Oracle Sales Cloud
Customer Data Management

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SALES CLOUD

Clean, consistent customer data is vital to a sales organization. Oracle Sales Cloud Customer Data Management helps organizations consolidate account and contact data from multiple sources, standardize addresses, resolve duplicate record issues, and ensure a best version customer profile that sales reps and sales managers can trust. Oracle Sales Cloud's exceptional data quality management capabilities help companies drive increased revenue, improve operational efficiency and provide uniform customer data throughout the customer lifecycle.

KEY FEATURES

- Real-time duplicate data prevention
- De-dupe existing records in the system
- Address validation & correction
- Dedicated admin UI to analyze and consolidate account and contact data
- Record/Source Registry & cross-referencing ("x-ref")

KEY BENEFITS

- Single view of the customer
- Clean and complete customer data that sales reps trust
- Right accounts to the right sales reps
- Effective campaigns with the correct contact information
- Efficient data management tools for administrators

Why Care about Clean, Consolidated Data

Customer Data Management is a topic that many sales people consider critical but tedious. Common problems that arise from inconsistent, incomplete and inaccurate customer data are very real, including sales teams with multiple reps working on duplicate accounts, ineffective marketing due to duplicate leads and poor customer service resulting from inaccurate data.

Sales reps depend on customer data that is accurate and complete. When data is clean and consolidated, sales reps can manage accounts effectively, run email campaigns using correct contact information, and upsell and cross-sell opportunities with confidence.

Customer Data Cross Referencing: The Key to a Single View

Leveraging decades of Oracle's experience in Master Data Management (MDM), Oracle Sales Cloud Customer Data Management includes prebuilt source hierarchy and cross referencing components. These components are used to link and merge identified duplicates into one best-version record while maintaining the reference keys needed for source system reference. This helps solve many of the challenges involved in maintaining clean and complete customer data. Data stewards can consolidate and remediate account and contact data from various sources using an embedded administrator tool. Additionally they can import bulk data from internal or external data sources and can clean and dedupe records to create the best-version customer record, making Oracle Sales Cloud a trusted source.

With a Golden customer record and a trusted source, an enterprise not only has a more effective sales management platform, but one consistent, accurate customer view that can be used across multiple systems and business units. A single view provides a holistic picture that allows for rationalized account planning, improved sales execution and customer profitability.

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Image 1: Oracle Sales Cloud offers a clean, consistent view of customer data.

Data Quality: The Key to Agility & Increased Revenue

Data quality components are an optional add-on to Oracle Sales Cloud. Its primary functions are to:

- Catch duplicate data entries
- Provide real-time and batch address verification
- Enable contact and account fuzzy searching and matching during data import

Data Enrichment

Oracle Data as a Service (DaaS) for Sales enables smarter selling by helping sales teams discover and reach prospects with the highest quality and most comprehensive third party data including millions of companies, contacts, and social media profiles.

Blue Coat Cloud Data Protection

Oracle Sales Cloud's integration with Blue Coat provides additional data protection for personally identifiable information as part of Oracle customers' corporate and legal compliance requirements. With a hybrid cloud model using tokenization, confidential and sensitive data remains stored in a token vault, a local database behind the firewall on the customer's site. The data never enters Oracle Sales Cloud. Even though the data is tokenized, sales reps and sales managers can still search, sort and run reports in Oracle Sales Cloud. The token generation and protection processes are completely transparent to sales reps and sales managers; there are no extra logins, special processes or keys to enter.

Clean Data with Customer Data Management

Ensuring clean data over an extended period of time requires commitment, well-defined processes and the right technology. Oracle Sales Cloud provides the best embedded data quality management foundation and tools for sales organizations.

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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment