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See more. Act faster.

INTRODUCTION

Oracle Business Intelligence Applications provide complete, real-time, and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for rapid deployment at a low cost of ownership, Oracle Business Intelligence 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.
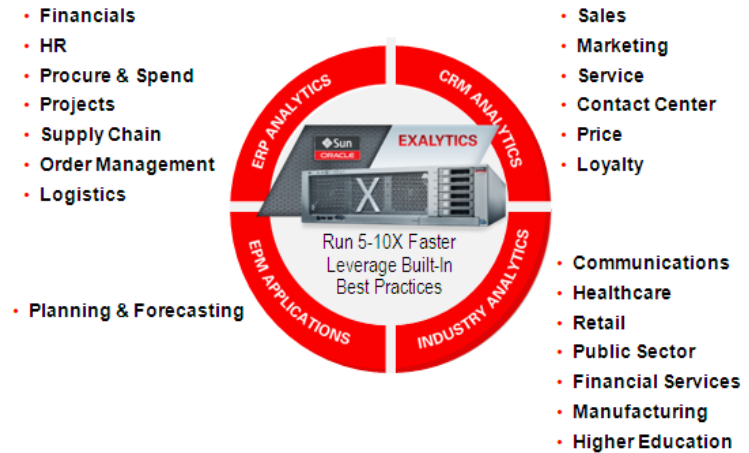

Figure 1. Oracle BI Applications for Intelligent Decision-making

ORACLE CRM ANALYTICS

Oracle's CRM Analytics, part of Oracle Business Intelligence Applications family, provides fact-based insight into the entire sales process and into product demand, customer price sensitivity, and overall pricing effectiveness. They enable firms to manage and track campaign performance, and to segment and retain the most valuable customers. Organizations can assess the effectiveness of loyalty promotions and partner relationships, track and analyze key service center metrics, and generate a complete picture of contact center performance.

BENEFITS

Faster Implementation, Lower Risk, and Better Business Results

Traditional business intelligence solutions are costly, require many months to implement, and are difficult to modify as business requirements change. In contrast, Oracle Business Intelligence Applications are pre-built solutions designed for faster deployment at a lower cost, lower risk, and with better business results. Oracle Business Intelligence Applications includes pre-built data models, more than 100 metrics, and best practices based on Oracle's experience across hundreds of CRM and ERP automation implementations. In addition, Oracle's robust enterprise analytics platform enables users to easily customize and extend the application without the need for programming. The intuitive, Web-based user interface requires very little training and ensures rapid end user adoption.

Exalytics Ready

Eighty-plus Oracle Business Intelligence and Oracle Hyperion performance management applications are available today for organizations to use in conjunction with Oracle Exalytics without application changes. A combination of Oracle Exalytics In-Memory Machine and Oracle's market leading analytic applications enables you to go beyond the traditional boundaries of data analysis and extract relevant business insight from massive volumes of data at the speed of thought. This intelligent machine can handle anything from Big Data, lightning-fast data visualization, to delivering analytics for anyone, anywhere, anytime. It is the only

in-memory appliance that lets you enhance the value of your business analytics investment with extreme performance, rapid implementation, reduced administration, and high value outcomes.

Next-Generation Business Intelligence Platform

Oracle Business Intelligence Applications are built on the Oracle Business Intelligence Enterprise Edition Platform, a next-generation analytics platform that fully leverages existing data warehouse and business intelligence investments. It is built using standards-based technology enabling easy integration with existing IT environments and supports all leading relational and OLAP data sources. Moreover, Oracle Business Intelligence Applications provide support for large numbers of concurrent users with native support for mobile and tablet devices, multi-terabyte data sets, and the largest enterprise implementations.

Insight Where and When You Need It

To compete effectively in today's market place, companies need to deliver the right information to the right person at the right time. Oracle Business Intelligence Applications provide timely metrics, reports, and proactive alerts, enabling business users to take action based on facts rather than intuition. Most importantly, Oracle Business Intelligence Applications integrates data from sources across the enterprise— including supply chain, financial, human resources, and customer relationship systems —to provide business users with a complete view of their resources, expenses, and effectiveness. Using Oracle Oracle Business Intelligence Applications, companies can achieve higher effectiveness and become more efficient.

