

Oracle Sales Cloud for Consumer Goods



KEY FEATURES

- Store Visit Appointments
- Inventory Audit
- Store visit check in
- Promotions
- Shopping Cart with electronic signature
- Executive dashboard
- Promotion Programs
- Account Promotions

KEY BENEFITS

- Improve retail execution management, from planning through in-store call execution
- Optimize in-store visit efficiency, enabling more up-sell within each call
- Align individual territory goals with overall sales strategy
- Increase brand awareness and revenue
- Monitor sales quota and meet contracted growth targets for the retailers
- Understand and fulfill customer's needs

Oracle Sales Cloud for Consumer Goods is a comprehensive industry solution that includes trade promotion management and retail execution. The retail execution solution enables retail sales reps to effectively execute in-store tasks using a tablet device. The trade promotion management solution enables brand marketing managers and key account managers to manage promotion programs and account promotions respectively.

Retail Execution

The Oracle Sales Cloud Retail Execution app enables retail sales reps to plan and execute store visits using their tablet device while online or in offline mode:

- Prepare for the day with a list of store visit appointments and a 360 view of accounts.
- Facilitate store visits with a guided store visit task list.
- Present promotions and add promotional items to the shopping cart.
- Perform inventory audits and order products on site to restock inventory.
- Capture signatures and submit shopping cart items to create an order.

The app automatically captures the time for each store visit, from check in to check out, allowing sales managers to measure the efficiency each visit.

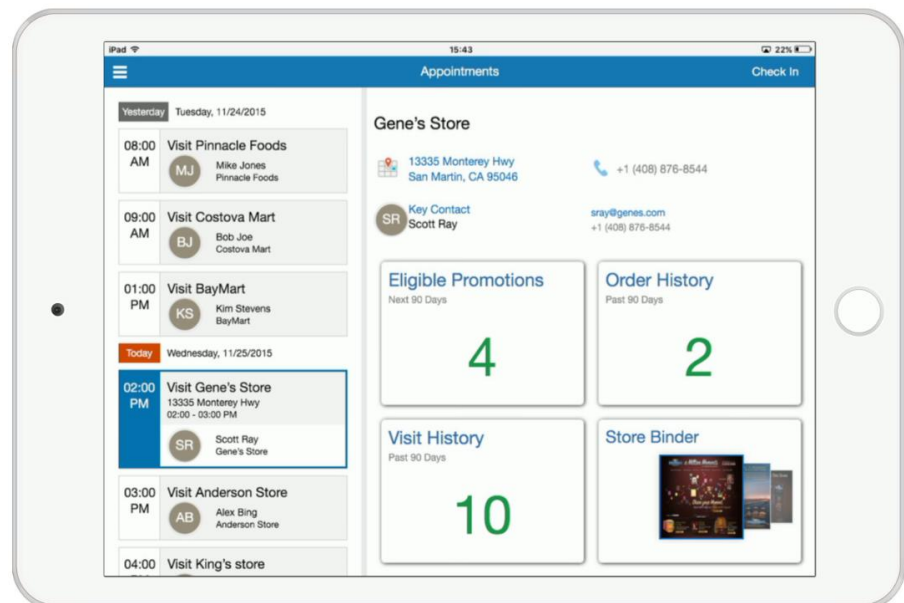


Image 1: Prepare for store visits by reviewing appointments and looking account details.

**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 Social Network Cloud
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

Inventory Audit

The inventory audit provides a streamlined view of products at a store and reduces the time spent performing audits. It's easy to adjust shelf stock, facing and product location or add out-of-stock products to a shopping cart to generate orders.

