Oracle Fusion CRM: Choice and Coexistence

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Customer are questioning which CRM solutions to use…

Case 1: CRM

- Oracle Fusion CRM?
- Oracle Siebel CRM?
- Oracle CRM on Demand?
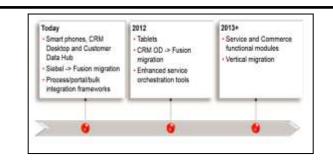
Case 2: eCommerce

- Oracle Fusion CRM?
- Oracle Siebel CRM eSupport?
- Oracle ATG?
- Oracle WebCenter?

Due to several Oracle acquisitions there is an abundant choice of solutions in the Oracle CRM domain
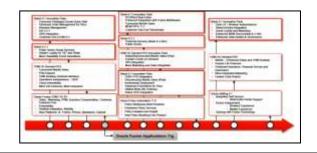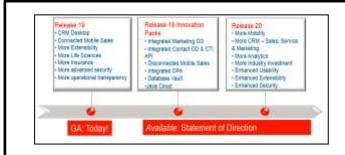
Fusion CRM 11G R1

- Marketing and Sales
- Sales prediction
- Smartphone CRM
- Customer Data Management

Siebel CRM 8.2:

- Simplicity in User Interface
- Lower TCO
- Connected Mobile Solutions
- Industry investments

CRM On Demand 19:

- Mobile CRM
- Connecting Sales and Marketing
- Multi channel CRM
- Java cloud

Each CRM solution has pre built integration with other non CRM Oracle products

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Oracle CRM Solution: Choice and coexistence

Continue on Your Current Path
Upgrade to the latest release of your current Oracle Applications

Adopt a Co-Existence Strategy
Add new Fusion Applications modules or pillars to your current Oracle Applications

Embrace the Complete Suite
Deploy the comprehensive suite of Fusion Applications products

Customers are (still) making choices for each Oracle CRM solution today:
• Oracle CRM On Demand: Zurich Financial Services, National Australian Bank
• Oracle Siebel CRM: SVB (Social Insurance Schemes)
• Oracle Fusion CRM: SocGen
• Combination of CRM solutions: Rabobank Netherlands

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Fusion CRM Choice

It all depends:

A
- Requested functionality within project scope
- Business case
- IT drive towards common technology infrastructure
- (Pre built) integration with other Oracle and non Oracle applications

Fusion Customer Relationship Management

Sales · Sales Prediction · Sales Prospecting · Sales Performance

Partner Management · Marketing · Customer Data Management · Enterprise Contracts

- Collaborative Sales and Marketing
- Complete role based user experience
- Integrated Business Intelligence
- Integrated Social

Standard Offering	Enterprise Offering	Premium Offering
▮ Per User Per Month	▮ Per User Per Month	▮ Per User Per Month
Fusion CRM Base Plus: • Territory Management • Lead Management • Forecast Management • Activity Streams • CRM Desktop • CRM Smart Phone and one user of Applications Extensibility Framework.	Fusion CRM Base Plus: • Territory Management • Lead Management • Forecast Management • Activity Streams • CRM Desktop • CRM Smart Phone • Quota Management • Sales Campaigns • Sales Catalog and one user of Applications Extensibility Framework for every 20 users.	Fusion CRM Base Plus: • Territory Management • Lead Management • Forecast Management • Activity Streams • CRM Desktop • CRM Smart Phone • Quota Management • Sales Campaigns • Sales Catalog • Sales Prediction Engine • Opportunity Landscape • Incentive Compensation • Enterprise Contracts Base • Fusion CRM Analytics* and one user of Applications Extensibility Framework for every 20 users.

More information

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