Figure 2. Oracle BI Applications are natively available on mobile and tablet devices

Leverage Your Existing Oracle Investments

Whether your organization plans to deploy Fusion Applications today or sometime down the road, Oracle Business Intelligence Applications provide a consistent business intelligence foundation that will support your existing deployment, and provide a seamless bridge to your Fusion BI implementation in the future. An investment in Oracle Business Intelligence Applications today improves your readiness for Fusion Applications.

"Oracle is more than just a technology provider to Hologic – we view them as a true partner that is invested in the success of our business. They understand our goals and priorities and have been instrumental in helping us leverage the power of technology to achieve those goals. With our commitment to Oracle Applications, leveraging Oracle Business Intelligence Enterprise Edition and Oracle BI Applications to improve intelligence across our business was a simple choice. It seamlessly integrates with our applications and provides a common foundation under which we can create and distribute the reports and dashboards we need to provide actionable insight to key stakeholders so they can make better, more informed business decisions."

David Rudzinsky, SVP, Information Services and CIO, Hologic, Inc.
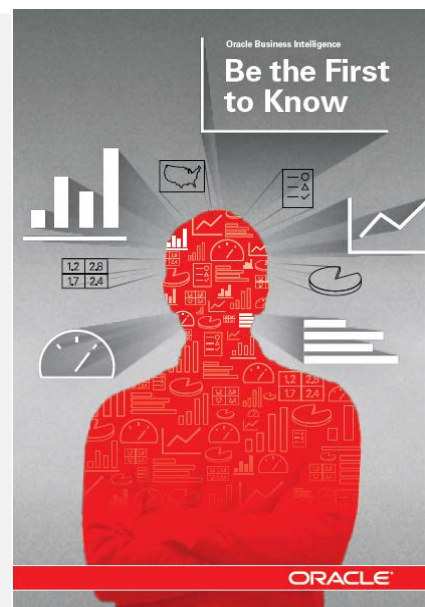
ORACLE SALES ANALYTICS

DRAMATICALLY IMPROVE THE EFFECTIVENESS OF YOUR SALES FORCE

Oracle Sales Analytics, part of the Oracle Business Intelligence Applications family, is a comprehensive analytic solution that provides real time, 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 Sales Analytics provides the means for customers to monitor, measure, and manage their sales force automation systems' adoption and effectiveness.

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 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 at a particular sales stage and the status of team selling 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 take appropriate actions to ensure optimal team 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 customer 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 up-sell and cross-sell into their territory's whitespace of 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 and derive revenue potential.

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 enables sales professionals to compete better in the market place by providing insight into win loss analysis against competition including reasons won/lost, won/lost revenue and extent of competitive pressure faced by particular products/product lines, if any. In combination with Oracle Marketing Analytics, sales executives can know the contribution of marketing campaigns and leads to demand generation. 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.

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 the sales system. Front-line managers and sales representatives also benefit greatly in that Oracle Sales Analytics helps them learn more quickly understand where improvements are needed, and apply this insight to become top performers.

## 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 wants to call on a key account with the intent of closing a high value opportunity but notices that there is a current order waiting to be fulfilled. On his laptop or tablet device, 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 is 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 inventories. 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

ORACLE SALES ANALYTICS FOR FUSION APPLICATIONS

Oracle Sales Analytics achieves new levels of integration with the transactional business flow in Fusion Applications, blending seamlessly to provide superior user experience. Context specific embedded reports and dashboards ensure that analytics is available at the right place and right time. In addition to supporting key analytics areas in opportunity and revenue management, customer relationship, competition and forecasting, Oracle Sales Analytics for Fusion Applications provides insight into the territory and quota management areas. Sales performance against forecast and quota can be measured across parent and child territories to optimally plan sales territories and allocate resources. Randomness in quota setting can be mitigated to a large extent by enabling managers to set aggressive yet achievable quotas with the insight gained from past quota allocations and performance across territories and sales resources. With the ability to provide insight directly off of transactional data, sales representatives and managers can readily prepare/view 'list' reports – whether the reports are built from out of the box content or from custom extensions carried out on site.

