Oracle Marketing

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E-BUSINESS SUITE

Oracle® Marketing provides a comprehensive approach to enterprise-wide marketing communications management. With emphasis on improving marketing operational efficiency, aligning marketing and sales initiatives, providing key customer insight and enabling marketing measurement and accountability, Oracle Marketing empowers organizations to focus marketing resources on the most valuable opportunities. Oracle Marketing is part of the Oracle E-Business Suite, an integrated set of applications that are engineered to work together.

KEY FEATURES

• Budget management and marketing planning

• Campaign management

• E-Marketing

• Event marketing

• Partner marketing

• Integrated content management

• Lead management

• Customer segmentation and list management

Comprehensive Enterprise Marketing Suite

Only Oracle has the capability to offer the breadth and depth needed by marketing organizations to handle all of their marketing management needs. Automating just a few marketing functions is no longer enough. Oracle Marketing is a comprehensive application that integrates market planning and budgeting, information driven selling, content management, customer management and analytics within its campaign execution and communication tools.

Marketing departments are not silos, but rather an integral part of a healthy business. Because of this, Oracle Marketing is fully integrated with the departments that marketing supports and collaborates with, including Oracle Sales, Oracle TeleSales, Oracle iStore, and Oracle Partner Relationship Management. Marketers can coordinate their activities with the network of groups that they support, and gain visibility into their impact on that network.

Oracle Marketing is one touch point of integrated customer management for the enterprise. Integrated with Oracle Customer Data Hub and its Oracle Data Librarian and Oracle Quality Management tools, Oracle Marketing provides a 360 degree view of all customers, contacts, and trading partners, along with their interactions with the business to ensure comprehensive, up-to-date communications tracking and customer insight. With Oracle's unified information architecture and the Oracle Customer Data Hub, data is consolidated from both Oracle and non-Oracle applications to ensure your organization maintains a consistent definition of customers, suppliers, partners, and employees across the entire E-Business Suite.

Oracle Marketing also supports doing business in the global marketplace with multiple currencies, multiple languages, and translation support for collateral. Whether businesses are seeking out new marketplaces or need an easier way to manage activities with their existing global customers, Oracle Marketing handles the complexities.

Improving Marketing Operational Efficiency

Budget Management and Planning

Marketers can create, associate, and manage budgets, sub-budgets, and checkbooks in a simple, quick, and straightforward manner. The Budget and Cost Management functionality supports a budget hierarchy to define unlimited sub-budgets, allocated via different mechanisms, including past sales history. Marketers can request and transfer funds from different budgets, approve budgets for different messages and product

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programs, and track approved, committed, and utilized budgets throughout. Additionally, Oracle Marketing provides Offer Management functionality that enables marketers to plan and create offers with marketing initiatives. These are then tracked through to order fulfillment for enhanced marketing accountability.

Oracle enables market plans to be modeled with hierarchical programs, campaigns, and their execution channels. Using a flexible taxonomy, marketers can set up n-tier programs to plan and then execute by geography or target, line of business, brand, timeframe, or a combination thereof. A program can contain various marketing campaigns and events, which are responsible for the financial and sales forecast metrics, budgeting and actuals tracking, and promotion mix of the program objectives. This hierarchical structure enables marketers to drive their messages and objectives down to each marketing initiative, as well as roll up all forecasts and actual metrics back up to the program level for management visibility.

Planning also requires a collaborative framework that helps coordinate activities of multiple marketing roles and functions in the marketing network. Oracle Marketing supports the following collaborative tools:

- Calendaring and scheduling tools, including shared marketing calendar, and Gantt chart of initiatives against customer, brand, channel dimensions for overlap and conflict planning.

- Team-based planning and campaign management, including configurable dashboard and planning views to provide initiative visibility and collaboration by brand, channel, and customer.

- Content management standardization across all marketing, sales and commerce channels.

- Shared notes and tasks management infrastructure.

- Desktop integration for increased productivity. Spreadsheet-based marketing plans, complete with forecast metrics, can be seamlessly uploaded to Oracle Marketing

- Out-of-the box approvals and notifications to help streamline processes for marketers. Via its integration with Oracle Workflow, Oracle Marketing also provides configurable workflows so that each customer can configure workflow rules to its own business processes.
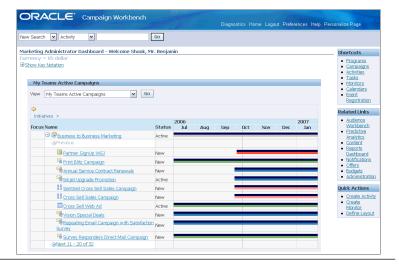
Figure 1: Gantt chart to review cross campaign timeline

Campaign Management

Marketers spend too much of their time handling routine business processes such as marketing operations and output. Oracle Marketing provides a distributed marketing framework that simplifies marketing operations management. By bringing operations support closer to the different groups that make up the marketing network, such as partners and the field, the enterprise can support truly distributed campaign management capabilities, and free up time for marketing's true focus—market analysis and strategy.

