

# ORACLE CRM ON DEMAND DEAL MANAGEMENT



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- Analyze price points for improved pricing and profitability in the opportunity management process
- Improve decision-making with price scores and recommendations
- Gain an understanding of “market” pricing by comparing the current deal against “like” deals
- Assess account activity and financials beyond the current opportunity
- Perform what-if modeling against alternative pricing or margin goals
- Achieve better forecasting by providing sales benefits from entering line level detail
- Fully integrated with Oracle CRM On Demand as an add-on productivity feature

*Maximize profitability and empower your salespeople to more effectively negotiate deals with Oracle CRM On Demand Deal Management. Advanced what-if modeling and other decision-support tools streamline negotiation within the opportunity management process and ensure better sales forecasting. Oracle CRM On Demand Deal Management is part of Oracle Price Management, which offers organizations an end-to-end solution for more effectively analyzing, planning, publishing, executing, and negotiating price.*

### **Set Profitable Negotiated Price Expectations Upfront**

Companies rarely sell at list price. One of the first questions sales representatives are asked by the customer is “Can you ballpark what is this really going to cost me?” When the sales rep is able to provide an educated answer in early conversations, downstream negotiations are smoother and realized profits are higher. Oracle CRM On Demand Deal Management gives sales organizations tools to set the right price expectations with the customer early in the sales process for better results.

### **Make Informed Pricing and Margin Decisions**

Oracle CRM On Demand Deal Management enables visibility into prices and margins beyond the opportunity under negotiation. Users can perform several layers of analysis to determine if the current deal is a good one:

- **Market Position and Impact.** Sales reps can compare current quantity and price against “like” opportunities to gain a better understanding of how that deal falls within the market, as well as understand the impact if other customers come back wanting a similar lower price point.
- **Market Price Trends.** Oracle CRM On Demand Deal Management helps you understand how prices and margins have been trending over time, as well as whether you should be raising or dropping your customer’s price compared to his last deal, and by how much, to keep pace with the market.
- **Deal Profitability.** With Oracle CRM On Demand, sales reps can maximize profitability with answers to questions such as:
  - How profitable is this deal at the given price?
  - How much does this given line item represent of the deal revenues and margins overall?
- **Customer History.** Sales reps can review the purchase history of a customer to determine buying frequency and pricing of previous opportunities, for

both the current product and deals overall.

**ABOUT ORACLE PRICE MANAGEMENT APPLICATIONS**

Price is the single most important lever organizations have to improve profits. Particularly in today's economy, companies realize that better strategies and systems around price are necessary in order to combat a highly competitive market and a global customer base. Oracle's Price Management applications enable improved and consistent pricing and margins across the different processes and users who interact with price.

Oracle offers the only solution set that combines native integration into Siebel CRM, Oracle CRM On Demand and Oracle E-Business Suite platforms with feature rich, best of breed capabilities in support of the entire pricing process.

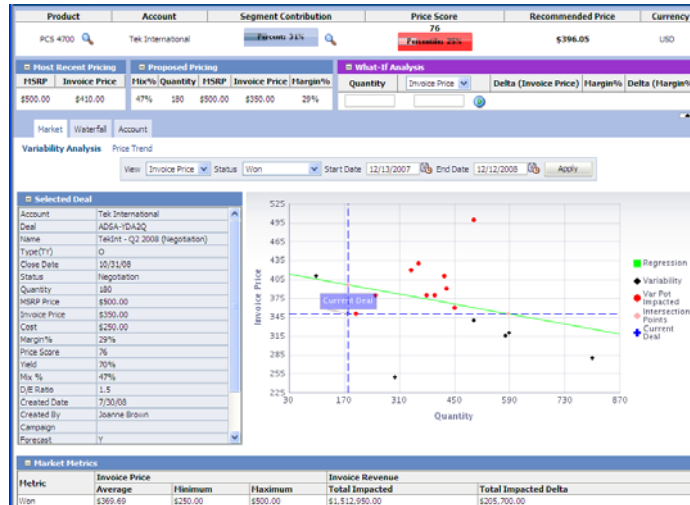
Oracle Price Management Applications include:

- Oracle Price Analytics
- Oracle CRM On Demand Deal Management
- Oracle Deal Management
- Oracle Advanced Pricing
- Siebel Deal Management
- Siebel Dynamic Pricer

**OTHER RELATED PRODUCTS**

- Oracle CRM On Demand
- Oracle Mobile Sales Assistant
- Oracle Mobile Sales Forecast

In addition, Oracle CRM On Demand Deal Management provides a “sandbox” environment for performing what-if pricing analysis and understanding the results at different price points or for different target margins.



**Figure 1: Oracle CRM On Demand Deal Management provides a “sandbox” to analyze opportunity prices and margins**

**Improve Your Sales Organization’s Forecasting**

A sales forecast is only as accurate as the information that is entered into your CRM system. Many organizations find it a challenge to get sales reps to enter line level information – and collecting reasonable quantities and expected prices is even more difficult. Because sales reps using Oracle CRM On Demand Deal Management get valuable analysis in return for data entry, they provide more accurate and detailed information that is critical to having a reliable sales forecast for your business.

**Bottom Line**

Fully integrated with Oracle CRM On Demand, Oracle CRM On Demand Deal Management provides essential support tools with the benefits of software delivered as a service:

- Low, predictable monthly payments
- Rapid time to market
- Easy to deploy and manage

For more information about Oracle CRM On Demand Deal Management, please visit [crmondemand.oracle.com](http://crmondemand.oracle.com) or contact your Oracle Sales Representative.

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