Figure 3. Oracle Sales Analytics enables sales professionals to compete more effectively in the market place by providing insight into win loss analysis
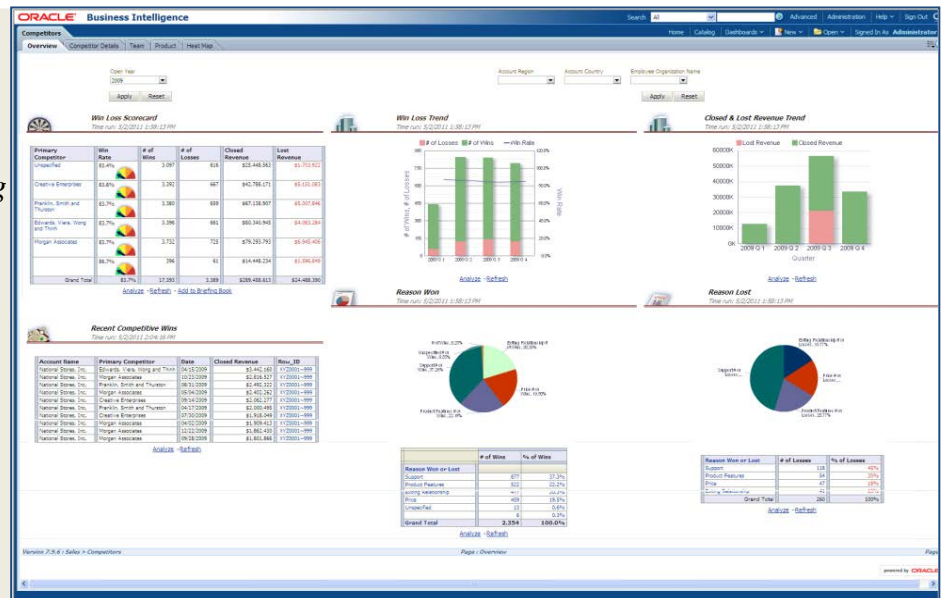
ORACLE MARKETING ANALYTICS
GET MAXIMUM RESULTS FROM YOUR MARKETING INVESTMENT

Oracle Marketing Analytics, part of the Oracle Business Intelligence Applications family, is designed to help marketing organizations leverage the power of timely, actionable information to improve the quality of decisions and ultimately improve performance. The application is the only solution that unlocks the information value hidden in systems across the enterprise, including financial management, third-party demographic sources, and customer relationship management systems, to provide marketing professionals with comprehensive insight that enables them to take appropriate action. With Oracle Marketing Analytics, marketing professionals can get a complete picture of customer needs and buying patterns, understand customer value, identify customers likely to churn, monitor the effectiveness of marketing campaigns, and understand the impact on overall marketing plans and budgets, thus enabling users to identify cost saving and revenue-increasing opportunities.

BENEFITS

Retain Valuable Customers

Picture this: A marketing manager in a division of a financial services company arrives in the morning to find an email alert generated from Oracle Marketing Analytics that shows that there are a sizable number of high-value customers that are at risk of churn. The marketing manager drills into the report and looks at deeper information about those customers, including the number of other products they own, current and predicted lifetime value, customer satisfaction levels, and a snapshot of recent transaction history. Based on this information, the marketing manager uses the Segment Designer feature to create a segment of high-value and at-risk customers, adds it to a retention program, and submits a budget request for approval to his marketing executive.

When the marketing executive receives notification of a budget request, he consults his Oracle Marketing Analytics dashboard that shows how much budget is available, how much has been spent, and any pending requests against the available budget. Then he reviews the effectiveness of previous retention programs run by the marketing manager, and being satisfied with the ROI, approves the budget request. The marketing manager then executes the call center campaign to promote the retention offer. As the program is running, the marketing manager uses Oracle Marketing Analytics to track campaign progress in real time, including number of customers contacted, offer acceptance and reject rate, and performance by call center agent. Dashboards also help the marketing manager validate the effectiveness of various test and control offers to refine and relaunch the best offer in real time.

At the conclusion of the campaign, the marketing executive uses Oracle Marketing Analytics to track the effectiveness of the retention marketing plan across the division for the quarter, which shows the actual versus budgeted expense, response rate by each retention tactic, and overall campaign ROI based on customers that were retained.

