

ORACLE

# Grow Revenue with Connected CX

Oracle Customer Experience

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**Srishti Sofat**

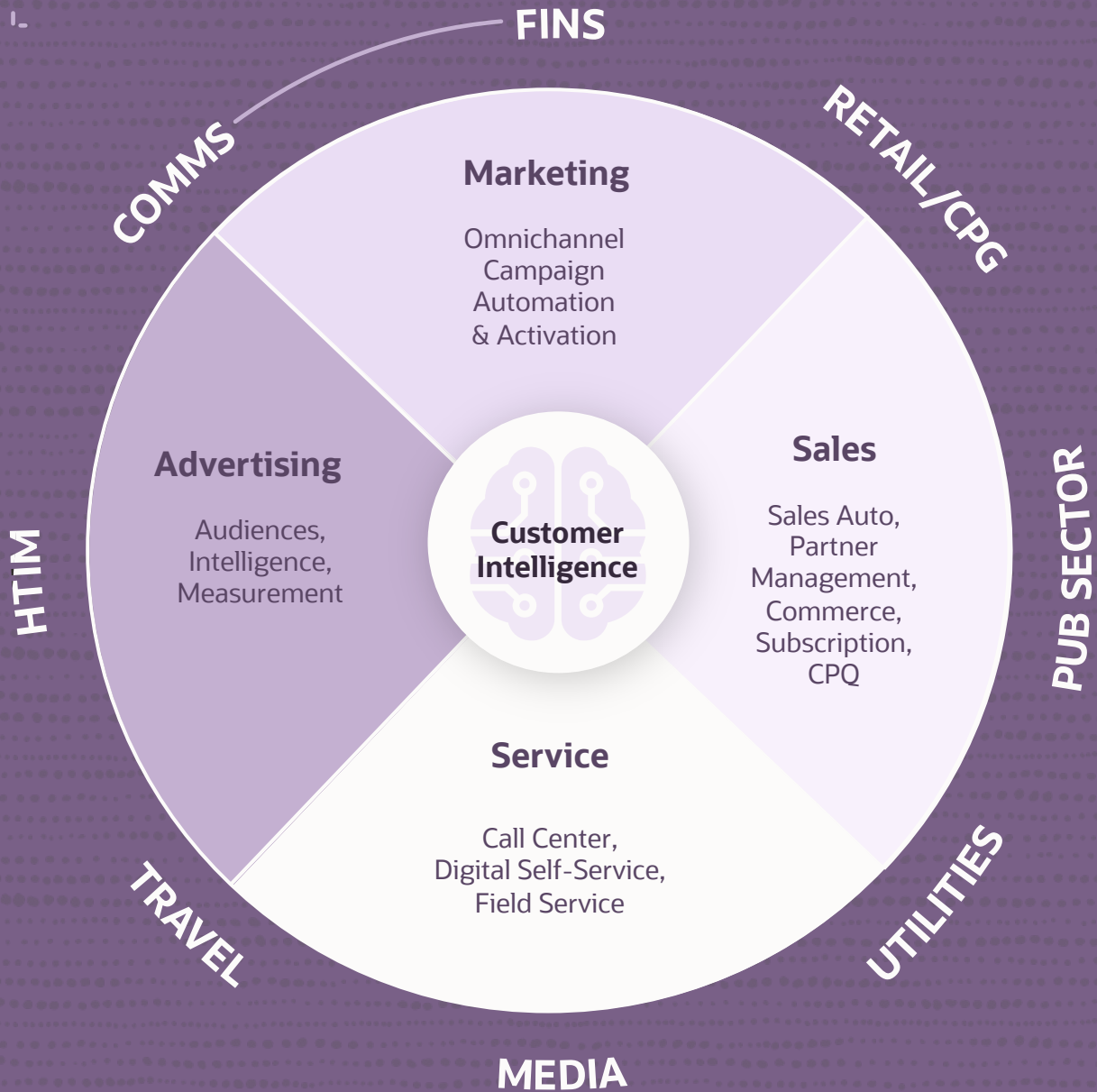
Senior Vice President

Oracle CX



# One Oracle

# Customer Experience



# Oracle CX Leads Across All CRM Market Categories



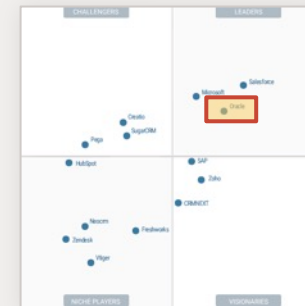
Oracle



The Forrester Wave™:  
CRM Suites Campaign 360 2022



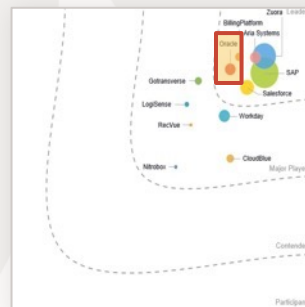
The Forrester Wave™:  
Core CRM Solutions Campaign 360 2022



