The New Standard for CRM

Oracle Fusion CRM is part of a full suite of business applications designed from the ground up to be complete, open and integrated.

Built on Oracle’s industry-leading database software and middleware platform using open standards and Web 2.0 concepts, Oracle Fusion CRM delivers more value, more choice and more flexibility than ever before for our customers.

Oracle Fusion CRM combines extensive customer input with this new modern technology platform to address today’s business requirements such as mobility, social collaboration, business intelligence and ease of use and extensibility. Its primary design principles promote user effectiveness, organizational efficiency and ease of use and results in better sales performance through higher win rates, more quality opportunities and shorter time to realized value.

Available through the cloud as a subscription service, it is very easy to use, easy to configure and easy to deploy and is always available whenever you need it, wherever you need it and on whatever device you choose.
A Unified Approach to Sales and Marketing Drives Greater Revenue Growth

**End the disconnect between marketing and sales and maintain a 360-degree view of your customer relationships.**

Discover Fusion Marketing’s complete, integrated Lead to Revenue (LTR) management that enables sales and marketing alignment and that uses a single source of customer truth with embedded data quality. Fusion is the first and only CRM Software-as-a-Service (SaaS) solution to offer these capabilities. Fusion Marketing encompasses campaign management, customer segmentation and multichannel campaign execution, including but not limited to email, web, SMS.

**More Effective Campaign Management**

You can also provide a consistent customer experience to your customers and prospects across channels with a segmentation engine that provides access to a deeper and broader multichannel customer profile.

**Intelligent Customer Segmentation**

Fusion gives you the power to define highly targeted segments. You can use data from a variety of sources including real-time transactions and data warehouses, build segments and segment trees by defining and grouping criteria blocks and preview waterfall counts while building your segments and adding criteria.

**Focused Email Marketing**

Fusion’s email marketing solution is designed to keep you connected and in communication with your prospects and customers. With this solution, you can build contact lists from previous campaigns or from local contact lists, send marketing-oriented emails to your lists, create campaigns from within the whitespace analysis dashboard, automatically record customer interactions and continue to maintain those engagements with follow-up communications.

**Oracle Fusion Marketing**

Find out where to invest your marketing dollars for the highest return. Drive more revenue by running campaigns that work. Increase lead conversion with intelligent predictive and analytic tools. Do more with less by using Fusion Marketing’s automation capability. And fully engage your customers with built-in social networking and collaboration tools.

**Resources**

- Oracle Fusion Marketing Data Sheet
- On-Demand Marketing - Integrated Sales and Marketing
- Connect Sales and Marketing to Drive Revenue and Cut Costs
- Reducing Costs and Sales Cycles
Better Planning, Faster Deployment and Improved Sales Performance

Precious time is often wasted while sales strategy from the top trickles down to the field in the form of territory assignments, quotas, and compensation plans.

The sales planning process can be incredibly complex and error prone, with countless hours spent on hundreds of spreadsheets that need to be reconciled across multiple groups. Oracle Fusion CRM's Sales Performance Management solution provides an integrated suite of analytically-rich modules that allow sales management to collaborate and quickly deploy sales plans.

Oracle Fusion Territory Management provides a complete solution for managing sales territories to maximize market coverage and improve overall sales performance. Powerful embedded analytics and what-if capabilities, combined with intuitive user interface, enable you to design, implement, and deploy optimal sales territories in record times and allow you to quickly make adjustments.

With Oracle Fusion Quota Management, you can set attainable sales quotas not only based on the past performance of the sales resource, but also based on the market potential of the territory assigned to the resource.

Simple user interface tailored for sales executives and sales managers provides an efficient tool to distribute quotas down through your sales organization in lieu of cumbersome processes involving spreadsheets.

Oracle Fusion Incentive Compensation provides an enterprise-grade solution for effectively administering sales incentive programs. It empowers you with a rich set of plan design capabilities to streamline the rollout of new plan initiatives, productivity tools to reduce incentive administrative costs and relevant business insight to drive sales performance.
Building Revenue Through Prospecting, Lead Generation and Asset Nurturing

**Sales prospecting can be a painless process.**

Fusion contains the only collaborative sales and marketing application that does the prospecting for you. Opportunity Landscape shows you every product the customer has and recommends up-sell or cross-sell opportunities. Opportunity Management provides sales reps with the best references for specific opportunities.

Prospecting in Fusion is painless with an integrated suite of sales prospecting applications designed to improve lead quality, to enable you to focus on your best prospects, to support the full lifecycle from corporate campaigns to personal prospecting and to lead qualification and nurturing. Using Fusion’s sales tools, you’ll be able to create more opportunities by completing tasks faster, to generate and convert better leads and to create better sales plans.

**Intelligent Insight**

Fusion targets opportunities that are most likely to close based on the prospect’s profile using predictive intelligence. This predictive modeling reduces the sales cycle turnaround time and maximizes potential revenue.

When you launch a new product, you have little or no historical data on which you can rely. Oracle Fusion Sales Predictor uses simple predictive business models and rules to assist you in driving product recommendations. Once you’ve gathered enough historical data, you can use that data in your predictive model.

Sales teams have full visibility into dashboards, analytics, forecasting and the numbers that measure their level of success. They have this visibility on the desktop and on mobile devices so that as conditions change, reps have the latest available information from the source.

