



**ORACLE®**

## **Fusion Applications – Changing the Game**

**Rovinj, 17<sup>th</sup> October 2012**

Gregor Rayman

Partner Programs and Technology Adoption Office ECEMEA



# Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

# ORACLE'S APPLICATION STRATEGY

COMPLETE SOLUTIONS  
COMPLETE CHOICE



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# Agenda

- Why and How we did Fusion Applications
- The Power of Fusion Applications
- How it Plays together: Fusion CRM
- Opportunities for Partner Business - Why should you care?
- Q & A

# Inflicting Points in Technology

Why we did it

## Application Platform

### Standards:

- Increase Flexibility with Open Standards
- Leverage on a huge knowledgebase and experts

### SOA:

- Ease of Integration to existing and future applications
- Use synergies with existing services through the whole enterprise

## User Experience

### Web 2.0:

- Embedded social functionalities allow content driven collaboration
- Very good user acceptance propel productivity

### Embedded Intelligence:

- Context driven Analytics provide more insight for faster decision making
- Analyze and get more information about business processes and activities

## Technology Adoption

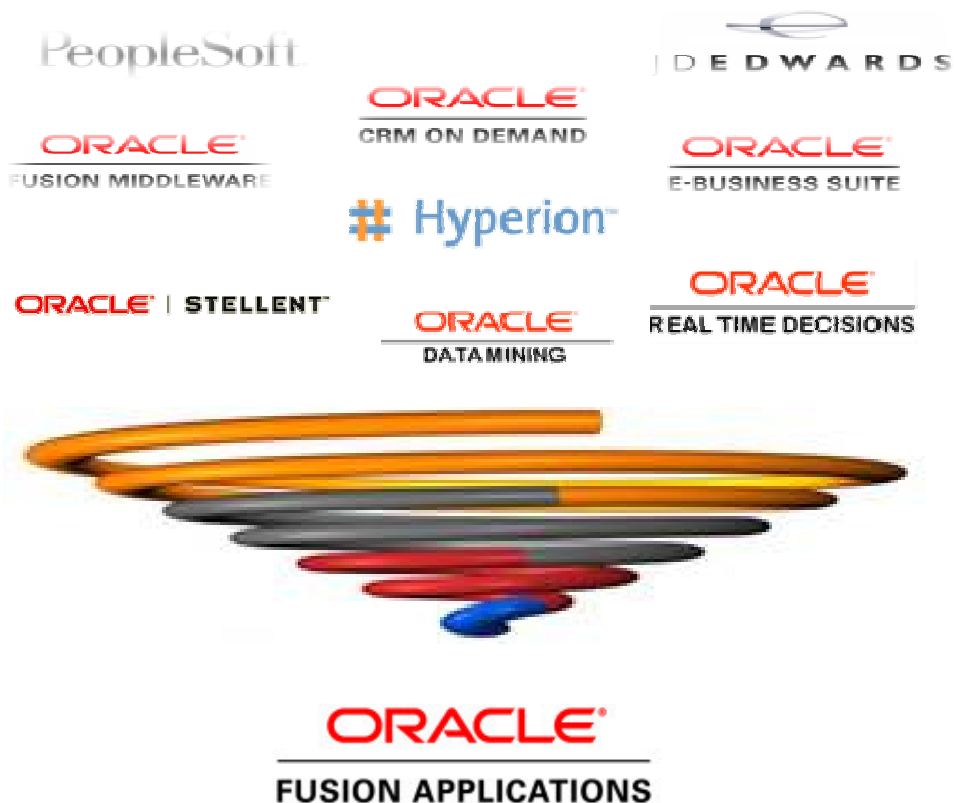
### Implementation:

- Complete of choice of implementation:
  - SaaS
  - OnPremise
  - Hybrid

### Modularity:

- Add additional functionality coexisting with existing solutions
- Replace existing solutions with modern architecture

# The Making of Fusion CRM



## Best Practice Business Processes Based Upon Hundreds of Years of Learning

Peoplesoft, E-Business Suite, Siebel, and JD Edwards

## Infused with Web 2.0

Role-Based User Experience, Collaboration, Interactive Business Intelligence

## Built on Oracle Fusion Middleware

Industry Leading, Open Standards-Based Platform

# Agenda

- The Power of Fusion Applications
- How it Plays together: Fusion CRM
- Opportunities for Partner Business - Why should you care?
- Q & A

# FUSION APPLICATIONS

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FUSION APPLICATIONS

## THE NEW STANDARD FOR INNOVATION



COMPLETE SUITE THAT IS  
EASY TO CONFIGURE AND  
EXTEND

## THE NEW STANDARD FOR WORK



COMPLETE USER EXPERIENCE THAT  
SHOWS YOU WHAT YOU NEED TO  
KNOW AND DO

## THE NEW STANDARD FOR ADOPTION



COMPLETE CHOICE OF OPTIONS,  
FROM CLOUD TO DEVICE AND  
MODULE TO SUITE

ORACLE<sup>®</sup>



# THE NEW STANDARD FOR INNOVATION

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FUSION APPLICATIONS

COMPLETE SUITE  
FUNCTIONAL BREADTH  
EASY TO CONFIGURE & EXTEND



ORACLE

# 100+ FUSION APPLICATIONS MODULES

## Financial Management

General Ledger	Accounts Payable	Asset Mgmt
Payments & Collections	Accounts Receivable	Cash & Expense Mgmt
Common Modules	Integrated BI, Social & Extensibility	

## Human Capital Management

Global Human Resources	Workforce Lifecycle Mgmt	Benefits
Workforce Compensation	Talent Review	Performance & Goal Mgmt
Global Payroll	Network @ Work	Integrated BI, Social & Extensibility

## Supply Chain Management

Product Master Data Mgmt	Distributed Order Orchestration	Global Order Promising
Inventory Mgmt	Cost Mgmt	Shipping & Receiving
Integrated BI, Social & Extensibility		

## Project Portfolio Management

Project Costing	Project Billing	Project Performance Reporting
Project Control	Project Integration Gateway	Project Contracts
Integrated BI, Social & Extensibility		

## Procurement

Purchasing	Self-service Procurement	Sourcing
Procurement Contracts	Supplier Portal	Spend & Performance Analysis
Integrated BI, Social & Extensibility		

