

Oracle CX Cloud Solutions

CRM Advantage (Capgemini's solution based on Oracle Sales Cloud)



People matter, results count.



Rising to the Challenge of Sales and Marketing Business Expectations

Sales and Marketing are at the forefront of an organization's global customer interactions and shape the perception of their brand in the early stages of the customer journey. Despite bearing this critical responsibility, organizations are continually being asked to do more with less.

In today's global economy, there is greater emphasis on business results, through increased market share, higher lead-close ratio, improved operating margins and lower costs to sell. Business growth objectives have to be balanced with the need for global strategies that allow you to develop, maintain and adapt powerful engaging experiences with the customer. Sales and marketing executives are being asked to shape their organizations so that internal handoffs, interactions and customer facing connections are near flawless to meet the expectations and demands of both the business and the customer.

Modern Sales and Marketing organizations need to be experts and advocates in their products and services while gathering, understanding and acting upon information from every engagement, every interaction, at every touch point, throughout the customer lifecycle. Organizations that have processes and tools to manage the intersection between the two lead the way in growing their businesses and equally importantly are at the top of the pack when it comes to customer experience.

Connect With Your Customer and Expand Your Business with Capgemini's CRM Advantage solution

Capgemini's CRM Advantage solution for Oracle Sales Cloud allows an organization to quickly define and engineer processes that leverage Oracle Sales Cloud to attain common CRM business objectives such as:

- Improve customer experience and engagement
- Focus on new customer acquisition initiatives
- Increase customer satisfaction across all touch points
- Leverage analytics to improve the overall understanding about the customer
- Increase Organizational Responsiveness
- Increase Sales Revenue
- Increase Cross-Sell and Up-Sell opportunities for products and services
- Reduce Operating Costs
- Implement a single view of The Customer

Capgemini CRM Advantage addresses the core challenges an organization faces when working to grow its business. Disparate systems, soiled solutions to support individual business unit needs and complex representations of the customer are a few of these challenges. Core to Capgemini's CRM Advantage solution is the realization that each organization is unique and that a one-size-fit-all solution doesn't work. As such, we have defined variations that are appropriate in today's continuously changing business and technology environments. Capgemini can help an organization with their customer experience sales needs regardless of size, complexity or final desired architecture blueprint. CRM Advantage can be used to deliver Oracle Sales Cloud as a standalone new implementation or in an environment that requires an integrated Cloud and on-premise solution. Furthermore, the process and templates used by CRM Advantage are applicable and easily adapted to the implementation of Oracle Service and CPQ (Configure Price and Quote) Cloud solutions.

CRM Advantage has been designed, built and tailored to handle the intricacies of Salesforce Automation and incorporates:

- Accelerators such as a preconfigured demo application, project templates, data mappings etc. to drive a quicker implementation
- Embedded processes and templates for global deployment considerations
- Phasing and prioritization of functions based on business value
- A framework that can be tailored and expanded to include Marketing and Service as part of the solution
- A co-existence strategy with existing Oracle Siebel investments
- A template-based approach for migration from SFDC to Oracle Sales Cloud
- A framework for end to end customer engagement
- A fixed price offering for less complex implementations that allow you to be operational in less than 100 days at the organization or business unit level

Ready to start? If YES!, then here is how Capgemini can help

3 Steps to Customer Experience Sales Excellence

Step 1: Expert Virtual Roundtable (1 hour)

As an organization, you probably have existing CRM applications in place and have questions specific to migration and consolidation of these into a single cloud platform like Oracle Sales Cloud, or you may want to understand how you can keep complex back-office CRM functions in the systems that you have already invested in and move a functionality subset such as lead-to-quote to the Sales Cloud. Questions such as these require answers that take into consideration processes and systems. Through the Expert Virtual Roundtable, a Capgemini expert can provide you with valuable insight into customer experience sales best practices, current trends and how to implement them.

Step 2: Complimentary Assessment Workshop (1/2 to 1 day)

Organizations are looking to make decisions quickly so as to meet the demands of their leadership as well as customers, but are increasingly finding it difficult to navigate and understand the plethora of CRM technology options and strategies that are presented to them. If you are such an organization, then allow Capgemini to perform a complimentary Assessment Workshop to analyze your current CRM sales landscape. During the workshop, you will potentially gain surprising insights on how similar organizations are managing their CRM initiatives. It is possible that through this you will also uncover process improvement opportunities as well as identify cost savings.

Step 3: Rapid Implementation (11 Weeks +)

With CRM Advantage, Capgemini offers a fixed-price implementation that can take as soon as 11 weeks for a green field implementation of Oracle Sales Cloud. For more complex implementations that require the consolidation of several legacy platforms into a single tool or the development of a co-existence architecture that allows your organization to take advantage of the cloud as well as existing investments on legacy on premise applications, we will work with you to determine the optimal architecture. As an integrator we will look to utilize our CRM Advantage process and technology assets to develop your future state architecture by keeping customizations to a minimum and using the power of the composer suite to configure the application to your needs.

CRM Advantage projects are business process driven thereby enabling your sales and marketing team to quickly see positive ROI. CRM Advantage leverages our IMPACT methodology for Oracle cloud implementations which enables Capgemini to deliver a faster, business focused less risk solution.

For more information on CRM Advantage please contact:

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About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion (more than \$14 billion USD). 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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