

ORACLE

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# 5 Reasons to Choose Oracle CX Sales Over Salesforce



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**Do you feel like you're stuck between a rock and a hard place when it comes to your Salesforce CRM solution? Are mounting costs, custom code, and increasingly costly and complex integrations slowing you down?**

In a recent survey of sales leaders by [CSO Insights](#), sellers reported that less than half of forecasted business ends up closing. And 2/3 reported that their organizations need "improvement or major redesign".

Almost **2/3** of sellers say their organizations need improvement or major redesign in the way they capture new business.

Source: CSO Insights, "Selling in the Age of Ceaseless Change: 2018-2019 Sales Performance Study"



Enter Oracle CX, where data, intelligence, and experiences are pre-integrated to improve sales and service insights and actions.

Oracle has embarked upon a mission to deliver the gold standard in customer experience applications, connecting every touchpoint with the customer at the center of every interaction — be it sales, marketing, commerce, or service. Oracle CX Sales is a part of this overall connected CX platform and provides sales and service teams with the tools they need to drive revenue, retain customers, and serve them efficiently.

**Here are the 5 ways you win with Oracle CX Sales.**



# Reason #1: Total Cost of Ownership vs. Salesforce

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**Are you tired of Salesforce's year-over-year cost increases? The one size fits all approach? The ongoing professional service, partner, and growing maintenance costs? Expensive integrations?**

Oracle CX Sales delivers a more comprehensive set of capabilities (see Reason #5) as compared to Salesforce, at a lower total cost of ownership (TCO). When it comes to TCO, Oracle leads with:

## **FEWER CUSTOMIZATIONS**

Salesforce can be complex to maintain, often requiring many customizations. Time after time, Oracle has delivered the same level of precision for deployments while significantly reducing the number of customizations required.

Customizations can add up to more costs in several ways. First, initial implementation costs are higher when a lot of customization is required. Next, as Salesforce upgrades and releases new features, the cost to maintain and upgrade those customizations may increase. Finally, the infrastructure, testing, storage, sandboxes, and computing power required to support highly customized deployments can add additional hidden costs over time.

## **ONE ENTERPRISE SOLUTION OF VALUE**

As it relates to TCO, Oracle delivers better value at a lower cost because of our ability to provide customers with a Global Single Instance for their deployments. This means customers can deploy on just one instance for the global user base, versus Salesforce which may require, or encourage its users to have multiple instances to support various applications, integrations, and sometimes regions.

## **CLEANER UNIFIED DATA**

Salesforce lacks an answer to Oracle's business intelligence (BI) and artificial intelligence (AI) tools, which are fully embedded and integrated with Oracle CX Sales, as well as Oracle's robust Customer Data Management capabilities. As clean, complete and de-duplicated customer data is the foundation on which everything from sales productivity to AI-driven sales execution is built, Salesforce customers who want to effectively leverage their CRM for such initiatives will be required to invest more upfront in supplemental applications and initiatives.

Let us  
show you  
how to  
**cut your  
Salesforce  
bill**  
by up to  
**50%**  
or more by  
requesting  
a TCO\*  
estimate or  
migration  
workshop.

\*This offer is based on example Oracle customers total cost of ownership savings for Oracle Sales Cloud. This is not an agreement of the parties to terms, conditions, dates, and pricing. Estimates are based on previous Oracle projects/internal benchmarks and your actual costs may vary. For government entities, payment terms may change based on applicable regulations. Five-year cloud subscription required.

# Reason #2: A Unified Front and Back Office Platform

Oracle offers a comprehensive suite of CX applications for digital transformation. That means that Oracle CX Sales connects with other platforms like Marketing, Commerce, CPQ, Service, and more, so you get a single view of your customer.

Oracle CX applications also connect with enterprise resource planning (ERP) and human capital management (HCM) systems. This boosts sales teams' productivity, provides that crucial, unified 360-degree view, and enables not only a variety of self-service capabilities, but back-office employees are also able to better support customers as they have access to the same information as sales.

Additionally, having Oracle Customer Data Management embedded in the application helps organizations consolidate, clean, complete, and coordinate data to and from multiple sources. It can also standardize addresses, resolve duplicate record issues, and ensure the best version customer profile that reps and managers can trust.

Salesforce only focuses on front office applications and has no ERP, HCM, or data and customer data management capabilities that span their entire CRM platform.



# Reason #3: A Connected View of the Customer

Only Oracle delivers a complete, connected CX platform through connected customer data, customer intelligence, and customer experiences out-of-the-box, and supports unified customer views and agent desktops. Enhanced sales success is achieved by providing a single view of the customer, backed by artificial intelligence (AI) automation. It's not a collection of different clouds like Salesforce.

