query terminology ('Start with', 'Keep', 'Add', 'Exclude' customers)
 - "Waterfall" style display of counts
 - Sample counts for large data sets
 - Personal and shared subject areas
- **Fully Integrated on Analytics Platform**
 - Queries across many different stars and subject areas, allowing complex queries
 - Shields the marketer from underlying data complexity and performance optimization
 - Uses same meta data as reporting tools; leverages all available calculations and metrics, plus data mining models
- **Enforcement of Global Rules**
 - Consistently apply governance rules (such as profiling, privacy, contact frequency)



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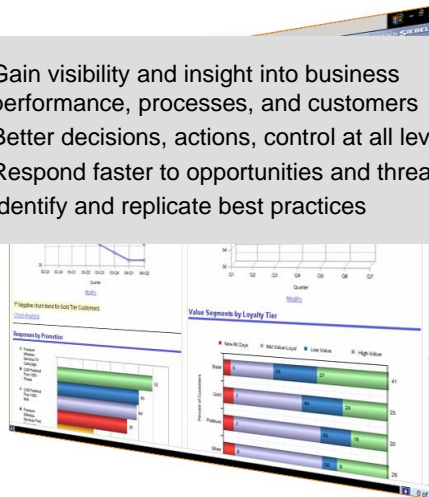
Value of Prebuilt Oracle BI Applications



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Key Benefits of Oracle BI Applications

- **Insight**
 - Gain visibility and insight into business performance, processes, and customers
 - Better decisions, actions, control at all levels
 - Respond faster to opportunities and threats
 - Identify and replicate best practices
- **Alignment**
- **Leverage**



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Role-Based Best Practices Provide Relevant and Actionable Insight for Everyone

Marketing Analytics – Key Objectives and Questions by Role		
VP Marketing / CMO 	Optimizing Marketing Performance for Competitive Advantage	
	<ul style="list-style-type: none"> How is the marketing budget being consumed? What areas / programs are trending to go over budget? 	<ul style="list-style-type: none"> How should I allocate the marketing budget to generate the best results? What areas historically have yielded the best results?
Marketing Director 	Deeper Insights for Marketing Strategy	
	<ul style="list-style-type: none"> Which customers segments are unprofitable and why? What is our most profitable acquisition method? What trade shows generated a positive ROI? 	<ul style="list-style-type: none"> How can we increase revenue through more effective a cross-sell/up-selling? What can we do to increase customer satisfaction and loyalty? What types of promotions deliver the most revenue lift?
MARCOM / DM Manager 	Better Manage Acquisition & Campaign Performance	
	<ul style="list-style-type: none"> Do purchased lists perform better than our house list and why? Is the sales organization picking up the Leads in a timely manner? 	<ul style="list-style-type: none"> Which marketing campaigns generated the most qualified leads? Which programs / campaigns yield the highest take rate?

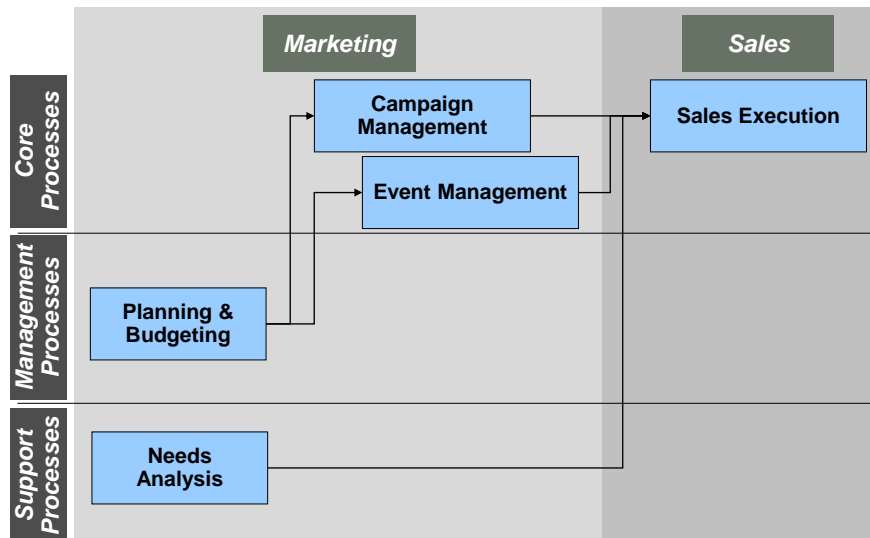
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Marketing Process Relationship Map



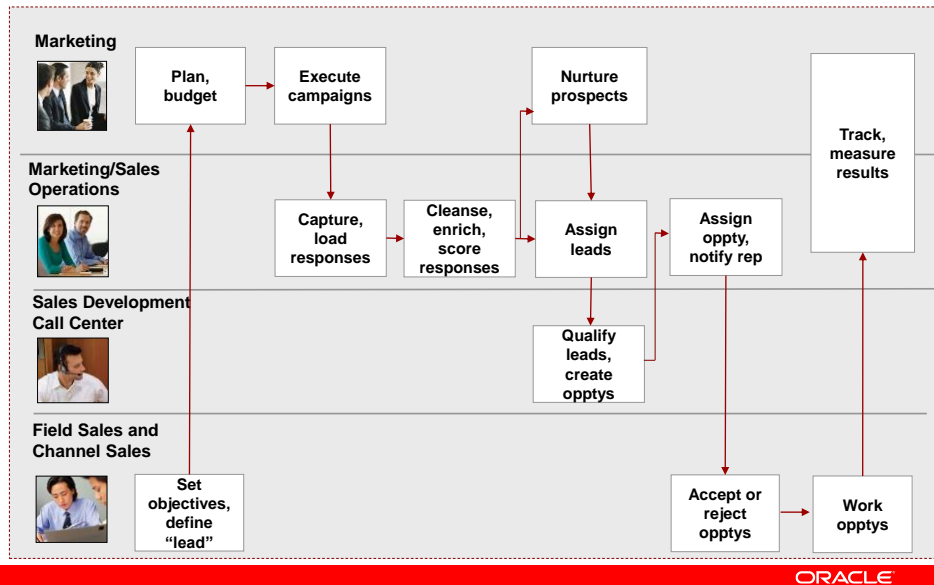
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Example Response and Lead Management Process