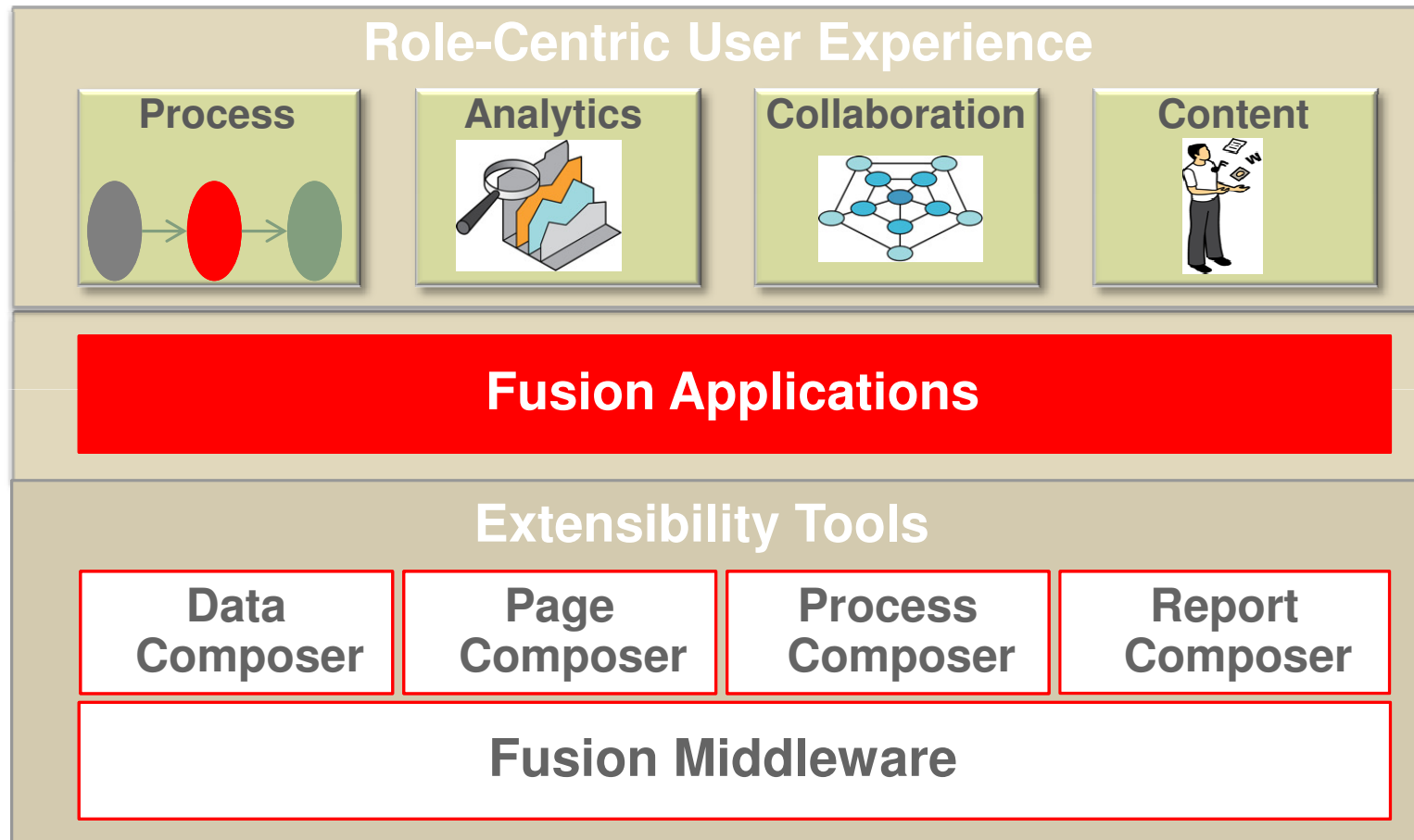
## Customer Relationship Management

Customer Master	Sales	Marketing
Incentive Compensation	Mobile & Outlook Integration	Territory & Quota Mgmt
Integrated BI, Social & Extensibility		

## Governance, Risk & Compliance

Financial Compliance	Issue & Risk Manager	Access Controls	Transaction Controls	Configuration Controls	Integrated BI, Social & Extensibility
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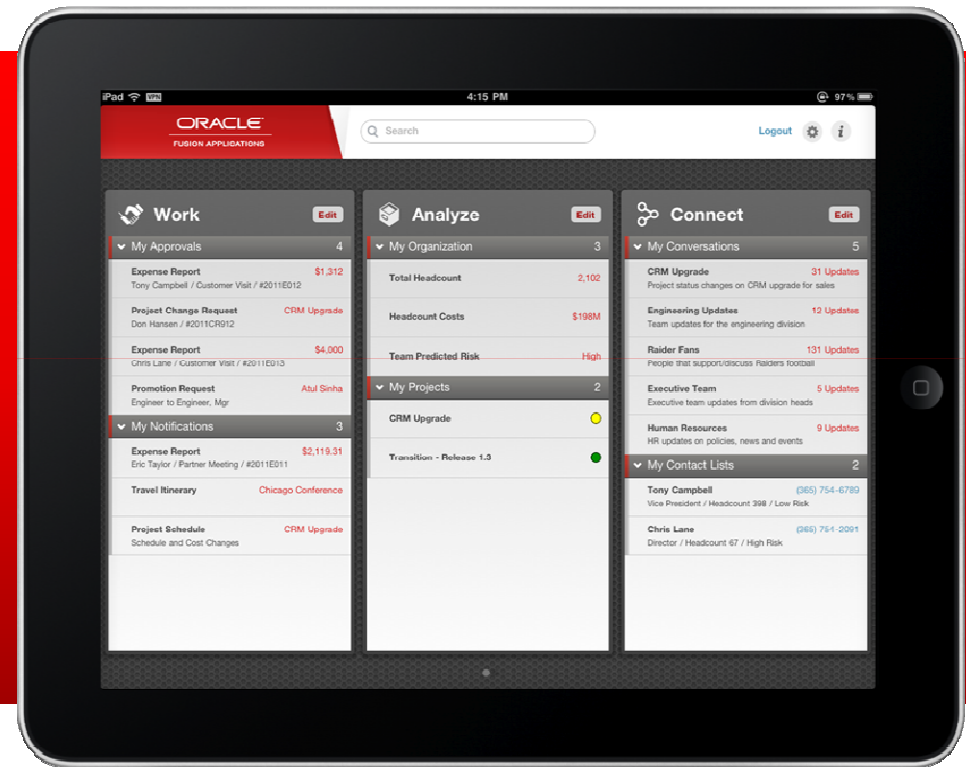
# EASY TO CONFIGURE & EXTEND



# THE NEW STANDARD FOR WORK

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FUSION APPLICATIONS

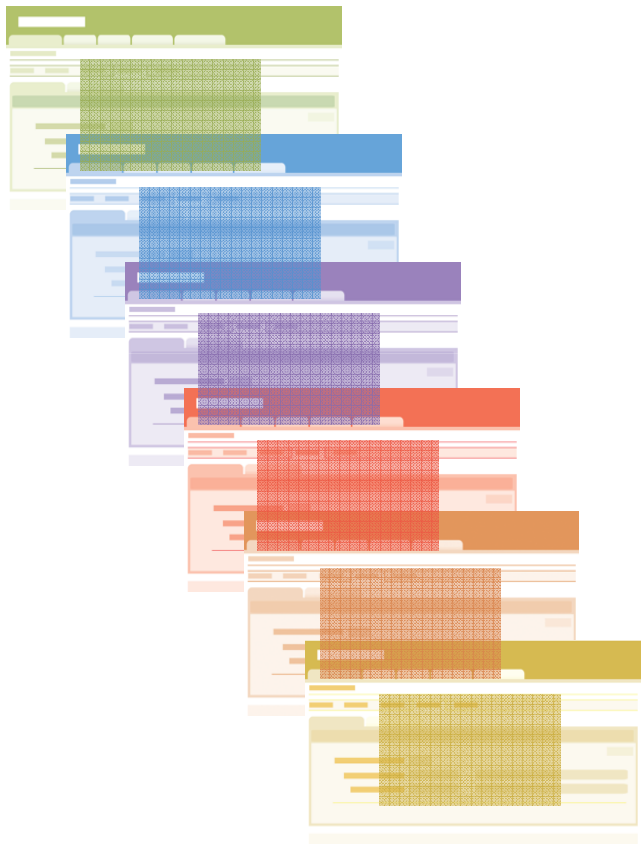
COMPLETE USER EXPERIENCE  
EMBEDDED INTELLIGENCE  
SOCIAL



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# INNOVATION WORKER PRODUCTIVITY

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FUSION APPLICATIONS



ORACLE Fusion Applications

Personalization Help Sign Out **Maria Williams**

Home Navigator Recent Items Favorites Tags Watchlist Group Spaces

All Search...