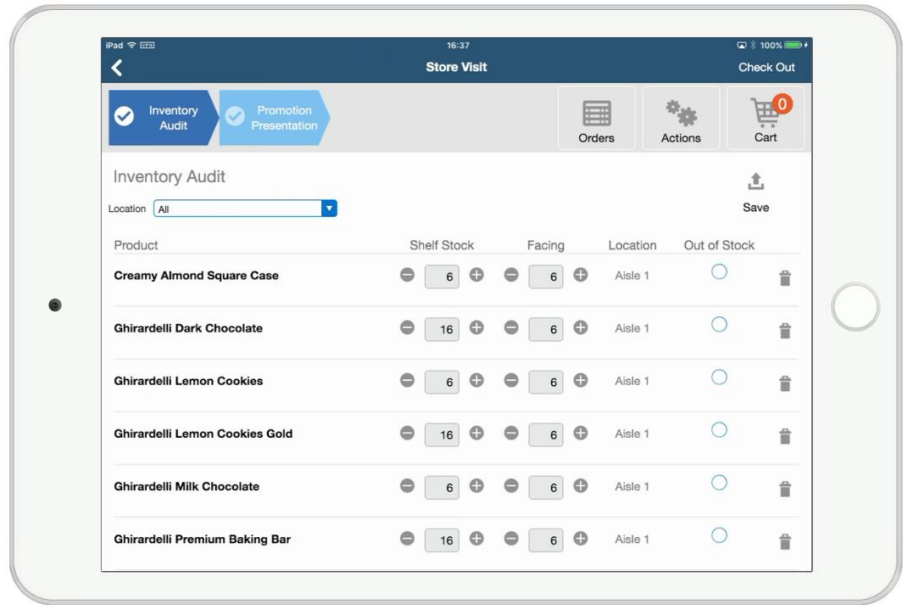


Image 2: Complete inventory audits and reorder out-of-stock products.

Promotions

During a store visit, retail sales reps can present promotions to the store personnel and easily add promotions to the shopping cart to quickly generate an order.

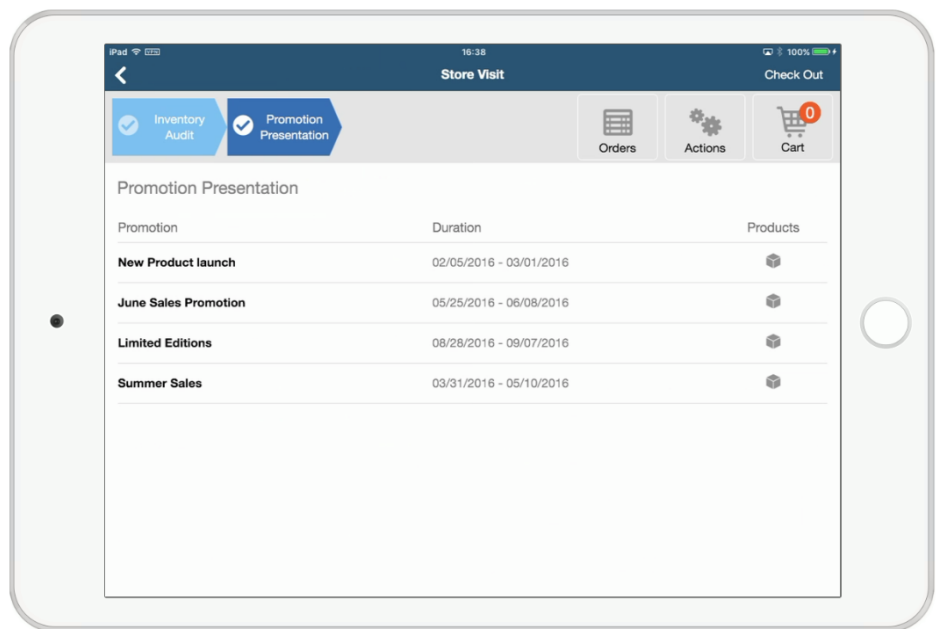


Image 3: Review available promotions.

Photos and Notes

During a store visit, retail sales reps can take photos and enter notes to support their in-store tasks.

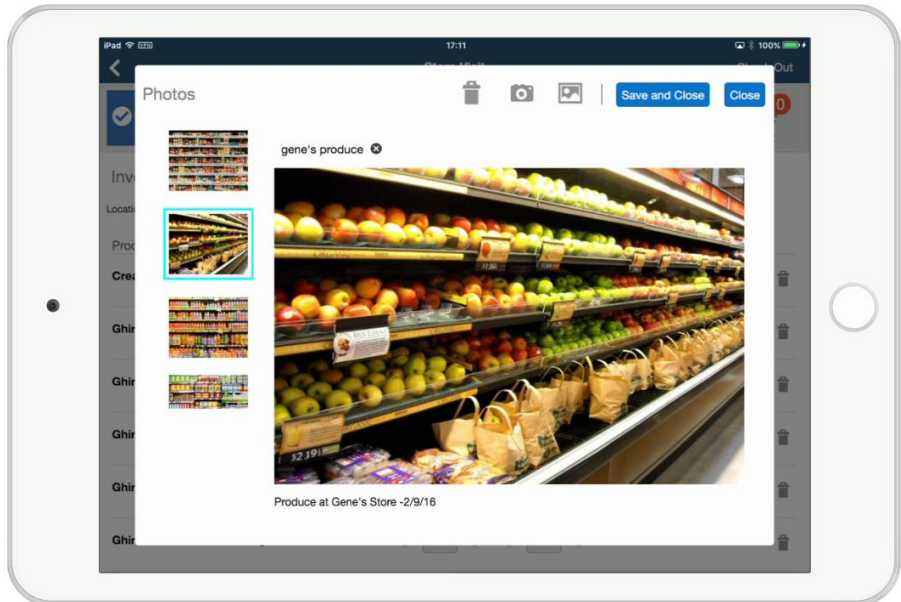


Image 4: Add a name and description to photos taken during the store visit.