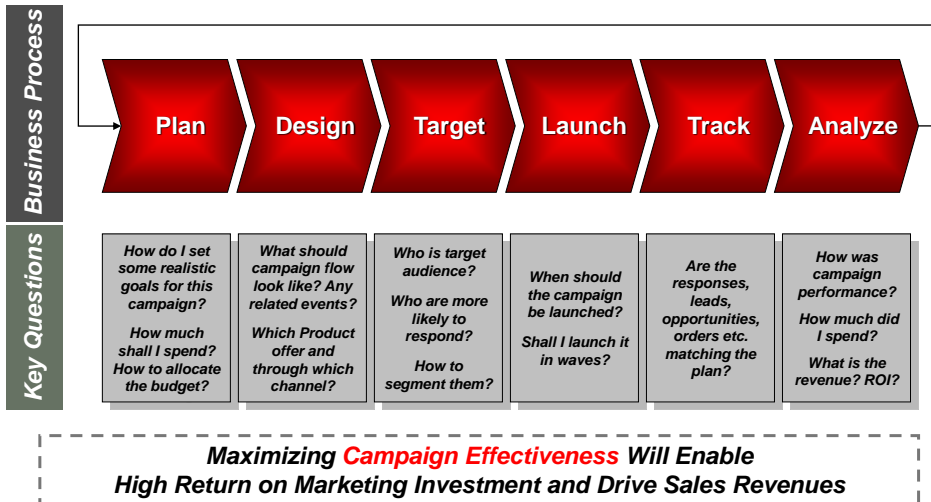
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End-to-End Campaign to Cash Flow

Quality Information Is Needed During All Stages

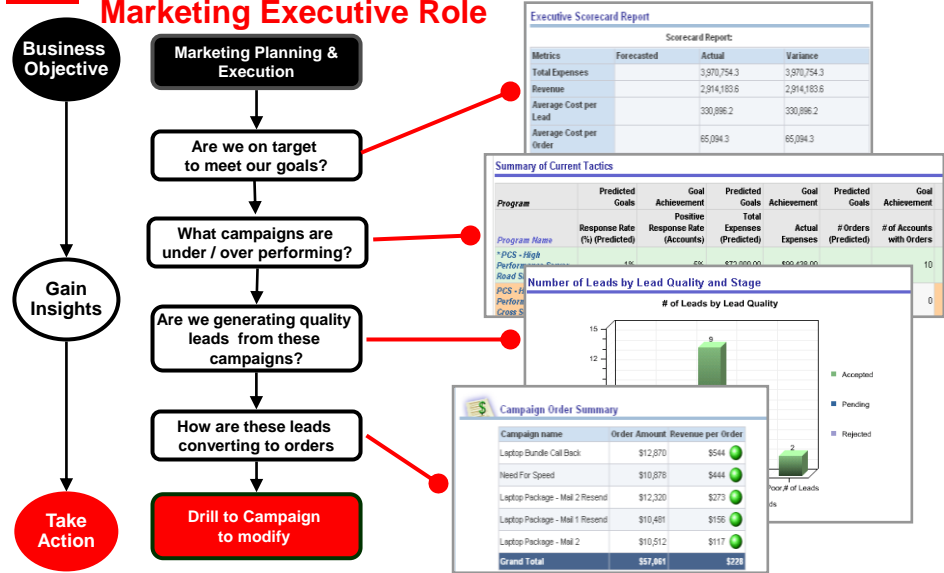


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Campaign to Cash Flow Example Decision Flow Marketing Executive Role

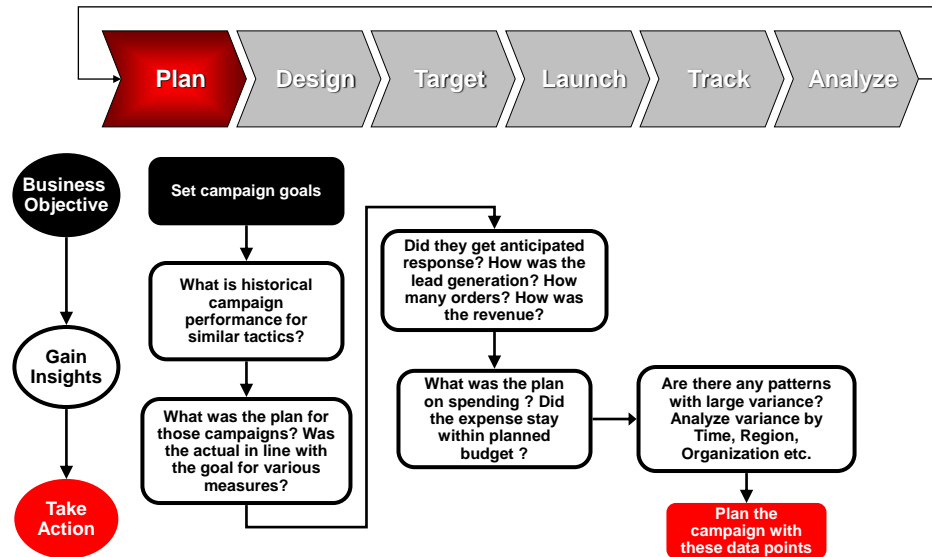


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Campaign to Cash Flow Example, MARCOM Manager

