

## Oracle Cloud Platform Service for Sales

### Flexible Technology for Growing Revenue and Channels

Chief Sales Officers (CSOs) succeed by leveraging their people skills and management capabilities, but they generally don't reach the top of the ranks for growing revenue without being good administrators as well. In addition to managing a direct and/or indirect sales force, CSOs are responsible for forecasting revenue and delivering on quarterly and annual sales targets. They must help close big deals, nurture key accounts and partners, and recruit and retain top talent. In today's highly connected business world, all these activities depend on powerful technology. Modern cloud technology can empower CSOs to succeed while outdated, legacy systems can be a drag on sales—and on the extended sales ecosystem.

For example, many CSOs lack effective performance measures making it difficult to understand the various customer, sales rep, and product factors that enable them to reliably forecast and achieve revenue targets. The problem is twofold: complex analytic technology and siloed customer information. Siloed customer information makes it difficult for sales organizations to gain the cross-department insights needed to grow revenue, open new channels, and close big deals. Without accessible analytics, sales organizations are challenged to construct accurate forecasts—which is one of the reasons that 50 percent of forecasted deals never close. In fact, according to industry estimates, 58 percent of the average sales pipeline consists of stalled deals, which equates to \$60 million in lost opportunities for every US\$100 million in the pipeline.<sup>1</sup>

To reverse these alarming statistics, CSOs need nimble, capable, and scalable information systems. Many CSOs are looking to the cloud as they develop data-driven sales strategies to outmaneuver their competitors.

### SaaS Meets PaaS for Exceptional Functionality

Oracle Sales Cloud empowers sales organizations to confidently engage customers, accelerate sales cycles, and close deals. It includes sales force automation, performance management, partner relationship management, and customer data management. Tight integration with other Oracle software-as-a-service (SaaS) solutions—such as Oracle Marketing Cloud and Oracle Service Cloud—allows all customer-facing personnel to coordinate efforts for a better experience.



*"We can't have Oracle Sales Cloud or Oracle Marketing Cloud on its own. If the pipes didn't connect, the salespeople and partners would receive a double set of information that may not even make sense."*

**STACY WU**

VICE PRESIDENT OF MARKETING  
OPERATION AND DEMAND GENERATION  
AVAYA

#### WHY MOVE SALES SYSTEMS TO THE CLOUD?

- Speed time to market and connect with customers
- Scale and integrate sales force capacity to efficiently meet customer demand
- Develop and retain high-performing sales representatives
- Streamline team interactions and facilitate knowledge transfer among all customer-facing personnel
- Minimize menial tasks and focus on high-value sales activities

<sup>1</sup> Qvidian, Sales Execution Trends 2014, [qvidian.com/sites/default/files/resource/Sales-Execution-Trends-2014.pdf](http://qvidian.com/sites/default/files/resource/Sales-Execution-Trends-2014.pdf)



Oracle Cloud solutions are based on self-service business processes that facilitate collaboration and improve productivity for an extended organization. In addition to Oracle's targeted SaaS applications for sales, marketing, and customer service, Oracle offers a wide variety of platform services to improve speed to market and flexibility. For example, Oracle Database Cloud Service and Oracle Integration Cloud Service make it easy to scale and connect customer data and systems, while Oracle's cloud-based data visualization and business intelligence services help sales people quickly discover and share strategic insights.

Other Oracle platform services simplify application development, document management, and process automation. All of Oracle's cloud solutions include built-in social and mobility functions to streamline interactions among internal and external reps, partners, and customers. Sales organizations have the flexibility to implement these solutions on-premises with Oracle Cloud Machine, or migrate them to Oracle Cloud for offsite deployment.

## Case in Point: A Rapid Sales Expansion at Avaya

Having robust cloud apps in conjunction with complete platform services has been particularly useful to Avaya, a communications technology company based in Santa Clara, California. Avaya is modernizing its marketing and sales force—including 20,000 partners—by migrating many of its customer-facing functions to cloud technology. Oracle Sales Cloud and Oracle Marketing Cloud underpin a complex customer lifecycle, with integrated functions for everything from social media to lead generation to customer support.

Moving its customer-facing information systems to the cloud has reduced information fragmentation and improved scalability. Avaya's cloud-based sales and marketing systems can be easily integrated and extended with links to other information systems, either from Oracle or third-party vendors. For example, Avaya is integrating Oracle Sales Cloud with an on-premises partner relationship management system to simplify interactions with the resellers and system integrators that drive most of Avaya's sales.

Oracle Sales Cloud and Oracle Marketing Cloud share a common base of information. That information and the associated business processes can be extended using Oracle Integration Cloud Service and Oracle Java Cloud Service, so sales personnel can securely collaborate and share customer data with other people and business processes. Avaya used Oracle Java Cloud Service to connect Avaya's internal Java-based engagement platform with Oracle Sales Cloud. Going forward, Oracle platform-as-a-service (PaaS) solutions will continue to make it easy to scale these front-end systems up or down based on demand. For example, if Avaya adds 500 more partners, the company can easily add the necessary capacity with a simple provisioning request.

## Get Started Today

It's hard to build a data-driven organization when your sales and customer data are siloed in separate systems and your sales team is burdened with complex technology, platforms, and tools. That's why today's forward-looking sales officers rely on the Oracle Cloud for cost-effective functionality that can be quickly accessed, extended, and provisioned on demand. Contact Oracle to learn more about these advanced cloud platform solutions, or visit [oracle.com/cloud](http://oracle.com/cloud).





### WHY USE ORACLE PREDICTIVE ANALYTICS FOR YOUR SALES TEAM?

- 34 percent lower turnover of sales reps
- 73 percent higher sales lift compared with companies without analytics
- 20 percent more reps who meet or exceed their quotas<sup>2</sup>

### ORACLE CLOUD SERVICES FOR MODERN SALES

- **Accelerate time to value** by deploying new solutions in the cloud, with easy access to modern functionality via mobile devices and social tools
- **Engage more customers**, close more deals, and accurately forecast revenue with sales force automation
- **Effectively plan and optimize** territories, quotas, and incentive plans with performance management
- **Expand channels recruiting** and accelerate sales with partner relationship management
- **Consolidate and enrich** customer data from multiple sources for faster, better decision making with customer data management
- **Predict outcomes** by leveraging advanced analytics and visualizing data to find patterns and trends

### CONNECT WITH US

-  [blogs.oracle.com/cloud](http://blogs.oracle.com/cloud)
-  [facebook.com/OracleCloudComputing](https://facebook.com/OracleCloudComputing)
-  [twitter.com/OracleCloudZone](https://twitter.com/OracleCloudZone)
-  [oracle.com/cloud](http://oracle.com/cloud)

### FOR MORE INFORMATION

Contact: 1.800.ORACLE1

<sup>2</sup> The Bridge Group, 2015 Inside Sales Survey Report, [forentrepreneurs.com/bridge-group-2015](http://forentrepreneurs.com/bridge-group-2015)