### Person Gallery

Gallery Organization Chart My Portrait

**Maria Williams, Accountant**

Tags Maria Williams Notes

Hide Person Information

Department: System Support  
Manager: Timothy Watson  
Personal Status: I am attending to a conference.

Hire Date: 2/14/2008  
Current Time

Activities and Interests Availability Benefits Compensation Connections Contact Information Payroll

#### Contact Information

Work phone: 1-333-737-331  
Home E-Mail: mwilliams@vision.com  
Organization Chart

#### Work Location

Meadow Vista Applegate

Copyright © 1997, 2009 Oracle and/or its affiliates. All rights reserved. Map © NAVTEQ.

#### Compensation

Salary: **95,000.00 USD Annual**  
Last Change: 9.2% (5/18/2010)  
Grade: 500.2 West  
Compa-Ratio: 268.4  
Salary Range: 10,800.00 - 60,000.00 USD

#### Connections

Hrc specialist Timothy Watson Gracie Roberts Hunter Hayes  
Patrick Carrisimo Logan Morgan Oliver White Brenda McGoy  
Brisan Vaughan Patricia Simpson

#### Availability

Vacation Plan: 4 Days  
Carryover: 45 Ceiling: 60  
Sick Plan: 0.66 Days  
Carryover: 30 Ceiling: 20

#### Payroll

Net Payment Summary

PaymentDate	Amount
1/15/11	1,279
12/31/10	1,182.22

#### Experience and Qualifications

Areas of Expertise: HCM, Payroll, Benefits, Human Resources, Human Capital Management, Payroll Accounting

#### Performance Evaluations

Performance Rating

Year	Performance Rating
2008 Yr End	4
2009 Yr End	3
2010 Yr End	4

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# COMPLETE USER EXPERIENCE

What you  
need to **DO**

**HOW** do you  
get it done

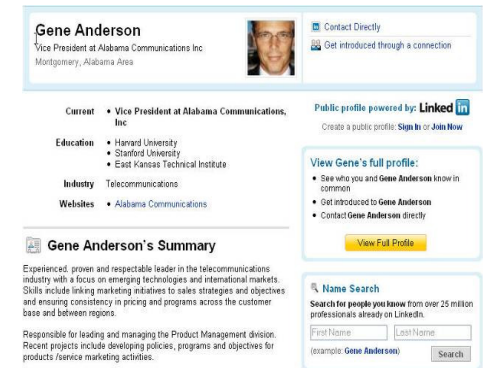
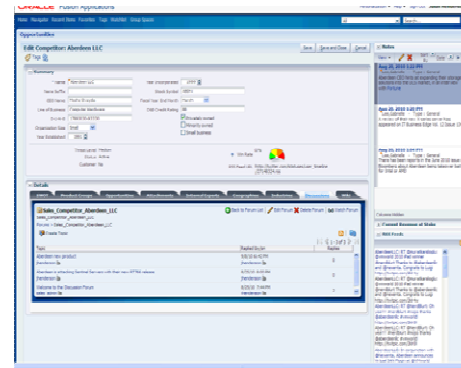


What do you  
need to **KNOW**

**WHO** can help  
you

# EMBEDDED SOCIAL

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Activity Streams provide real time updates

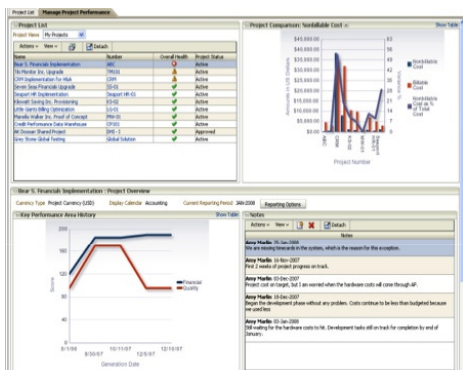
Network at Work allows you to build collaborative teams

Discussion forums fuel collaboration on important topics

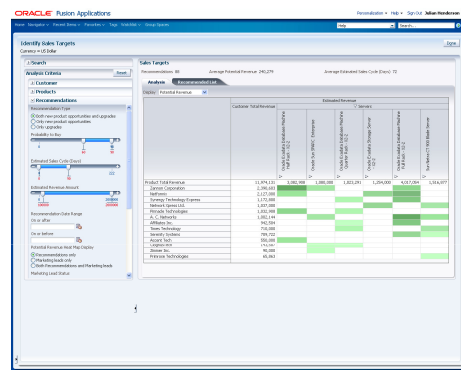
Social networking access via Facebook & LinkedIn integration

# EMBEDDED BUSINESS INTELLIGENCE

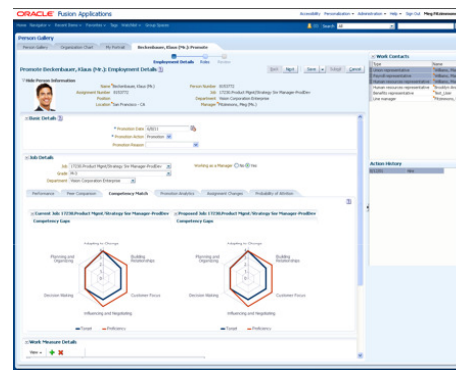
ORACLE  
FUSION APPLICATIONS



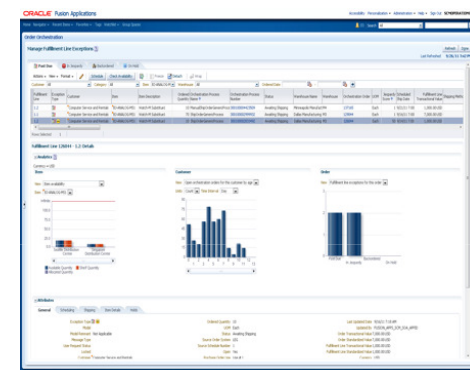
Dashboards



Multi-dimensional Calculations



Decision Support



Real-time Optimization



# CHOICE OF DEPLOYMENT



PUBLIC CLOUD



PRIVATE CLOUD



ON PREMISE



HYBRID

# Welcome to the Oracle Public Cloud

An enterprise cloud for your business applications

Get Started Now



cloud.oracle.com



## Application Services



### Fusion CRM

Sell smarter with Fusion CRM in the cloud.



