

# Leverage SWIFT methodology for results-driven Oracle Fusion CRM

**Oracle Fusion Customer Relationship Management (CRM) has the potential to revolutionize CRM. Choosing Capgemini as your partner will ensure that your organization can fully realize this potential and transform the way you do business for optimal sales and business results.**



# Is your CRM system giving you nightmares?

The obsession of understanding, delighting, connecting with, and serving customers is the only source of competitive advantage today.<sup>1</sup>

<sup>1</sup> Source: Forrester – Navigate the Future of CRM

For many CMOs, the mere mention of CRM is enough to fill them with dread. It was meant to help your sales team hit quotas and meet targets, validate leads, and help your marketers launch and monitor effective, targeted campaigns while keeping you firmly in the loop. But rather than empowering your people, the reality is all too often that CRM has become the administrative task that seems to tie their hands. It gets in the way of doing business, is presented in a format with inconsistent data - so that sales and marketing are rarely on the same page - and is probably at odds with your organization's other systems, meaning information management and consolidation is impossible.

But imagine being able to capture everything there is to know about each of your customers and then being able to use that knowledge, not just within sales and marketing, but right across your business. Gathering information from every engagement, every interaction, at every touchpoint, throughout the customer lifecycle – whether B2B or B2C – from their initial awareness of your organization, right through to advocating your products and services.

Now imagine being able to use this insight to truly align your sales and marketing operations. Not simply to help them build campaigns, register opportunities, or identify the strongest prospects, but to ensure that the right leads are assigned to the right people in the right territories and know that they have the right support and the right collateral at hand to convert these prospects into customers. But why stop there? How about being able to continually optimize sales performance by knowing exactly when to work together, when to coach others to close deals, and always having a clear, uninterrupted view of what is in the revenue pipeline, how campaigns are performing, how close individuals are to their quotas and how far away the business is from its targets.



# Imagine no more

Oracle Fusion CRM has been designed from the ground up with the capacity to deliver just that and stop the nightmares once and for all. Built on 100% standards-based technologies such as Java and BPEL, it is modular and scalable and simple to integrate into your existing IT landscape through Oracle Fusion Middleware.

And, as part of a full suite of business products, you can pick and choose the product, solution, or product family your business needs. The first CRM system to embed sales, marketing, data management, contract management, and social media in one product, Oracle Fusion CRM will unite your sales and marketing teams and give them the tools, support, and the confidence they need to maximise effectiveness and efficiency today and to be the pioneers of tomorrow.

It is:

**Smart:** Embedded Business Intelligence means that event-driven, historical, real-time, and predictive analytics are always at your fingertips to ensure proactive, informed decision-making

**Simple:** Because it's aimed at your business rather than at your IT department, it's easy to configure and easy to use the way you want to use it, when you want to use it, so time to market and reliance on technical support to implement basic changes are both minimized

**Collaborative:** Through its built-in Oracle Social Network, your people can come together to share advice and insights for improving campaigns, closing deals, or filtering leads

**Connected:** As it's mobile device-ready, whether you're on the road, at Point of Sales, or at an external meeting, you have direct access to the information you need, when you need it, just by launching the app

Oracle Fusion CRM can be installed on-premise, hosted in Oracle's cloud, in a private cloud, or in a hybrid model. But whatever your needs and whatever your business, by partnering with Capgemini you can be certain of a deployment that's fast, efficient, and mitigates risk

# Why Capgemini?

Capgemini has extensive CRM and Oracle experience and we know how to apply these capabilities to benefit your particular business.