Shopping Cart

With Oracle Sales Cloud for Consumer Goods, retail sales reps can easily generate an order by adding items to the shopping cart.

- Add promotion items and out-of-stock inventory to the shopping cart.
- Review shopping cart items and make adjustments to quantity and discount.
- Create and confirm an order for items in the shopping cart.

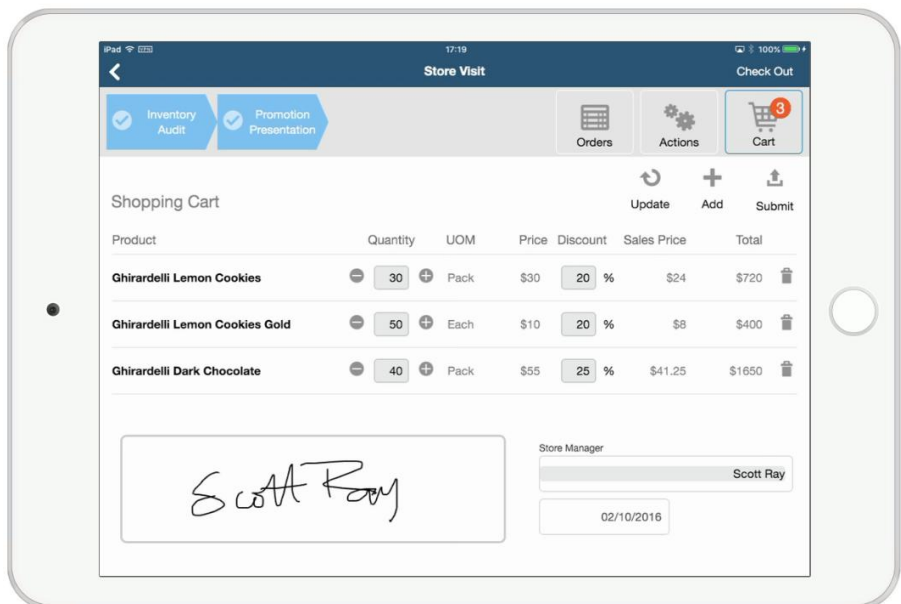


Image 5: Capture electronic signatures from within the shopping cart.

Configurable Sales Home Page

With six prebuilt Key Performance Indicators (KPIs) and the ability to add custom metrics, the configurable home page helps sales reps and sales managers track retail sales and promotions and take appropriate action.

- **Sales vs. Target:** shows a summary of closed opportunities compared with the quota for the current quarter.
- **Visits vs. Target:** shows the number of scheduled store visits compared with completed store visits and the related gap in the current quarter.
- **In-flight Promotions:** shows the number of promotions and the total order amount originated from promotions in the current quarter.
- **Sales Trend:** shows the total number of orders and the total order amount for the current quarter.
- **Accounts:** shows the number of managed accounts and the accounts that have met per-account sales targets for the current month.
- **Eligible Promotions:** shows the number of active promotions in a quarter.

Sales reps and sales managers have the option to personalize the sales home pages by selecting from a list of available KPIs or hiding KPIs to track the most meaningful data.

