ORACLE

Learn from Revenue to Grow Revenue

Using revenue intelligence to fuel revenue transformation

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Name

Madhukar Uniyal

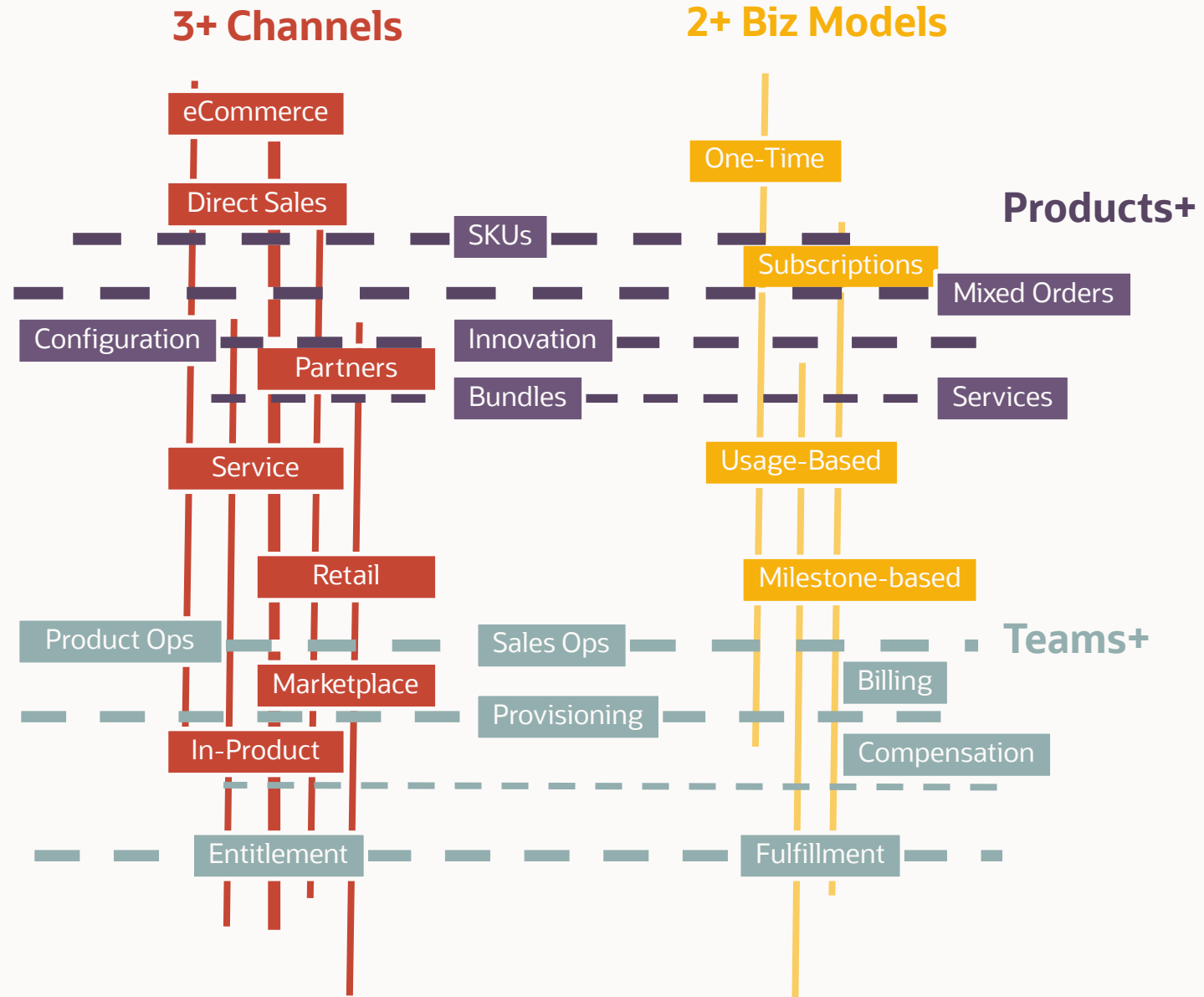Senior Director, Solutions Engineering

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21% CFOs are spending much more time on driving growth/revenue

Q: Compared to a year ago, how much time are you dedicated to following? (Response to 'Much more')

PwC Pulse Survey, November 2022

...but growth today is complicated.