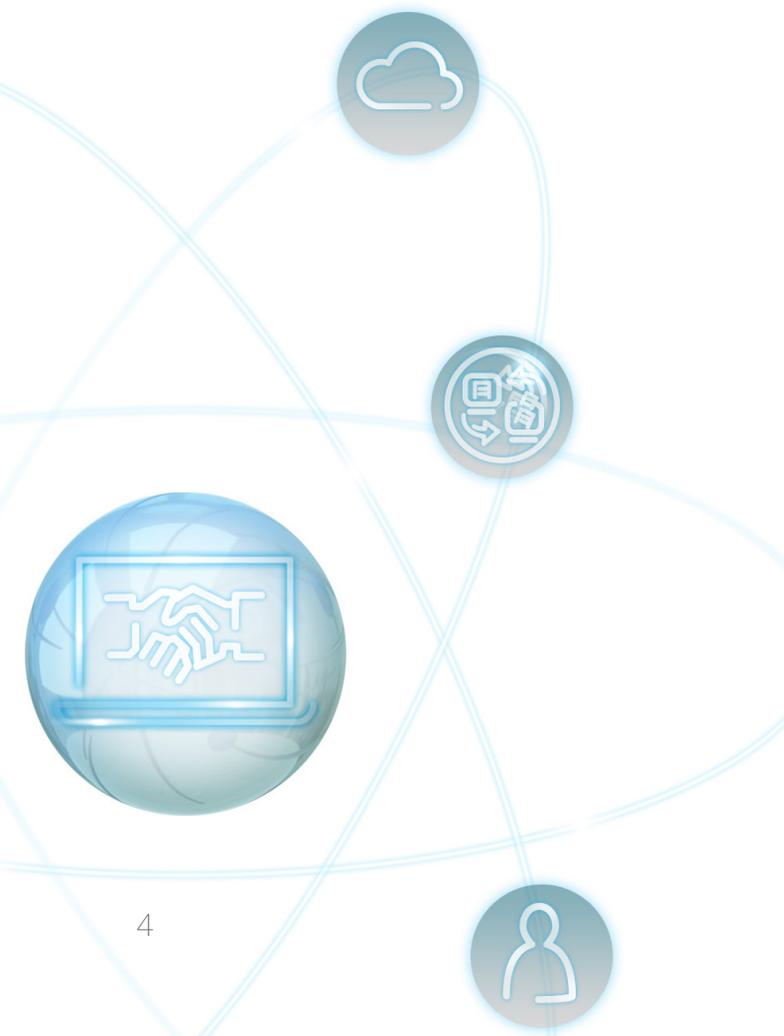
As a Global Diamond-level Oracle partner with over 13,000 Oracle resources worldwide and more than 5,000 successful Oracle engagements to our name, Capgemini was hand-picked to collaborate on the Fusion Applications Beta program in 2009 and we've been actively involved ever since. As a result, we were quick to see the extra benefits and value it could add to our existing clients, but also how its embedded features, focus on business intelligence, and use of open standards would further enhance our own already extensive expertise and ability to deliver the most cutting-edge CRM solutions.

From automotive, aviation, engineering, high-tech, logistics and utilities, to telecoms, the media, financial services, and consumer goods, we have cemented our position as CRM thought leaders. Whether it be in market segmentation, devising, and delivering multi-channel strategy frameworks, or in using social media for CRM and integrated customer service, our Marketing, Sales and Service Consulting Practice is recognized globally for delivering solutions that optimize customer interactions, enable closed-loop marketing, and ensure the right customer experience.

In other words, we deliver solutions that reflect the bigger picture of your organization and its industry-specific needs in order to enable transformation in line with your ambitions.

This expertise is further augmented by our leadership position and global focus on Business Intelligence (BIM) and Business Process Management (BPM), key integrated components not just of Oracle Fusion CRM, but of the entire Fusion suite of applications. We can help you make the most of these capabilities by ensuring that they are available and compatible across the whole of your organization, and not simply confined to sales and marketing. By integrating business intelligence into a business-wide process, you can be sure that decisions are not just repeatable and scalable but traceable and, above all, always accurate.

All of which is supported by the fact that as one of the world's leading Oracle integrators we are experts in the Oracle Fusion Middleware platform, ensuring your business experiences an incident-free and successful roll-out should you choose to adopt Oracle Fusion CRM. We have more than 1,500 Fusion Middleware implementation consultants and over 100 clients that have benefited from our capabilities in this area.



# A SWIFT decision

This unrivalled combination of understanding and expertise across CRM, business intelligence, and Oracle integration has enabled us to establish the capabilities in every aspect of delivery and to transpose them into a robust approach and methodology that accelerates the adoption of Oracle Fusion CRM.