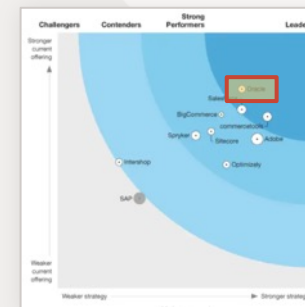
Gartner® Magic Quadrant for  
Sales Force Automation Platforms 2022



Gartner® Magic Quadrant  
Configure, Price, & Quote Suites 2022



IDC MarketScape  
Enterprise-Focused Subscription 2022



The Forrester Wave™:  
B2B Commerce Solutions



Gartner® Magic Quadrants  
B2B Marketing Automation Platforms 2022



IDC MarketScape  
Worldwide Customer Data Platforms (Q1 2022)



Gartner® Magic Quadrant for  
Field Service Management 2021



# Safe harbor statement

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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, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

# Forces Determining Future CX

## CUSTOMERS

Communication

Choice

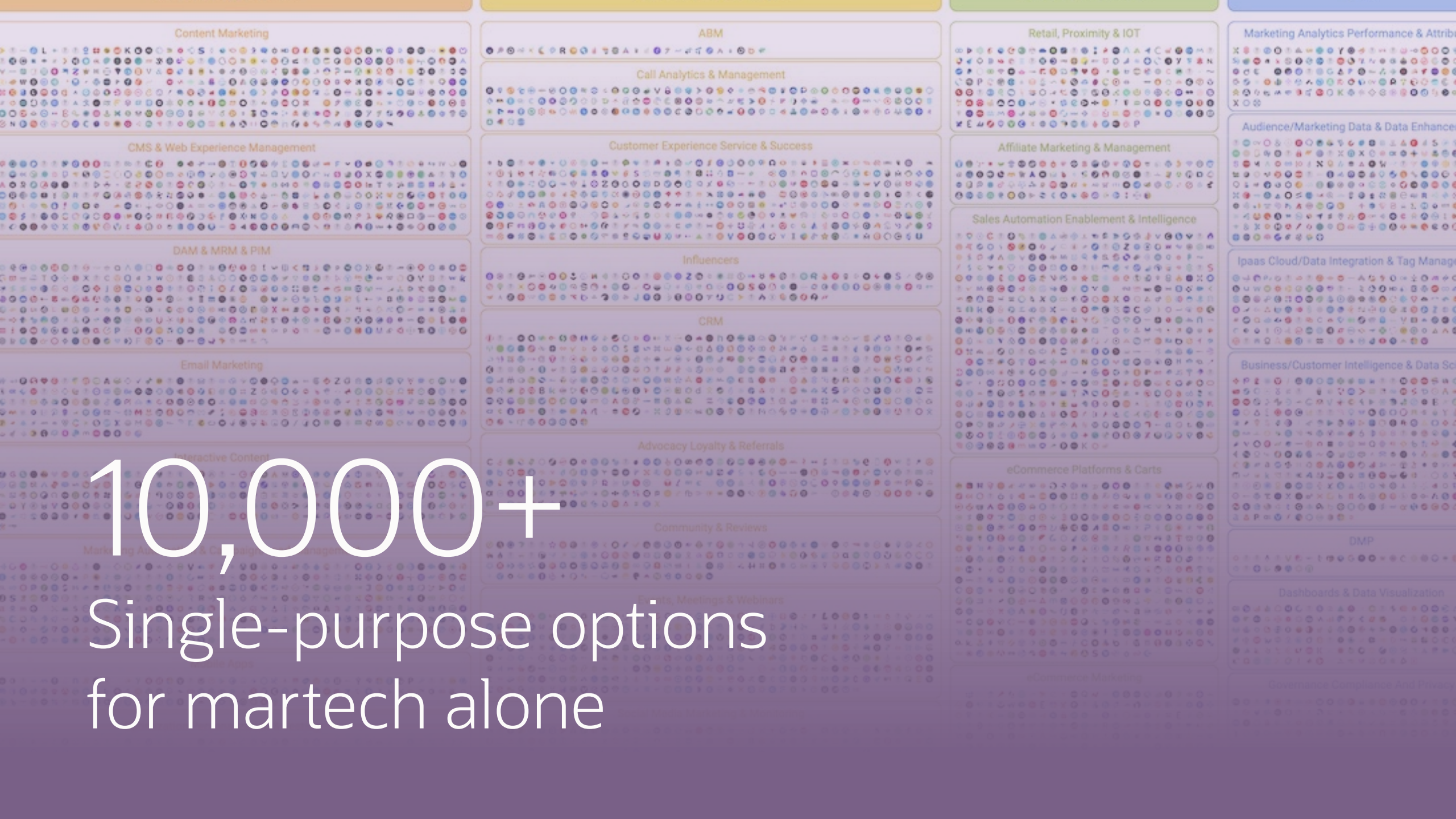
Privacy

