

# ITC Infotech's Oracle CX SOLUTIONS ON CLOUD & MOBILE PLATFORMS



# CLOUD SOLUTIONS



## CG INDUSTRY: TPM SOLUTION ON ORACLE SALES CLOUD



### Business Challenges / Needs

Challenges in quantifying promotion effectiveness due to a lack of an enterprise trade promotion management system

Adoption of automated technologies to minimize manual activities and standardize Trade Promotion Activities.

Leverage promotion optimization capabilities for improving ROI.

### Solution Overview

TPM solution provides a comprehensive trade promotion management framework with advanced analytics to support a promotion planning, execution, tracking, and analytical insights on the performance.

Major components are Account Management, Volume Planning, Fund Management, Promotion Planning & Execution, Settlements & Deductions, Analysis & Reporting and TPO.

### Benefits to Customer

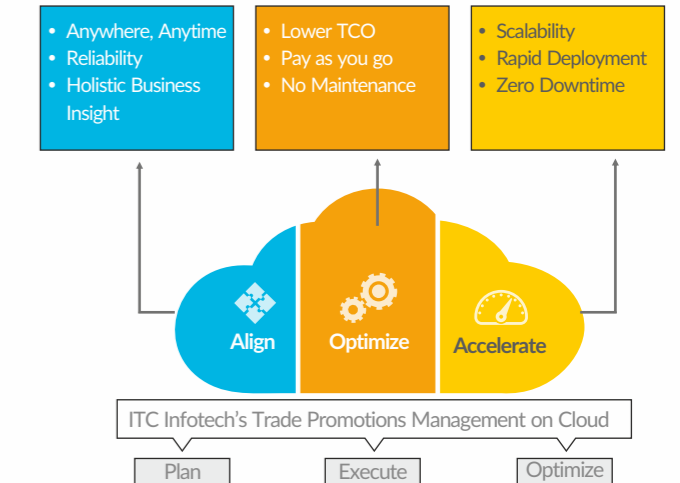
Improved Promotion Effectiveness

Comprehensive planning and execution management

Management of financials such as Spend, Accruals & Claims

Better forecasting accuracy & increased sales productivity

An end-to-end approach from a single vendor for TPM and TPO, or having TPO solution on top of a new/existing TPM.



## CLOUD CONNECTOR TO ORACLE ELOQUA

### Business Challenges / Needs

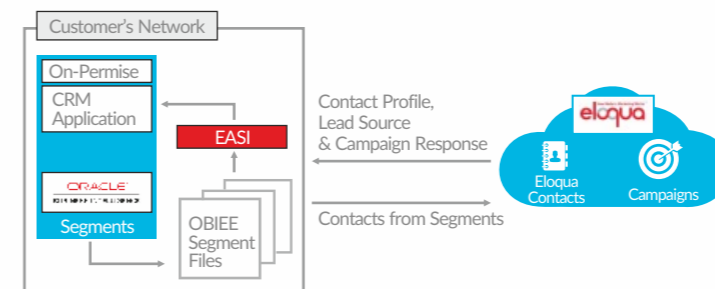
- Building best of breed solutions leveraging Oracle Marketing Cloud (Eloqua) application for digital campaign management
- Need to integrate their Oracle Eloqua Marketing system with CRM application
- Need to automate campaign data synchronization between CRM application and Oracle Marketing Cloud (Eloqua)
- Leverage OBIEE Segments directly in Campaigns executed from Oracle Marketing Cloud (Eloqua)

### Solution Overview

- A platform agnostic Java based connector for campaign related data exchange between Oracle Eloqua and CRM application
- Solution caters to contact profile sync, campaign & campaign response sync and service request generation for any follow-up actions
- Solution includes point integration between OBIEE and Eloqua for segment data

### Benefits to Customer

- Improved Promotion Effectiveness
- Comprehensive planning and execution management
- Management of financials such as Spend, Accruals & Claims
- Better forecasting accuracy & increased sales productivity
- An end-to-end approach from a single vendor for TPM and TPO, or having TPO solution on top of a new/existing TPM.



