Oracle Applications Day

Know More • Do More • Spend Less
ASC Director
ASC / CRM
Oracle Korea
Sales  ▪  Service
Solution  ▪  ▪  ▪  ▪  ▪  ▪
ERP  ▪  ▪  ▪
Agenda

• Extended ERP
• CRM
• Oracle CRM
• Oracle CRM
•
Extended ERP
e-Transformation!

(Value Based Management)

Business Intelligence

ERP

SCM

CRM

(SEM)

(Extended ERP)

Customers

Self-Service Web, Email

Web Marketing, Tele Marketing

Portal Site

Web Sales, Direct Sales

Self-Serv, Web, Email

Tele Service, Field Service

Portal Site

Business Intelligence

ERP

SCM

CRM

(SEM)

(Extended ERP)

Customers

Self-Service Web, Email

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Self-Serv, Web, Email

Tele Service, Field Service

ORACLE
Administrative Processes ➔ Self-Service Business Rule Base

Internal Focus ➔ External Focus

Transactions ➔ Business Intelligence

Local, Regional ➔ Global, Shared
CRM
CRM is a customer-focused business strategy designed to optimize profitability, revenue and customer satisfaction.

Gartner Group
CRM

Marketing

Sales

Service

1to1 Relationship Marketing
- Contents/¼­ºñ½º
- Offer
- Life Cycle

Sales Productivity
- Sales Lead
- Opportunity
- Pipeline
- Team selling

Customer Care
- Segmentation
- LTV ±Ø´ë
- Life Cycle
- Access

Sales Productivity
- Sales Lead
- Opportunity
- Pipeline
- Team selling

Marketing

Service
Oracle CRM Design Concept

Single Point of View
Oracle CRM Product Strategy

- Internet based Architecture [100%]
- Back-End [Single View]
- 1to1 marketing execution
- Closed Loop Concept
- Marketing, Sales, Service
- [Other related points]
Oracle E-Business Suite

Business Intelligence

SCM | ERP | CRM

Applications
Analytical Applications
Business Applications

Common Infrastructure
Common Services
Internet Application server
Database

Oracle9i Application Server
Oracle9i Database

Development Tools | Application Framework | Workflows
Directory Security | Transactions Messaging | Scheduling & Routing
Integrated CRM Solution

**Operational CRM**
- Single Customer Data
- Customer Touch-points
- eCommerce
- Marketing
- Sales
- Interaction Center
- Service

**ERP Applications**
- Financials
- Supply Chain
- HRMS

**External Data**

**Customer Warehouse**

**Analytical CRM**
- Data Mining
- Clickstream Analysis
- Campaign Optimization
- Customer Profitability
- Customer Segmentation

**Operational Reporting**
- Workflow
- Portal
- Alerts

**Operational CRM**
- Employee Engagement
- Customer Segmentation
- Sales Forecasting
- Marketing Campaigns

**Customer Touch-points**
- eCommerce
- Email
- Phone
- Mobile

**Operational CRM**
- Workflow
- Portal
- Alerts

**Analytical CRM**
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**Operational Reporting**
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Oracle Marketing

Marketing Encyclopedia System

Outbound
- Phone
- Web
- Mail

Inbound
- Phone
- Web
- Mail

Product/Definition
Budget Allocation
Segmentation/Pre-Analysis
Response/Order Management
Roi Analysis
Creative Development
Execution/Fulfillment

Marketing Intelligence
Oracle Interaction Center

- Life Cycle
- CTI

- Web/Mail
- VoIP
- PSTN
- Mobile

Routing
TCA (Trading Community Arch.)
Product Development Solution

- Engineering
- Marketing
- Customers

- Secure Access
- Knowledge & Change Mgmt Repository

- Design
- Collaborate
- Planning
- Purchasing
- Manufacturing
- Suppliers
- Customers
- Order Management
- Service

- Process Improvement

- Analyze
- Requirements
- Create HL/Detail
- Design
- Prototype & Test
- Release to Mfg

- Negotiate & Cost
- Prototype & Test
- Knowledge & Change Mgmt Repository

- (KMS, MES, ...) & eCRM

- (OIC, iSupport, iMeeting)
Planning Solution

Customers
- Portal
- Collaborative Demand Plan
- Collaborative Forecasting
- Exceptions
- Collaborative Supply Plan

Suppliers
- Portal

Supplier Visibility
- Internet

Demand Planning Process
- (Adv. Supply Chain Pln. & Inventory Optimization)

Supply Planning Process
- t = hours

Internet

Exceptions

Demand Planning Process

Global Order Promising
Procurement Solution

- Sourcing
  - RFx
  - Quotes
  - Bids
  - Counteroffers

- Approval
- Purchase
- Order
- Receipt
- Payment / Reconciliation

- Procurement Process
  - Automation
  - Sourcing
  - Offers
  - Bids
  - Counteroffers

- Integrated Intelligence

- Portal
- Messaging: XML / EDI
- EFT/Check Statement

- Suppliers & Banks
- Self-Service

- Planning & Scheduling
- Demand
- Design & Engineering

- MRO & BIS

- eCRM
- iSupport, Email

(Collaboration)
Manufacturing Solution

Personalization, Demand Variability (ण ण ण ण)
Mixed Mode
Efficient Manufacturing (ण ण ण ण ण)
Discrete/Repetitive/Lot-based Process
Order Management
Product Development
Planning
Purchasing / Warehouse Mgmt
Supply Variability (ण ण ण ण)
Sample Analyze Adjust
High Quality Products
Suppliers
Subcontractors

Manufacturing Solution

Efficient Manufacturing (ण ण ण ण ण)
Supply Variability (ण ण ण ण)
Demand Variability (ण ण ण ण)
Mixed Mode
Order Fulfillment Solution

Complete Business Flow

Self-Service:
- Order Tracking
- Carrier Management

Multi-Channel Demand

Closed Loop CRM
- Planning
- Purchasing
- Manufacturing
- Finance
- Warehouse Management
- Transportation Management

XML/EDI

Contract Release

Service

Sales

Call Center

Web Store
Maintenance Solution

Benefits:

- Optimize Utilization
- Maximize Safety & Compliance

Maintenance Requirements → Meter Readings
Engineering Specifications → Usage
Production Schedules → Estimated Life

Complete
Dispatch
Approve
Create

Purchasing
Inventory

Self-Service
Search
Complete

Maximize Safety & Compliance
Optimize Utilization
Oracle PL/SQL Solution
CRM

Front Office

Source: Insight Technology Group