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FUSION APPLICATIONS

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Fusion Applications – Changing the Game

Rovinj, 17th October 2012

Gregor Rayman
Partner Programs and Technology Adoption Office ECEMEA

Safe Harbor Statement

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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

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Inflicting Points in Technology

Why we did it

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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

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The Making of Fusion CRM

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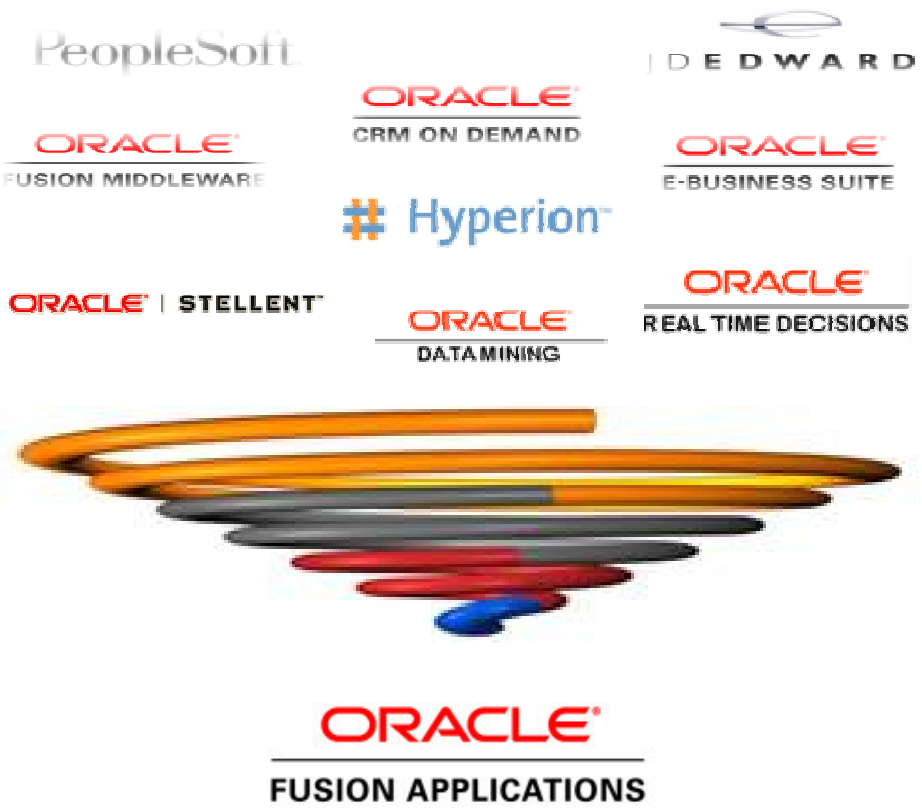

Best Practice Business Processes Based Upon Hundreds of Years of Learning

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

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FUSION APPLICATIONS

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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

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THE NEW STANDARD FOR INNOVATION

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COMPLETE SUITE

FUNCTIONAL BREADTH

EASY TO CONFIGURE & EXTEND

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100+ FUSION APPLICATIONS MODULES

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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

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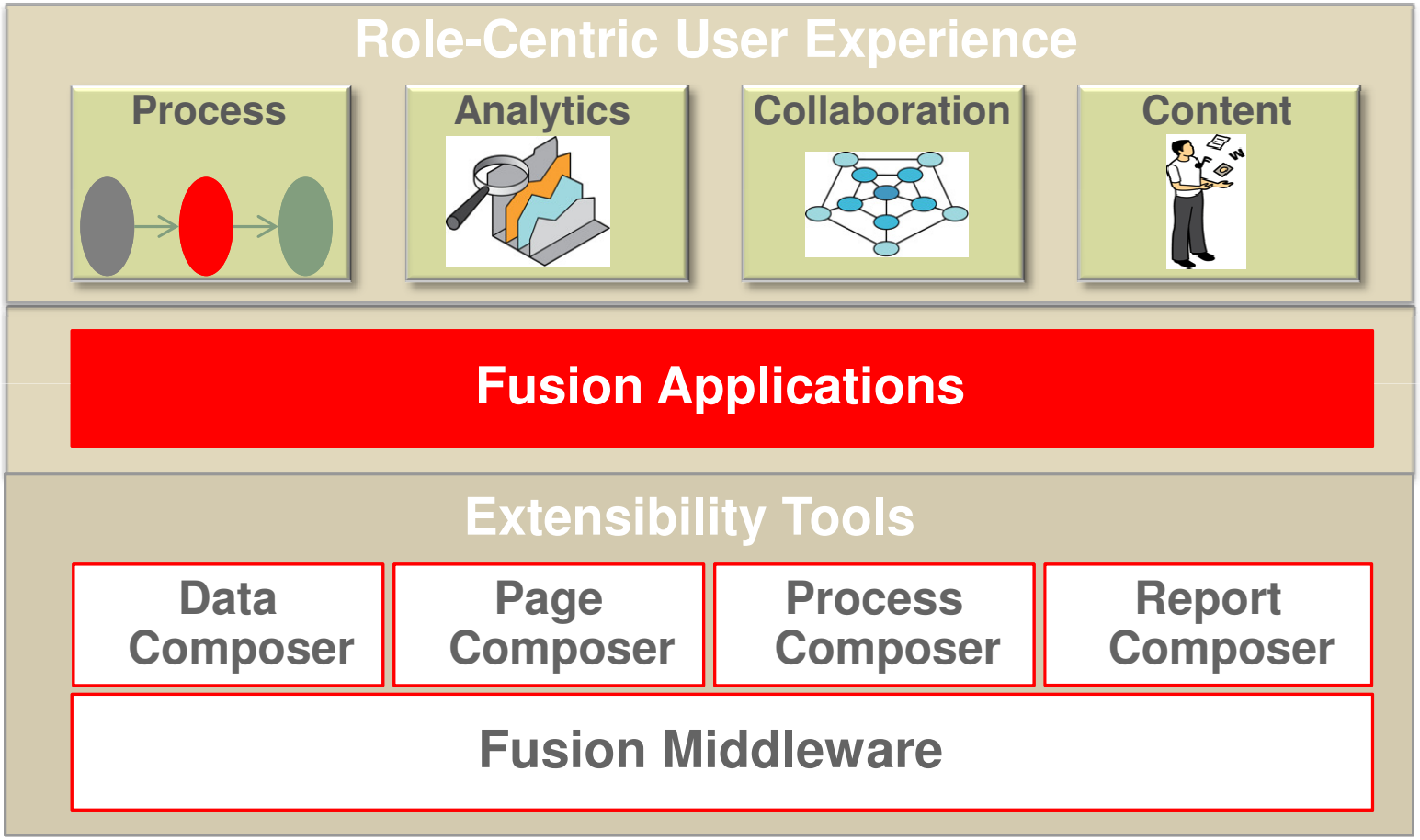