## BUSINESS

One Voice

Adoption

Risk Mitigation



10,000+  
Single-purpose options  
for martech alone

# Burden of distributed single-purpose solutions chokes the future of CRM

Experiences fracture

New offers lag to market

Employees fail to deliver

Costly systems go underutilized

# Oracle Customer Experience: A Look Back



## Marketing

eloqua

responsys

CROWDTWIST

Infinity

Content Management



## Advertising

MOAT

grapeshot

Datalogix

bluekai



## Sales

Sales Cloud

Salesforce Automation

Partner Management

Sales Performance

BIGMACHINES



## Service

RightNow

TOA

B2B Service

Intelligence Advisor



## Commerce

Subscription Mgmt

Commerce



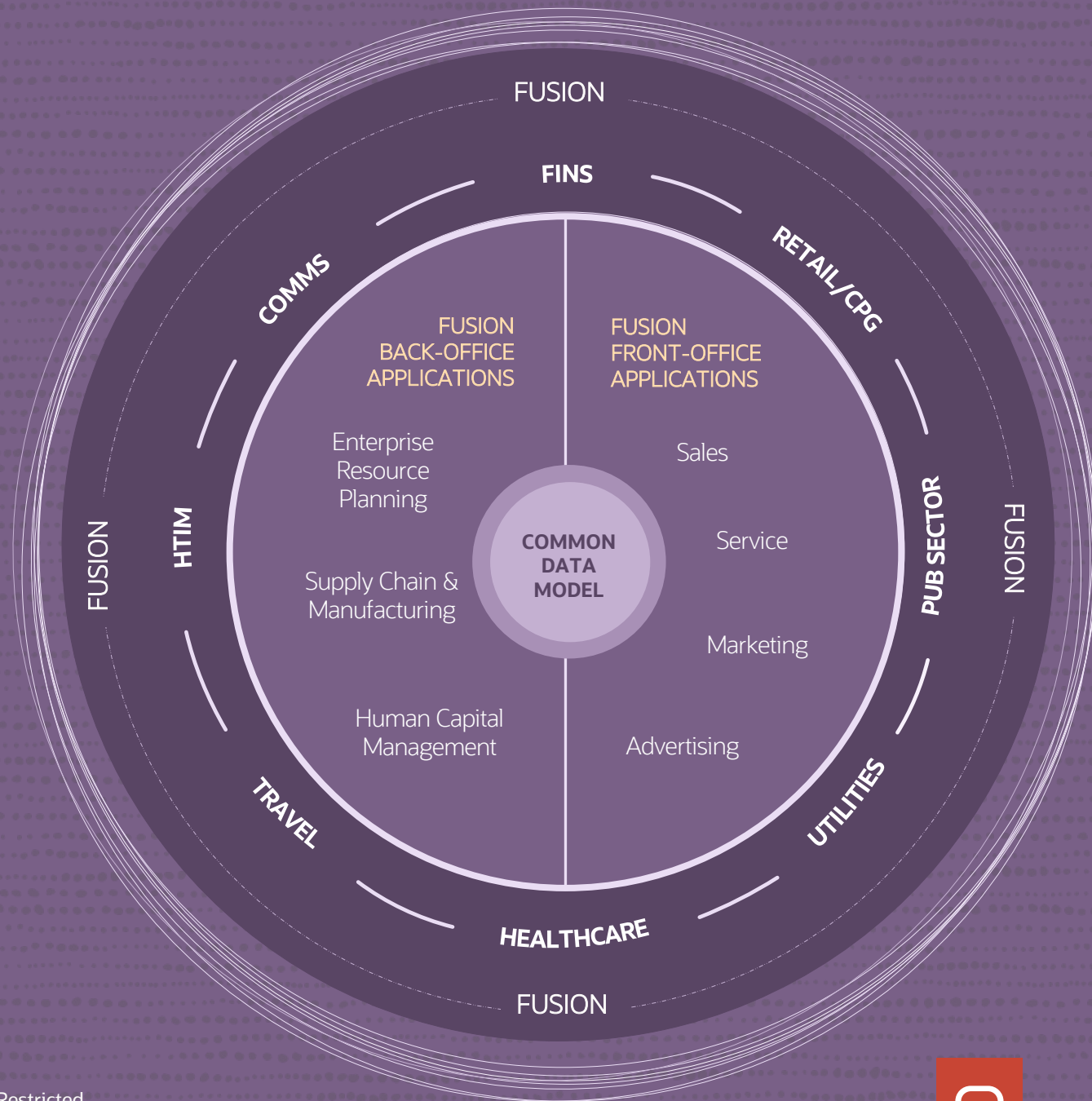
# The Future

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Oracle CX 2023+

