Oracle Sales Cloud
Partner Relationship Management

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Oracle Sales Cloud Partner Relationship Management (PRM) enables channel account managers and partners to share leads, register deals, create quotes, collaborate in real time, and deliver results with streamlined channel execution. The custom branded, easy-to-use partner portal offers lead-to-quote management, business planning, a request-to-claim workflow for Marketing Development Funds (MDF), and social collaboration. Oracle Sales Cloud offers the broadest partner relationship portfolio for all channel needs.

KEY FEATURES

- KPI-driven dashboard
- Branded partner portal
- Channel program management
- Partner onboarding
- Channel territory assignment
- Business planning
- Market development funds
- Lead distribution to channels
- Deal registration
- Quote management
- Oracle Social Network collaboration for channel managers and partners

KEY BENEFITS

- Recruit channel partners quickly and serve them effectively
- Increase speed to market and revenue through partner channels
- Engage, plan, and collaborate with partners on sales strategy
- Align marketing investments and conduct joint marketing campaigns
- Deliver more with a shortened selling cycle and stronger partner loyalty
- Increase channel insights with a configurable BI dashboard

Consolidated View of Key Performance Indicators

The configurable dashboard for channel account managers and channel sales managers offers a consolidated view of key channel performance indicators, including:

- Actual vs. Quota
- Open Pipeline
- Top Open Opportunities
- Stalled Opportunities
- Leads and Deal Registrations
- Partner Performance
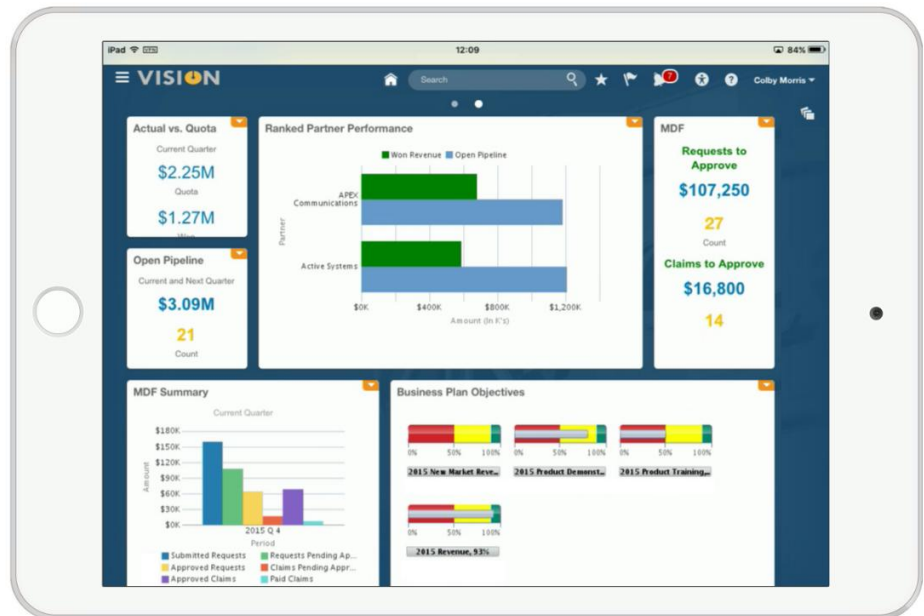- Business Plan Objectives
- Marketing Development Funds

Image 1: KPI-Driven Channel Manager Dashboard

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Channel Sales Planning and Management

Oracle Sales Cloud PRM empowers channel managers to execute indirect sales and channel management activities effectively and accurately.

- Distribute leads to channel partners automatically using territory and rule-based assignment.
- Provide vendor-based assessment questionnaires to facilitate partner lead qualification.
- Approve deal registrations and special pricing requests.
- Track support requests and respond to partners faster.
- Create and send quotes to partners with discounted partner pricing. Quotes are integrated with Oracle ERP systems.
- Introduce new channel programs, offer valuable program benefits, and manage partner tiers based on performance.
- Allow new partners to register easily, onboard and enroll partners into programs.
- Perform joint business planning, set agreed-upon objectives, record SWOT analyses and track goal attainment.
- Review and approve MDF requests and reimbursement claims from channel partners, track MDF spending against budgets and monitor MDF ROI.
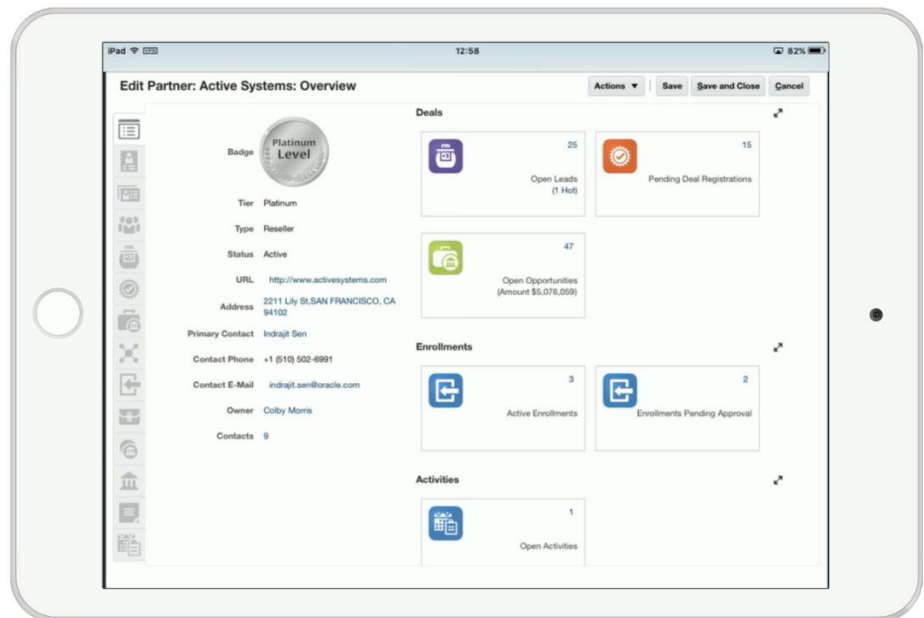- Collaborate in real-time with partners using Oracle Social Network.