Generate Quality Demand at Lower Cost

Measuring the effectiveness of demand generation activities allows marketers to identify bottlenecks to improve the efficiency of campaigns. Oracle Marketing Analytics has extensive pre-built capability for monitoring the success of email campaigns, including number of emails delivered, open rate, bounce-backs,

and offer effectiveness. For customer contact center campaigns, Oracle Marketing Analytics tracks the number of calls made, average days to follow-up, cross-sell and up-sell effectiveness, and total order revenue. Marketers can adapt their marketing approach in real time and swap out offers that do not elicit high response rates.

Insights for Improving Customer Profitability

Oracle Marketing Analytics provides information on which products customers are likely to buy and insight into which products may make effective bundles. The nuances of customer behavior information can be gleaned from transaction history and correlated with customer lifetime value, churn risk, and customer behavioral attributes to gain insight into customer clusters and better inform treatment strategies. The ability to aggregate information from various data sources also allows marketers to calculate, monitor, and build customer investment strategies based on critical metrics such as customer profitability.

Reduce Wasted Spend

Oracle Marketing Analytics provides information on all marketing expenditures. Department-level budgetary information and expenses on specific marketing programs can be tracked all the way down to the individual tactic. After campaigns are executed, the effectiveness of each tactic is automatically aggregated to marketing plans, thereby allowing marketing executives to monitor the effectiveness of each plan and make resource allocations based on facts.

Oracle Business Intelligence in Fusion Applications

With Business Intelligence in Fusion Applications, a full range of analytics is embedded directly into key business processes, so users at all levels of an organization have the information they need to make better, more informed decisions. Oracle Marketing Analytics extend Oracle Fusion Applications with deeper insight into an organization's past, present and future performance trends. It delivers complete, consistent analytic information, to support the full range of decision making needs from tactical to strategic.

Figure 4. Oracle Marketing Analytics Dashboards provide a complete, up-to-the-minute picture of customer preferences, buying behavior, and profitability

ORACLE SERVICE ANALYTICS

PROVIDE BETTER CUSTOMER SERVICE
WHILE KEEPING COSTS DOWN

Oracle Service Analytics, part of the Oracle Business Intelligence Applications family, is designed to help organizations leverage the power of timely, reliable information to optimize service center performance and improve the quality of customer service. Oracle Service Analytics is the only solution that unlocks valuable information hidden in CRM systems to provide service center professionals with timely and comprehensive insight that enables them to take action. With Oracle Service Analytics, service center professionals can view the entire customer relationship; spot potential issues; and identify opportunities to cross-sell, up-sell, and improve customer satisfaction.

BENEFITS

Provide a Better Customer Service Experience

Picture this: Using Oracle Service Analytics in combination with Oracle Contact Center Telephony Analytics, a service center manager notices an increase in call volume and customer complaints over the past several days. Viewing the call types and disposition reports, the manager also notices increased call volumes in the morning about lost, missing, or late deliveries. A look at the deliveries to those customers reveals that many orders are backlogged—that is, they are not scheduled to ship as committed. The manager drills into his Oracle Service Analytics dashboard and sees that the product supplier has been late on many deliveries. Upon further investigation, the manager discovers that his company recently changed payment terms with the supplier from 30 days to 90 days and the relationship with that supplier has suffered. The manager can now take action. He adds a "late order" option to the service center's IVR menu with a message informing callers about problems related to orders from the supplier. He also places a notice about the problems on the company's self-service Web portal.

This scenario demonstrates how Oracle Service Analytics can help service center managers gain better control of the many factors that affect customer satisfaction. Through the benefit of powerful analytic information, the service center manager was able to take rapid action to prevent customer defections. The scenario also demonstrates the ways in which Oracle Service Analytics enables managers to take advantage of lower-cost options—in this case, IVR—to address simple inquiries, thereby freeing customer service representatives (CSRs) to focus on higher-value calls.

Increase Customer Satisfaction and Retention

To maintain high levels of customer satisfaction and retention, organizations must be able to quickly and effectively handle open service requests and understand the factors that prompted those requests. Oracle Service Analytics enables service center managers to track top KPIs for service initiatives, including service request aging, service request resolution, and service activities per employee. By understanding the key reasons behind operating trends, managers and CSRs are able to improve service, increase customer satisfaction, and drive higher profitability.

