

# Lead to Cash for the Digital Age



High Tech and Industrial Manufacturers are undergoing a transformation within their businesses to meet the requirements of the digital age. Market forces are driving companies to find new and creative ways to engage customers earlier in the sales cycle while ensuring that order orchestration and execution is a seamless process across business systems. The **Oracle Lead-to-Cash for the Digital Age Solution** provides the foundation necessary to provide an omni-channel experience to your customer as well as giving your company the flexibility needed to support new revenue models such as offering “products as a service”.

## KEY FEATURES

- Data management transforms owned and 3<sup>rd</sup> party profile information into individualized marketing engagements with customers
- Best-in-Class Sales Performance Management
- Embedded configure, price, quote and order for online, direct or partner sales
- Social Collaboration and connections to desktop productivity tools
- Fully mobile applications on the devices users prefer
- End to end flow - from lead to order capture, promising, orchestration, fulfillment, and service execution

## KEY BUSINESS BENEFITS

- Provides a consistent experience across e-commerce, direct sales and channel sales
- Gives users a modern, intuitive user interface that guides them to better selling
- Insight driven analytics improve decision making and provide real time analysis throughout the business process
- Orchestrates orders across multiple ERP systems while providing a single order hub

## Produce More Revenue

Manufacturers have to market and sell their products and services to both businesses and consumers, and need to do so across a variety of channels. With these customers being more empowered with information than ever before, getting great leads, routing them to the right direct or channels sales person, and then executing a great buying experience is vital. Oracle's Lead to Cash Solution enables Marketing and Sales to engage customers earlier and sell smarter while better managing the sales force through insights into pipeline and performance.

- Oracle's Marketing Cloud helps connect and analyze the behaviors, attributes, and activities of customers, engaging and nurturing them along the purchase path.
- Oracle's Sales Cloud provides a comprehensive sales and channel partner automation solution that connects key sales business processes and is focused on driving performance through customer insights.
- Oracle's CPQ Cloud ensures products and services are correctly configured, priced and quoted across all channels.
- Oracle's Commerce Cloud enables businesses to create exceptional online buying experiences.

## Provide Full Visibility into Order Creation, Fulfillment & Delivery

As manufacturers grow through acquisition or regional expansion, the order management process increases in complexity. Business users need a single order management hub that bridges business systems in order to reduce lead times and fulfillment errors, lower cost, and increase customer satisfaction.

- Oracle's Order Management Cloud acts as the hub for order entry and orchestration.
- Oracle's Global Order Promising Cloud Service checks current and future availability for each source, and selects the one with the lowest total cost to meet delivery need.

**KEY FEATURES**

- AI and analytics to provide timely, actionable information throughout the business process
- Digital business enablement, from basic recurring revenue to sophisticated usage-based services
- Quote, sell and deliver value added services directly or through channels
- Plan, collaborate and execute on projects across the enterprise

**KEY BUSINESS BENEFITS**

- Facilitates rapid creation and validation of new products, bundles and offers
- Enables new revenue and monetization models
- Modernizes manufacturing by adopting “Digital Thread” concepts
- Satisfies the needs of the largest global organizations with localization, multi-language and currency
- Enterprise-grade security and compliance from an experienced cloud partner with data centers in 29+ geographic regions worldwide

**Enable New Business Models**

With shifting market dynamics, Manufacturers must be able to quickly respond with new functionality that easily integrates with their current IT investments. Oracle’s Cloud solutions provide the foundation for quickly adopting new business capabilities, products and services, and revenue models.

- Oracle’s Projects Cloud manages the execution and delivery of complex installation projects.
- Oracle’s Monetization Cloud Service enables “Products as a Service” revenue models, powered by sophisticated rating and usage processing across any combination of measurable metrics.
- Oracle’s PaaS and IoT Cloud Services provide the integration framework to quickly connect business systems and installed assets for remote monitoring and usage.

**Modern Digital Age Manufacturing**

The Oracle Lead to Cash Solution is one of several Industry Solutions in the Oracle portfolio that empower manufacturers in transforming their operations. These industry solutions use the same modern cloud platform in providing an intuitive experience to business users, channel partners, and customers on the devices they have become accustomed to using. Oracle has the breadth of experience, security, and global presence to be a trusted partner in your digital transformation journey.

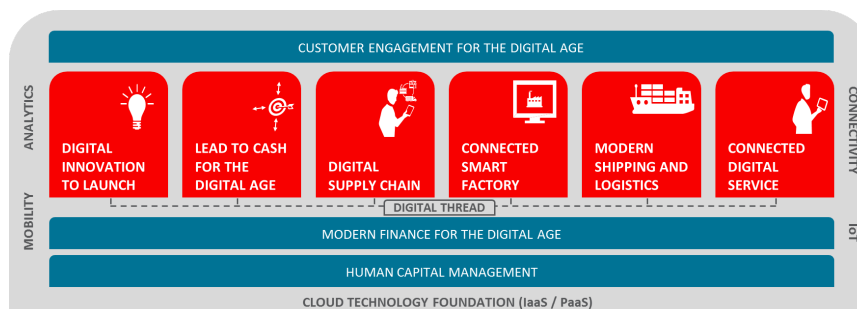


Figure 1. Oracle Industrial Manufacturing and High Technology Industry Solutions

**CONTACT US**

For more information about the Lead to Cash for the Digital Age solution for Manufacturers, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative

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