An example of this is Oracle Marketing's Sales Campaign. Sales Campaign is a tool to help field marketing and sales managers explore install base and historical customer data, and to mine that data for cross-sell and up-sell opportunities. Users can quickly create and execute campaigns in their own terms to push opportunities out to their territories, along with a coordinated sales methodology. In addition, the Sales Campaign is integrated with Oracle Content Manager and Oracle Proposals to support the distribution of key proposals and sales materials for each sales blast project.

In addition, Oracle Marketing provides for easy execution and tracking of campaign communications. Its streamlined interface includes templated campaign creation. Marketing Campaign, Analytics and Segment, and Content templates help drive speedy and consistent setups, and collaboration of best practices—key in today's more distributed marketing functions. Many frequently used campaigns, segments, content templates, and their tracking metrics are pre-defined to step through campaign setup and execution, and yet customizable to fit any business. Integrated workflow notifications ensure that approvals are in place as needed. Pre-defined execution channels and fulfillment include direct mail, email, fax, web, events, telesales and sales with little or no additional work out of the box.

Repeating Initiatives and Wave Campaigns

Oracle Marketing has a natural language query builder (NLQB) that allows users to easily define a set of customer conditions for initiating a communication or providing an offer. Users can then build a repeating initiative on those conditions as easily as setting a repeating meeting on a PDA. A repeating schedule can be defined to automatically run a campaign to send renewal notices to all customers whose subscription will expire in the next 30 days, or new subscribers that get a 15% off coupon for their next purchase for subscribing.

Marketers can also build more complex scenarios through the use of Oracle Scripting, to encapsulate customer dialogues, including satisfaction surveys and service questionnaires, and event registration and response and lead handling flows.

Partner Marketing

Oracle Marketing provides joint partner marketing development including offers and promotions to extend the campaign's reach. In addition, it can target and route leads for partner handling and work with referral leads from partners.

Event Management

The Oracle Marketing event management solution consolidates and automates the rollout of successful customer, field, and partner events with streamlined venue management, agenda planning, and registration setup and collection. These include the fulfillment of event invitations and follow up communications for registration, cancellations, and event logistics. Multi-channel registration management is also streamlined. Attendees can register for an event by calling a call center agent, or via online scripts through Oracle Scripting. Finally, to facilitate third party event registration, Oracle Marketing also provides the ability to import data into an event roster.

E-Marketing

Oracle E-Marketing is more than just a delivery channel; it is an inexpensive way to communicate highly personalized marketing offers based on customer permissions. Oracle's E-Marketing functionality observes customer preferences for privacy and frequency of contact, as well as providing the marketer with a quick and powerful tool to reach prospects and customers, and to track their responses, click-throughs, and purchases. Integration to the web store is automatic via Oracle iStore. So, marketers can build campaigns, send out promotional offers, and then track responses all the way through the web store, providing a complete view of the initiative contribution.

Oracle E-Marketing also supports targeting online visitors with web advertisements, web offers, and product recommendations via Oracle Personalization. Oracle E-Marketing includes an extensible rule-based adserving engine, which dynamically selects the content to display to online customers based on their profile, their purchase history, or their shopping context. This helps to increase the relevance of messages by targeting, in real-time, content specific to an individual, and dynamically offering the best-fit message.

In addition, Oracle E-Marketing is integrated with the broader campaign management solution, so marketers can manage whole initiatives, both offline and online, in an integrated planning and tracking tool.
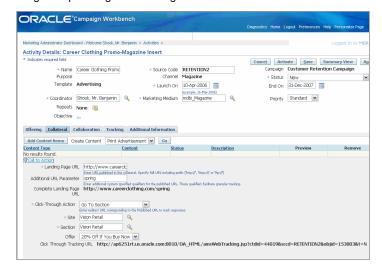

Figure 2: Track Landing Page Visits for Advertising Activities

Promotion Management

Oracle Marketing creates offers and discounts that can be fulfilled across channels, including web stores and telesales. A variety of offers such as off-invoice discount, tiered discounts, free shipping terms, and buy-one-get-one free are available. Promotions are tied to specific marketing budgets for strong controls and limiting liability.

