

Oracle Social Network



Oracle Social Network is a secure private network that provides a broad range of social tools designed to capture and preserve information flowing between people, enterprise applications, and business processes. Oracle Social Network provides contextual, real-time communication within and across enterprises. With Oracle Social Network, you and your teams have the tools you need to collaborate quickly and efficiently, while leveraging the organization's collective expertise to make informed decisions and drive business forward.

KEY FEATURES

- Real-time, in-context conversations
- Web-based document viewing and real-time annotation
- Tablet, mobile, Outlook, and web clients
- Closely Integrated with Oracle Sales Cloud and other Oracle applications

KEY BENEFITS

- Richer, interactive discussion participation and idea generation
- Enhanced collaboration with partners
- Faster and more accurate content reviews
- Increased effectiveness and timeliness of decision making

Building a Smarter Enterprise

Oracle Social Network enables smarter collaboration by securely and effectively connecting people and business information systems within and across enterprises as well as partner networks. Oracle Social Network builds smarter teams by connecting individuals and groups in real-time to enable quick and spontaneous collaboration, build extensive corporate knowledge, and foster the reproduction of successful actions. Smarter collaboration leads to smarter teams, smarter decisions, and consistently better results.

Foundations of Oracle Social Network

Interaction in Oracle Social Network is built upon four key components: people, social objects, conversations, and content.



Image 1: The four key components of Oracle Social Network.

People

Each individual gets a wall on which to share interesting knowledge across the organization. Others can choose to follow and contribute to an individual's wall. For example, sales leaders can use their walls to communicate key wins, partner events, upcoming product training, and selling tips. Sales reps then follow these leaders, both those in their direct management chain

**ORACLE CUSTOMER EXPERIENCE:
SALES CLOUD**

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

RELATED PRODUCTS

- Oracle CPQ Cloud
- Oracle Marketing Cloud
- Oracle Service Cloud
- Oracle Commerce Cloud
- Oracle Incentive Compensation
- Oracle Sales Performance Management Cloud
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

as well as individuals of interest across the company, regardless of organization or geography. This communication can increase overall organizational knowledge and build strong ties between people in distributed organizations.

Social Objects

Oracle Social Network is seamlessly integrated with Oracle Sales Cloud and the Oracle Sales Cloud Mobile app, allowing sales teams to post messages, share documents, and see data updates within the context of their business records. Organizations can designate an array of Oracle Sales Cloud objects as social objects, including:

- Opportunities
- Leads
- Accounts
- Households
- Contacts
- Partner Accounts
- Competitors
- Activities
- Call Reports
- Custom Objects

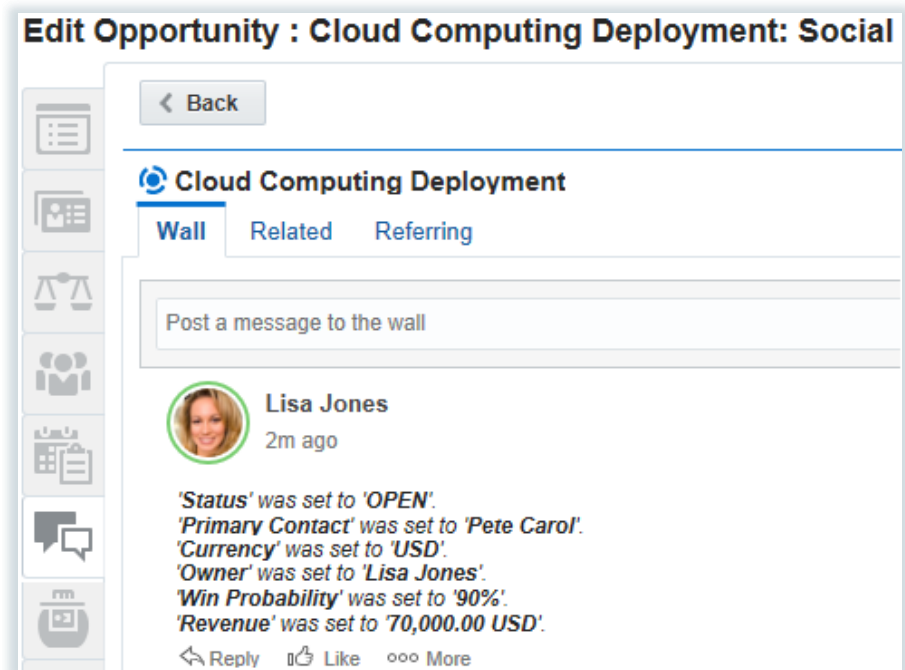


Image 2: Oracle Social Network wall showing recent updates to an opportunity.