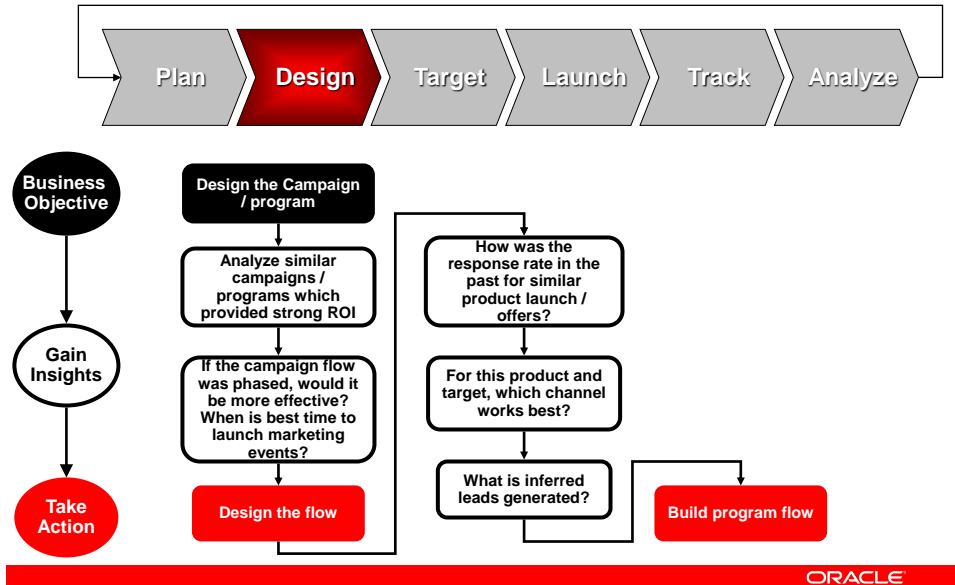


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Campaign to Cash Flow Example, MARCOM Manager

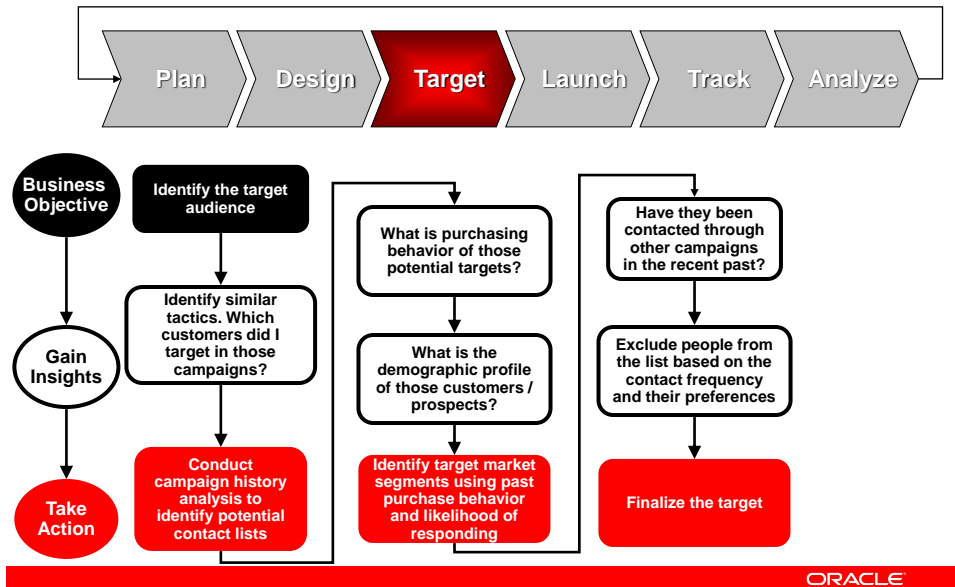


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Campaign to Cash Flow Example, MARCOM Manager

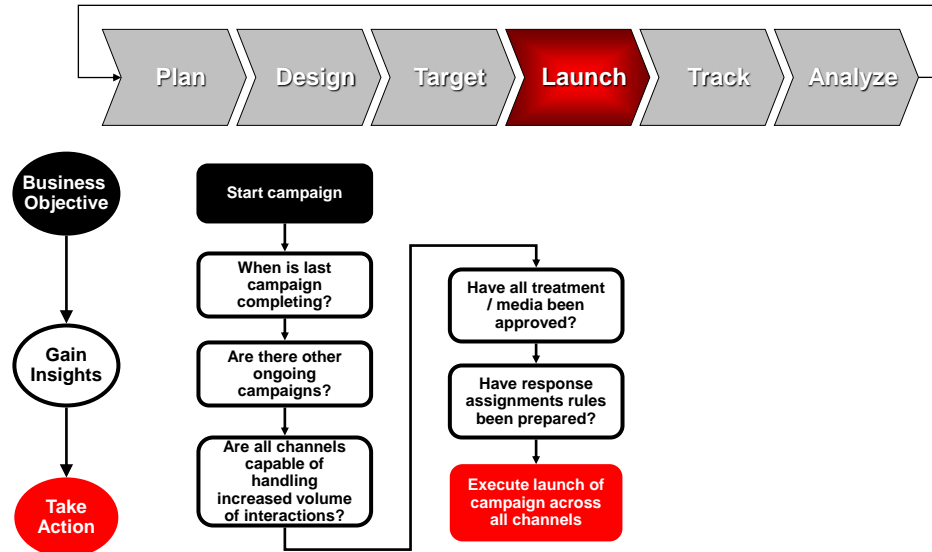


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Campaign to Cash Flow Example, MARCOM Manager