### Fusion HCM

Bring power to your people with Fusion HCM.



### Social Network

A secure, social and collaboration tool for everyone you work with.

## Platform Services



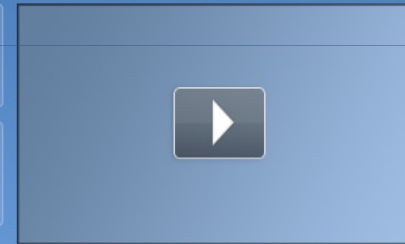
### Java

All the productivity of Java, without the IT.



### Database

The Oracle database you love, now in the cloud.



Video Caption Goes Here

## OFFERINGS

Fusion CRM

Fusion HCM

Social Network

Java

Database

## LEARN MORE

How It Works

Why Oracle?

Architecture

FAQ

Oracle Technology Network

Oracle Partner Network

## CONTACT

Contact Us

Blog

Support

Press

## MY SERVICES

Login

My Services

# FUSION ON MOBILE DEVICES

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The screenshot shows the Oracle Fusion Applications desktop interface. At the top, it displays the Oracle logo and the text "Oracle Fusion Applications". Below this, there are navigation tabs for "Welcome", "Sales", and "Manager". The main content area is divided into several sections: a left-hand navigation pane with a tree view, a central pane showing a list of "Opportunities" with columns for Name, Status, and Priority, and a right-hand pane showing "Threading Opportunities". Below the main content, there are several "Opportunity" cards, each featuring a person's profile picture and details about the opportunity, such as "High Tech - product sale" and "Doug Camp Opportunity".

The screenshot shows the Oracle Fusion Applications mobile interface. On the left, a tablet displays the "Picture Gallery" view, which shows a hierarchical organizational chart. At the top is Leslie Hann, Director of West Coast Sales, San Diego, CA. Below her are Jason Blake (Sales Consultant, Los Angeles, CA), Stella Bramwood (Sales Consultant, Stockton, CA), Pat Miller (Sales Manager, Sacramento, CA), and Anna Pascal (Senior Sales Consultant, Portland, OR). Pat Miller is highlighted, showing contact information: Email: PatM@vision.com, Office: (931) 253-6992, Mobile: (927) 433-6422, IM: patm\_343, Local time: 6:51:12 PM PDT. Below Pat Miller are Paul Shurtiff (Accountant, Sacramento, CA) and Susan Wong (Application Developer, Sacramento, CA). On the right, a smartphone displays the "Organization" view, which is a list of users with their names and roles: Scott Henderson (5) Director, Doug Jones (3) Manager, Tammy Alleri Support Analyst, Nigel White (1) Support Analyst, and Anna Smith Team Lead. The smartphone screen also shows a "CARRIER 3G" status bar at the top and a "Logout Leslie" button at the bottom.

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# Agenda

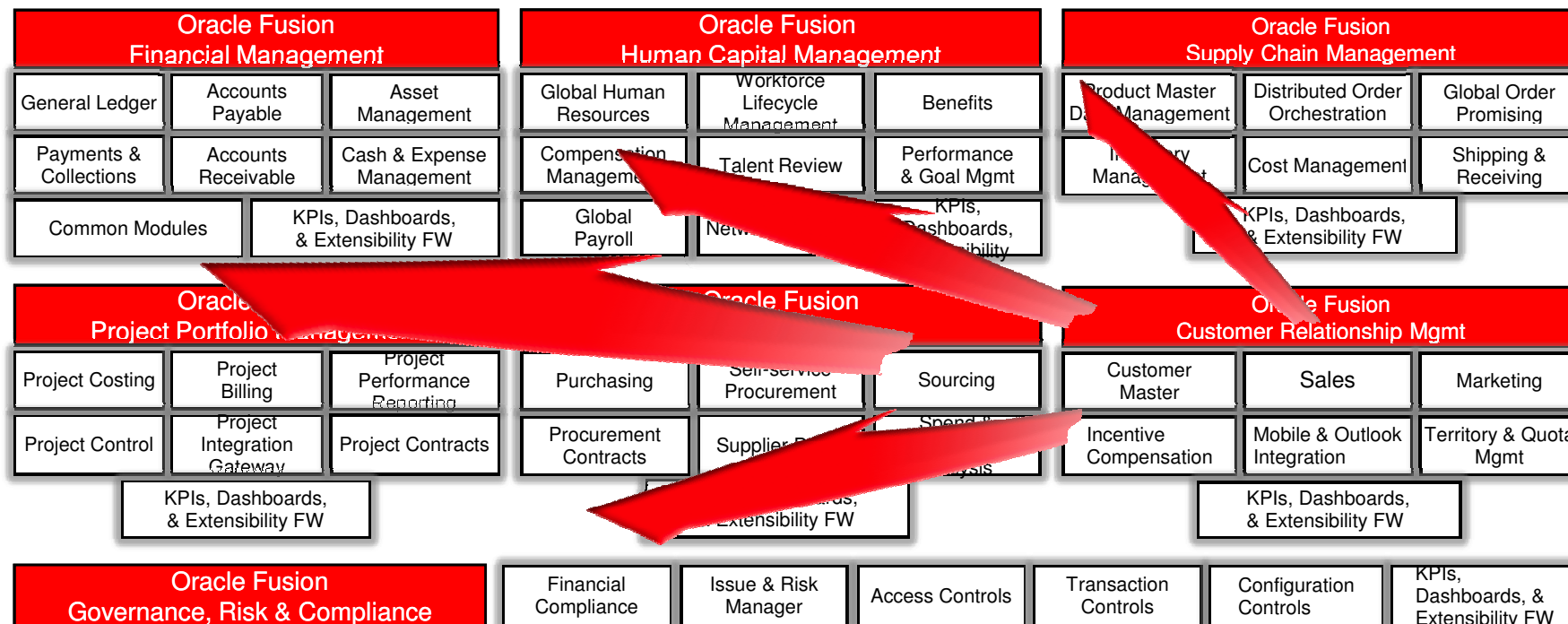
- How it Plays together: Fusion CRM

- Opportunities for Partner Business - Why should you care?