## CONNECTED DATA

Unify, sync, and augment customer data across the entire customer journey with Oracle. From awareness to purchase to support to advocacy, insights can be delivered to your team through dynamic dashboards on any device.

## CONNECTED INTELLIGENCE

With Oracle, achieve a higher level of customer insight through advanced capabilities like AI, chatbots, the Internet of Things (IoT), analytics and forecasting, predictive analytics, comprehensive sales planning and performance management, and configure, price, and quote to your team through dynamic dashboards on any device.

## CONNECTED EXPERIENCES

Power continuous and consistent omnichannel experiences with Oracle across social, marketing, sales, service, and commerce no matter where, when, or how a customer begins the engagement.

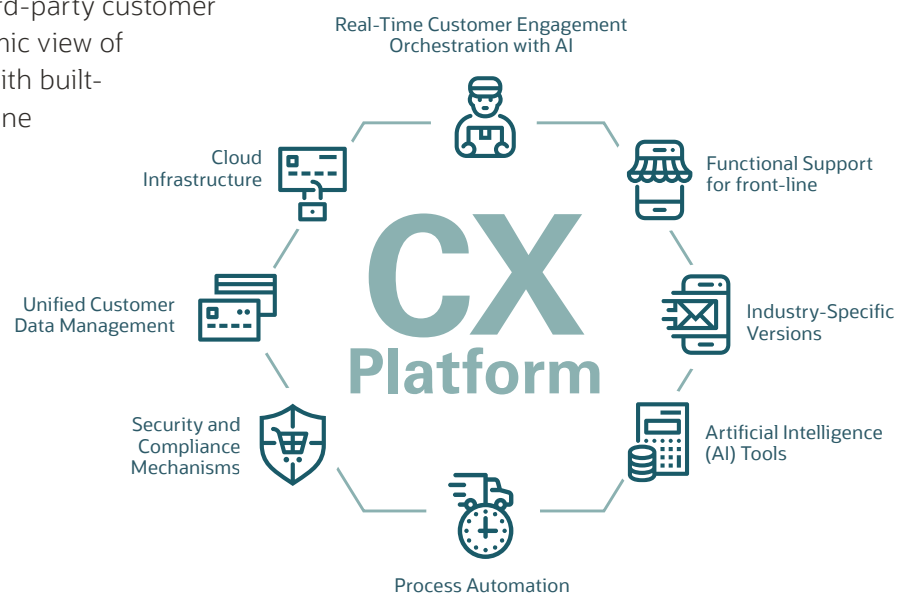
Bring together online, offline, and third-party customer data sources to create a single, dynamic view of the customer with Oracle CX Unity. With built-in artificial intelligence (AI) and machine learning, Oracle CX Unity derives and delivers timely intelligence about your customers, so you can optimize their brand experience across marketing, sales, and service. Oracle CX Unity is open and extensible for integrating actionable intelligence into partner and ecosystem applications for the fastest time to value.

**With a single view of the customer, you can:**

Deliver superior results with "next best action"

Increase selling time with connected and responsive systems

Drive ROI with performance and quote management



# Reason #4: A Better Enterprise Cloud Architecture

Unlike Salesforce's legacy platform and necessity for 3rd party partners, Oracle delivers a modern, open standards-based architecture across all applications.