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THE NEW STANDARD FOR WORK

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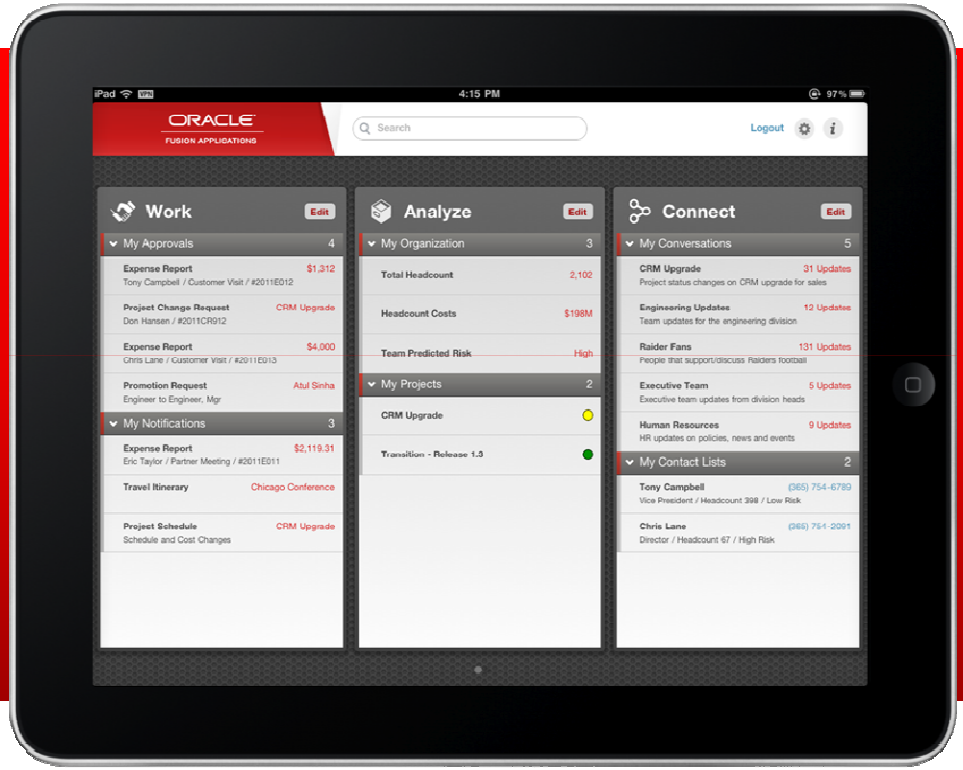
COMPLETE USER EXPERIENCE

EMBEDDED INTELLIGENCE

SOCIAL



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INNOVATION WORKER PRODUCTIVITY

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COMPLETE USER EXPERIENCE

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What you need to DO

HOW do you get it done

What do you need to KNOW

WHO can help you

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EMBEDDED SOCIAL

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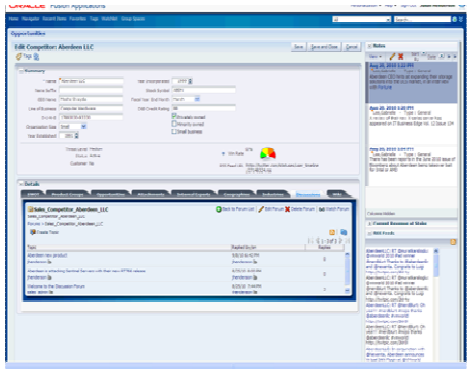
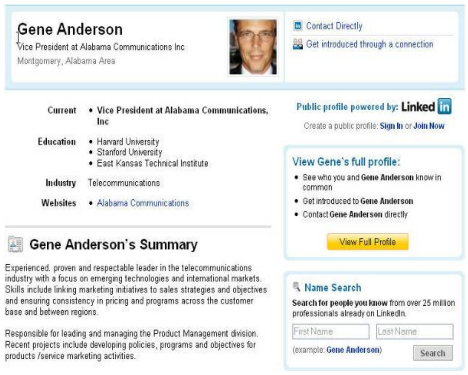
Activity Streams provide real time updates

Network at Work allows you to build collaborative teams



Discussion forums fuel collaboration on important topics



Social networking access via Facebook & LinkedIn integration

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EMBEDDED BUSINESS INTELLIGENCE