## CLOUD CONNECTOR TO ORACLE RESPONSYS

### Business Challenges / Needs

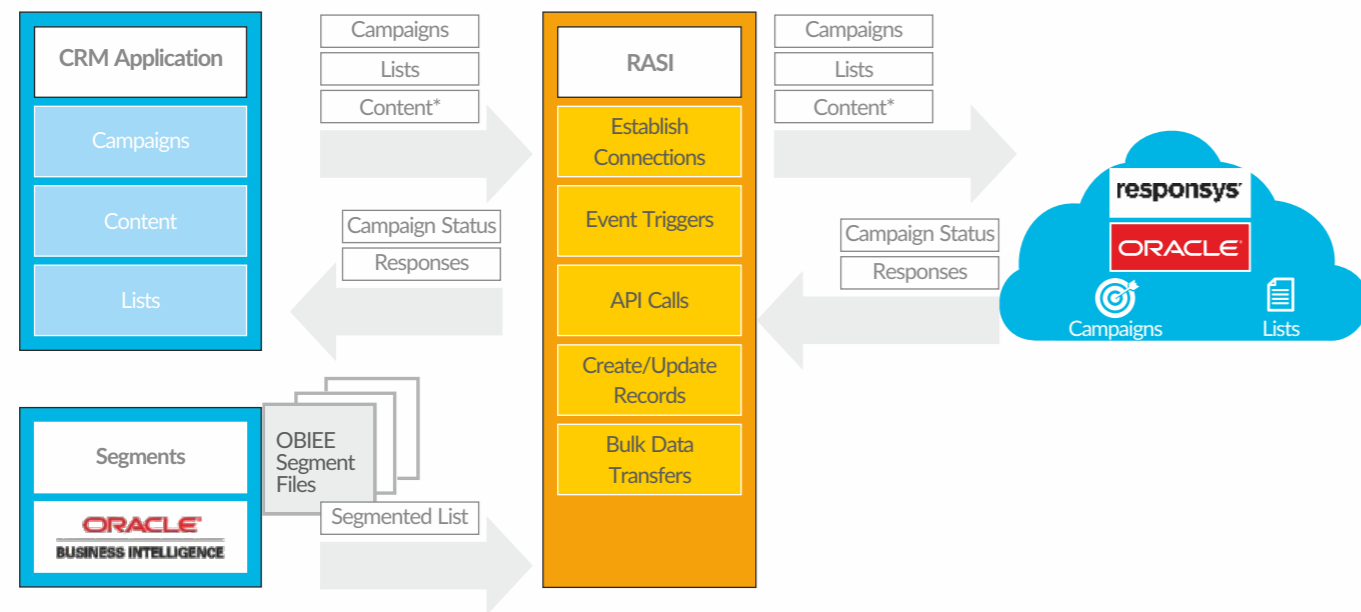
- In today's world, Campaign related data from a CRM application can only be transferred to Oracle Responsys via semi-automated process and/or with manual intervention
- At times, these activities are time intensive and need manual intervention to load & launch Campaigns.
- Need to establish a repeatable system of migrating Campaign information as well as Campaign responses between CRM and Oracle Responsys (Campaign, Target List and Responses) that can be managed via a single middleware application.
- Flexibility to work directly with segmented campaign target list provided by BI application (OBIEE).

### Benefits to Customer

- RASI establishes a repeatable system of migrating Campaign information as well as Campaign responses between CRM and Responsys
- RASI makes it easier to integrate CRM and Responsys for Campaign Management with "Setup Once, Automate Rest".
- Automated Data Transfer between CRM and Responsys allows for quick and timely Campaign execution
- RASI provides ability to launch ad hoc Campaign from Responsys based on specific Customer behaviour tracked and recorded in CRM.
- RASI architecture allows for utilizing the connector beyond CRM by directly integrating with OBIEE.

### Solution Overview

- A platform agnostic Java based connector for campaign related data exchange between Oracle Responsys and CRM application.
- Solution caters to contact profile sync, campaign & campaign response sync for any follow-up actions.
- Solution enables automated execution of Campaigns and Programs including ad hoc campaigns based on Customer behaviour.
- Solution includes point integration between OBIEE and Responsys for segment data.



## RAPIDSTART ACCELERATOR FOR ORACLE SALES CLOUD

### Business Challenges / Needs

- Need for a cloud based Sales solution that can be integrated with some of the basic communication channels
- Sales Force team to have access to an application from all their travel locations and also from their mobile devices
- Customers looking for a quick start onto a Sales application



### Solution Overview

- Implementation of Oracle Sales Cloud application for the sales force team in quick time
- Comes with pre-built integration to Outlook
- Simplified UI for access from mobile devices

### Benefits to Customer

- ITC Infotech's rapid implementation cycle will enable customers quickly jump onto a Sales force application that they can use from day 1
- Outlook integration to speed up response to customers
- Anytime, anywhere access for the sales force team to perform better

