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# ORACLE SALES LIBRARY

## Oracle Social CRM

### KEY FEATURES

- Share, rate, review, and tag presentations with others in your enterprise social network
- Easily search and download entire presentations or individual slides
- Streamline presentation assembly and bypass time-consuming downloads
- View recent and most popular presentations

*Do you spend countless hours looking for content to create the perfect sales presentation – time that would be better spent in front of the customer? With Oracle Sales Library, sales representatives can take advantage of their organization's social network via ratings, reviews, and tags to quickly and easily find the most relevant and effective slides and presentations.*

### Harness Your Organization's Collective Intelligence

Sales representatives spend too much time searching for the right content to present to a customer, yet it is something that is done repeatedly by every sales rep in an organization. Inefficient activities such as digging through old email archives, waiting for a response to an urgent email request for help, or clicking through countless presentations can waste precious time. Oracle Sales Library, an Oracle Social CRM Application, streamlines this process by breaking down such barriers to tap into the collective experience of your organization. Now, when one sales rep creates a winning presentation, that success can be shared, replicated, and enhanced by everyone in the social network. Information that once was hidden can now be shared, and its benefits multiplied throughout the organization.

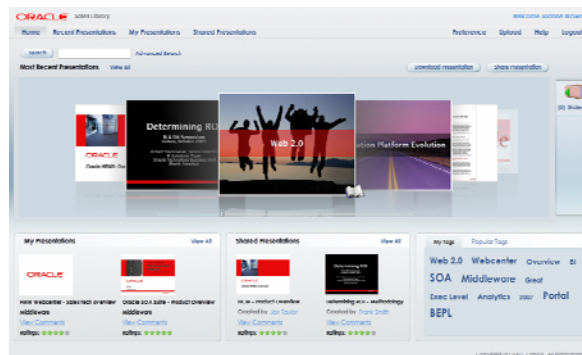


Figure 1. Search, rate, tag and review presentations with Oracle Sales Library

### Find the Right Message to Make the Sale

Sales reps have one chance to make the right impression with the right message – Oracle Sales Library increases the odds of winning. The application's powerful full-text search and tagging capabilities make it a snap to find relevant content. User ratings and comments give sales reps the context needed to hone in on the most

**KEY BENEFITS**

- Improve sales user productivity
- Shorten sales cycle
- Network effect benefits everyone in the organization
- Software-as-a-Service model leverages Oracle's enterprise-class infrastructure for rapid time to value, without the need for software upgrades or lengthy implementation cycles
- Built on industry-leading open, standards-based Oracle Fusion Middleware technology

**OTHER ORACLE SOCIAL CRM APPLICATIONS**

- Oracle Sales Prospector – Gain insight on what to sell based on buying patterns of customers with similar attributes
- Oracle Sales Campaigns – Create and share sophisticated HTML email campaigns as well as track and analyze results

effective slides and presentations to help them win a deal. And, quick access to recent presentations ensures sales reps stay up-to-date on the latest presentations shared by their peers.

**An Application Sales Reps Will Love To Use**

Oracle Sales Library's simple and intuitive user interface and rich Web 2.0 user experience means sales reps can hit the ground running with no training required. Access to frequently used presentations, as well as the ability to preview individual slides or opt to review the entire presentation deck, gives sales reps the flexibility they need to assemble the best content online without the need for time-consuming downloads. By leveraging the power of the social network and user-defined tag clouds, sales reps can easily categorize content that they and others can easily find later.

**Improve Content Effectiveness**

Content creation often spans across organizations like sales and marketing. Yet, direct feedback is often unavailable for many content creators, who are unable to gauge the use and success of a particular presentation. With Oracle Sales Library, content creators can now view user ratings and reviews of individual slides and entire presentations to identify strengths and weaknesses, as well as note most frequently used slides and presentations by the sales organization, to deliver more compelling content.

**Bottom Line**

Provide the right content to the right people at the right time with Oracle Sales Library, built on open, standards-based Oracle Fusion Middleware technology. This next generation sales productivity application leverages an enterprise social networking foundation and is delivered via a Software-as-a-Service (SaaS) model using Oracle's enterprise-class infrastructure to deliver superior end-user functionality without the need for software upgrades or lengthy implementation cycles.

For more information about Oracle Sales Library, please contact your Oracle Sales Representative.

**Availability**

Oracle Sales Library is expected to be generally available in 2008.

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