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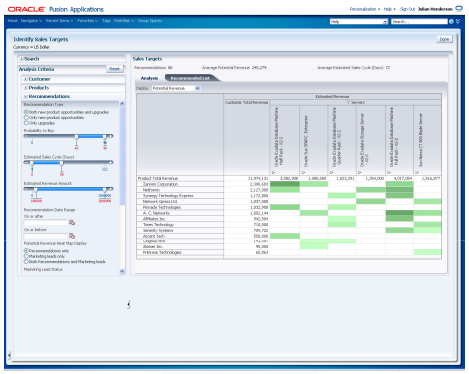
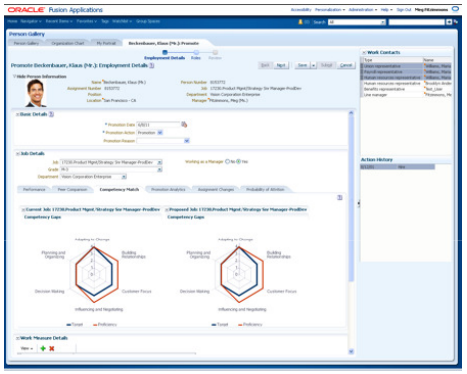
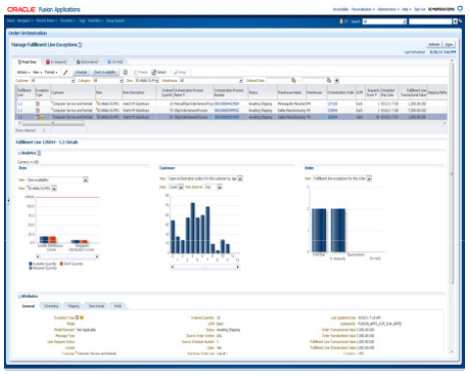
Dashboards



Multi-dimensional Calculations



Decision Support



Real-time Optimization

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CHOICE OF DEPLOYMENT

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PUBLIC CLOUD

PRIVATE CLOUD

ON PREMISE

HYBRID

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ORACLE PUBLIC CLOUD

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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.

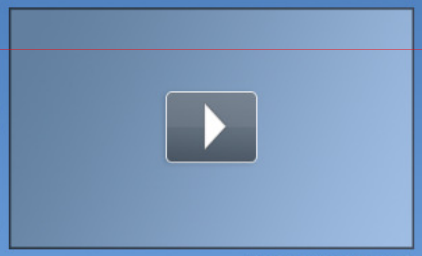
Fusion HCM
Bring power to your people with Fusion HCM.

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.



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Social Network	Architecture	Support	
Java	FAQ	Press	
Database	Oracle Technology Network		
	Oracle Partner Network		

FUSION ON MOBILE DEVICES

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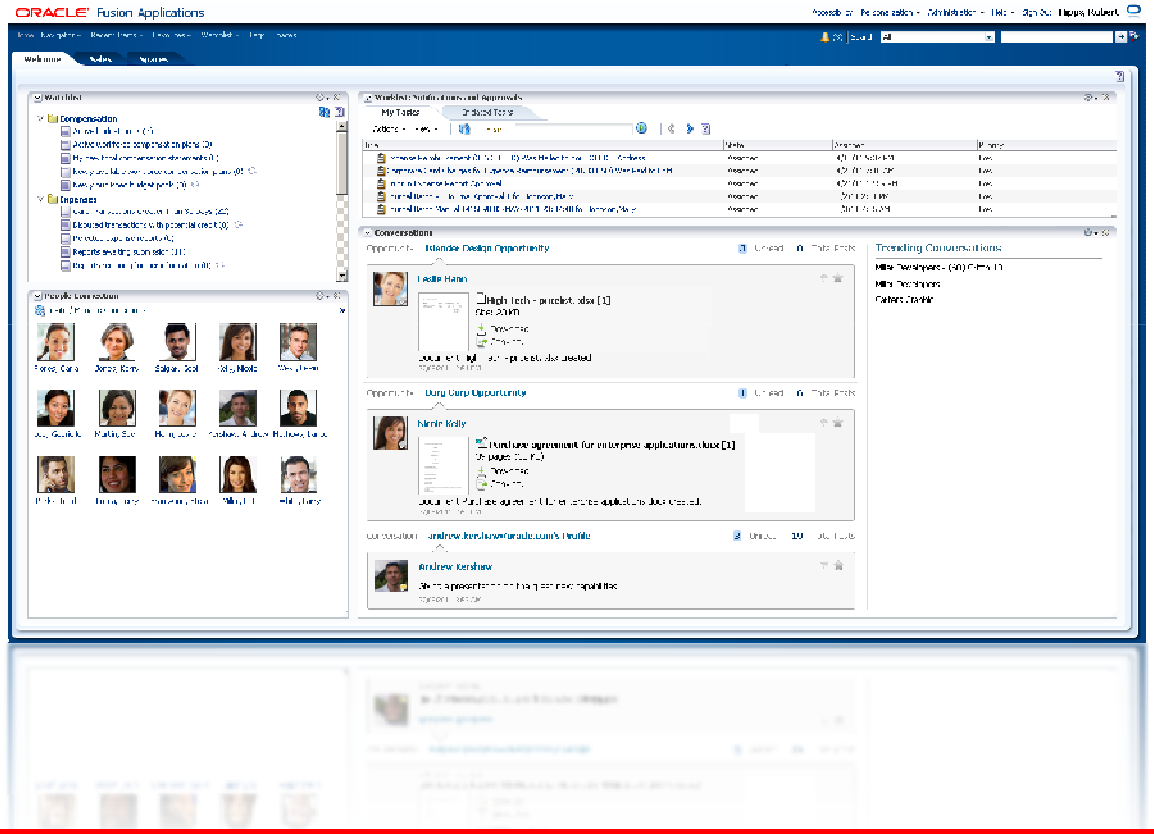