More channels
New business models
Constant product evolution
More revenue teams

3+ Channels

- eCommerce
- Direct Sales
- Partners
- Service
- Retail
- Marketplace
- In-Product
- Entitlement

2+ Biz Models

- One-Time
- Subscriptions
- Usage-Based
- Milestone-based

Products+

- SKUs
- Configuration
- Innovation
- Bundles
- Mixed Orders
- Services

Teams+

- Product Ops
- Sales Ops
- Provisioning
- Billing
- Compensation
- Fulfillment

How Oracle can help

Intelligence to Plan

Guide the business with decisions made based on unified data and what-if analysis, to maximize growth, reduce cost and retain talent

Intelligence to Act

Reduce risk in the pipeline and win more revenue by using automation, AI and machine learning to guide sales execution, and maintain centralized control and visibility on deal profitability and compliance

Intelligence to Grow

Optimize every part of the revenue engine with insights that come from blending sales, subscription, marketing, service and finance data together

Intelligence
to Plan

Intelligence
to Act

Intelligence to
Grow

Transform revenue creation and growth

Intelligence to Plan

Intelligence to Act

Intelligence to Grow

Oracle Revenue Transformation

Advanced Sales Planning

Modern Revenue Operations

Complete Revenue Intelligence

Align Sales and Business Strategy

Automate, accurate and adaptive sales planning optimizes performance

Automate the entire sales planning and incentive compensation process for efficiency, accuracy and seller visibility – for both internal and channel sellers

Accurate forecasting with advanced predictive analysis and forecast variance & bias insight
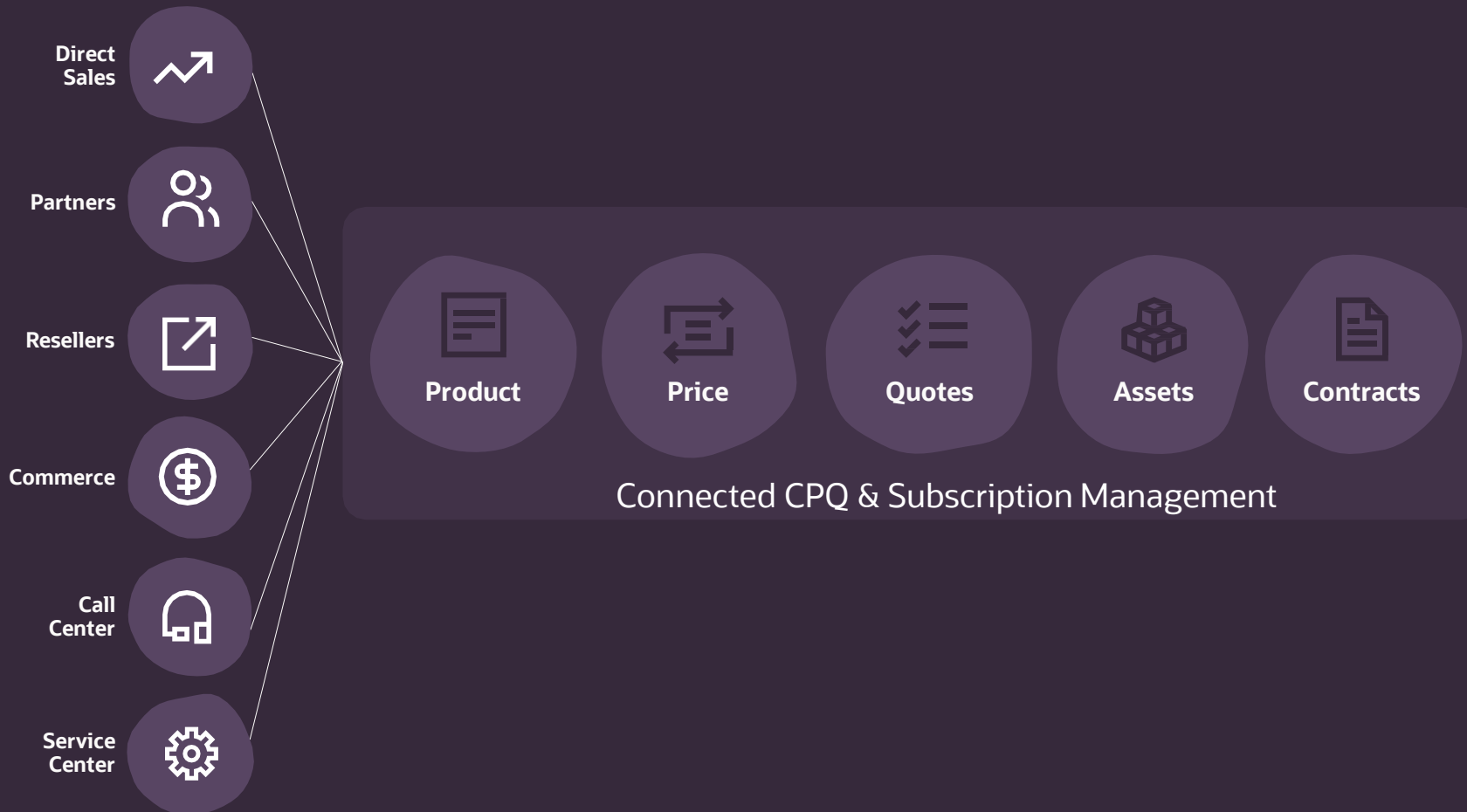
Adapt to any market conditions and dynamics, adjusting business plans, quotas and territories to optimize performance

Retain top sales talent by setting, analyzing and adjusting actionable and motivating data-driven quotas

Master Revenue Data

Drive predictability and transparency in revenue operations

Direct Sales

Partners

Resellers

Commerce

Call Center

Service Center

Product · **Price** · **Quotes** · **Assets** · **Contracts**

Connected CPQ & Subscription Management

Businesses can **create new revenue streams, launch any combination of new products** and consumption-based services to any channel.