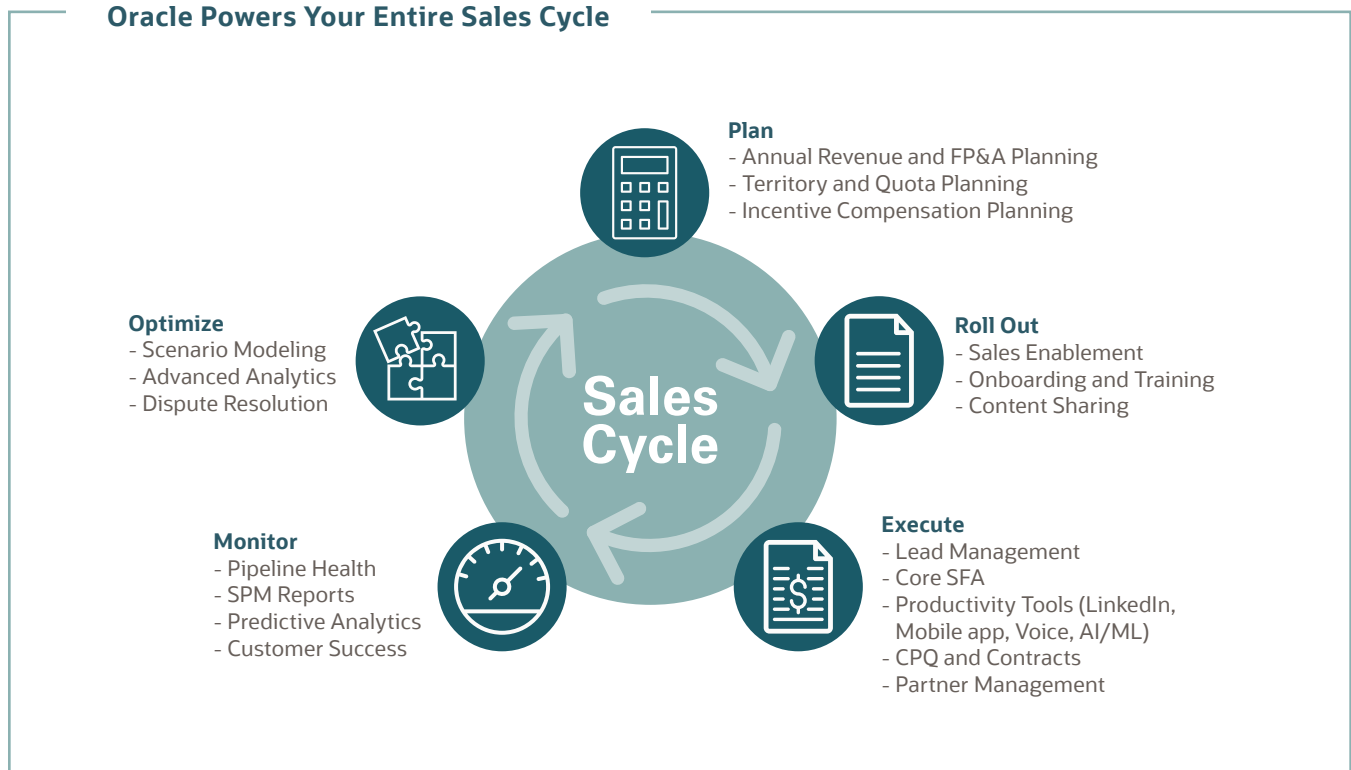
With Oracle, you're not locked into specific 3rd party solutions. We serve as the single vendor for customer support and issues.

Oracle offers easy-to-use, out-of-the-box connectors for all components of the suite. Salesforce requires you to purchase a third-party integration platform and build your own connectors.

Oracle's API catalog of easy-to-integrate connectors improves time-to-value and decreases the potential for integration breaks as apps and partners update independently. In addition, unlike Salesforce, Oracle CX has a robust integration platform and hundreds of connectors both for Oracle and non-Oracle applications.

Oracle application extensibility boosts user adoption rates by giving your sales force flexible build processes and reports that work best for their requirements—on any device, anywhere.

## Oracle Powers Your Entire Sales Cycle





## Reason #5: More Advanced Capabilities

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**With AI, B2B companies can anticipate the needs of their buyers and offer more relevant recommendations on products, warranties, and supporting content, anticipate reorders, and automatically configure products and quotes to match past requests.<sup>1</sup>**

There's a lot of hype around artificial intelligence, but utilizing it effectively requires:

1. A rich data pool about your customers
2. Best-in-class applications to use the AI-based recommendations and actions
3. An open system that allows for AI to be used in even custom/home grown applications

Unlike Salesforce, Oracle has all three of these ingredients.

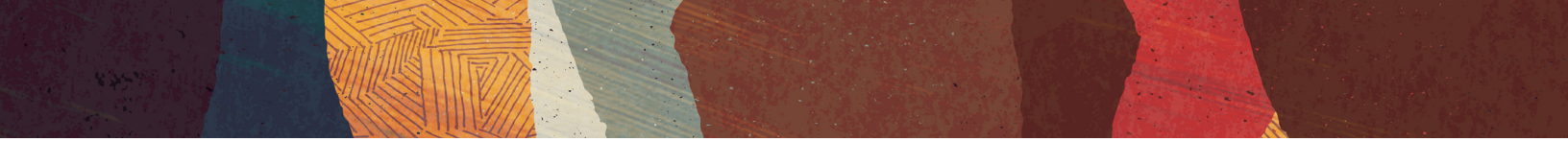
**ORACLE AI RUNS ON ANY PLATFORM**, is enriched with 3rd party data (now including DataFox) at both the account and individual level, and can more effectively manage data quality and cleansing aspects with Oracle CDM. Salesforce has a limited data set, and its AI only runs on Salesforce – not to mention that you must be on Lightning to get Einstein.