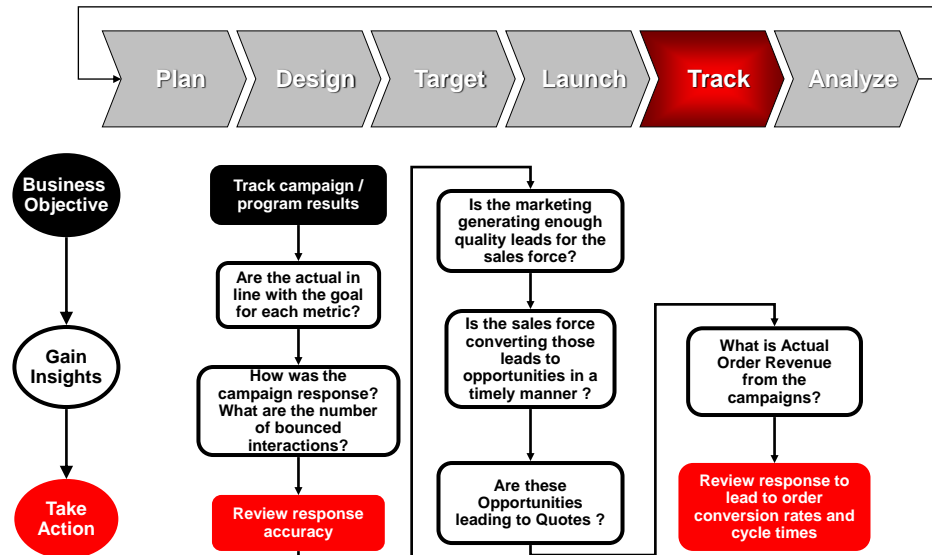
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Campaign to Cash Flow Example, MARCOM Manager



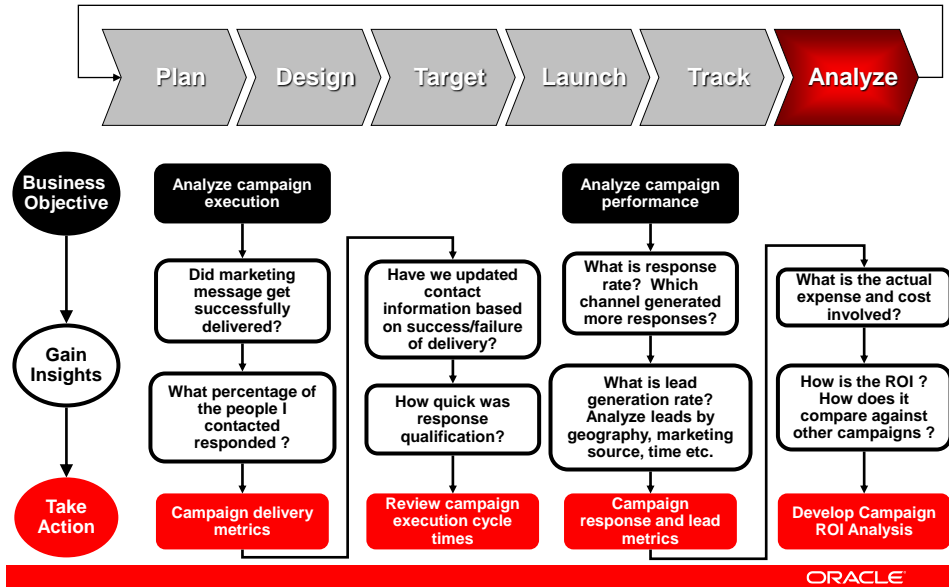
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Campaign to Cash Flow Example, MARCOM Manager



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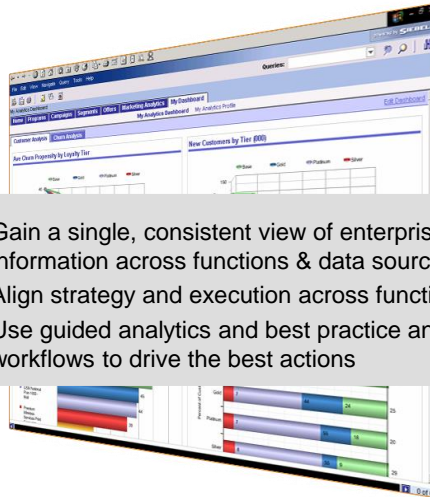
Key Benefits of Oracle BI Applications

• Insight

• Alignment

- Gain a single, consistent view of enterprise information across functions & data sources
- Align strategy and execution across functions
- Use guided analytics and best practice analytic workflows to drive the best actions

• Leverage



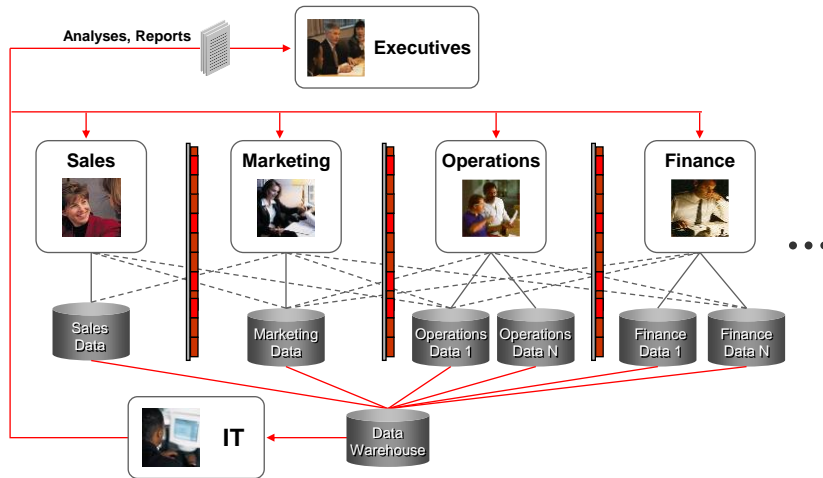
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Typical Operational Challenges



- Delayed, inaccurate reporting
- Conflicting, departmentally-biased results
- Cross-functional analysis only by IT
- Sub-optimal enterprise performance

