Oracle Sales Cloud Configuration, Customization and Integrations

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SALES CLOUD

Oracle's standards-based, open and flexible platform makes it easy to rapidly build and deploy rich applications or integrate with and extend Oracle Sales Cloud. Oracle's configuration and customization toolset enables business users to tailor Oracle Sales Cloud to meet the unique needs of each business in an easy-to-maintain Software-as-a-Service (SaaS) environment. Oracle's Platform-as-a-Service (PaaS) offerings provide development and runtime platforms that enrich and extend Oracle Sales Cloud and enhance sales team productivity and collaboration. Prebuilt cloud and on-premises integrations offer complete solutions for sales teams.
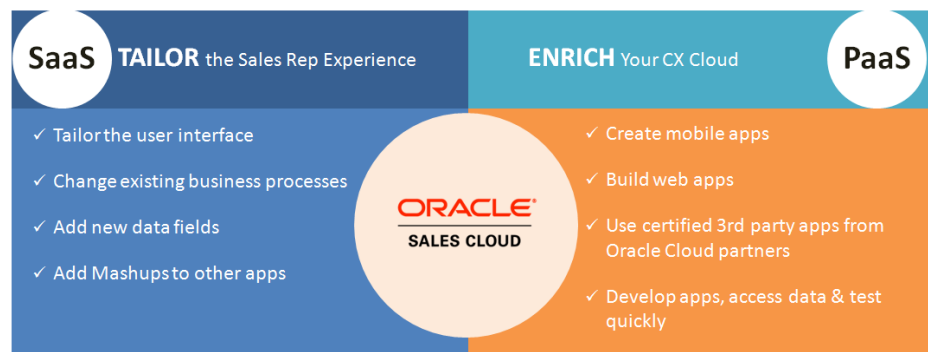
KEY FEATURES

• Application Composer

• Process Composer

• Oracle's Platform-as-a-Service (PaaS)

• Cloud Integrations

• Cloud to On-Premises Integrations

KEY BENEFITS

• Improve user experience

• Increase user satisfaction

• Protect customizations across software updates

• Secure from untested customizations with sandbox enforcement

• Extend capabilities to create new features and applications

• One cloud platform with standards-based tools

Improve User Experience with a Personalized CX Cloud

Tailor the Sales Experience

Oracle recognizes that each business is unique and modern sales teams require a user experience that is tailored to their needs. Oracle Sales Cloud's configuration and customization toolset enables business users to create a user experience that is personalized and secure. All authentication and authorization policies set in Sales Cloud are fully honored with customizations.

Included in the standard Sales Cloud application, composers are designed specifically for sales administrators and offer a unified solution to tailor all parts of the object model, business logic, and user interface.

• **Application Composer** offers the ability to extend the object model and configure all aspects of the user interface for any device: desktop, smartphone, or tablet. Field validations, object validations and data triggers can be written in industry-standard Groovy language.

• **Page Composer** offers the ability to further personalize the user interface and add dashboard mashups.

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- **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 Social Network Cloud

- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

- For business process and logic adjustments, **Process Composer** has a drag and drop environment to configure approval flows for both custom and standard objects.

- For reporting changes, **BI Composer and BI Answers** offer a powerful, yet friendly wizard that generates powerful business intelligence.

These easy-to-use composers enable business users to:

- Update icons, themes, and brands to promote brand consistency

- Optimize screens for specific user roles, record types, record statuses or stages, or by using other advanced criteria

- Create and modify workflow and approval processes

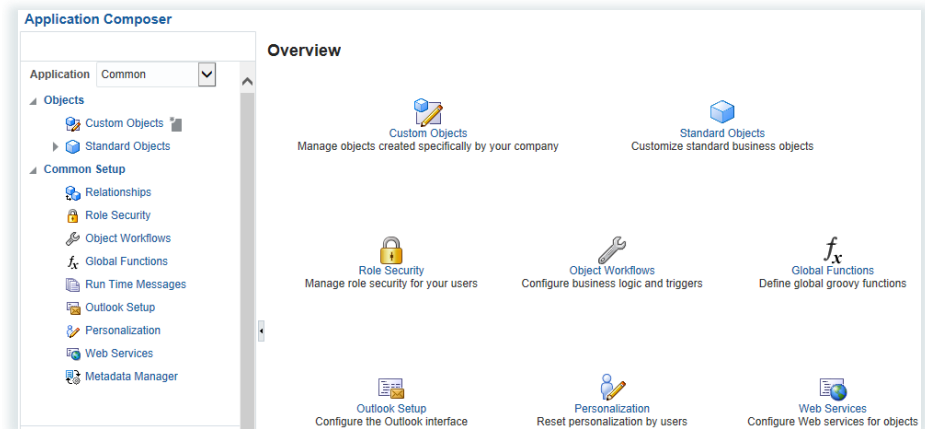- Tailor reporting dashboards with prebuilt or custom analytics

Image 1: Use Application Composer to configure Oracle Sales Cloud for any device.

All of these changes are easily completed and incorporated into Oracle Sales Cloud's architectural framework, allowing for seamless software upgrades.