Improve CSR Effectiveness and Reduce Turnover

In combination with Oracle Contact Center Telephony Analytics, Oracle Service Analytics provides

supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent by a CSR on after-call work help supervisors identify high-performing CSRs as well as those in need of additional training. Oracle Service Analytics also integrates workforce management information—generally not available in call center reports—enabling management to determine how factors such as tenure, education, compensation, and training impact CSR turnover and performance.

Improve CSR Performance

Oracle Service Analytics provides service center agents with information and alerts that help them maximize the value of each customer. Through the use of cross-value chain insight, each CSR can more effectively cross-sell and up-sell more products and services, provide real-time information on order status, tailor service based on the customer's value to the company, and ultimately achieve higher levels of customer satisfaction and loyalty.

Maximize Productivity and Resource Utilization

Oracle Service Analytics enables management to evaluate performance at the individual CSR and site level, comparing results to both internal targets and external benchmarks. Metrics such as cost to serve, average resolution time, and contact profitability help management determine how individual CSRs and service centers are performing. At sales-focused service centers, Oracle Service Analytics provides CSRs with visibility into existing customer relationships, helping them generate more revenue via cross-selling and up-selling. At service-oriented sites, the Oracle application closely monitors key processes, allowing supervisors to quickly resolve open service requests and better manage service volumes.

Figure 5. Service Manager Dashboards provide key performance indicators to identify issues before they begin to have a negative impact on customer satisfaction
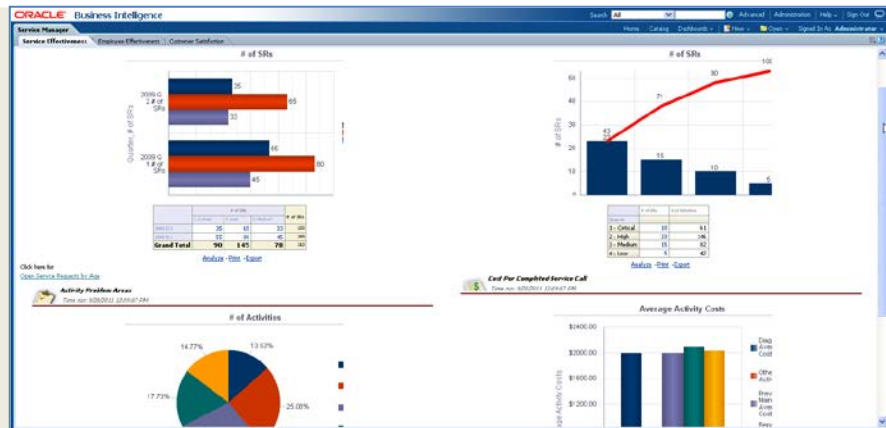
ORACLE LOYALTY ANALYTICS
IMPROVE THE EFFECTIVENESS OF CUSTOMER LOYALTY PROGRAMS

Building relationships with your most profitable and loyal customers can improve profit margins for your company. Oracle Loyalty Analytics, part of the Oracle Business Intelligence Applications family, is a comprehensive analytic solution that provides timely fact-based insight into the entire loyalty program process – including the effectiveness of loyalty promotions and partner relationships. It delivers insight that is personalized, relevant, and actionable to allow employees make better decisions. Your loyalty organization can optimize its programs to drive member behavior, build value, and reduce costs so the company can quickly realize benefit.

BENEFITS

Measure the Effectiveness of Loyalty Program

Many loyalty programs fail to reach their goals because they cannot track the effectiveness of the loyalty program from start to finish and are unable to make corrective actions when needed. Oracle Loyalty Analytics can help to overcome these challenges with its powerful analytical model and action links. For example, if the number of loyalty points expired goes above a threshold, it can be detected through key performance indicators (KPIs) displayed on the dashboard. Users can then interact with the dashboards to drill down into greater detail and determine if any behavioral pattern is evident or explore other reports that further analyze the members who are not making use of the loyalty points. Also, they can drill into the transactional system and launch new promotions or create marketing campaigns with targeted marketing messages reaching these members.