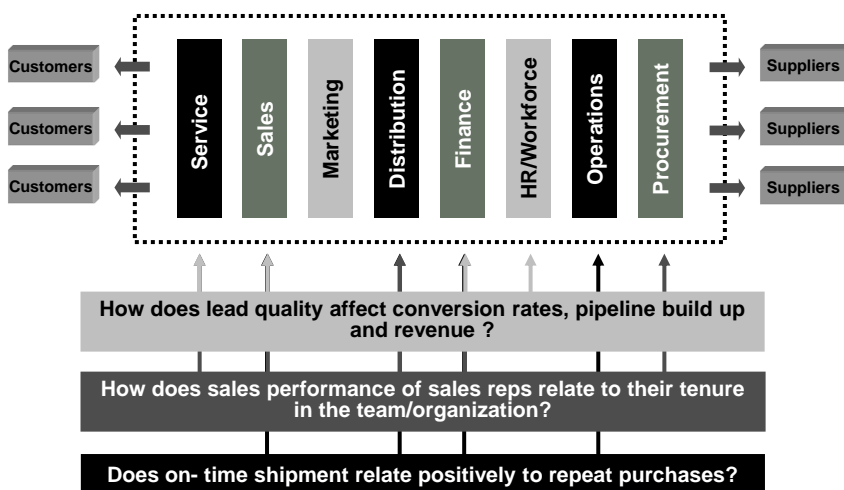
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Valuable Insights Often Require Data from Multiple Departments and Sources



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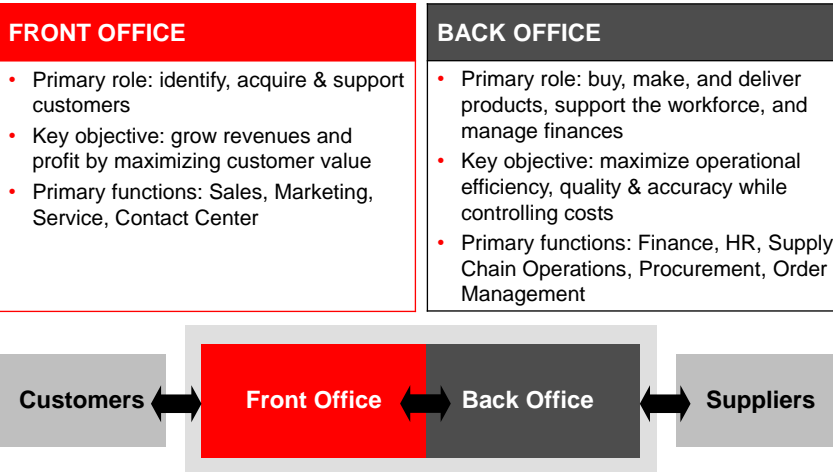
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Maximizing Customer Value

Key Objectives in Sales, Marketing, Customer Service



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Typical Business Challenges

SALES	<ul style="list-style-type: none"> How are actual sales tracking against forecast and plan by region? What are the best products to cross and up-sell? Why are sales opportunities being lost?
MARKETING	<ul style="list-style-type: none"> Which campaign tactics are most effective? Which offers are succeeding with different customer segments? What is the product mix compared to plan?
CONTACT CENTER	<ul style="list-style-type: none"> What are average handle times and abandonment rates? Which are the most productive and efficient CSR's and why? What are the best cross-sell and up-sell offers for each segment?
SERVICE	<ul style="list-style-type: none"> How do I reduce costs while maintaining high customer satisfaction? What are quality levels and component failure rates by product? How long is it taking to resolve new service requests?

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Deeper Insight within Business Functions

SALES ANALYTICS

- Improve pipeline visibility
- Forecast with confidence
- Increase cross & up-selling
- Quickly spot opportunities/threats

CONTACT CENTER ANALYTICS

- Understand service cost drivers
- Optimize staffing for call volumes
- Monitor CSR performance & drivers
- Detect defects early

MARKETING ANALYTICS

- Identify high potential segments
- Maximize return on marketing spend
- Track campaign results & impact

SERVICE ANALYTICS

- Improve customer service
- Drive efficiency, lower costs
- Provide single view of customer

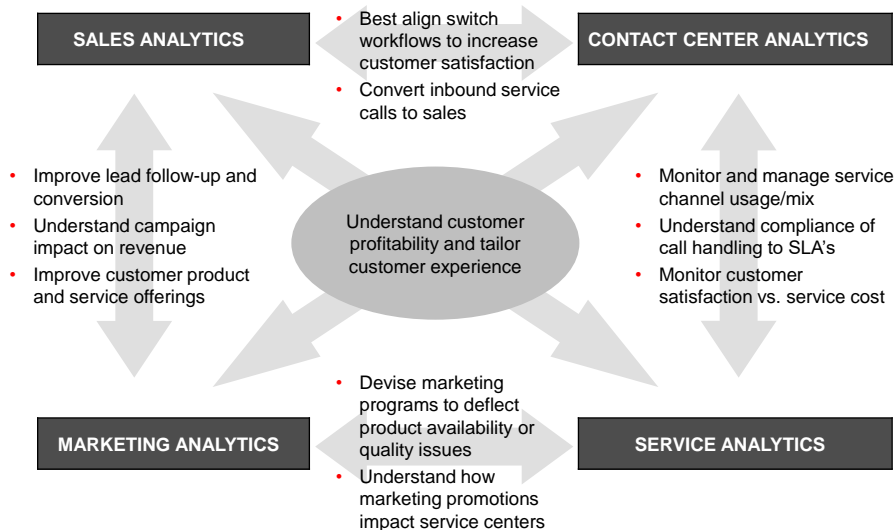
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Alignment across Functions