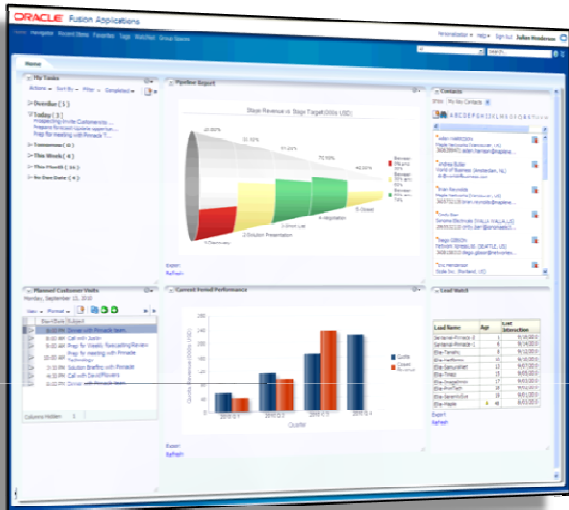
- Q & A

# Fusion CRM and Other Fusion Applications

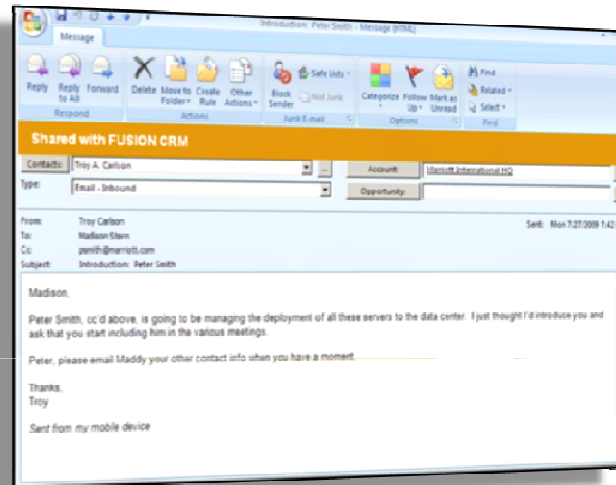
Fusion CRM is the perfect member of Fusion Application Suite