Integrated Content Management

Oracle Marketing has built in content management functionality to provide marketers with an integrated framework that stores, categorizes, and manages collateral and communications materials. Building on Oracle Content Manager (OCM), Oracle Marketing provides content template definition and style sheet management, content workflow approvals, versioning, and access control. Content renditions allow the same content to be stored in different formats so it is available to all channels and users but without the administrative headache of multiple content items. Also, translation management and support for multiple languages is included.

Oracle Marketing also provides out-of-the-box collateral templates for cover letters and sales collaboration content to speed up content creation and channel fulfillment. Whether the campaign be delivered via email, direct mail, fax, via your sales or web channels, or via a 3rd party, the content management functionality within Oracle Marketing will expedite and streamline the required output steps. The content template tools, boilerplate support, and approval mechanisms also create an easy way to ensure Marketing's most valuable asset—its brand—is always represented accurately and consistently across marketing functions and channels.

Sales Alignment
Lead Management

With Oracle Marketing's leads import wizard, users can easily compile and distribute leads from multiple sources across the enterprise, including install base, advertising, events, direct marketing, and call center inquiries. However, while almost every contact with a customer or prospect can be routed to sales as a lead, not every contact merits sales follow up. With Oracle Marketing Leads Management, sales professionals follow-up with valuable opportunities, not just contact interactions.

Oracle Marketing Leads Management follows a flexible, rule-based process for cleansing, de-duping, and processing both customer and lead data. Oracle Leads Management is fully integrated with the Oracle Customer Data Hub Data Quality Management (DQM) tools, and supports additional pre and post processing rules for increased flexibility in your business quality checkpoints. Leads functionality also includes a lead linking engine that sifts through the large volume of interactions that marketing and sales functions generate to look for matches in activity for a contact. These interactions are fed through a flexible rules engine that then prioritizes the interactions for promotion to leads. This way, Oracle Marketing can focus on generating interactions and responses, and the enterprise can decide when a lead merits sales follow up.

Through integration with Oracle Sales, TeleSales, and Partner Relationship Management, leads can be distributed to both direct and indirect sales channels and

subsequently tracked through to quotes and orders. In addition, follow-up latency is monitored, so that notifications and/or re-routing can be triggered based on the quality of the lead. Finally, marketing is held accountable to the quality of leads generated through reports that analyze the scoring logic marketing uses, the sales impact, and the revenue generated.

Customer Insight
Customer Segmentation and List Management
Oracle Marketing supports sophisticated segmentation and list management to analyze customer and prospect data. Marketers can quickly generate target lists and segments using an intuitive HTML user interface. Lists can be defined using customer data stored either within the Oracle Customer Model (TCA) or any user-defined data source. List enrichment data from third party sources can be imported (in CSV or XML format) and refined with user-defined rules to match, merge and purge duplicate records. Complex segmentation strategies, including control group lift analysis, are also supported for marketers to quickly view the segmentation size, branches and trends over time.

Easy To Use Query Builder
The Natural Language Query Builder enables marketers to query for customer or prospect data using a 'natural language' interface that hides the data complexity. Marketers can easily build customer lists without prior SQL knowledge or IT help. In addition, common list templates are provided out of the box to support standard marketing communications, including cross-sell and up-sell against install base and order history, follow-up on previous marketing interactions and responses, and mature untouched leads passed to sales.

Customer Fatigue Management
Adding depth to Oracle Marketing's customer management functionality is a feature called Fatigue Management. Fatigue Management ensures that your marketing functions collaborate rather than conflict with one another by allowing marketers to set up the rules of engagement through flexible contact protocols. This automatically prevents over-contact of customers over time, by different channels. Fatigue Management also forecasts fatigue trends so marketers can optimize the reach of their channel communications.

Marketing Measurement and Accountability
Oracle Marketing enables marketers to monitor the end to end marketing performance of their 'Campaign to Cash' flow, in quantifiable terms. For example, which campaign is responsible for which sales, the rate of return on the marketing budget spent, what is my lead quality, how much activity is running on this product line or channel? Marketing measurement also communicates why a best-laid plan did not come to fruition, so adjustments can be made.

Oracle Marketing – Much More than Just Marketing Automation
Oracle Marketing provides true Marketing Resource Management and a comprehensive marketing solution. Oracle Marketing simplifies the user experience and increases the marketer's operational efficiency without sacrificing functionality. At the same time, Oracle Marketing is integrated with the Oracle E-Business Suite and thus with the enterprise, making marketing departments a central part of the enterprise.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all aspects of your business. Whether you implement one module or the entire suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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