Better Data, Better Sales

DaaS for Sales: What is it?

At the heart of a sales organization is customer data. You need answers to questions such as "Am I talking to the right person at this account? What new ways can I connect with my contacts? Is this company a qualified prospect? What are all the ways I can connect with this new opportunity?"

With the click of a button, Oracle Data as a Service (DaaS) for Sales—also known as "Social Data & Insight"—keeps your data clean and up-to-date for use in all your sales business processes. It also saves you time and money by contextually extracting, categorizing, and matching your customer data—even providing insights about that data such as competitive relationships, company hierarchies, and social identities.

Additionally, Oracle boosts data-driven sales by providing data through a cloud service. Oracle DaaS for Sales connects business applications and users to a rich set of information to inform smarter B2B actions. Furthermore, you can activate the data in any Oracle Cloud application or any engine you choose.

With better leads and better insights—and without having to worry about the complexities of your data—you can focus on better selling.

Every 5 minutes...
A company enters bankruptcy.

Every 25 seconds...
A new business is registered.

Every 3 seconds...
An executive change happens.

Every 5 seconds...
A new set of accounts are loaded.

Every 15 minutes...
A company changes control.

Every minute...
A company name change is registered.

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The big deal with data.

With the explosion of information—due in part to the proliferation of social networks and more powerful mobile devices—data is becoming more complex. To get the data you need for actionable business processes, you have to invest significant resources into data acquisition, processing, and delivery to your applications.

Your organization likely has so much data from so many sources that it's hard to make sense of it. The better you understand the data, the more effectively you can use it to generate contextual insights and recognize relationships that affect your business.

Accessing data and turning it into a competitive advantage can be cumbersome. You may struggle with an assortment of data challenges: the effort of gathering data stored in different platforms, the difficulty of verifying and comparing data quality across sources, and the complexity of navigating legal, commercial, and privacy rights.

Are you grappling with issues like these?

- Onboarding and integrating data from data providers is expensive. A large enterprise spends millions of dollars a year buying and integrating data.

- You need real-time information. Dun & Bradstreet (D&B) alone refreshes 1.5 million changes to company and contact data every day.

- The web and social networks generate vast amounts of data. Fortune 100 companies and products are mentioned over 10 million times each month in social venues. How can you harness the relevant data?

- You need high-volume access to third-party data to enrich your customer data. For example, the internal Sales and Marketing IT group supporting Oracle's sales organization processes more the 300,000 records each quarter.

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Known vs. anonymous data.

The first step to conquering your data challenges is understanding the various types of data.

Known data is personally identifiable information. It includes names, addresses, phone numbers, and social identities, as well as data linkable to a person, such as educational history and career progression. Typically, it is curated, meaning that a data provider has processed the data using big data tools and other means to get data that's mostly structured and ready to use. Data providers include Dun & Bradstreet, Loqate, and Experian.

Known data also can be unstructured, such as social posts, firmographic information, or forms. Sales organizations use known data for creating accounts, enriching existing accounts and contacts, and reaching out to contacts.

Anonymous data isn't personally identifiable. It's mostly structured data made of cookies, hashed identifiers, and IDs that are machine-readable. An example is information about purchase intent, which could be very helpful for targeting audiences for digital advertising through platforms such as Google.

Oracle categorizes known data into the following:

Reference Data

- Address data from postal services (USPS, Royal Mail), geolocation data

- D&B's DUNS numbers, standard industrial classification (SIC) codes

- Social handles of companies and contacts

Reference Insights

- Company hierarchies and family trees

- Brand and product sentiments

- Social aggregated metrics and analytics, such as number of followers or influence scores

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Internal vs. external data.

Internal data is usually generated within enterprise databases. It exists anywhere in your organization (for example, in CRM and HCM applications) and can include any data about your business: employees, accounts, finance, marketing. It's mostly structured data.

Issue: Your enterprise has a need for consolidating and maximizing your internal data. You need configurable and embedded data matching, cleansing, and deduplicating–batch and real-time. And you don't like integrating with multiple vendors to keep current, consistent data in all your business applications.

External data is generated outside the enterprise. It includes data about social handles, conversations on the Internet by and about your customers or products, mobile information, crowd-sourced ideas, industry standards, content from data providers, location data, and industry regulatory information. It's a mix of structured and unstructured data from thousands of sources.

Issue: You need to link your internal data with external data; for example, to record changes to the web and social identities or affiliations of your accounts and contacts. And the cost to contextually extract, categorize, and match your company and contact data against reference data sources, or the cost to mine insights hidden in that data, can be overwhelming.

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Data & insight maturity model.