## ORACLE DATABASE IN THE CLOUD

### Business Challenges / Needs

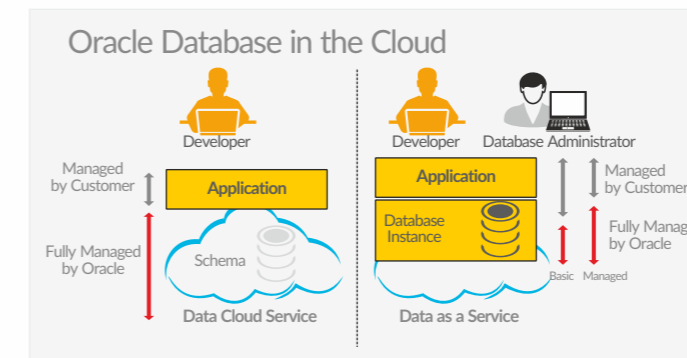
- Provide customers with subscription-based access to Oracle Platform Services and Database services resulting in reduced operational cost.
- Consolidate and manage databases as cloud services and accelerate analytical performance while achieving new levels of efficiency, security, scalability and availability

### Solution Overview

- Oracle Cloud delivers integrated services that provide customers with subscription-based access to Oracle Platform Services, Application Services, and Social Services, all completely managed, hosted and supported by Oracle
- Oracle Cloud is powered by leading enterprise-grade infrastructure including Oracle Exadata providing customers with a high-performance, reliable and secure infrastructure for running critical business applications.

### Benefits to Customer

- With predictable subscription pricing, Oracle Cloud delivers instant value and productivity for customers
- Oracle Cloud is the only cloud to enable customers to avoid the data and business process fragmentation that occurs when using multiple, siloed public clouds.
- Hassle free 24/7 availability of database and vendor support with easy scalable feature.



# MOBILITY SOLUTIONS

## OPEN UI MOBILITY SOLUTION

### Business Challenges / Needs

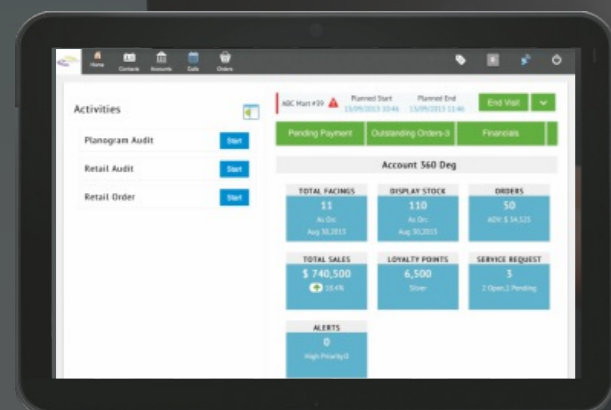
- Mobility extension of Oracle Siebel CRM is non-existent or does not support contemporary mobile platforms and devices.
- User adoption challenges of existing CRM mobility application due to sub-optimal user experience.
- Managing and maintaining integrations between existing 3rd Party Mobility Platform and Oracle Siebel CRM application.
- Lack of intuitive navigation in the mobile application affecting user productivity in the field.

### Solution Overview

- Oracle Siebel Mobile is built on Oracle Siebel Open UI framework enabling a natural extension of the Oracle Siebel CRM application to the field.
- Solution extends the out of the box features to support business specific needs such as Retail Execution for Consumer Goods industry.
- Contemporary UI paradigms allows users to tap and swipe consistent with mobility apps.
- Refactoring UI to adjust to the form factor of mobile devices – Smart phones and tablets.

### Benefits to Customer

- Equip field team with a browser based application that is an inherent extension of the Oracle Siebel functionality
- Leveraging contemporary web technology for improved user experience on any mobile device (smart phones and tablets)
- No app footprint on the device allows for minimal maintenance with respect to device management.