# Access Anywhere



Desktop



Online and  
Offline Outlook

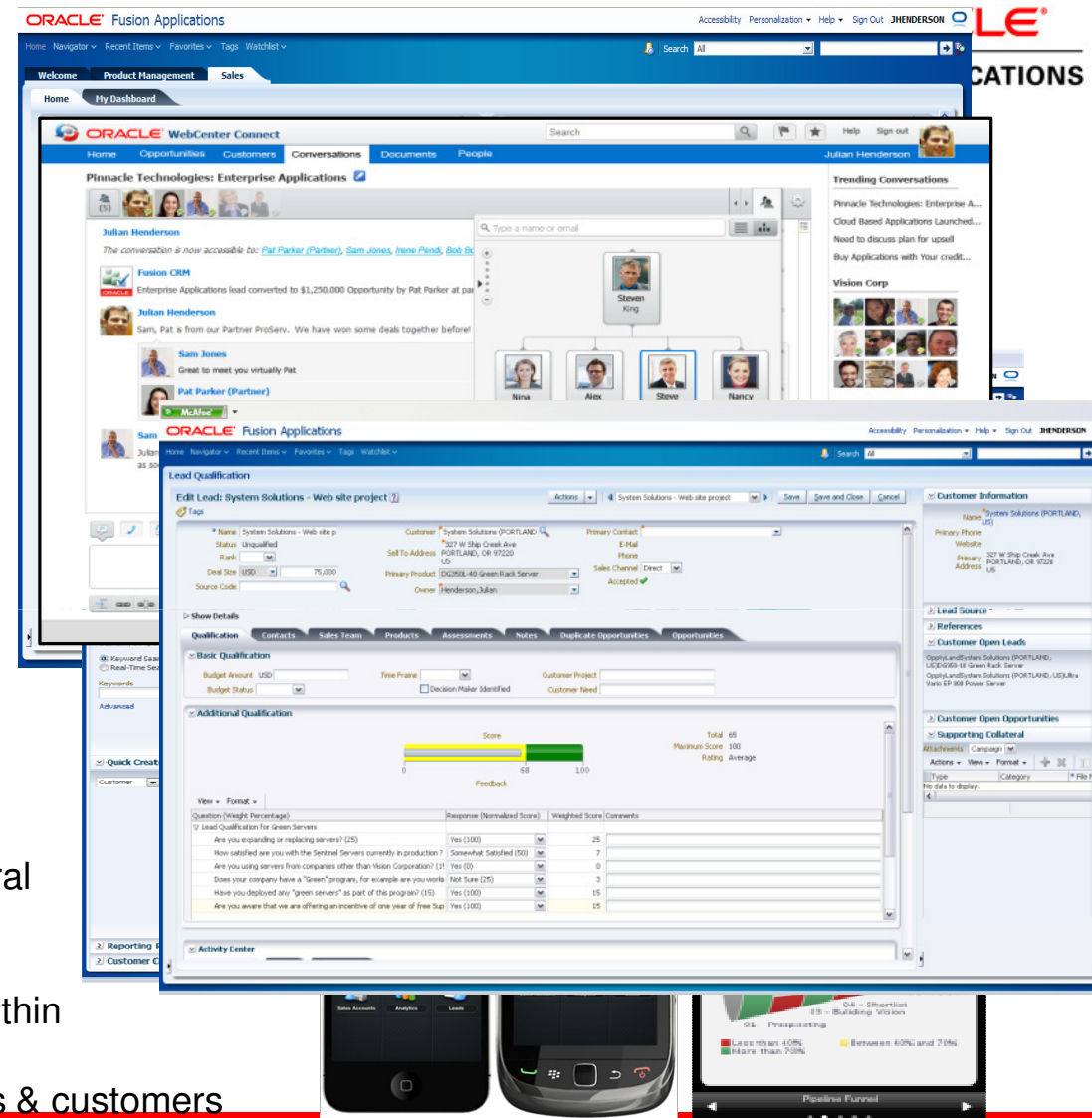


Smartphone  
or Tablet

# Fusion CRM Sales

## Closing the GAP

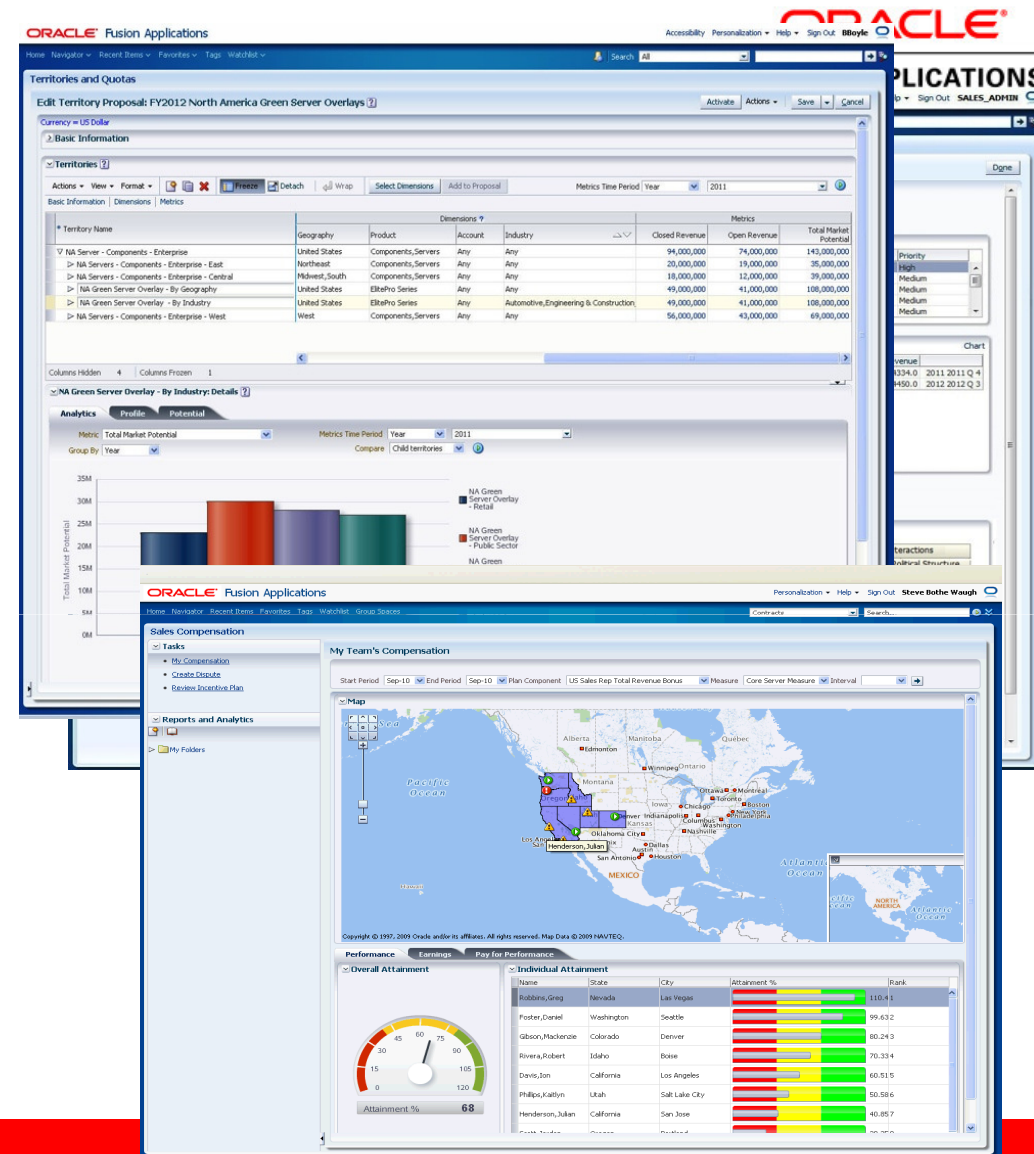
- **Know you have visibility into the forecast**
  - **Sales Dashboards:** View all your key information in one place
  - **Contextual Analytics:** View relevant information as needed in task
  - **Real Time Forecasting:** Always have the latest numbers
  - **Mobile Analytics:** Always have the information at your fingertips
- **Deliver Pervasive Coaching**
  - **Assessments:** Lead qualification guidance
  - **Sales Process Coach:** Guide reps on next steps to take in sales cycle
  - **Sales Recommendations:** Recommend the best collateral and references and product
  - **Competitors:** Competitor tracking and knowledgebase
  - **Social Collaboration:** Leverage and share knowledge within the team
  - **Activity Streams:** Track/discuss activities & opportunities & customers



# Fusion CRM Sales

## Closing the GAP

- **Maximize Sales Pipeline**
  - **Customer 360:** Holistic View of Relationship
  - **Sales Prediction:** Identify top opportunities based on past success and recommend best product to sell to customer
  - **Lead Management:** Align with marketing to drive high quality leads
  - **Sales Campaigns:** Make it easier for reps to prospect on their own
- **Drive Team Alignment**
  - **Territory Planning:** Maximize sales coverage with optimal territories in line with organizational goals
  - **Quota Setting:** Set achievable goals based on real opportunity
  - **Compensation Plans:** Drive desired behavior with the right incentives
  - **Performance Management:** Monitor and manage behavior to achieve goals





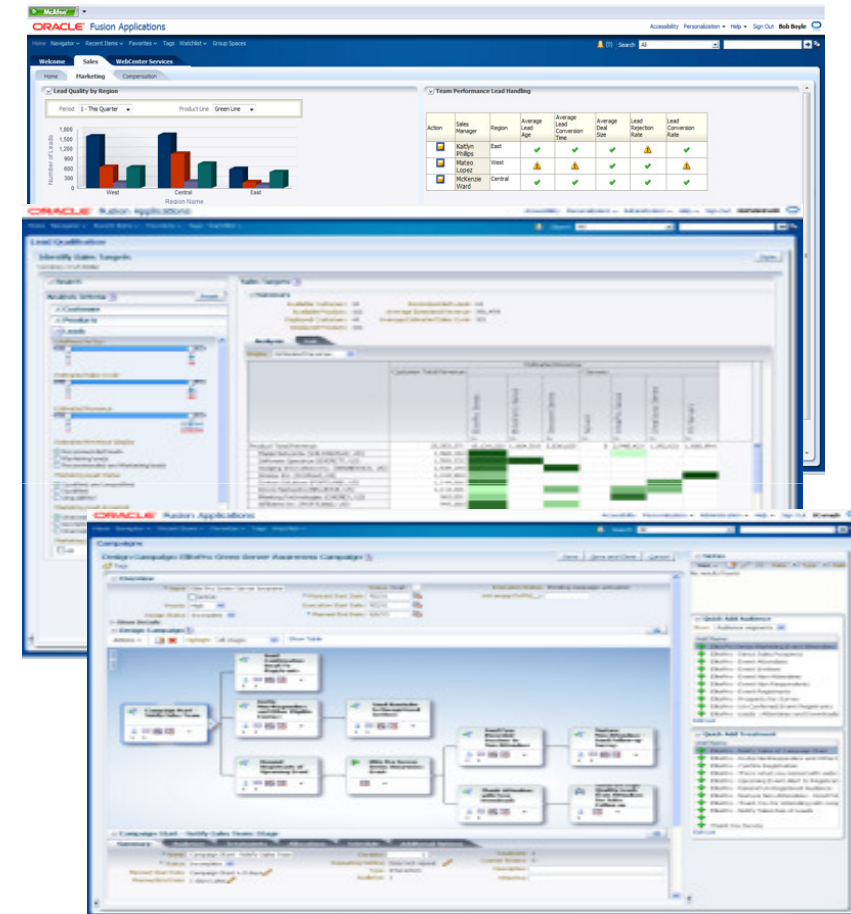
# Why Fusion CRM Sales?