It is an approach that leverages your existing Oracle legacy systems as well as the embedded business intelligence and social media functions of Oracle Fusion CRM to help your organization rapidly transform its business. It will help you redefine your strategies and capabilities through the development and implementation of a customer-centric, all-channel strategy and integrates marketing, sales, and service so that competitive advantage, sales and customer experience are all optimized. We call it SWIFT - the Structured Way of Implementing Fusion-led Transformation – and it is supported by a co-existence roadmap so that we can determine your organization's most effective strategy for getting the maximum business value and return on investment from Oracle Fusion Applications.

SWIFT is your guide to planning your journey towards Oracle Fusion based on your specific needs and for achieving your specific goals.

## **S = Structured**

Our approach begins with a full assessment of your organization and its current IT landscape to understand how Oracle Fusion CRM can best align with your business and how it will best work for you. Because it's modular and scalable, you can decide which modules you need now and which to integrate in the future. If, for example, your organization is currently running Siebel on-premise, you could seamlessly add a module such as Territory Management, hosted in the cloud.

## **W = Way of**

We are renowned throughout the industry for our collaborative approach and for what we have achieved by working in partnership with our clients. It is the only way of understanding the business need, realizing benefits, and truly adding value. We have a number of tools and accelerators at our disposal including Rapid Design Workshops and Accelerated Solution Environments (ASE) to expedite this process. In addition, our Application Lifecycle Services portfolio ensures we unlock measurable benefits and continue to add value in both the short term and long term.

## **I = Implementing**

The key to successful and seamless implementation is risk mitigation. We achieve this through using CRM business process templates for fast deployments and a robust methodology based on Oracle's Rapid Start templates.

This is further safeguarded by the depth of Oracle expertise within our teams and the industry-specific knowledge they can draw upon. What's more, because our implementation teams are focused on Business Intelligence and Business Process Management, they work in unison with our technical resources to start developing business solutions in line with your roadmap from day one.

## **F = Fusion-led**

There's no doubt that Oracle Fusion CRM will revolutionize the way you do business. Our expertise in Oracle Fusion Middleware, along with our depth of understanding of the full suite of Oracle Fusion applications, will ensure that your business has a technology platform that can support this revolution now and in the future.

## **T = Transformation**

With Oracle Fusion CRM deployed and supported by a future-proof technology platform, you can do more than simply boost the effectiveness and efficiency of your sales and marketing professionals, you can ensure your organization has a solid foundation on which to continue to build its transformation.

CRM shouldn't be a nightmare and even CMOs deserve a good night's sleep. With Capgemini as your implementation partner you can sleep soundly, knowing that through our strengths in customer relationship management, business intelligence, and the depth of knowledge and expertise in our Oracle practice we can transform your business and put your CRM worries to bed once and for all.



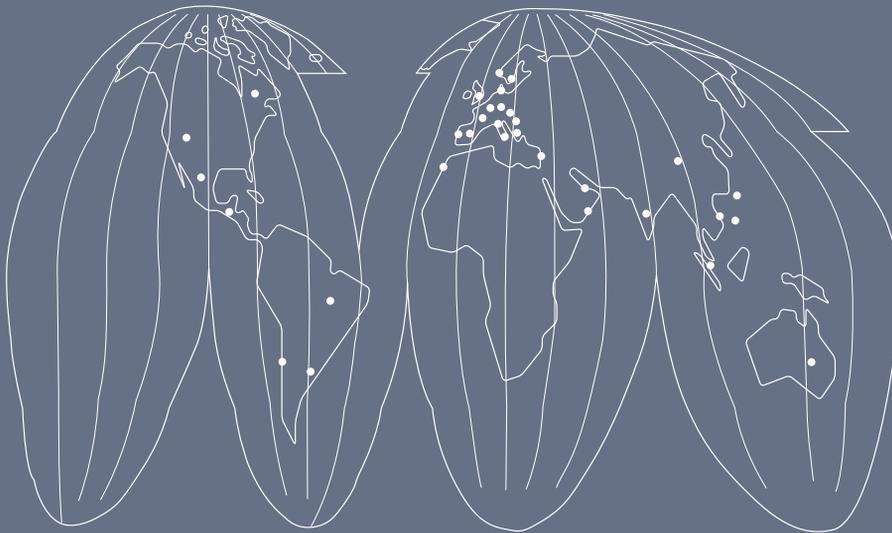
## About Capgemini

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With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.



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