Oracle AI Apps include capabilities such as:

- Next Best Action**, suggesting recommended actions to improve sales outcomes
- Win Probability**, calculating probabilities for wins within the sales pipeline
- Deal Acceleration**, using machine learning to identify opportunities with the best chance of closing early
- Account Prioritization**, for a focused approach to ranking prospects
- Smart Talking Points**, to arm sales reps with timely, relevant information that helps reps bring value to every conversation

<sup>1</sup>SmarterCX.com, "[Warming Up the B2B Cold Start with AI](#)"





**While AI capabilities are key, Oracle has many other advanced capabilities when compared to Salesforce, including:**

### **ANALYTICS AND FORECASTING**

Oracle CX Sales provides instant access to key metrics and reports to help managers forecast more accurately and hit sales targets with no surprises. Comprehensive analytics help companies visualize, track, and act on trends—even on the go.

### **CHATBOT FUNCTIONALITY**

The Oracle Sales Assistant chatbot for Oracle CX Sales empowers reps to stay productive on-the-go – which is their primary and preferred way of working. It can surface important information, update CRM records on behalf of reps, help them send an email or connect them to their CX mobile app for more details – all via SMS (including voice-to-text). They can request a daily sales briefing, list of tasks, or a pipeline update. Oracle Sales Assistant can log a call report, schedule a follow up task, add a note, show opportunity details and so much more.

### **COMPLETE SALES PLANNING AND PERFORMANCE MANAGEMENT**

Oracle CX Sales builds sales planning and performance management (SPM) into daily processes with territory management tools that help balance coverage with live-data modeling. Incentive compensation and quota management tools are built in to help set clear expectations and keep everyone motivated to perform. Advanced SPM capabilities are available through Oracle Sales Planning Cloud—supported by historical back office data and machine learning calculations.

### **CUSTOMER DATA MANAGEMENT**

Oracle CX Sales provides comprehensive customer data management capabilities including deduping and cleansing as well as seamless integration into the business intelligence views.

### **DYNAMIC DASHBOARDS**

Easy-to-use analytic dashboards provide real-time insights about customers, teams, and the business such as seasonality, recurring sales, and overlay sales teams. Drill down for more information to make adjustments, or use the power of social collaboration to focus the team on a specific deal. Actionable Infolets within the task-based UI allow sales reps to configure widgets for a quick view of pipeline, hot leads, appointments, and more, and take action right from the dashboard without having to navigate into several screens.

### **MICROSOFT OUTLOOK AND LINKEDIN INTEGRATIONS**

Most sales reps today use LinkedIn and Outlook for prospecting. Without an integration, time that reps spend in Outlook and LinkedIn will need to be manually updated back to your CRM. Oracle not only has a direct integration with LinkedIn allowing sales reps to view the data within Oracle CX Sales, it also has Outlook integration to sync meetings and activities.

## OFFLINE MOBILE AND SIMPLE MOBILE UI

Field employees frequently work off-line. If your app does not store off-line data, then field workers will only put call specific information in the app until they have connectivity/free time. Oracle's mobile-first strategy lets sales reps choose their preferred mobile device, provides cached views of customers and accounts, and simplifies mobile management with a single UI that deploys seamlessly across all mobile platforms.

	ORACLE CX SALES	SALESFORCE SALES CLOUD
Sales Performance Management and Incentive Compensation Capabilities	Yes	Unavailable
Predictive Analytics and Forecasting	Yes	Limited
Social Collaboration	Yes	Limited
Dynamic Dashboards	Yes	Unavailable/Partner Solution
Customer Data Management	Yes	Unavailable/Partner Solution
Packaged ERP Integration	Yes	Unavailable
Mobile User Interface (UI)	Yes	Limited
Application Extensibility	Yes	Limited to proprietary force.com platform
CPQ Out-of-the-Box Integration	Yes	Yes
Partner Relationship Management Tools	Yes	Yes
Integrated Analytics	Yes	Limited
Industry Solutions	Yes	Limited

# Make Your Move.

It's time to move to the more powerful, connected sales cloud and reduce your Salesforce subscription by up to 50% or more.

**Request a TCO\* estimate or Migration Assessment today.**

\*This offer is based on example Oracle customers total cost of ownership savings for Oracle Sales Cloud. This is not an agreement of the parties to terms, conditions, dates, and pricing. Estimates are based on previous Oracle projects/internal benchmarks and your actual costs may vary. For government entities, payment terms may change based on applicable regulations. Five-year cloud subscription required.

Take a quick tour or request a live and personalized demo of Oracle CX Sales:

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### Integrated Cloud Applications & Platform Services

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