

ORACLE CRM ON DEMAND FOR PARTNER RELATIONSHIP MANAGEMENT



KEY FEATURES

- Partner Management
- Partner Programs
- Lead Management
- Opportunity Management
- Deal Registration
- Funds
- Fund Requests
- Claims
- Collateral
- Analytics
- Forecasting

Enabling the growth and success of indirect sales channels is an increasingly critical requirement for driving your organization's revenues. The ease of managing and collaborating with partners on leads, opportunities and fund requests provides significant value for both brand owners and partners. Supporting these processes with the partner and program management capabilities within Oracle CRM On Demand for Partner Relationship Management allows your company to more effectively recruit and retain partners in order to drive incremental revenue.

Increase Channel Effectiveness

More than ever before, sales revenue is being driven by indirect channels. Companies that plan to manage their partner relationships and streamline sales processes for their partners significantly improve their ability to drive revenue through their partner channels. Oracle CRM On Demand for PRM increases brand owner insight into partner channels as they use the system to ease data entry and manage partners, programs, leads, opportunities, funds, fund requests, and collateral. Partners and brand owners benefit from the use of one system for all interactions.

Gain Improved Visibility

Sales activities are continually increasing through partner channels. Easily managing and maintaining partner information is an important first step in managing successful relationships.

Brand owners can track partners throughout the partner lifecycle. Partner profiles allow multiple attributes to be recorded and are easily extensible for brand owner-specific requirements. Oracle CRM On Demand for PRM also provides quick insight into partner records, and the leads and opportunities partners currently own. Moreover, through the use of this application's features brand owners can control partner visibility to records as appropriate for their organization's business requirements.

Manage Partner Programs Holistically

Companies employ programs to define relationships and encourage sales. With Oracle CRM On Demand for PRM, brand owners are able to define their partner programs and the benefits partners will receive based on membership in the program. Brand owners can also specify whether a program will allow a partner to register deals and/or fund requests for funds set aside to support market development

KEY BENEFITS

- Efficiently recruit and onboard partners
- Accelerate channel revenue
- Improve lead response and closure time
- Increase channel visibility and focus

RELATED PRODUCTS

- Oracle CRM On Demand
- Oracle CRM On Demand Deal Management

requests and/or special pricing requests. In essence, the Partner Programs Management feature within Oracle CRM On Demand for PRM gives partners one place to review all of the programs to which they belong and the ability to review benefits and terms at any time.

Improve Lead Effectiveness Across Partners

The depth of lead management within Oracle CRM On Demand is expanded within Oracle CRM On Demand for PRM to support business processes necessary across partners and ensure that leads are converted to opportunities. Brand owners can distribute leads to partners. Once a lead is transferred the partner has the ability to accept it. In the case of rejection, leads can be reassigned easily. Throughout the entire process, brand owners can see all activities and updates to leads, and are able to assist or engage whenever necessary.

Accelerate Opportunities

With Oracle CRM On Demand for PRM, the opportunity management capabilities within Oracle CRM On Demand are extended to include partner-specific requirements. Similar to leads, opportunities can be assigned to a partner, who can either accept or reject it. Upon designation, partner opportunities can then be rolled into opportunity forecasts analyzed throughout the company. This provides the ability to continually monitor revenues expected through the indirect channel. Partner analytics are also provided to ensure brand owners can monitor performance in relation to opportunities and their sales stages.

With the Deal Registration functionality within Oracle CRM On Demand for PRM, brand owners gain improved visibility on existing opportunities and the ability to facilitate both partner and internal sales rep success by eliminating channel conflict. This process can also drive margins for partners. This is because registrations relate to deal programs that specify financial incentives for those partners who participate in the deal process.

Moreover, opportunities support the deal registration process. A partner is able to track their opportunities within the application. Once partners determine they would like to gain exclusive rights to an opportunity, they are able to submit it for registration. The brand owner is then able to review the registration, determine if there are other approved registrations already in the system, and then approve or reject the registration as appropriate.

Maximize Marketing Resource Efficiency

Partners can greatly increase the demand for your organization's products and services. Directed effectively, marketing resources allow companies to provide financial support for market development efforts and special pricing authorizations.

- *Market Development Funds:* As partners request access to these funds, companies gain insight into their plans and can collaborate with partners on these efforts. Together they can achieve mutually beneficial goals and continually reinforce partners driving revenue in highly impactful markets.

- *Special Pricing Authorizations:* To ensure that partners are able to price deals competitively, the automation of special pricing processes reduces turnaround times and enables partners to quickly respond to customer requests. It also delivers timely insight on channel data for faster and more effective responses to competitive pricing.

Brand owners are able to create funds to track monies made available to support the partner sales effort. Based on the appropriate designation, the partner is able to submit a fund request for monies as they relate to the funds accessible to the partner. An early understanding of what partners are planning allows brand owners to plan for funds across various partner organizations.

Once the request is submitted, the brand owner can approve or reject it as appropriate. Partners and brand owners can easily track status updates in relation to the approval process. Once approved, a specific time frame can be given within the approval designating how long the brand owner will honor the request. The partner is able to place claims directly against the request and the brand owner can then follow a similar approval process.

Share Best Practices

The content management capabilities within Oracle CRM On Demand for PRM allow partners to take advantage of what has proven successful for other sales representatives selling your organization's products. This enables partners to quickly and effectively engage with potential customers.

Collateral can be designated for internal and/or external sales reps. In addition, brand owners can determine if collateral should be shared across partner channels or restricted to internal-only use.

Bottom Line

For a rapidly growing number of organizations, business success is defined by the effectiveness of indirect sales channels. Fully integrated with Oracle CRM On Demand, Oracle CRM On Demand for PRM provides a powerful hosted solution for recruiting and managing partners, optimizing sales and marketing efficiency, and accelerating channel revenue.

To learn more, please visit crmondemand.oracle.com or call +1.866.906.7878 to speak to an Oracle representative.

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