Conversations

Oracle Social Network Conversations enable discussions in real-time, while storing a full history of the collaboration within the context of the business record. Conversations can include documents, annotations, and application collaboration (like web conferencing) as the interaction requires. Participants who are unable to engage in real-time communication can still participate via text, voice notes or video. Participants can also choose to receive notifications, updates and digests of Conversations so they can catch up later—even from a mobile device.

Content

The focus of any knowledge-based enterprise is producing, reviewing, and publishing content. Whether responding to requests for proposals, searching for the best presentation, designing

marketing campaigns, addressing customer problems, or writing policies and contracts, all such enterprises revolve around working with content collaboratively. Oracle Social Network provides specific tools to facilitate sharing, gather feedback, and promote the re-use of content, documents, images, and other rich media. Real-time annotation, versioning, and organization tools greatly enhance the collaborative content processes and promote the flow of information between people and groups on a daily basis.

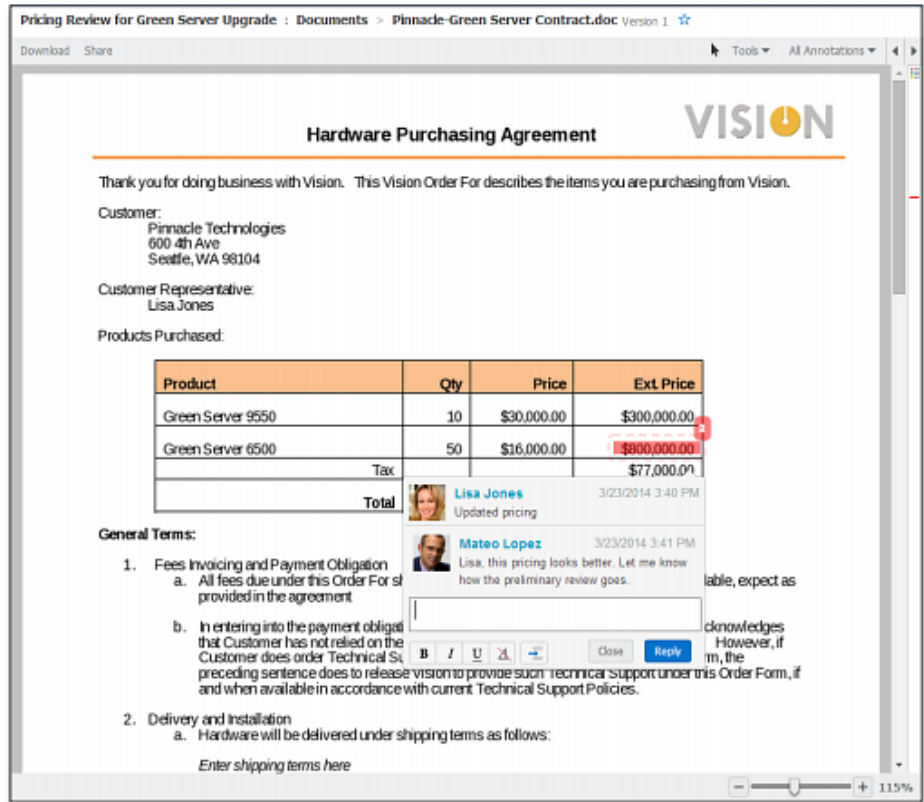


Image 3: Document annotation using Oracle Social Network.

Beyond the Sales Team

Collaboration using Oracle Social Network is not limited to sales teams, all employees in a company and external groups like partners and suppliers can use Oracle Social Network to communicate in context.

Oracle Social Network

Oracle Social Network addresses the “collaboration gap” that requires people to break context to communicate and prevents the expansion of organizational knowledge. As an integrated element of Oracle Sales Cloud, Oracle Social Network facilitates purposeful collaboration in the context of the business. Whether accessed directly from within Oracle Sales Cloud or via the standalone mobile or desktop interface, Oracle Social Network provides cutting edge and intuitive collaboration capabilities that are easily used by anyone. The four foundations of Oracle Social Network—People, Social Objects, Conversations, and Content—provide all of the tools you need to maximize the social and collaborative activities within your enterprise.



CONTACT US

For more information about Oracle Social Network for Oracle Sales Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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