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Agenda

- How it Plays together: Fusion CRM
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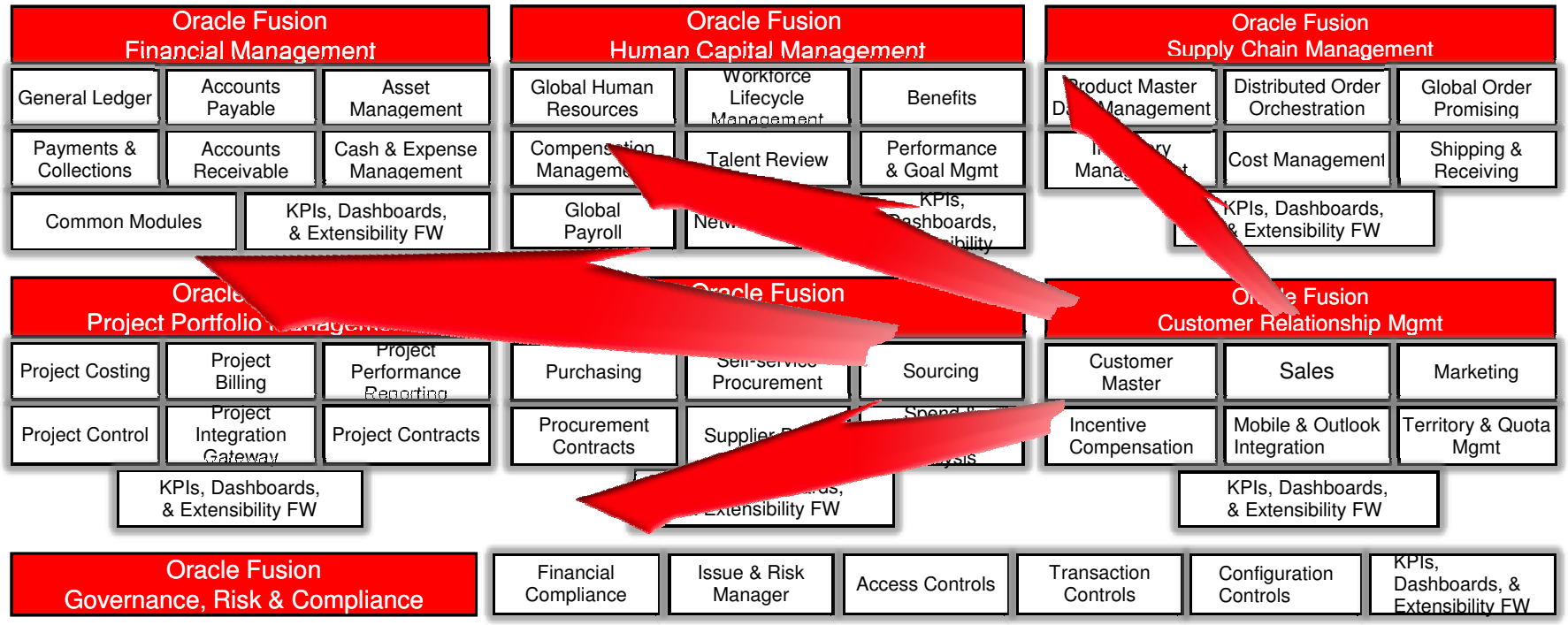
Fusion CRM and Other Fusion Applications

Fusion CRM is the perfect member of Fusion Application Suite



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Access Anywhere

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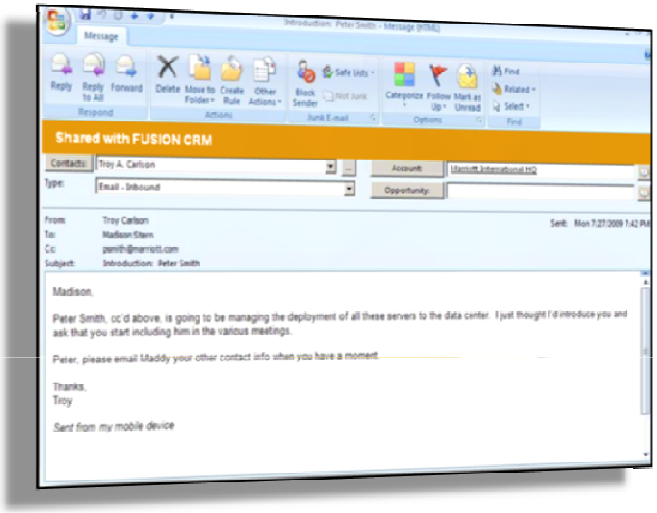
Desktop