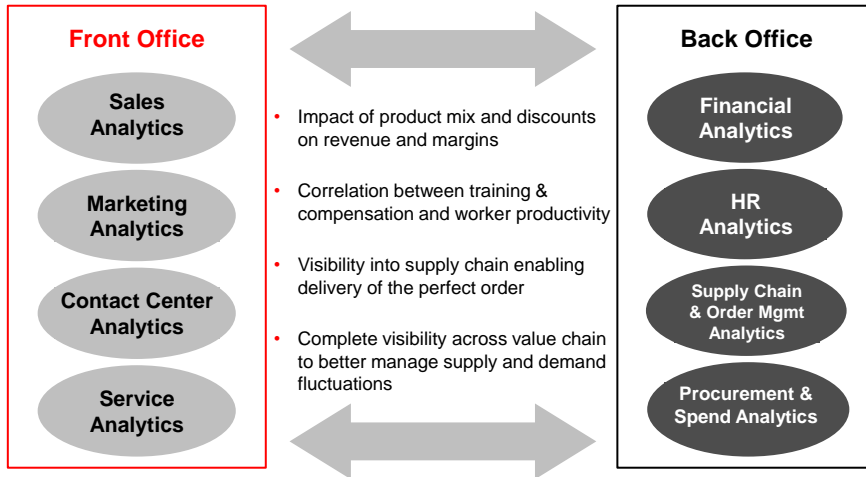
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Alignment across the Enterprise



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Oracle BI Applications Provide a Single Integrated View of Enterprise Information

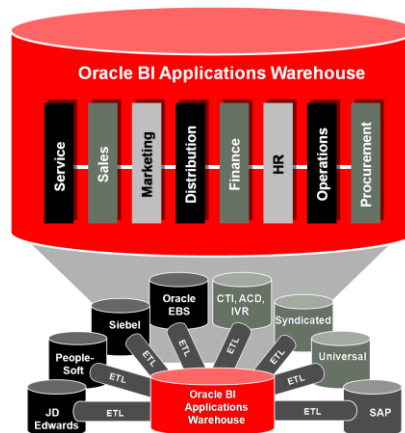
INTEGRATED DATA WAREHOUSE

- Integrated enterprise-wide intelligence
- Summary level to lowest level of detail
- Data warehousing best practices – conformed dimensions, lowest level of granularity, full change histories for time comparisons, built for speed, extensible

DATA INTEGRATION FROM MULTIPLE SOURCES



- Call center telephony (IVR, ACD, CTI)
- Syndicated data
- Universal Adapters



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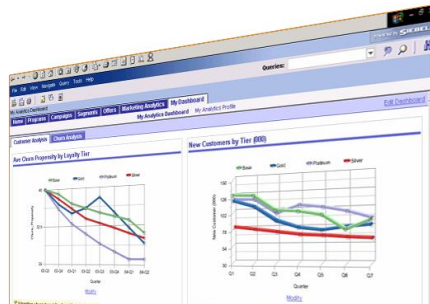
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Key Benefits of Oracle BI Applications

- Insight
- Alignment
- Leverage



- Do more with less - deploy BI more broadly with fewer IT resources than custom-build
- Accelerate time-to-value, lower TCO and risk
- Increase the value of existing data and applications, including CRM and ERP

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Building BI Solutions is Challenging

Investment, Skills and Time Required

Develop detailed understanding of operational data sources

Design a data warehouse by subject area

License an ETL tool to move data from operational systems to this DW

Build ETL programs for every data source

License interactive user access tools

Research/understand analytic needs of each user community

Build analytics for each audience

License/create information delivery tools

Set up user security & visibility rules

Perform QA & performance testing

Manage on-going changes/upgrades

These steps require multiple different BI and DW technology
INVESTMENTS

These steps require IT or BI staff resources with specialized
SKILLS

These steps take **TIME** to understand and perfect as knowledge of best practices is learned

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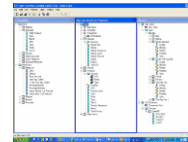
Marketing Analytics Components

- 1 Pre-built warehouse with 15 star-schemas designed for analysis and reporting on Marketing data

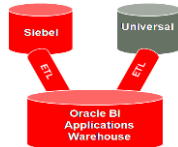


- 3 Pre-mapped metadata defining real-time access to analytical and operational sources, best practice calculations, and metrics for marketing.

- Presentation Layer
- Logical Business Model
- Physical Sources



- 2 Pre-built ETL to extract data from over 1,000 operational tables and load it into the DW, sourced from CRM systems and other sources



- 4 A "best practice" library of over 500 pre-built metrics, Intelligence Dashboards, Reports and alerts for marketing analyst, managers and executives.



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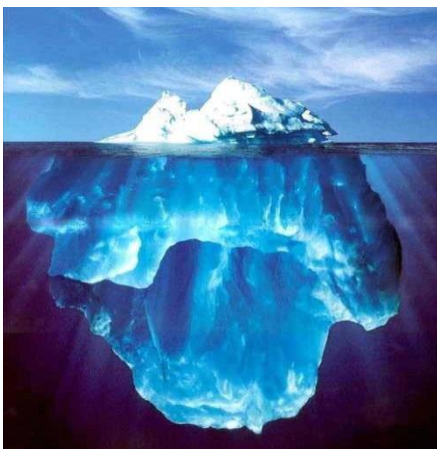
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More than just dashboards and reports

Value of BI Apps lies under the surface



DASHBOARDS & REPORTS

- Prebuilt best practice library
- "One size does **NOT** fit all"



SUBJECT AREAS

- Many metrics and dimensional attributes not surfaced by prebuilt dashboards and reports
- Possibilities are endless
- Incremental work to build tons more content from this foundation

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Unrivalled Integration with Oracle Apps

Extends BI Value. Lowers TCO.

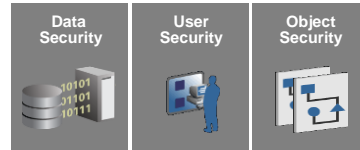
ACTION LINKS – “INSIGHT TO ACTION”

Seamless navigation from analytical information to transactional detail



INTEGRATED SECURITY

One login. Right content for each user.