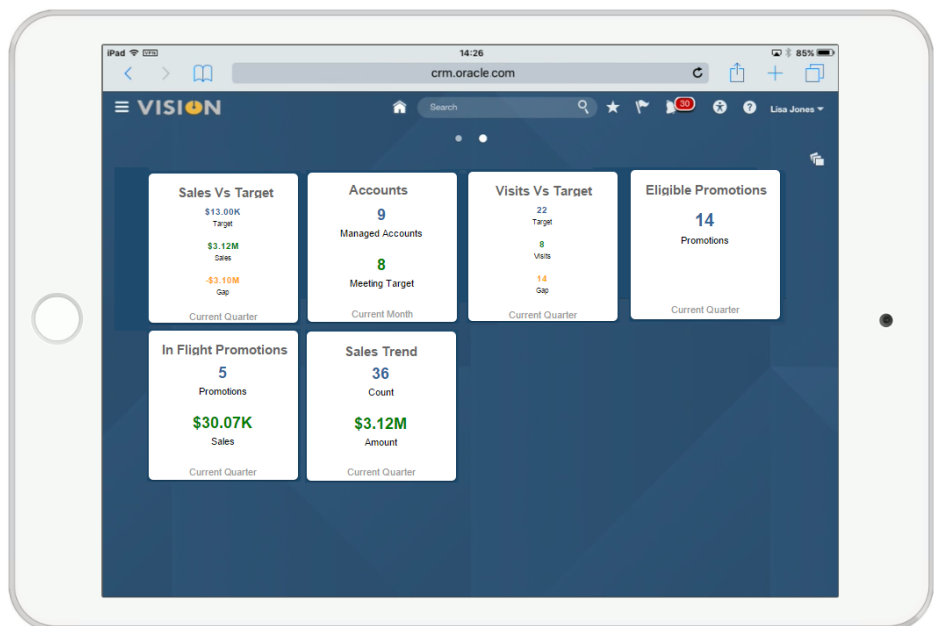


Image 6: The configurable sales home page is optimized for view on a tablet or desktop.

Trade Promotion Management

Promotion Programs

Oracle Sales Cloud's trade promotion management solution enables brand marketing managers to define and roll out promotion programs to the organization.

- Create and launch promotion programs.
- Promote products through promotion groups or as individual products.
- Specify variable tactics at the promotion and promotion group level.
- Roll out promotion programs to one or more sales territories.

Promotion Programs

Find List

Name	Status	Start Date	End Date	Description
December Promotion	Draft	12/21/15	12/31/15	Holiday promotion
Product Launch	Draft	12/16/15	12/17/15	Launching new products
Illinois Promotion Program	Approved	11/1/15	12/31/16	
Small Business Promotio...	Approved	10/15/15	1/31/16	

Image 7: Promotion programs set up by the brand marketing manager.

Account Promotions

Key account managers can define account-specific promotions that are then executed by retail sales reps.

- Create and launch account promotions.
- Use a promotion program as a base for creating account promotions.
- Promote products to specific accounts through promotion groups or as individual products.
- Specify fixed and variable tactics promotion group and promotion product levels.
- Set up monthly sales targets for each account.
- Configure a price book for account-specific product pricing.

Promotion: New Product Launch : Summary |

New Product Launch Promotion Program [New Product Launch](#)

10/15/15 1/31/16

Status Orion Mall

10/15/15 1/31/16

Description Currency

Image 8: Account promotion summary for a new product launch.

Multiple Promotion Tactics

When creating promotion programs and promotions, marketing managers can create multiple variable or fixed promotion tactics for each promotion group or product. Pricing for each product reflects the aggregate of multiple promotion tactics.

Promotion: New Product Launch : Promotion Products |

SKU	* Product	Promotion Group	Tactic Type	Fixed Tactic	Tactic Amount	Unit Price	UOM
Acme Signature Cranberry Ju...	Acme Signature Cranberry ...	New Juice Products	Variable		6.29	zzv	
Acme Signature Grape Juice	Acme Signature Grape Juice	New Juice Products	Variable		9.69	zzv	
Juice Mango	Juice Mango	New Juice Products	Variable		5.99	zzv	
Juice Mango	Juice Mango		Fixed	Advertising	10,000	5.99	zzv
All Stars	All Stars		Fixed	Merchandising	5,000	12.99	zzv

Image 9: A promotion with multiple promotion tactics.

Promotion Evaluation

Account managers have the option to enter a baseline sales amount, an incremental lift percentage and a margin percentage for each promotion product. The promotion summary

offers evaluation metrics and review metrics such as gross sales, incremental sales, incremental profits, trade spend and ROI to evaluate the effectiveness of promotions.

Discount	Discount Amount	Funding Method	Baseline	Incremental Percentage	Margin Percentage
20%		Off invoice	3,000	80%	50%
20%		Off invoice	3,000	70%	35%
20%		Off invoice	5,000	100%	35%

Image 10: Baseline, incremental percentage, and margin percentage defined for products.

Evaluation	
Gross Sales	874,476
Trade Spend	146,244
Incremental Sales	352,136
ROI	49.53
Incremental Profits	72,436

Image 11: The evaluation section of the promotion summary.

Trade Funds and Funding Allocation

Marketing managers can create and manage trade funds. Account managers can then allocate those funds to account promotions to support the programs. Linking funds to promotions in Oracle Sales Cloud makes promotion funding visible and accountable.

Fund Amount	Name	Balance	Status	Start Date	End Date
350,000	New Product Launch Fund	250,000	Active	10/15/15	1/31/16
600,000	Key Account Developme...	1,800,000	Active	6/1/15	12/31/15
250,000	Trade Fund for California...	4,500,000	Active	10/1/15	1/31/16

Image 12: The Funding tab shows trade funds associated to an account promotion.

CONTACT US

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



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