Revenue operations can approve deals with **full visibility of cost, margin and win probability.**
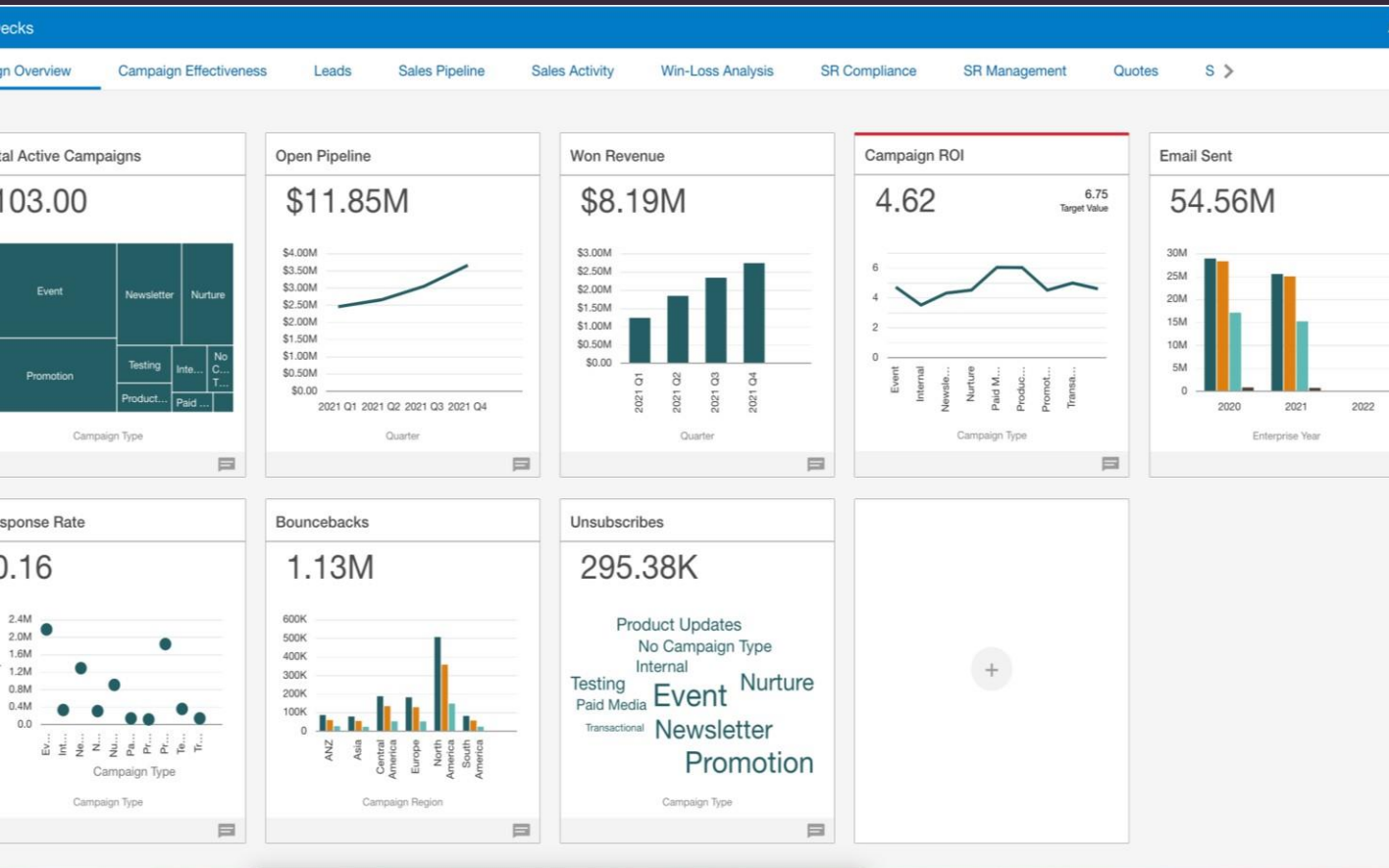
Sellers have **guided pricing, quote and configuration** for accurate quote to contract and approval processes.

Customers can **jump seamlessly across different buying channels** with self-service buying and renewal.

Learn from Revenue, Grow Revenue
Action-driven insights across the entire revenue waterfall

Guide the business with pre-built cross-functional analytics that blend CX with Financial metrics out-of-the-box

Rely on an accurate revenue picture of sales and renewal pipelines to plan, predict and make data-driven decisions

Embed revenue insights where they are most likely to impact revenue with AI-driven recommendations and guidance

Intelligence to Plan

Intelligence to Act

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