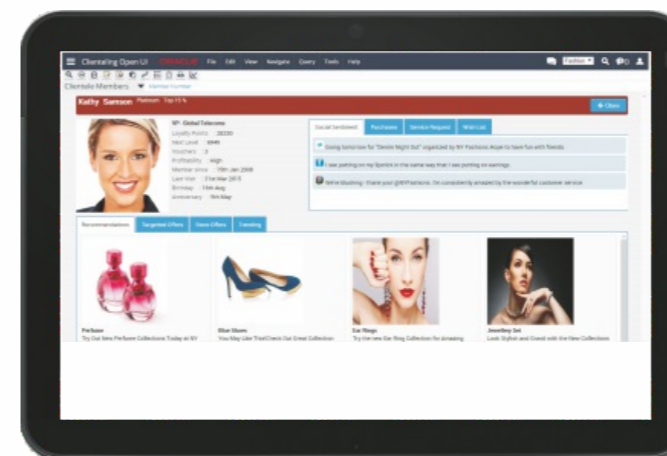
## OPEN UI CLIENTELE APPLICATION

### Business Challenges / Needs

- Lack of a single screen to provide customer 360o view to front office executives who are using Siebel CRM
- Mobility extension of Oracle Siebel CRM is non-existent or does not support contemporary mobile platforms and devices.
- User adoption challenges of existing CRM mobility application due to sub-optimal user experience.

### Solution Overview

- Clientele application built on Oracle Siebel Open UI framework enabling a natural extension of the Oracle Siebel CRM application to the front office team.
- Solution provides a 360o view of customer, which includes profile, purchase history, campaigns, service requests, recommendations, social media comments.
- Contemporary UI paradigms allows users to tap and swipe consistent with mobility apps.
- Refactoring UI to adjust to the form factor of mobile devices – Smart phones and tablets.



### Benefits to Customer

- Equip front office team in a high-end retail store with a browser based application to provide complete details about a customer who has walked into that store
- Leveraging contemporary web technology for improved user experience on any mobile device
- No app footprint on the device allows for minimal maintenance with respect to device management

## ORACLE SIEBEL INTEGRATION WITH MOBILE APPLICATION

### Business Challenges / Needs

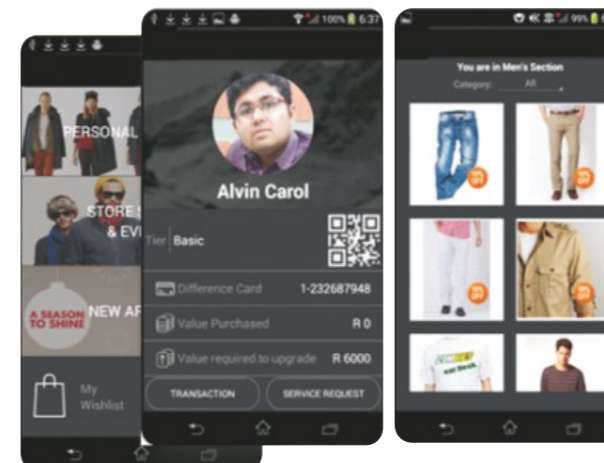
- In store shopping needs to have more of a personal touch in order to compete up with the online shopping experiences
- Carrying multiple loyalty cards around is becoming a hassle for customers
- Need for recognizing important customers when they visit the store
- Marketing campaigns needs to be personalized based on buying patterns and preferences

### Solution Overview

- Mobile app integrated with location detection mechanisms based on wifi signals / beacons
- Store information and product search capabilities is achieved by integrating with the backend systems of the organization
- Customer registration and profile setup by integrating with Siebel
- Integration with Siebel campaign management system

### Benefits to Customer

- Enable customers to maintain loyalty cards and coupons on their mobile
- Provide personalized services to key customers
- Improved sales due to targeted promotions
- Instant feedbacks for products purchased
- App provides users a quick one stop access point to all functions for the all store services and information



# ORACLE SIEBEL INTEGRATION WITH MOBILE APPLICATION

## CLIENT

- A leading manufacturer, marketer and distributor of vitamins and nutritional supplements

## BUSINESS NEED

To extend the loyalty program to mobile devices in order to achieve the following:

- Eliminate need to carry loyalty Card
- Replace paper-based Coupons with e-coupons in the app
- Increase participation in the program via app-based membership activation
- Improve customer outreach via contact data capture



## BUSINESS NEED

Some of the salient features are:

- The app is available in marketplaces for any member to download
- Allows access to view & update membership details including member activation
- Allows the customer to check availability of Points balance, Status of coupons (Active/Expired/Redeemed) and Redemption of coupons at PoS using the app
- Allows, the customer to enter feedback on any subject as well as to rate the app
- Helps reach out to customer care from the app



## TECHNOLOGY:

- Android & IOS based native application
- Online/Offline functionality
- Tight integration with Oracle loyalty stack comprising OAG, OSB, OCH & Siebel Loyalty; using a mix of SOAP & REST based Web Services
- QAS integration for address lookup



## About ITC Infotech

ITC Infotech is a specialized global full service technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@Work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business

The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's most admired companies.