1. Know you have **visibility** into the forecast
2. Know your sales reps have proper **coaching**
3. Know there is a strong **pipeline** of opportunities
4. Know your resources are **aligned** for total success

# Fusion CRM Marketing

## Eliminate Issues

- **Know you are investing wisely**
  - **Marketing Dashboards:** Gain visibility across marketing and sales
  - **Customer Data Quality:** Leverage one trusted source of truth
  - **Customer Center:** Provide real-time customer insight
  - **Customer Segmentation:** Drive highly targeted campaigns
- **Know you are aligned with sales to drive more revenue**
  - **Sales Prediction:** Identify whitespace and cross-sell opportunities
  - **Multi-Stage Campaigns:** Engage prospects across multiple channels
  - **Sales Campaigns:** Empower sales reps with prospecting tools
  - **Lead Management:** Accelerate lead distribution and follow-up



# Fusion CRM Marketing

## Eliminate Issues

- **Increase Lead Conversion**
  - **Lead Quality:** Ensure leads have high quality information
  - **Lead Assessment:** Prioritize the hottest leads with lead scoring
  - **Lead Nurturing:** Give leads the right attention at the right time
  - **Lead Tracking:** Know what is happening to the leads you
- **Do More with Less Resources**
  - **Social Collaboration:** Execute faster with built-in collaboration tools
  - **Automated Processes:** Automate data import and response processing
  - **Prebuilt Templates:** Reduce time to build campaigns and content
  - **Targeted Campaigns:** Reduce spend and increase response rates



# Fusion CRM

An Enterprise Suite

## Sales Planning



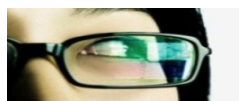
Territory  
Management



Quota  
Management



Incentive  
Compensation



Forecasting

## Sales Prospecting



Campaign  
Management



Lead  
Management



Sales Predictor



Sales Campaigns

## Sales Productivity



Opportunity  
Management



Customer Center



Desktop  
Integration



Mobile Sales

## Sales Extensibility



Channel  
Management



Customer Data  
Management



Contracts



Activity Streams

# Agenda

- Opportunities for Partner Business - Why should you care?

- Q & A

# Why You Should Be Interested

Making your customers successful helps you to be successful

- Utilize your **existing competencies** (Fusion MW)
- Do not miss unique opportunity to **establish your company** on the market **as Fusion Application expert**
- **Increase your revenue** with Fusion Applications
- Deliver **benefits faster** to your customers with Fusion CRM with **lower TCO**
- Offer incomparable **flexibility** and **freedom of choice to your customers**

# Extending Fusion Apps

Localization

Personalization

Customization

## Business User

- Adjust pages, reports, defaults, search criteria
- Applied only for a specific user
- Adjustments made during runtime

## Business Analyst

- Modify/Create pages, reports, business rules and processes
- Applied for defined users, roles, geographies
- Designed in Composers

## Developers

- Create new business processes, modules, applications
- Applied for defined users, roles, geographies...
- Developed in Composers and JDeveloper

# Fusion Applications – Easy Extensibility

Fusion Applications can be easily extended to provide more capabilities



**Application Composer**  
enables business users  
to extend the application  
with **new** objects and  
**attributes**

**Page Composer**  
enable business  
users to **customize**  
the **look** and **feel**  
of the **user interface**

**Process Composer**  
enables business  
users to easily  
**modify business**  
**processes**

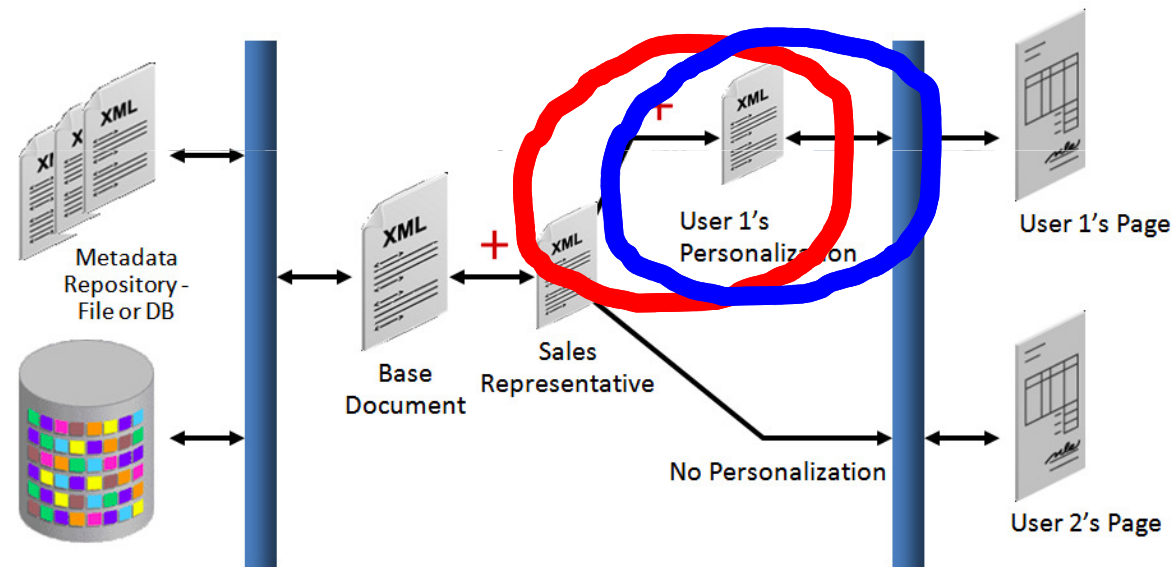
**Report Composer**  
enables business  
users to easily  
**create & modify**  
**reports**



# Customizations and Upgrades

## Custom Changes Used To Hinder Upgrades

- In Fusion Applications the Customizations are Meta-Data driven
- → No Changes to Application needed → Upgrades Much Easier