Extend Oracle Sales Cloud Capabilities

Oracle's Platform-as-a-Service (PaaS) allows customers and partners to extend Oracle Sales Cloud's capabilities by creating new features and applications or by aggregating and sharing data. PaaS solutions harness the power of Oracle's enterprise-grade cloud platform based on the industry's #1 database and application server to offer data management, application development, integration, lifecycle management, collaboration, and analytics solutions in the cloud. For Sales Cloud users who are not professional developers, Oracle Application Builder Cloud Service offers an intuitive, no-coding-required platform to build and publish custom applications that can be embedded into Sales Cloud.

The development and runtime platforms, sample code, and other products offered through PaaS can be used to:

- Create web and mobile apps

- Provide services and supporting integrations for sales team collaboration

- Integrate SaaS with cloud and on-premises apps

- Develop, collaborate and provision apps quickly

The Oracle Cloud Marketplace offers certified 3rd party applications and services developed by Oracle's cloud partners. With a large collection of business applications and easy-to-use search and filter capabilities, the Oracle Cloud Marketplaces makes it simple for companies to find, evaluate, and obtain the best applications to meet their unique needs.
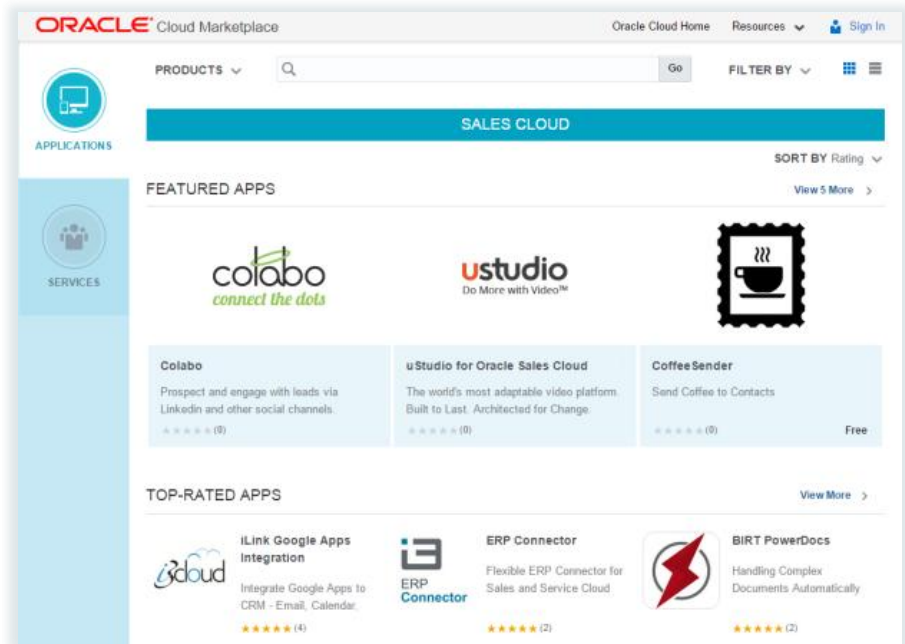
Image 2: Access certified 3rd party apps and services from Oracle Cloud Marketplace.

Leverage Oracle's Prebuilt Integrations

Oracle's CX Cloud integrations are an example of Oracle's investment in the overall customer experience encompassing sales, CPQ (Configure, Price, Quote), marketing, service, and commerce. Oracle has developed tools and methodologies for prebuilt integrations between Oracle Sales Cloud and other CX cloud applications:

- **Marketing Cloud** integration allows sales teams to see each contact's interactions in digital and social media.
- **CPQ Cloud** integration allows the creation of quotes directly from an opportunity.
- **Service Cloud** integration offers customer service management, cross channel contact management and guided knowledge management.

Image 3: A prebuilt integration for Oracle Sales Cloud and CPQ Cloud.

Prebuilt integrations between Oracle Sales Cloud and other Oracle CRM and ERP applications help companies successfully integrate with on-premises systems and leverage back-end applications with a modern cloud experience for sales reps. Some on-premises

integrations include:

- **Siebel**: Account, contact, activity and opportunity data can flow from Oracle Sales Cloud to the Siebel application.
- **Oracle E-Business Suite**: Account and contact information is shared between Oracle Sales Cloud and Oracle E-Business Suite with a bi-directional synchronization.
- **JD Edwards**: Oracle Sales Cloud now shares account information with JD Edwards, enabling front-end sales activities and analytics to complement existing business processes.

Build and Integrate

In addition to providing a wide set of prebuilt integrations, Oracle also provides a rich set of tools and capabilities for building custom integration flows.   New RESTful web service APIs make it easier to build integrated applications for mobile devices and custom UIs. Comprehensive inbound and outbound service interfaces make virtually any integration architecture available, and PaaS solutions like Mobile Cloud Service, Integration Cloud Service and Process Cloud Service further empower you to seamlessly integrate your data and business processes.

Your Sales Cloud, Your Way

All of the application functionality and tools for Oracle Sales Cloud are architecturally integrated, reducing complexity. They are designed specifically for business users, making IT participation optional. They include one unified set of tools to configure all aspects of the application including desktop, smartphone and tablet. And they include wizard templates and visual edits, making everything easy to use.

When you tailor, extend and integrate with Oracle Sales Cloud, the solution is complete. No other tools or products are required to get started today and scale to complex processes tomorrow.

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