

Make an IMPACT: Methodology for results-driven Oracle Sales Cloud CRM



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

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 that all too often 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 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 touch point, 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 the right leads are assigned to the right people in the right territories and they know 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 close individuals are to their quotas and how far away the business is from its targets?

Key Features

Oracle Sales Cloud: CRM

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 built-in Oracle Social Network, your people can come together to share advice and insights for closing deals, or filtering leads.

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

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.



Higher Win Rates



Faster Time to Value



More Quality Opportunities

Imagine no more

Oracle Sales Cloud 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 the 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. A CRM system that embeds Sales, Business Intelligence (BI), Master Data Management, and Social Media in one product, the Oracle Sales Cloud will unite your sales and marketing teams and give them the tools, support, and the confidence they need to maximize effectiveness and efficiency today and to be the pioneers of tomorrow.

Decisions that make an IMPACT

Capgemini's 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 the Oracle Sales Cloud.

It is an approach that leverages your existing Oracle legacy systems as well as the embedded business intelligence and social media functions of the Oracle Sales Cloud to help your organization rapidly transform its business. It will help you redefine your strategies and capabilities through the development and implementation of a cloud-based customer-centric, all-channel strategy and integrates marketing and sales so that competitive advantage, sales and customer experience are all optimized.

We call it IMPACT - Integrated Method for Proven, Accelerated Cloud 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.

CRM shouldn't be a nightmare and even CMOs deserve a good night's sleep. With Capgemini as your Oracle Sales Cloud 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.



Capgemini's IMPACT approach for Oracle Sales Cloud: CRM

I = Integrated

Capgemini's structured approach starts right at the beginning to determine how Oracle Cloud Applications can fit into your business. It defines the best scope and deployment options based on measurable business drivers and benefits. Whether the solution is completely a Cloud subscription model or subscription plus on-premise, Capgemini can integrate the right solution for your business requirements and service levels.

M = Method (for)

Capgemini's "Collaborative Business Experience" means we work in close collaboration with you to unlock benefits quickly thanks to powerful assets such as our Accelerated Solutions Environments and our Application Lifecycle services portfolio that help you look at the bigger picture to achieve long-term IT benefits and business value.

P = Proven

Capgemini is a global leader in helping its customers deliver on complex sales force automation initiatives. Our proven team of experienced functional and technical consultants provide the balance to deliver on complex CRM roadmaps through cost effective cloud solutions.

A = Accelerated

We have carefully crafted a solution plan and models to ensure the right balance between speed and risk mitigation not just for Small to Medium sized Businesses (SMBs), but also for Tier-1 sized businesses that have a lower threshold to business risk.

C = Cloud

Capgemini has made large investments in Oracle Centers of Excellence (CoEs) focusing on Cloud adoption in the industry. These CoE's produce proprietary Intellectual Property (IP) and solutions containing business models and quick start templates, created to reduce risk for customers adopting Oracle cloud applications for the first time while increasing the speed of delivery and value to the business.

T = Transformation

Oracle Cloud Applications have the potential to transform how you carry out your business. Our Business Process Modeling consultants can help clients recognize that now is an ideal moment to re-assess how you run your business processes, and run them better in a more cost optimized manner. Our global consulting arm specializes in business driven transformation with all the implications that brings – from change capability onwards. For clients who see the move to Oracle Cloud Applications as a step on a longer transformation journey it makes sense to choose a partner who is able to see them through this journey successfully with tangible results and benefits.

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 followed by the Cloud Applications. 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 a CRM thought leader. 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 the Oracle Sales Cloud, but of the entire Fusion suite of applications. We can help you make the most of these capabilities by ensuring 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 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, helping ensure your business experiences an incident-free and successful roll-out should you choose to adopt Oracle Sales Cloud along with Fusion Middleware. We have more than 1,500 Fusion Middleware implementation consultants and over 100 clients that have benefited from our capabilities in this area.

IMPACT is your guide to planning your journey towards the Oracle Sales Cloud based on your specific needs and for achieving your specific goals.

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About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 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.

Learn more about us at
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