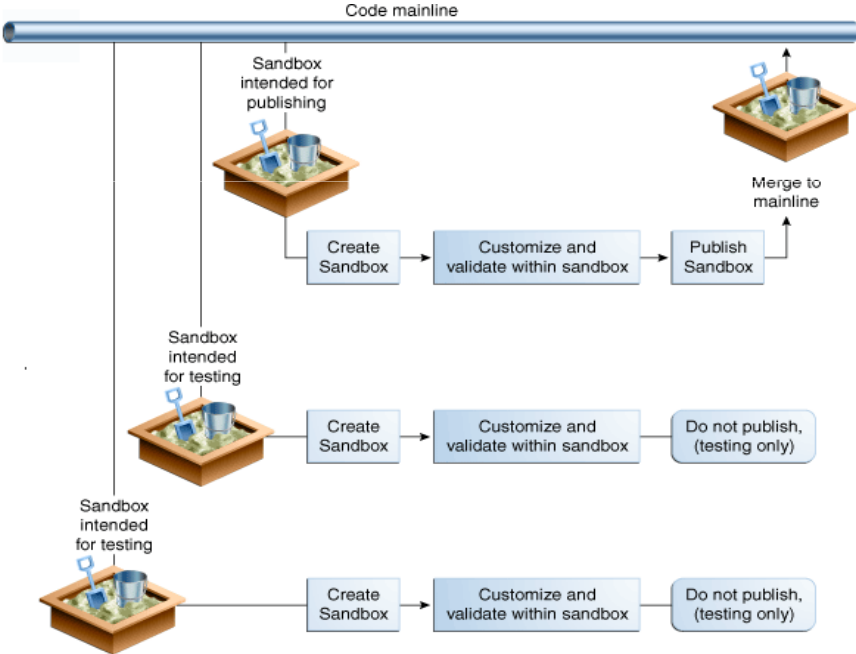
ORACLE  
JDEVELOPER

# Customization Development Lifecycle

Design → Test → Deploy

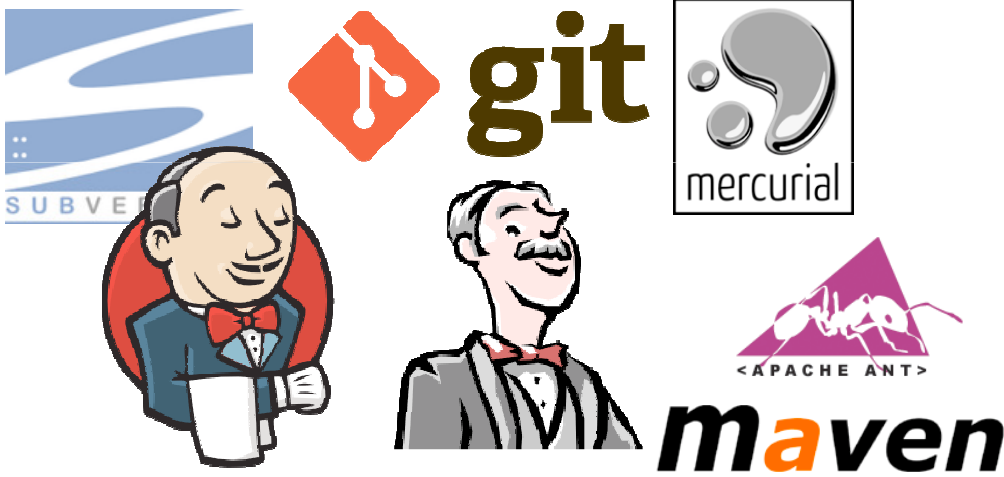
## Runtime Changes

Sandboxes On the Production Server



## Design Time Changes

Use Designated Dev and Test Environments



Choose Your Tools and Best Practices

# Customers Are Choosing Oracle Fusion Applications

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# More Information ....

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# Fusion Learning Center

<http://fusionlearningcenter.oraclecorp.com>



## OVERALL

- Executive Highlights
- Foundation Webinars
- Messaging/Demo
- Deep Dives

## FUNCTIONAL

- Business Process
- Product Family

## TECHNICAL

- Lifecycle Maintenance
- Extensibility

## REGIONAL READINESS

- ▶ North America
- ▶ EMEA

## RESOURCES

- ▶ Profit Magazine, November 2010
- ▶ Apps Portal
- ▶ Oracle.com
- ▶ OPN
- ▶ Fusion Readiness Members (POC)

## Fusion Learning Center



### WELCOME

The Learning Center is a one stop-shop for all your learning needs. Whether you are looking for executive, high-level overviews, demo tips, or deep-dive content, we hope that you find the site insightful and easy to use, and will help you obtaining your initial knowledge and building up your expertise on Fusion Applications.

### POINT OF CONTACT



#### ▶ Fusion Readiness Members (POC)

Any questions that would more appropriately be directed to another LoB, please remember to channel through the Fusion Readiness Members.

### NEWS & EVENTS

Updated as of Jan 28, 2011

With the opening up of the [Fusion Learning Center](#) to all Oracle Employees as of December 20th, 2010, we hope that all employees focused on Fusion Applications, will find this site insightful and easy to use when it comes to obtaining their initial knowledge and building up their expertise on Fusion Applications.

As previously mentioned, for Oracle's Partner organizations, the majority of the content is already available to selected partners, and at the time Fusion Applications Release 1.0 is releasing, the content will then become available on the Oracle Partner Network (OPN)

We are pleased to introduce a **Regional Readiness** section with role based content. As of today, we have a link to North America, covering Sales, Sales Consulting, and Consulting roles. Additional regions will be included as appropriate.

**Sales Playbooks** are scheduled to be recorded and available across all six families by the first week of February. As of today, [Financials](#), [Supply Chain Management](#) and [Procurement](#) Playbook webinars are available for replay. These can be accessed from the Overall section by choosing [Messaging/Demo](#) and then [Playbooks](#).

### FEATURED ASSET



The [Fusion Applications Explorer](#) - a browser-based tool that allows you to quickly quantify the business value that customers and prospects can realize by using Oracle Fusion Applications, is now available internally! The tool is accompanied by a webinar focused on how to leverage this tool effectively.

### GENERAL FUSION ASSETS

- ▶ [Oracle Fusion Applications FAQ](#)
- ▶ [10 Things You Can Do to Prepare for Fusion Applications](#)

### CONFIDENTIALITY GUIDELINES

**You are not authorized to share or distribute Fusion information outside the company before the release of Oracle Fusion Applications, without LOB VP approval.**

**NOTE:** Only selected members of Oracle's Partner organizations, i.e., those who are participating in pre-GA beta programs, have been granted pre-release access to selected Fusion information as designated and distributed by Development. All other Oracle Partners will have access to Fusion training, via the Oracle Partner Network (OPN), after the release of Oracle Fusion Applications.

# MyOracle.com Fusion CRM Portal

<http://my.oracle.com/site/ibu/portal/FusionApps/CRM/Overall/index.html>

**Home** CRM HCM FIN PPM PROC SCM GRC UX

You are here: Fusion Apps > CRM > Overall

**Sales & Marketing Content Portal**  
Main Navigation

- PORTAL HOMEPAGE
- INDUSTRIES
- APPLICATIONS
- TECHNOLOGY
- SYSTEMS
- COMPETITIVE INTELL
- SERVICES
- CUSTOMERS

The Most Useful Sales Content 6 Years Running

**Oracle Fusion Applications Customer Relationship Mgmt**  
Presented by the IBU

Click for Social Media and more!

Presentation Previewer

**Pillars & UX**

- Customer Relationship Mgmt
- Human Capital Management
- Financial Management
- Project Portfolio Management
- Procurement
- Supply Chain Management
- Governance, Risk, Compliance
- User Experience

**Useful Links**

- Training Plan by Region
- Fusion Learning Center

**Contacts**

- Brian Dayton - Product Mktg
- Greg Henry - Sales Support
- Regional Contacts

**Overall** Point of View Sales Plays

**Presentations & Messaging**

- Fusion CRM Overview Presentation
- Overview Presentation
- Solution Brief
- Messaging Guide
- Extensibility Overview for Cloud Deployments
- Competitive Overview Presentation
- Extensibility Overview for On Premise and Cloud Deployments

**White Papers**

- Content Coming Soon...

**Demos**

- Opportunity Landscape Self-Running Demo
- Native Mobile App Self-Running Demo
- Native Outlook Client Self-Running Demo
- Customizations Made Simple Self-Running Demo
- Territory Management Self-Running Demo

**Webcasts & Podcasts**

- Overall Webcast
- Overall Podcast

**Other Sales Tools & Resources**

- CRM Competitive Intelligence Page
- Fusion CRM Page on O.com
- CRM on Content Portal
- Sales Playbook
- Fusion CRM Messaging Webcast
- Useful Links: Oracle Cloud Policy Documents

more...

Network 2 Internet access st-users.us.oracle.com Internet access

Local intranet | Protected Mode: Off 100%

# Hardware and Software

ORACLE®

# Engineered to Work Together

ORACLE®





ORACLE®