Online and Offline Outlook

Smartphone or Tablet

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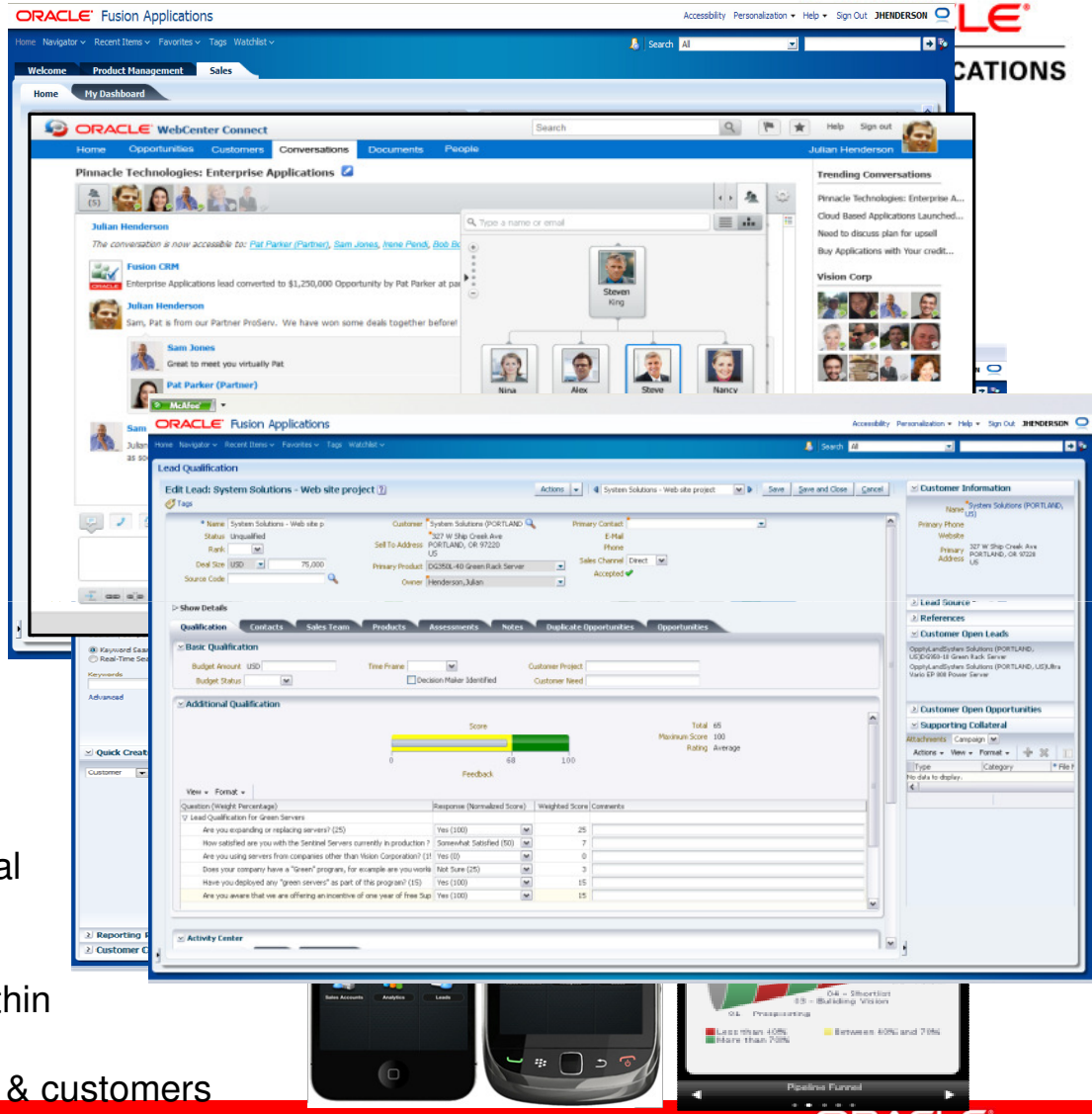
Fusion CRM Sales

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



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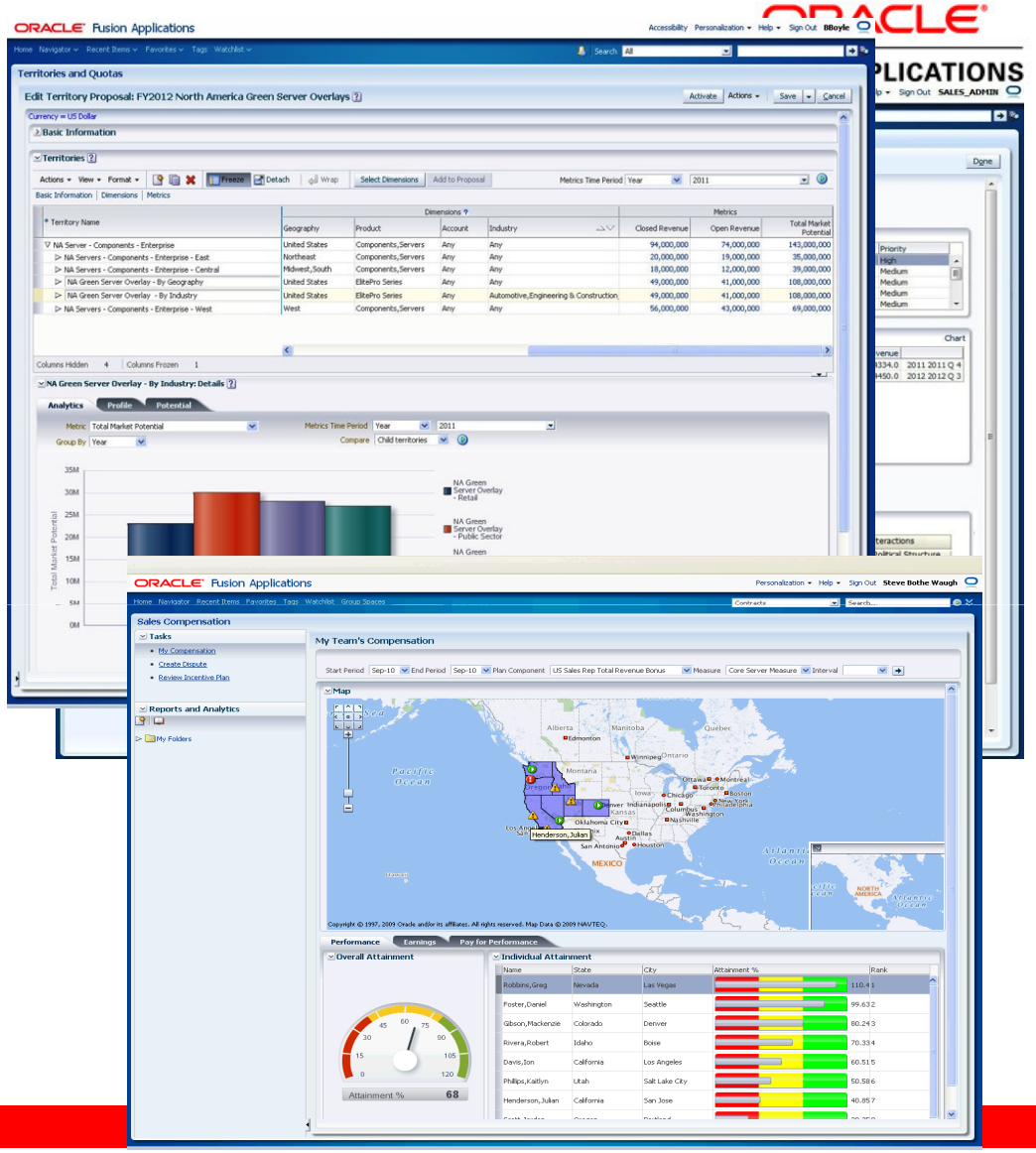
Fusion CRM Sales

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



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Why Fusion CRM Sales?