# One Oracle

## Streamlined Suites Deliver Enterprise-Grade CX

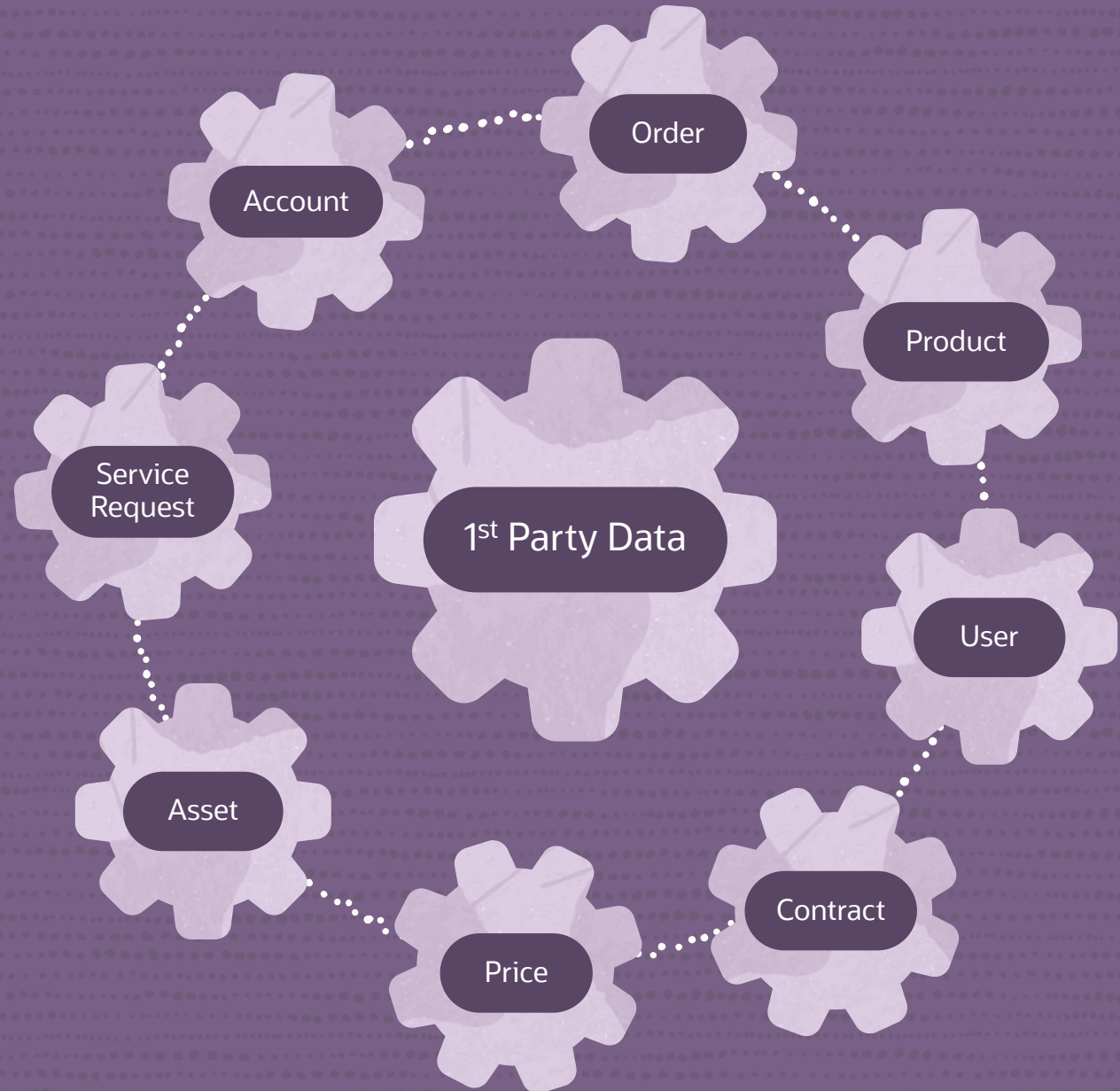


1

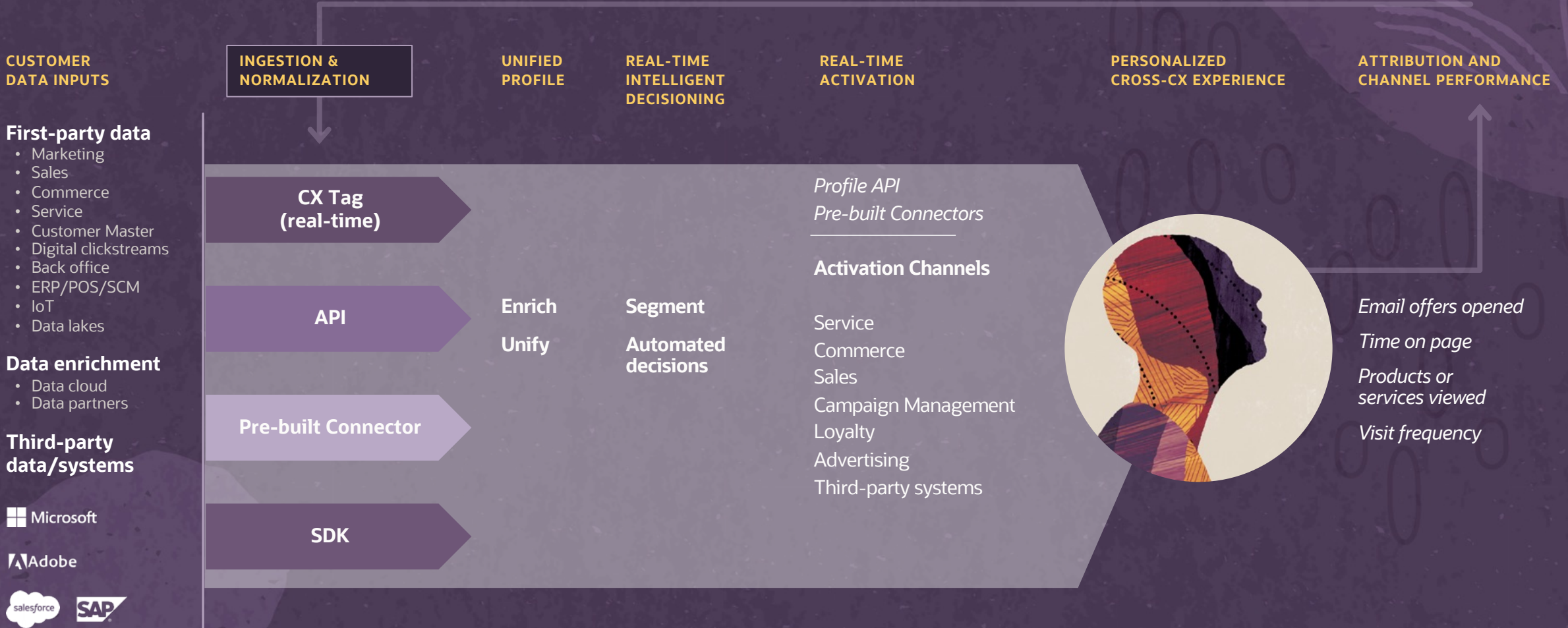
# One voice across the brand

One view of your  
end-customer.

Activate customer  
experience data seamlessly  
across the enterprise – from  
customer targeting to cash,  
service, supply chain, and  
logistics.



# Enrich 1<sup>st</sup> party data with 3<sup>rd</sup>-party data and activate anywhere





Mazda implements Oracle to create personalized digital buying experiences

**Challenge:** Difficulty reaching the right customers and engaging with them across appropriate channels

**Approach:** A centralized, integrated, and scalable data infrastructure and marketing orchestration solution with real-time reporting to improve decision making

**Result:** Turned website conversion into sales at an accelerated rate and increase email open rates

**230%** increase in lead submissions through improved personalization resulting in a **5%** increase in orders





## AT&T Business implements Oracle to capture customers in the buying moment

**Challenge:** Fragmented & siloed data, lack of a complete customer profile

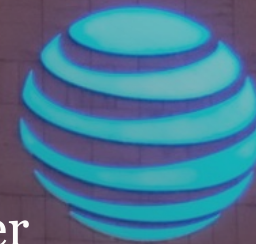
**Approach:** Pivoted to instant segmentation and marketing to uncover, capture, and react to purchase intent behavior

**Result:** Ability to target segments never reached before, reduced segment creation turnaround times, and increased qualified sales opportunities

Connected **23** 1<sup>st</sup> and 3<sup>rd</sup> party data sources to create a unified customer profile