Retain Valuable Customers

Despite the popularity of loyalty and incentive programs, many companies are still unable to identify the most profitable customers and effectively drive desired behavior. As a result, many organizations have failed to increase the loyalty and value of their most important customers simply because they don't know who those customers are. Constraints imposed by fragmented data, siloed point solutions, heavy reliance on IT, and inflexible and costly legacy systems make it difficult to gain an accurate view of loyalty program effectiveness, promotion ROI, and member profitability drivers. Oracle uniquely solves these challenges with Oracle Loyalty Analytics by providing:

- Loyalty marketing managers with the ability to analyze member segments, identify which promotions to run and which members to target, and measure promotion effectiveness
- Loyalty partner managers with the ability to analyze partner contributions to program success and measure joint promotion effectiveness
- Executives with the ability to analyze loyalty program status, track budgets, evaluate membership trends and details, and summarize rewards and redemption trends overtime

Oracle Loyalty Analytics Dashboards

The following prebuilt dashboards enable managers to understand customer segments and behaviors, track costs and liabilities, and manage partners.

Loyalty Program Overview Dashboard

The loyalty program overview dashboard, allows you to:

- Assess the overall performance of your loyalty program
- Gain an understanding of the current number of members, point balances, liabilities, costs and revenue of the programs
- Analyze members' movement among tiers as influenced by the loyalty program
- Analyze the revenue performance of loyalty members versus non-members

Membership Analysis Dashboard

The membership analysis dashboard allows you to:

- Understand the characteristics of members currently enrolled in the program
- Analyze member data to view the demographics of various program tiers and identify what influences the buying patterns of different member segments
- Identify new enrollments and the member growth rates over time
- Analyze member accruals and redemptions
- Understand the influence of different loyalty promotions on customer transactions and behavior
- Track the member point balance

Partner Dashboard

The partner dashboard, allows you to:

- Evaluate partner performance within the loyalty program by analyzing the partner's contribution to the overall success of the program
- Understand the impact a partner has on new member enrollment, shared members, and accrual and redemption trends
- Analyze the number of members that have been referred by partners and track how much revenue have they brought in over time.

Finance Dashboard

The finance dashboard allows you to:

- Understand the cost and revenue factors associated with the loyalty program
- Analyze the liability of the accrued points and the incremental revenue that is generated by the loyalty program and the associated promotions
- Identify the costs associated with the various redemptions and rewards

ORACLE CONTACT CENTER TELEPHONY ANALYTICS

INCREASE CUSTOMER SATISFACTION AND RETENTIONS RATES

More effectively managing contact center performance requires integrating data from across the company's value chain—from financial, supply chain, human resources, and CRM systems. Oracle Contact Center Telephony Analytics,, part of the Oracle Business Intelligence Applications family, is the only solution that unlocks valuable information hidden in systems such as telephony switch or routing middleware and CRM systems to provide contact center professionals with timely and comprehensive insight that enables them to take action. With Oracle Contact Center Telephony Analytics, contact center professionals can view the entire customer relationship; spot potential issues; and identify opportunities to cross-sell, up-sell, and improve customer satisfaction.

BENEFITS

Achieve Greater Process Efficiency and Maximize Service Effectiveness

Picture this: Using Oracle Service Analytics in combination with Oracle Contact Center Telephony Analytics, a call center manager notices an increase in call volume and customer complaints over the past several days. Viewing the call types and disposition reports, the manager also notices increased call volumes in the morning about lost, missing, or late deliveries. A look at the deliveries to those customers reveals that many orders are backlogged—that is, they are not scheduled to ship as committed. The manager drills into his Oracle Contact Center Telephony Analytics dashboard and sees that the product supplier has been late on many deliveries. Upon further investigation, the manager discovers that his company recently changed payment terms with the supplier from 30 days to 90 days and the relationship with that supplier has suffered. The manager can now take action. He adds a "late order" option to the contact center's IVR menu with a message informing callers about problems related to orders from the supplier. He also places a notice about the problems on the company's self-service Web portal.

This scenario demonstrates how Oracle Contact Center Telephony Analytics can help contact center managers gain control of the many factors that affect customer satisfaction. Through the benefit of powerful analytic information, the contact center manager was able to identify the root causes of problems and take rapid action to prevent customer defections.

Increase Customer Satisfaction and Retention

To maintain high levels of customer satisfaction and retention, organizations must be able to quickly and effectively handle open service requests and understand the factors that prompted those requests. Oracle Contact Center Telephony Analytics enables contact center managers to track top KPIs for service initiatives, including first and final resolution, average speed of answer, average handle time, call abandonment rate, and service levels. By understanding the key reasons behind operating trends, managers and CSRs are able to improve service, increase customer satisfaction, and drive higher profitability.