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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

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Fusion CRM Marketing

Eliminate Issues

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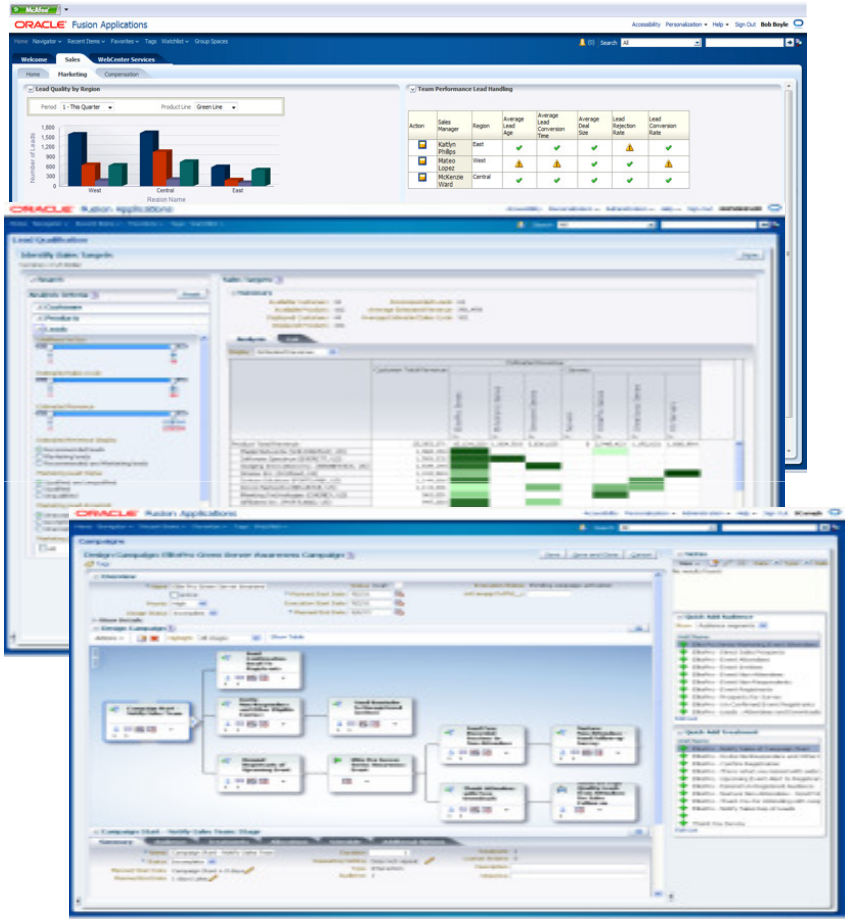
- **Know you are investing wisely**
  - **Marketing Dashboards:** Gain visibility across marketing and sales
  - **Customer Data Quality:** Leverage one trusted source of truth
  - **Customer Center:** Provide real-time customer insight
  - **Customer Segmentation:** Drive highly targeted campaigns
- **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



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Fusion CRM Marketing

Eliminate Issues

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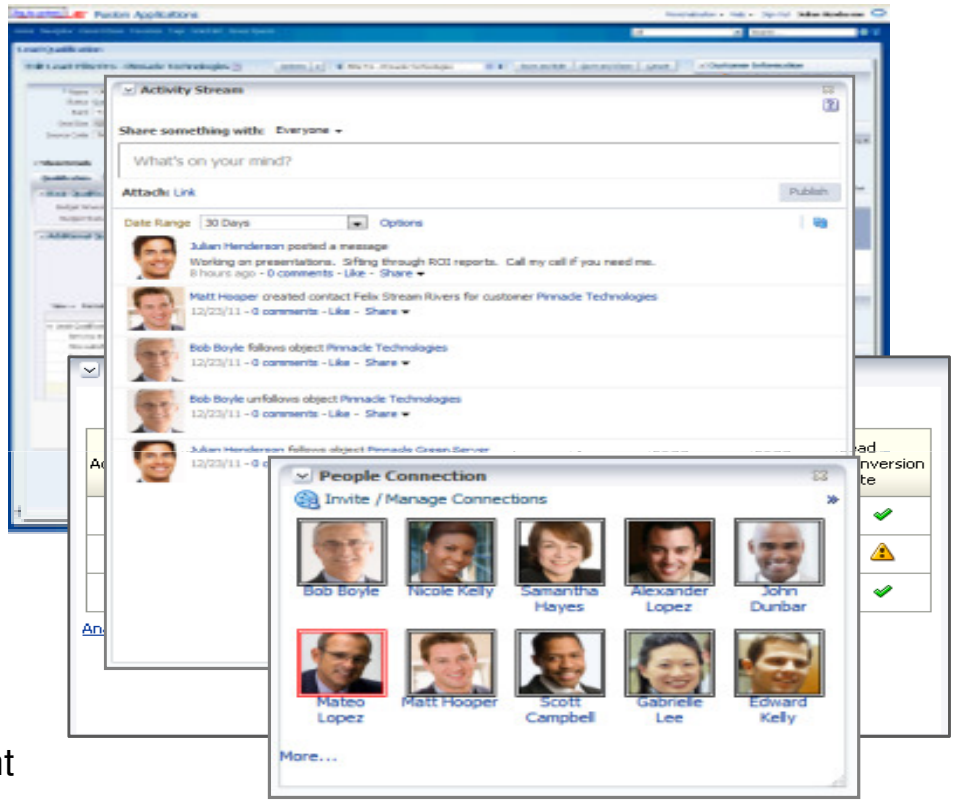
- **Increase Lead Conversion**
  - **Lead Quality**: Ensure leads have high quality information
  - **Lead Assessment**: Prioritize the hottest leads with lead scoring
  - **Lead Nurturing**: Give leads the right attention at the right time
  - **Lead Tracking**: Know what is happening to the leads you
- **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



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Fusion CRM

An Enterprise Suite

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Sales Planning

Territory Management

Quota Management

Incentive Compensation

Forecasting

Sales Prospecting

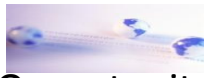
Campaign Management

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

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Agenda

- Opportunities for Partner Business - Why should you care?