Saw a **20%** lift in performance on green field opportunities

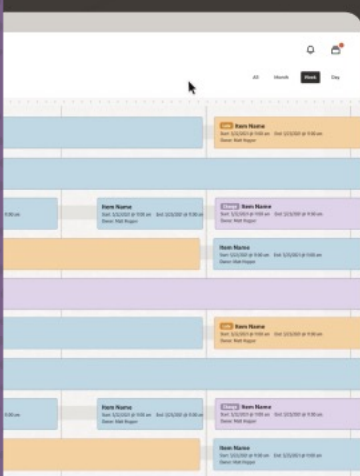
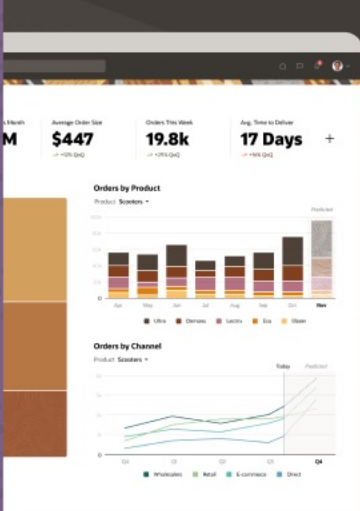
Reduced segmentation turnaround times from **weeks to days**



# 1 One voice across the brand

SAN FRANCISCO DESIGN WEEK

## Award Winner 2021-2022: User Experience Design Systems

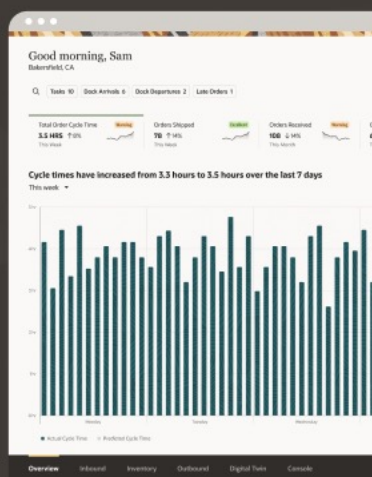
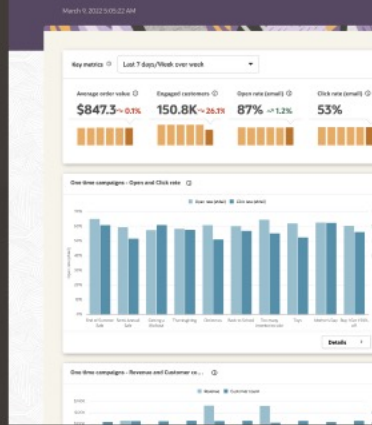


User profile card for 'Challenge Eric' with a photo and a 'Schedule a Contest' button. Below is a 'Challenge' card with a 'Challenge' button.

Dashboard with five sections: 'Activities' (list of tasks), 'Hierarchy' (organizational chart for 'Bodine Housing'), 'Contacts' (list of contacts), 'Opportunities' (list of sales opportunities), and 'Leads' (list of leads).

'Skills Center' dashboard for Liza Hernandez, Marketing Director. It features a 'Marketing Director' title, a list of skills being developed (Performance Management, Business Intelligence, etc.), skills already mastered (Creative Writing, Content Marketing, etc.), and a section to choose which skills to develop next.

'Invoices' dashboard with a search bar and a table of invoice items. Below is an 'Action Items' section with a table of tasks and an 'Incomplete Status' bar chart.



'Real-time Visualization' dashboard showing user sessions with a world map and a table of session data.

# Global digital transformation and high user adoption with Oracle

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“We’ve gone from 17 to 18 clicks in the past to get all the customer information we needed to sell -- to no clicks. Sales people -- and new hires -- are not longer complaining about having to learn the CRM system.”