Monitor Channel Usage and Migration

As staffing costs continue to climb, contact centers are implementing new technologies to ensure that service requests are handled as cost-effectively as possible. Oracle Contact Center Telephony Analytics provides an integrated view of key metrics across all channels, including IVR, email, and the Web. Supervisors can analyze trends and usage of each channel and determine where customers abandon lower-cost channels, like an IVR menu or Web page, in favor of talking to a CSR. The application also tracks cost per contact, channel response times, and customer channel preference. Understanding how channels are used and identifying problem areas enables organizations to make improvements and point customers to the best channel for each type of interaction.

Improve CSR Effectiveness and Reduce Turnover

Oracle Contact Center Telephony Analytics provides supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent by a CSR on after-call work help supervisors identify high-performing CSRs as well as those in need of additional training. Oracle Contact Center Telephony Analytics also integrates workforce management information—generally not available in call center reports—enabling management to determine how factors such as tenure, education, compensation, and training impact CSR turnover and performance.

Improve CSR Performance

Oracle Contact Center Telephony Analytics provides call center agents with information and alerts that help them maximize the value of each customer. Through the use of cross-value chain insight, each CSR can more effectively cross-sell and up-sell more products and services, provide real-time information on order status, tailor service based on the customer's value to the company, and ultimately achieve higher levels of customer satisfaction and loyalty.

Maximize Productivity and Resource Utilization

Oracle Contact Center Telephony Analytics enables management to evaluate performance at the individual CSR and site level, comparing results to both internal targets and external benchmarks. Metrics such as cost to serve, average handle time, and contact profitability help management determine how individual CSRs and contact centers are performing. At sales-focused contact centers, Oracle Contact Center Telephony Analytics provides CSRs with visibility into existing customer relationships, helping them generate more revenue via cross-selling and up-selling. At service-oriented sites, the Oracle application closely monitors key processes, allowing supervisors to quickly resolve open service requests and better manage service volumes.

ORACLE PRICE ANALYTICS
INFLUENCE TOP-LINE REVENUES WITH EFFECTIVE PRICING DECISIONS.

Every day, critical pricing decisions are made that affect the ultimate profitability of an enterprise. Often, analysts and managers are forced to determine prices and discounts with limited information— guessing at what price the customer will pay or using the most recent customer price as the basis for the next price. Oracle Price Analytics, part of the Oracle Business Intelligence Applications family, enables users to make insight-driven pricing decisions, measure pricing effectiveness, and then make adjustments or corrections using consistent data within the right business context. Users are armed with simple—but sophisticated— analytic tools and alerts as well as a single, consolidated view of profitability. Oracle Price Analytics is one of Oracle's price management applications that offer organizations an end-to-end solution for analyzing, planning, publishing, executing, and negotiating price.

BENEFITS

Understand Customer and Product Line Profitability

Oracle Price Analytics provides organizations with valuable insight into product demand, customer price sensitivity, and overall pricing effectiveness. The application allows organizations to analyze and understand important information on product velocity, the impact of discounting on margins, price promotion effectiveness, and product profitability across channels.

Identify Pricing Improvement Opportunities

Empowered with detailed information on customer and product line profitability, pricing and sales professionals can use Oracle Price Analytics to focus on tangible pricing improvement opportunities. Users are quickly able to understand price drivers by considering the bottom-line impact of all discounts, services, incentives, rebates, and marketing programs.

Underperforming segments or critical areas of revenue leakage can be identified and immediately targeted for profitability enhancement. These insights can be used to fine-tune channel emphasis, focus promotional and sales efforts around the most profitable products, and plan surgical or strategic price adjustments

Monitor and Optimize Performance

Once improvement initiatives have been implemented, Oracle Price Analytics allows firms to measure the effectiveness and returns of given price profiles and price segments. Customer compliance is monitored closely in order to compare agreement commitments with actual purchase history. Companies can use Oracle Price Analytics to close the loop—that is, continuously analyze and refine pricing programs to maximize margins and profits.

Oracle Price Analytics enables organizations to deliver information effectively to key decision-makers, enabling them to make more informed business decisions. Executives and managers no longer need to wait for system experts to download data into spreadsheets and then reprocess and reformat data. Instead, pricing personnel can use powerful BI capabilities to analyze operational and transactional data and generate up-to-the-minute reports when needed.