- Q & A

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Why You Should Be Interested

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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

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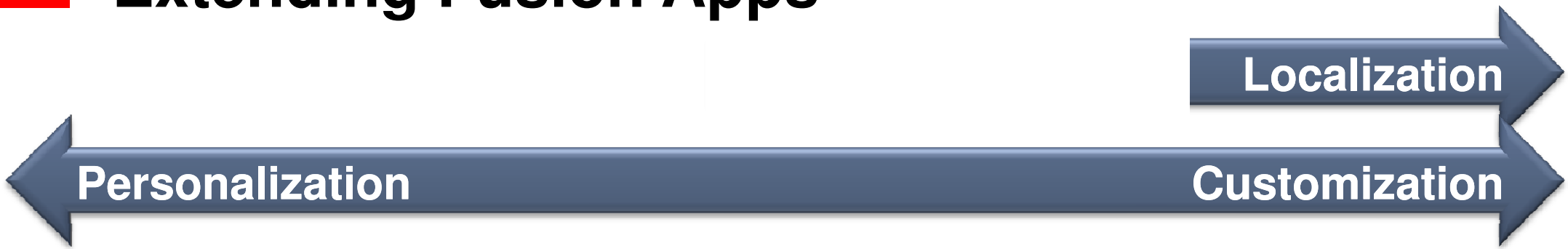
Extending Fusion Apps



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

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Fusion Applications – Easy Extensibility

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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

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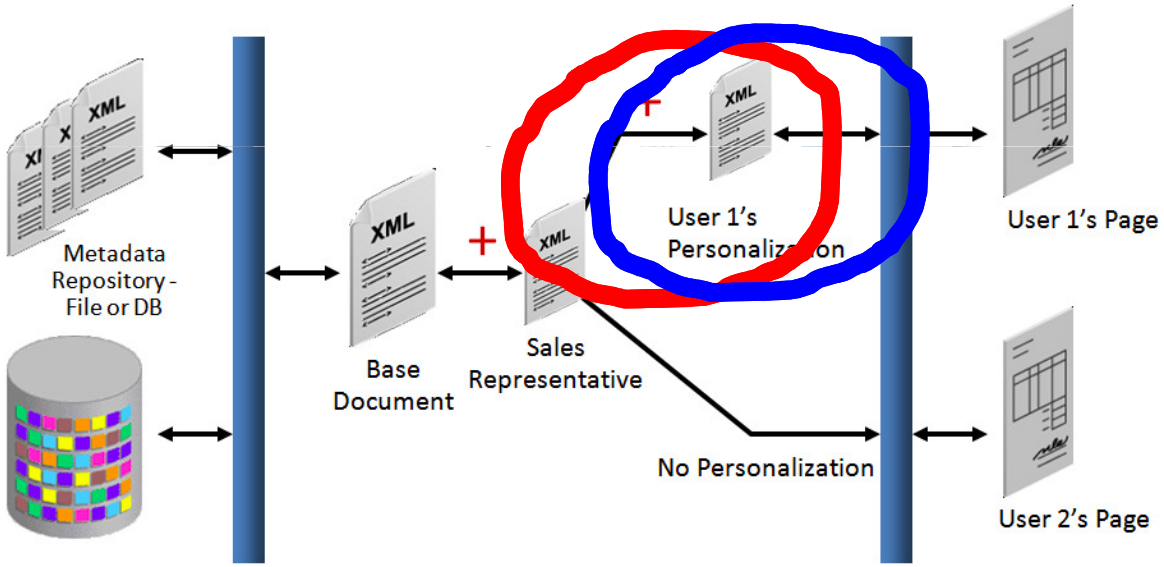
Customizations and Upgrades

Custom Changes Used To Hinder Upgrades

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



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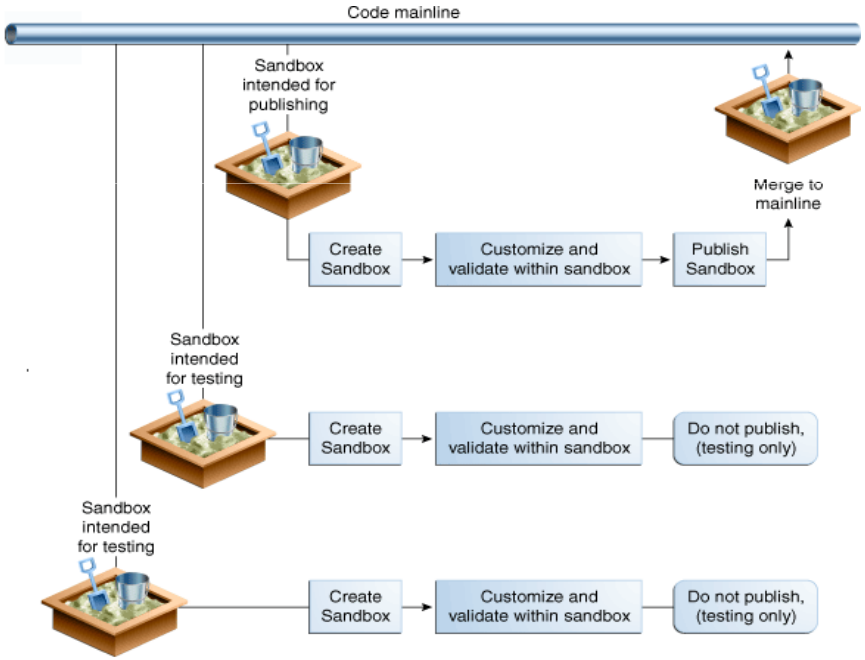
Customization Development Lifecycle