Sam Mohr, Vice President, Inside Sales, Ricoh USA



# RICOH





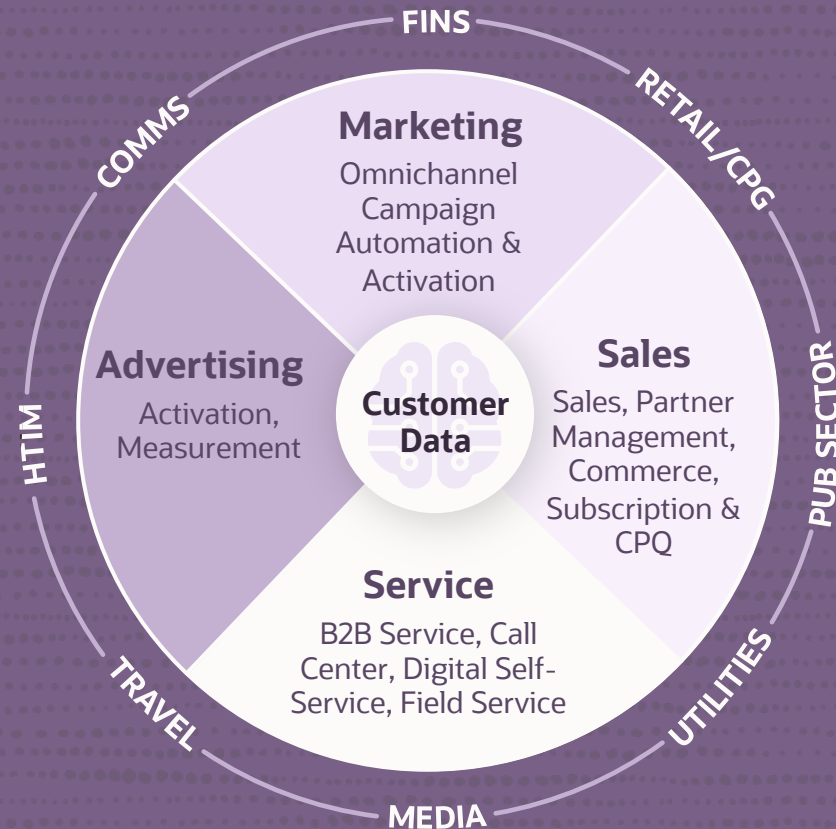
## 2 Complete, connected, and open.

### Streamlined Suites for CX

Common data model across applications

Intelligent, cross-departmental workflows

Data-driven, unified UX



### Leverage Oracle Fusion Suite

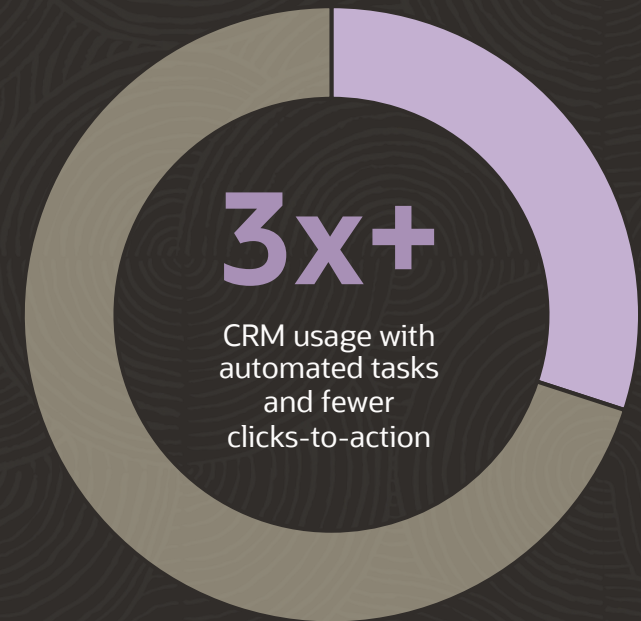
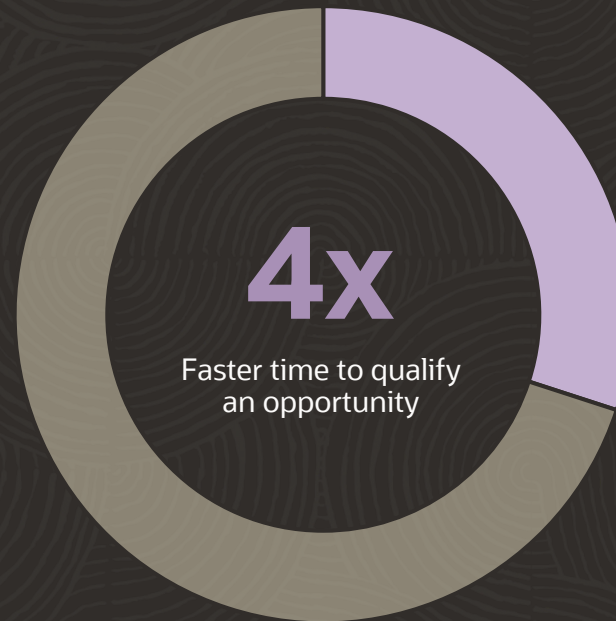
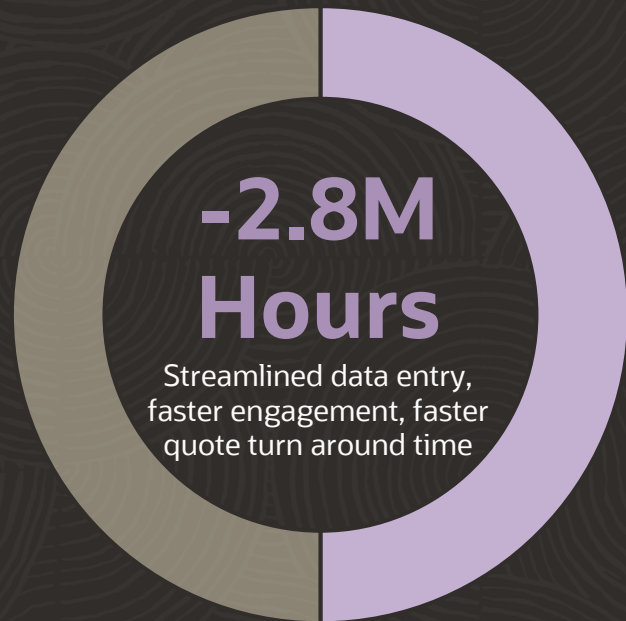
Enterprise Resource Planning