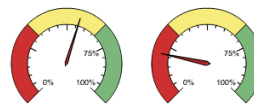
INTEGRATED WORKFLOW

Intelligence-driven business processes



INTEGRATED WITH PLANNING AND EPMS

View performance “in-context” with budgets and plans



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Unrivalled Integration with Oracle Apps

Deeply Integrated into Siebel CRM

- Single user interface - essential for driving user adoption
- Action Links - direct navigation from record to transactional while maintaining context
- Take action immediately without navigating to a different screen

	Age in Days	Priority	SR Number	SR Link
G:	61+	2-High	1-4CEL	
F:	46 - 60	2-High	1-481Y	



All Service Requests			
New	SR #	Status	St
>	1-4CEL	Open	HT

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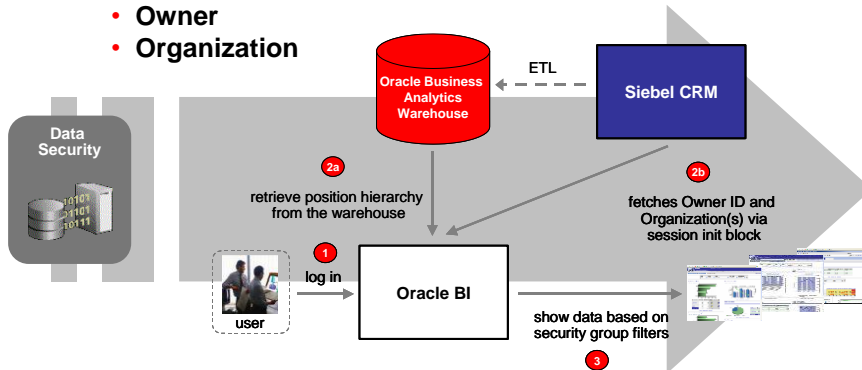
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Unrivalled Integration with Oracle Apps

Deeply Integrated into Siebel CRM

- Integrated Data Security Visibility
- One login. Right content for each user based on
 - **Position**
 - **Owner**
 - **Organization**



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Align Actions with Best Practices

Guided & Conditional Navigation Helps Novice Users

GUIDED NAVIGATION

- Enables users to quickly navigate a standard path of analytical discovery specific to their function and role
- Enhances usability and lowers learning curve for new users

In addition to looking at the Inventory Snapshot by Plant that details information on a Quality basis, it is very important to also understand the dollar value of these quantities. In order to obtain this information please click on the link below.

[Top 10 Inventory Valuation Report By Plant or Product Type](#)

CONDITIONAL NAVIGATION

- Appears only when conditions are met and alerts users to potential out of ordinary conditions that require attention
- Guides users to next logical step of analytical discovery

⚠ Recognized Revenue is trailing Order Revenue by a significant amount. Check your revenue page to investigate this issue.

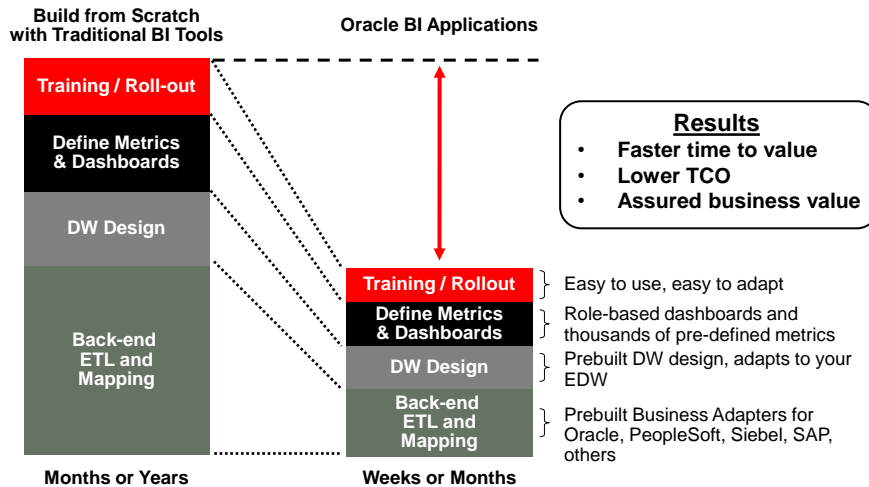
[Revenue](#)

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Speeds Time To Value and Lowers TCO



Source: Patricia Seybold Research, Gartner, Merrill Lynch, Oracle Analysis

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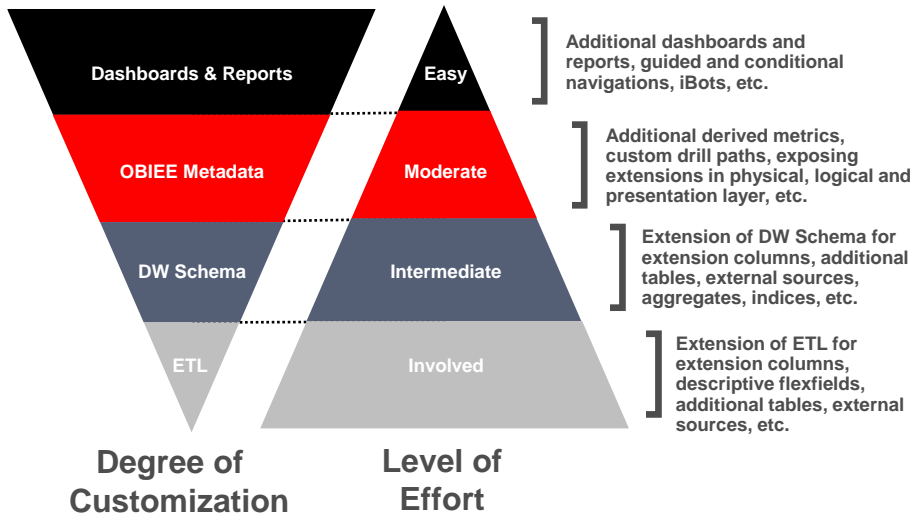
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Typical Effort & Customization balance