Design → Test → Deploy

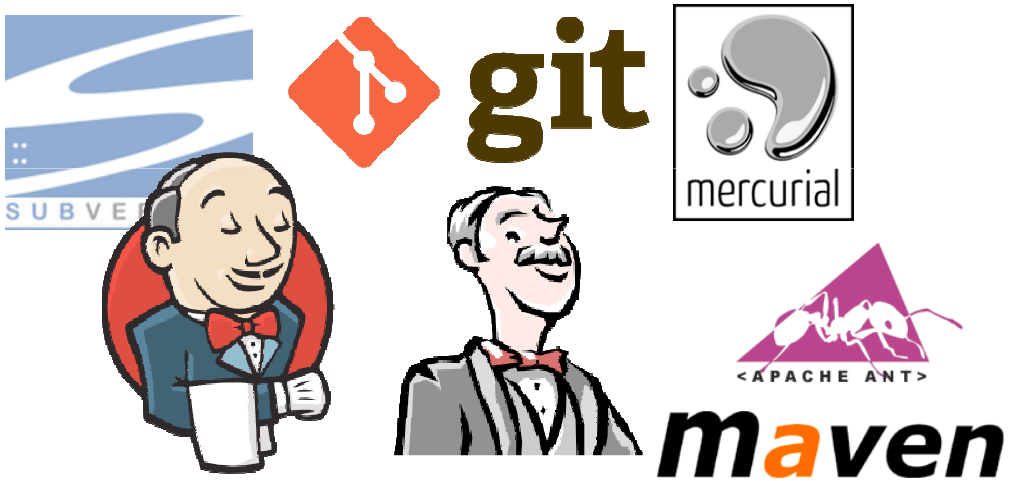
Runtime Changes

Sandboxes On the Production Server



Design Time Changes

Use Designated Dev and Test Environments



Choose Your Tools and Best Practices

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Customers Are Choosing Oracle Fusion Applications

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More Information ….

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Fusion Learning Center

http://fusionlearningcenter.oraclecorp.com

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OVERALL

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

FUNCTIONAL

- Business Process
- Product Family

TECHNICAL

- Lifecycle Maintenance
- Extensibility

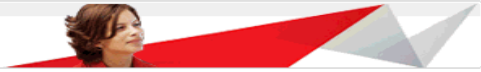
REGIONAL READINESS

- 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.

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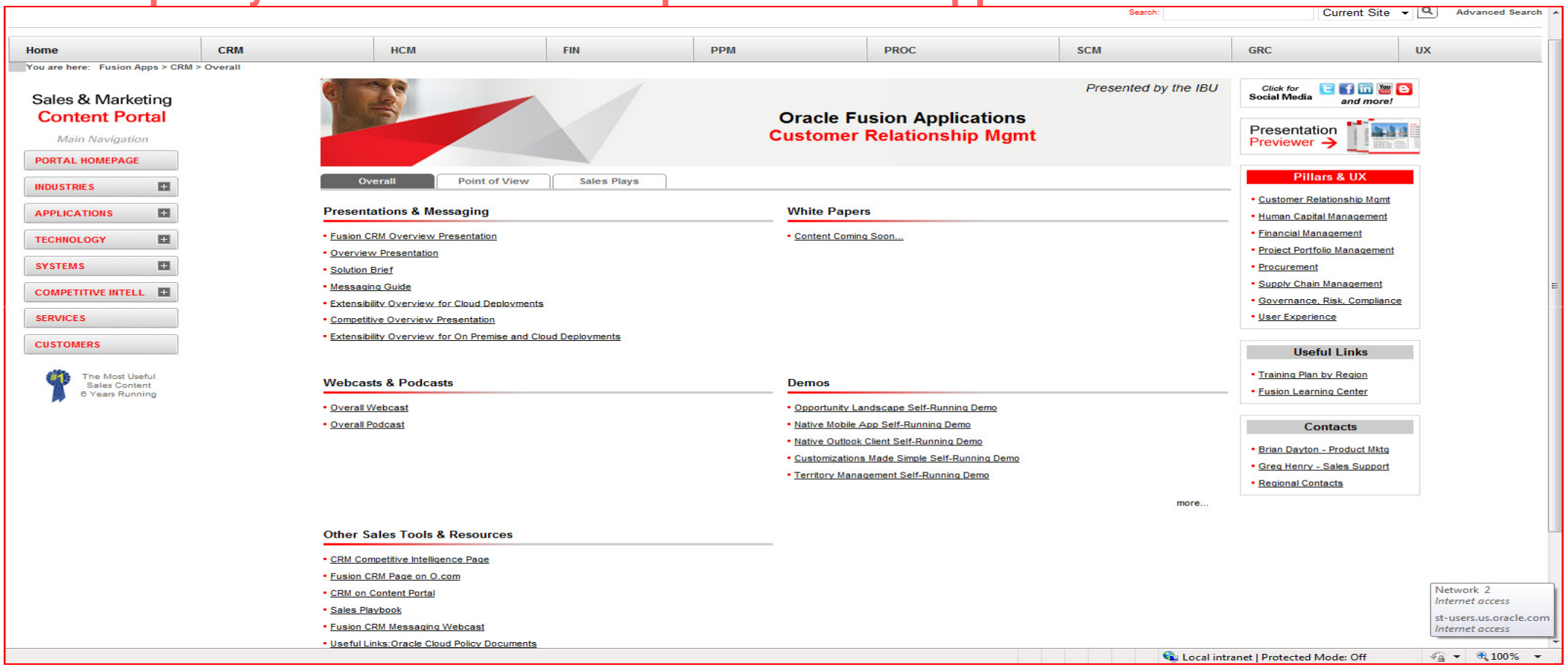
MyOracle.com Fusion CRM Portal

ORACLE FUSION APPLICATIONS

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



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Hardware and Software

ORACLE

Engineered to Work Together

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