Image 2: Consolidated Partner Overview

Partner Portal

Oracle Sales Cloud offers a modern, tablet-friendly, branded partner portal that is straightforward and simple. Using the partner portal, partners can:

- Review, accept or reject leads distributed by the channel account manager and create new leads.
- Qualify and score leads using the vendor-provided assessment tool.
- Register deals to avoid channel conflicts. Deals are routed to the assigned channel account manager automatically.
- Request support assistance for any service-related quote.

- Request special pricing discounts for competitive deals.
- Collaborate with channel account managers using Oracle Social Network.
- Review business plan and collaborate with channel managers on go-to-market activities.
- Request MDF funds and submit claims for reimbursement.
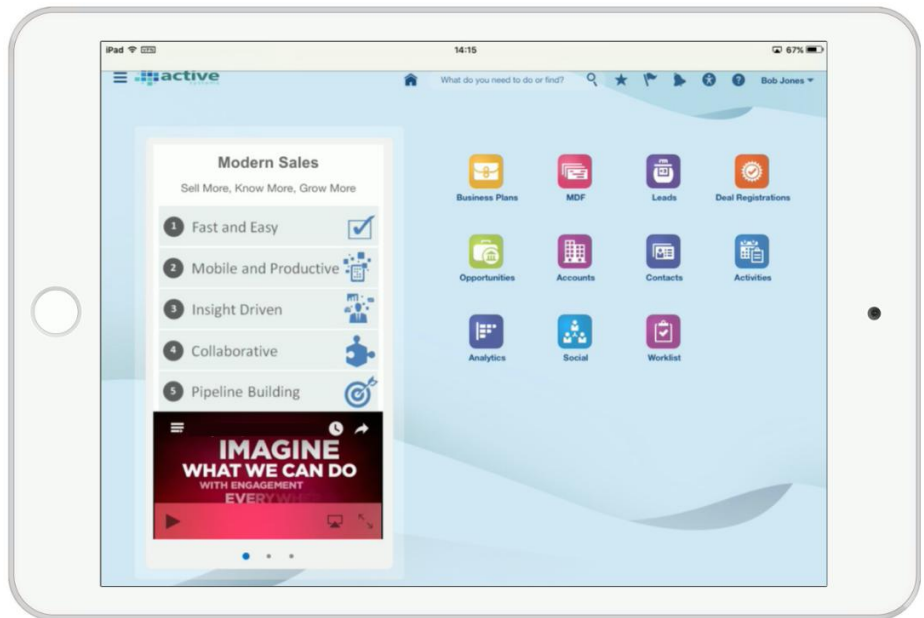- Manage portal access for partner sales reps (Partner Administrators).

Image 3: Easy-to-use partner portal.

Smartphone App

With the Deal Management smartphone app, channel account managers can improve productivity and increase sales using smartphones to complete these important tasks:

- Approve, reject or return deal registrations.
- Check for duplicate deal registrations before approval.
- View all pending, rejected and returned deals.
- View all opportunities and identify potential duplicate opportunities.
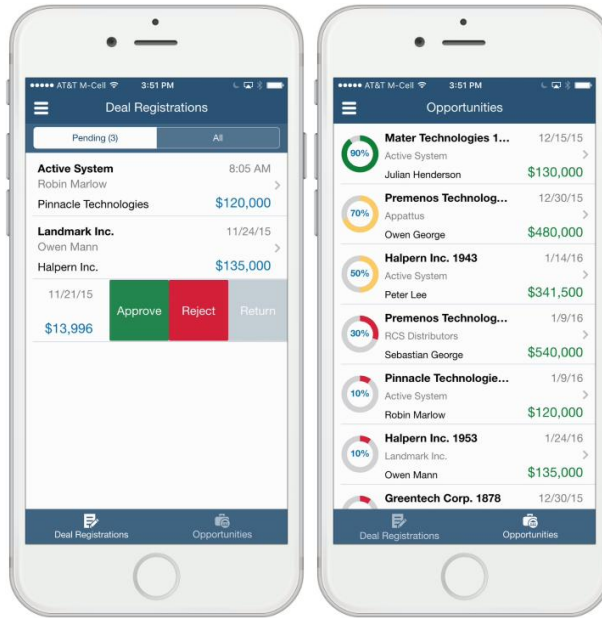- Call, email, message or locate partner contacts.

Image 4: The Deal Management app for iOS and Android smartphones.

Recruit. Engage. Deliver.

Oracle Sales Cloud's fully branded and content rich partner portal, registration infrastructure, configurable approval workflow, and channel manager assignment capabilities allow brand owners to **recruit** and on-board new partners with ease.

Powerful channel management tools, including channel program management, business planning, market development funds, and Oracle Social Network help brand owners and channel partners **engage** more effectively than ever before.

Channel partners and channel managers **deliver** more closed deals with Oracle Sales Cloud's easy-to-use partner portal, end-to-end lead management, deal registration, and opportunity and quote processes.

CONTACT US

For more information about Oracle Sales Cloud Partner Relationship Management, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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