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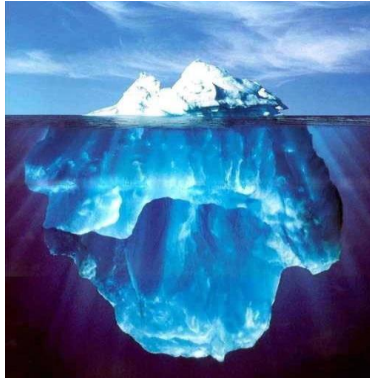
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The Value is Below the Surface

Oracle BI Applications



• Dashboards



- Pre-built ETL across multiple applications and sources
- Pre-mapped metadata
- Pre-built metrics
- Pre-built data model

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BI Applications - Business Content

Over 5,000 pre-defined assets

Application	Dashboards	Dashboard Pages	Reports	Metrics
Sales	14	33	620	555
Marketing	5	27	124	501
Service	8	15	102	465
Contact Center	5	17	72	448
Finance	4	30	205	360
HR	4	16	76	138
Supply Chain & Order Mgmt.	2	18	157	388
Procurement & Spend	2	14	103	161
All Industry Apps	44	147	1117	508
Total	88	317	2576	3524

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Selected Key Entities of Business Analytics Warehouse

Sales <ul style="list-style-type: none"> ▪ Opportunities ▪ Quotes ▪ Pipeline Order Management <ul style="list-style-type: none"> ▪ Sales Order Lines ▪ Sales Schedule Lines ▪ Bookings ▪ Pick Lines ▪ Billings ▪ Backlogs Marketing <ul style="list-style-type: none"> ▪ Campaigns ▪ Responses ▪ Marketing Costs Supply Chain <ul style="list-style-type: none"> ▪ Purchase Order Lines ▪ Purchase Requisition Lines ▪ Purchase Order Receipts ▪ Inventory Balance ▪ Inventory Transactions Finance <ul style="list-style-type: none"> ▪ Receivables ▪ Payables ▪ General Ledger ▪ COGS 	Call Center <ul style="list-style-type: none"> ▪ ACD Events ▪ Rep Activities ▪ Contact-Rep Snapshot ▪ Targets and Benchmark ▪ IVR Navigation History Service <ul style="list-style-type: none"> ▪ Service Requests ▪ Activities ▪ Agreements Workforce <ul style="list-style-type: none"> ▪ Compensation ▪ Employee Profile ▪ Employee Events Pharma <ul style="list-style-type: none"> ▪ Prescriptions ▪ Syndicated Market Data Financials <ul style="list-style-type: none"> ▪ Financial Assets ▪ Insurance Claims Public Sector <ul style="list-style-type: none"> ▪ Benefits ▪ Cases ▪ Incidents ▪ Leads 	Conformed Dimensions <ul style="list-style-type: none"> ▪ Customer ▪ Products ▪ Suppliers ▪ Internal Organizations ▪ Customer Locations ▪ Customer Contacts ▪ GL Accounts ▪ Employee ▪ Sales Reps ▪ Service Reps ▪ Partners ▪ Campaign ▪ Offers ▪ Cost Centers ▪ Profit Centers
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Modular DW Data Warehouse Data Model includes:

- 350 Fact Tables
- 550 Dimension Tables
- 3,500 prebuilt Metrics (2,000+ are derived metrics)
- 15,000 Data Elements

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Rapid Deployments

Oracle BI Applications

	➡	6 weeks
	➡	9 weeks
	➡	10 weeks
	➡	12 weeks
	➡	3 months
	➡	3½ months
	➡	100 days

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Customer Success



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Business Intelligence Customers Select References

Communications	Automotive	Finance / Banking	Consumer Goods	High Tech
Media / Energy	Aero / Industrial	Insurance / Health	Life Sciences	Other

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Holistic View of Customer Information Enables Alignment of Marketing and Service



World's leading manufacturer and marketer of major home appliances. Deployed Oracle BI Suite EE and Oracle Marketing Analytics integrated with Siebel CRM Call Center Application.

Before

- No centralized customer view
- Multiple siloed customer data sources hampered marketing abilities
- Slow time-to-market with marketing campaigns despite millions spend on outside vendors
- Call center unable to effectively use customer data to enhance service or capitalize on sales opportunities



After

- Companywide, holistic view of information by customer, household and asset
- Consolidated 3 customer databases into 1
- Accelerated marketing campaign introductions to capitalize on trends
- Provided call centers with information and tools to up-sell customers and establish "closed loop" marketing capabilities

***"With Oracle, Whirlpool business units are capitalizing on the integration between our business intelligence, call center, and marketing solutions to drive revenue creation and customer loyalty incentives."* - Thomas Mender, Whirlpool Corporation**

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Optimize CRM Processes and Performance

1,250 Users, 400 Reports, 3 Months, 1 IT Admin



Pitney Bowes is the world's largest producer of postage meters. Implemented Oracle BI Applications (Sales, Service, and Marketing Analytics) to over 1,250 employees.

Before

- Poor measurement of employee performance in sales and service
- Lack of customer insight - no consistent, real-time view
- Slow "Customer Inquiry Response Time"
- No single source of customer data for segmentation
- High reliance on IT for information



After

- "Turned the tides" in sales force with better insight into performance
- Enhanced sales productivity with 360° view of customer relationship
- Increased customer responsiveness, leading to greater satisfaction / retention
- Unified customer data for better marketing segmentation and targeting
- Customer-facing employees empowered with the information they need

***"One of the most important values of Oracle's BI solution is its TCO. We created 400 reports used by 1,250 users with a staff of one within a few months—that is very cost effective."* – William Duffy, Data Warehousing Project Manager**

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