Supply Chain Management

Human Capital Management

Enterprise Performance Management

# Oracle Leading UX Drives CRM Adoption @Oracle Global



**ORACLE**



# VERITAS™

from

Global cloud data management provider with multiple disconnected, highly modified applications and very little understanding of their customers

to

Streamlined global business operations for 9,000 employees and 125,000 partners and a complete, accurate global view of business

# Veritas Streamlines Global Sales & Marketing Operations with Oracle CX and ERP

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- **Unified business platform** across marketing, sales, CPQ, and service
- **60% YoY reduction in tech spend** by eliminating 28 costly third-party apps
- **99% reduction in intensive and expensive customizations** from 9600 to 35



VERITAS™

# AON

from

Premier commercial insurance firm with disconnected client experience and lack of complete business visibility

to

Client-first organization with deep customer insights and consolidated global view of business

# Oracle CX for 50% Savings and More Streamlined Global Sales & Marketing

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- **Decreased technology footprint**, moving from 10 instances of Salesforce to 1 global instance at Oracle and fewer third party app integrations
- **Streamlined, global omnichannel selling** with a unified, single vendor solution
- **Fresh, complete visibility** across departments for centralized account creation processes
- **Deep customer insights** for better product targeting and cross-selling with robust analytics



# AON

3

## All mission critical stuff, built in.

One Oracle, from database to business applications.

Connected  
Enterprise  
Systems

Common,  
Global  
Infrastructure

Reduced  
Operational  
Overhead

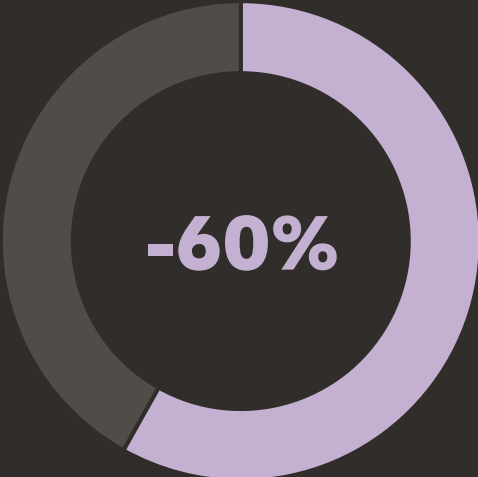
Best-in-Class  
Performance  
& Security

Seamless  
Upgrades

IoT,  
Assistants,  
Analytics,  
AI, Bots

Extensible,  
API-First

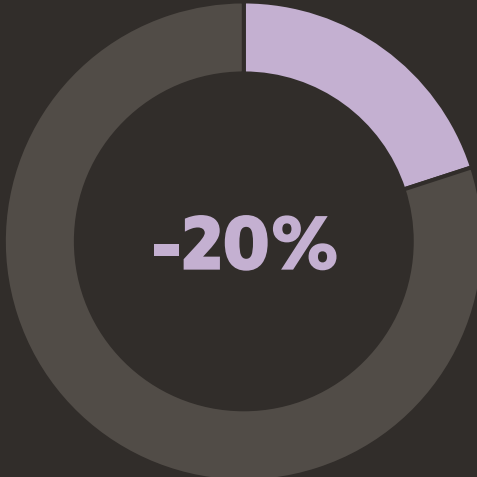
# One Oracle - Streamlined Suites Benefits Our Customers See



**Reduction in implementation costs**



**Reduction in integration maintenance**



**Reduction in ongoing data management**



**Improvement in time-to-market and business forecasting**





thank you



Oracle  
Customer Experience



[Date]

