

ORACLE CRM ON DEMAND MICROSOFT OUTLOOK INTEGRATION



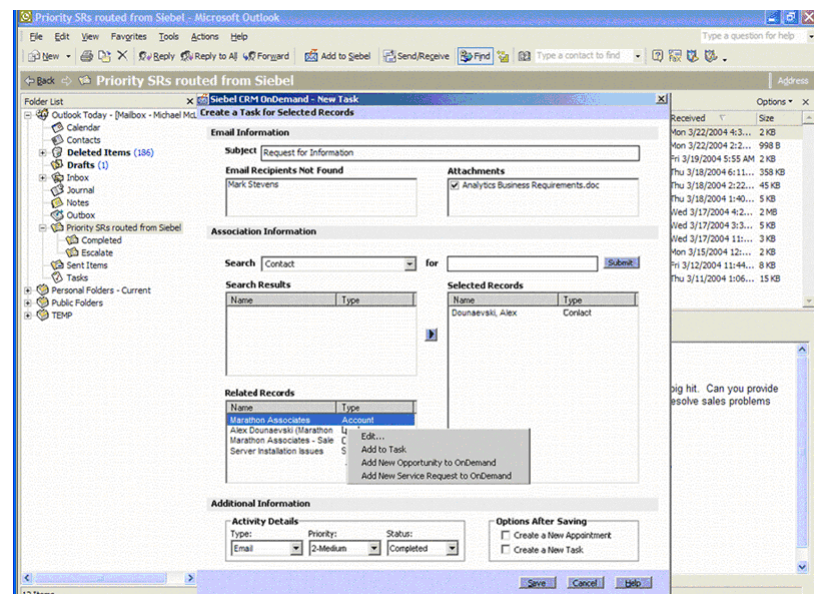
THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded sales, marketing, and service best practices

Oracle CRM On Demand provides desktop productivity solutions that both deliver the power of CRM in offline situations and increase user adoption and efficiency. With Oracle CRM On Demand, users can interact with CRM data using a range of business productivity tools. For Microsoft Outlook users, Oracle CRM On Demand enables the access and use of CRM data in a familiar environment.

MAXIMIZE CUSTOMER INTERACTIONS WITH OUTLOOK INTEGRATION

By providing easy and seamless integration with Microsoft Outlook, Oracle CRM On Demand maximizes the value of customer interactions by ensuring users have access to the most recent customer information. Employees can synchronize their contacts, tasks, and appointments in Oracle CRM On Demand with Microsoft Outlook. Users can easily associate inbound and outbound Outlook emails—including those with attachments—with related customer accounts, contacts, leads, sales opportunities, and customer service requests in Oracle CRM On Demand. Outlook users can also search Oracle CRM On Demand's database to find contact information, create or edit new records in Oracle CRM On Demand, and create follow-on tasks and appointments—all directly from Outlook.



Users can seamlessly save emails as part of the customer interaction history in Oracle CRM On Demand directly from Microsoft Outlook

KEY FEATURES**CUSTOMERS CAN LEVERAGE THESE KEY FEATURES**

- Synchronize contacts, tasks, and appointments with Outlook to create a single, unified view of the customer
- Create new tasks and appointments in Oracle CRM On Demand from within Outlook
- Centralize Outlook emails and attachments in the CRM system instead of agent desktops
- Link emails and attachments to accounts, contacts, leads, opportunities, or service requests
- Automatically associate both inbound and outbound emails to contact records or choose records individually
- Search Oracle CRM On Demand from within Outlook for addressee information

BUILD A COMPLETE VIEW OF ALL CUSTOMER INTERACTIONS

Important information regarding your key customers—contacts, tasks, appointments, and emails—may currently be scattered piecemeal across the PCs and handheld devices of various employees. In this situation, developing a comprehensive view of customer information is time-consuming and difficult, if not impossible. With prebuilt integration to Microsoft Outlook, Oracle CRM On Demand consolidates customer information and creates a single, unified view of the customer. Now when sales representatives or service agents interact with a customer, they have the most up-to-date information on customer needs and concerns at their fingertips.

LET USERS BENEFIT FROM THE APPLICATION THEY KNOW BEST

Oracle CRM On Demand was designed as an intuitive, easy-to-use solution that could be rapidly adopted by organizations of any size. Consistent with that philosophy, Oracle CRM On Demand ensures that employees can continue to use the time management and email tool with which they are most familiar: Microsoft Outlook. Oracle CRM On Demand, together with Outlook, minimizes training costs, shortens learning curves, enhances user adoption, and delivers rapid benefits.

ACCESS YOUR CRM DATABASE DIRECTLY FROM OUTLOOK

Not only is Oracle CRM On Demand more powerful because it leverages Outlook, but the reverse is also true: Outlook now wields the power of Oracle CRM On Demand. When composing a new email in Outlook, your employees can click a button and search all of Oracle CRM On Demand to find contact information. Seamless integration means that your employees don't need to maintain their own customer information outside of Oracle CRM On Demand and ensures that the latest contact information from Oracle CRM On Demand is available whenever they compose an email in Outlook.

INSTALLS IN MINUTES

Oracle CRM On Demand's Outlook integration uses a small, one-time download with a step-by-step wizard that completes in minutes. No additional hardware is required, and no assistance from the IT department is necessary.

BOTTOM LINE

By providing prebuilt integration, Oracle CRM On Demand maximizes an organization's return on investment in their customer data. For more information on how Oracle CRM On Demand can make your CRM strategies successful, call 1-866-906-7878 or visit www.crmondemand.com.

Copyright 2008, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.