After considering all facets of enterprise data (known/anonymous, internal/external, structured/unstructured), Oracle developed DaaS for Sales as your one-stop shop for customer data management. The following data and insight maturity model maps sales data needs to four *as a service sales operations*, ranging from data management and data quality to actionable insights that are contextual and elastic enough to work on both internal and external data. With Oracle DaaS for Sales, you can get:

1. Basic Reference Data
Get basic but highly accurate worldwide reference data (such as email addresses, DUNS numbers, and phone numbers) using external data providers to remove duplicates and enrich customer data.

2. Social Reference Data
Incorporate social data and embed it in your customer data repositories. Similar to basic reference data, social data doesn't change often (for example, @johndoe or LNKD/johndoe), but it must be accurate.

4. Customized Contextual Insights
Gather highly actionable and customized contextual insights (such as actions about your product based on social sentiments). This most advanced stage is highly dynamic and contextual.

3. Basic Insights
Derive insights from social reference data, such as number of followers. This type of data can't be as accurate (due to its user-generated nature), but it's dynamic and contextual.

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Oracle's solution.

Whatever data and insight maturity level you're dealing with, you'll need to complete a series of business and technical tasks before you can use the data in your sales business processes and applications.

Such tasks include:

- Business tasks, which involve commercial agreements with data providers and licensing negotiations, followed by the engagement details of the planned data flow and its arrival at the enterprise premises.

- Technical tasks, which involve downloading the external data, standardizing and normalizing the data, preparing it for matching with internal data, and making it ready for consumption within applications.

How does Oracle help?

Oracle's solution is to deliver data "as a service" so you don't have to deal with all these business and technical tasks. Business and licensing workflows are no longer needed. You get access to all the curated, relevant data you need just by using DaaS for Sales.

DaaS for Sales provides instant access to data that's also integrated and ready to be consumed within Oracle Cloud applications. Now you can concentrate on using the data to drive your business forward, instead of worrying about data provider agreements, licensing implementations, and application integrations.

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A day in the life.

Suppose that you're the head of sales. Your job is to increase sales of your company's products and services to new and existing customers. To do this, you need to go after the right kinds of companies as customers. For example, you want customers with revenues greater than $100 million and at least 1000 employees. Your contact at this company might be a VP in procurement or a director in finance.

Additionally, you want your sales team to:

- Lead more targeted, result-oriented meetings with customers and prospects

- Stop wasting time searching for new leads and cleaning customer data

- Quickly add new prospect and customer data to your sales list

- Maintain up-to-date contact information

With Oracle DaaS for Sales, your sales team can achieve its objectives faster with access to external curated reference data. Team members can search companies, and contacts at those companies, in real time by using filters (such as revenue size, number of employees, industry, and location). And they can match existing records against reference data, including D&B's 240 million companies. They can batch clean existing account and contact records, and batch import new companies and contacts.

Suppose that you want to realign territories and introduce new lead qualification criteria. Your sales staff can update account data to accurately support new territory guidelines, and then clean existing accounts using D&B business information about companies and their hierarchies, firmographic information about accounts, and social insights.

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Using DaaS for Sales.

Upon purchase, you have an Oracle DaaS for Sales instance ready to use. DaaS for Sales is integrated with Oracle Cloud applications; for example, you can search, match, and export data in a format that allows easy data transfer with Oracle Sales Cloud. The data provided in the first wave of releases is B2B data about businesses worldwide and contacts working for these businesses.

You also can access the DaaS for Sales APIs and leverage Oracle applications extensibility capabilities to build macro and micro custom applications that use the data within Oracle Cloud applications.

You can buy DaaS for Sales as a monthly or yearly subscription. A yearly subscription provides a long-term use of the data that's updated monthly from data providers. For an additional fee, the data licensing can be ported to other Oracle Cloud applications, such as Marketing or Service.

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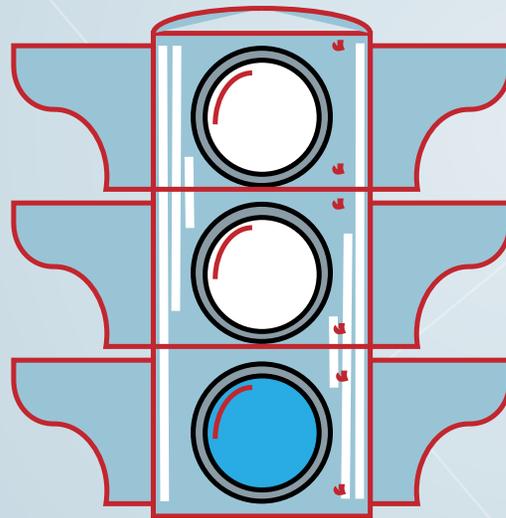
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