**Increasing Sales Productivity**

- **CRM Adoption in Sales**
- **Oracle Fusion CRM | Territory Management**
- **Oracle Fusion Territory Management Data Sheet**
- **Customizable Dashboards for More Insightful Selling**
- **Sales Coach Offers Best Practice Guidance to Improve Win Rates**
- **Territory Management Maximizes Revenue with Intelligent Allocation**
- **Opportunity Landscape Helps Focus on High Probability Deals**
Quality Data Equals Quality Results

**Bad Data. Good Data.**

Data quality is the primary reason CRM projects fail. In the early days of digital computing, the phrase, “Garbage In. Garbage Out.” described how decision-making fails due to faulty, incomplete or imprecise data. The same still holds true today of your customer data. Incomplete data, faulty data, duplicate data or erroneous data leads to poor decision-making and business failure. Data quality is absolutely essential to a successful CRM project.

**Removing the Complexity from Data Quality**

Oracle Fusion Customer Hub is a comprehensive master data management (MDM) solution. It removes the complexity of collecting and maintaining customer data across business units and from disparate data sources. Complexity is one of the primary excuses users give for poor data quality. If data is difficult to enter, update or maintain, data quality suffers and so does the customer relationship.

**A Single Source of Truth**

Do you have several data sources? Dozens? More?

By focusing your effort on maintaining a single source of truth for customer data within the enterprise through consolidation, cleansing and applying appropriate governance policies, you’ve taken the first major step toward data quality. Consistent, quality customer data from a single source helps you improve your targeted selling, reduces risks, lowers costs, decreases mistakes, increases agility and achieves a holistic customer view.

Oracle Fusion Customer Hub provides you with pervasive and embedded customer data quality. You also get effective and efficient data governance and business process management. Data governance streamlines your data management processes, improves regulatory compliance, increases steward effectiveness and delivers trusted information to business processes.

**Resources**

- [Oracle Fusion Customer Hub](#)
- [Oracle Fusion CRM Contact Data Quality](#)
- [Master Data Management on the Path to Fusion Applications](#)
- [Customer MDM is Key to Strategic Business Success](#)
On the Go and on the Grow with Fusion

There's an app to keep you connected to your CRM.

Oracle's Fusion Mobile Sales App allows users to access Fusion CRM Data in real-time securely from their smartphone. Users can access accounts, contacts, calendars, tasks, opportunities, analytics, leads, notes and interactions on their mobile devices, while on the road or on the way to the next meeting.

Additionally, the Mobile Sales App includes GeoLocation data so that sales reps can efficiently schedule multiple meetings in an area and maximize customer visits. The App also allows users to synchronize their mobile device's contact information and events with Fusion.

Smarter Collaboration
Communications through social networks enable you to maintain your valuable relationships within and across enterprises. Engaging customers in real-time social networking contexts keeps you connected and informed, while strengthening your professional relationships.

Within your enterprise, you can collaborate more effectively to create smarter teams, to make smarter decisions and to produce better results. The app makes it easy to take your conversations with you on any device. There's a Fusion client application for your tablet, smart phone, web browser and Outlook email to keep you connected to your teams and to your customers. Staying connected to your teams and your customers of course means never missing out on an opportunity or on critical business information.

Collaborate Anywhere, Anytime
Oracle Social Network can be accessed anywhere and any time from a variety of interaction points, including a web browser, Outlook application, and mobile and tablet devices. Each client provides a rich experience through form factors specific to the devices they run on. Outlook integration bridges the social experience between Oracle Social Network participants and their email. At the same time, the native client on the Mobile devices provides a seamless interaction while on the road or as an alternative to the Web client.

Resources
- Sales and Marketing in The Cloud with Fusion
- On the Road with Fusion’s Native Mobile App
- The Native Outlook Client Keeps You in Touch and Connected
- Fusion’s Self-Service Customizations: IT Not Needed
- Oracle Fusion Applications CRM Extensibility Guide
- Oracle Social Network: Collaboration in the Cloud
Fusion learns to work like you do

**Extend your CRM on-the-go without an expert**

Oracle Fusion CRM empowers you to modify the application to suit your business needs. You’re not locked into a monolithic solution or a one-size-fits-all application. Fusion is built on a new, open and 100% standards-based architecture that gives you the tools you need to configure the solution to meet your requirements.

Configuring your CRM application can now be completed quickly and easily without technical expertise. Fusion provides wizard-like “composers” that enable business analysts and administrators to easily add new controls, edit relationships between objects, create custom objects, manage security, create reports and dashboards, manage templates, and much more. The same composers configure both the web application and the mobile application so you have one consistent set of changes.

**Powerful Integration Means More Value**

Fusion provides you with an integrated suite of application, middleware, and database services unmatched by any other SaaS provider. Now you can use one application for your HR, CRM, SCM, etc., rather than being forced to use separate applications for each functional silo. While many customers choose to deploy the complete Fusion suite, you may want to deploy Fusion in stages. Fusion's open, standards-based interface lets you deploy the latest Fusion innovations for critical needs, while integrating Fusion to your legacy assets to continue deriving value from them. Fusion provides you this flexibility regardless of whether you deploy it on premise, SaaS, or as a hybrid solution.
Put Fusion to work for you

**Fusion is...**

- Easy to deploy to the public cloud, to your private cloud, to your data center or to a hybrid solution.
- Easy to integrate into your existing application suites and third-party data sources.
- Easy to use for any employee who needs access to customer or sales data.
- Scalable from your department to your global enterprise.
- Ahead of the technology curve with its modularity and selective upgradability.
- A smarter choice for cloud-based CRM.


For more information on deploying and using Oracle Fusion CRM, check out the resources in this guide.

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