Identify Potential Problems and Determine Price Segments with Proactive and Predictive Intelligence

With Oracle Price Analytics, managers can dynamically detect potential business problems and opportunities. Proactive, event-based alerts can be set to notify users of certain business conditions that demand immediate attention. Link-saving and drill-down capabilities allow users to explore underlying data and identify the root causes of major weaknesses that may surface in the business.

In addition, data mining and predictive technology plug-ins can be included to help users look forward. These technologies help users to find patterns in large sets of data, allowing them to understand the key contributing factors in price variances, establish more intelligent KPIs, and obtain recommended actions. Price profiles, price segments, and suggested price floors and corridors can be derived to enable your organization to deliver fine-grained prices and price policies to tailored buyers

Figure 6. Oracle Price Analytics provides rich performance data that drives better pricing decisions and, in turn, improves an organization's profitability.

SUMMARY

ORACLE SALES ANALYTICS

KEY FEATURES & BENEFITS

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.
- Set accurate yet aggressive quotas avoiding over-expectation and under-performance
- Deepen customer relationships by obtaining a 360 degree view of customer activities

FOR INFORMATION TECHNOLOGY

- Accelerate deployment of Sales Analytics with 'On Premise' or 'Cloud Service' modes
- 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 with low risk

ORACLE MARKETING ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Retain valuable customers
- Generate quality demand at the lowest cost
- Improve profits earned from customers
- Reduce wasted spend
- Manage marketing like a science and less as an art

FOR INFORMATION TECHNOLOGY

- 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
- Deploy Marketing Analytics to both Finance and Marketing users.

ORACLE SERVICE ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Increase customer satisfaction and retention rates, while decreasing costs
- Maximize customer value by increasing cross-sell and up-sell rates
- Monitor channel usage, costs
- Reduce CSR turnover and increase CSR productivity and effectiveness
- Understand customer profitability and propensity to buy.

FOR INFORMATION TECHNOLOGY

- Accelerate deployment with reduced cost and risk
- Quickly adapt to changing business needs by leveraging, not replacing, existing technology investments.

ORACLE LOYALTY ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Increase customer retention and purchase frequency
- Determine key factors that drive loyalty and use that insight to increase overall loyalty program effectiveness.
- Improve profitability by identifying and targeting the highest value customers.
- Identify profitability drivers and factors that change customer behavior.
- Analyze data to ensure that your most valuable customers are properly rewarded.

FOR INFORMATION TECHNOLOGY

- Reduce implementation cost and risk with integrated analytic solutions.
- Integrate data from multiple sources within the enterprise and across the value chain.
- Adapt to changing external and internal needs by leveraging, not replacing, existing investments.
- Reduce the burden on IT resources with comprehensive user self-service capabilities.
- Deliver better business results and rapid time to value.

SUMMARY (continued)

ORACLE CONTACT CENTER TELEPHONY ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Increase customer satisfaction and retention rates, while decreasing costs
- Maximize customer value by increasing cross-sell and up-sell rates
- Monitor channel usage, costs
- Reduce CSR turnover and increase CSR productivity and effectiveness
- Understand customer profitability and propensity to buy

FOR INFORMATION TECHNOLOGY

- Accelerate deployment with reduced cost and risk
- Integrate financial, HR, supply chain, CRM, and telephony data from multiple sources
- Quickly adapt to changing business needs by leveraging, not replacing, existing technology investments.

ORACLE PRICE ANALYTICS

KEY FEATURES & BENEFITS

FOR BUSINESS USERS

- Access a single consolidated view of profitability across siloed pricing processes and systems
- Look for outliers in customer and product profitability to plug revenue and margin leaks
- Identify the true realized price and margin with full, transaction-level price waterfall analysis
- Reduce time-to-action through proactive intelligence across price profile, segment, product line, channel, geography, and time

FOR INFORMATION TECHNOLOGY

- Lower total cost of ownership (TCO) and accelerate deployment of a pricing data warehouse through flexible packaged application
- Reduce risk and complexity of integration with prebuilt adapters to Siebel CRM
- Adapt to changing external and internal needs with a powerful BI platform that leverages existing investments
- Reduce the burden on IT resources with comprehensive user self-service capabilities

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