

ORACLE INSTALLED BASE EXTENSIONS FOR ORACLE ENDECA

TRACK CUSTOMER PRODUCTS EFFECTIVELY

KEY FEATURES

- Identify installed base details by geography
- Track customer product metrics
- Search by extended product attributes
- Execute related products search
- Identify up-sell and cross-sell opportunities
- Improved drill-down to product configuration
- Fully integrated with Oracle E-Business Suite

Oracle Installed Base Extensions for Oracle Endeca is a solution that allows users to track and manage customer products effectively with the objective to improve after-sales service offering. E-Business Suite application users performing business roles of Sales Manager / Service Manager can leverage the functionalities offered by this integration with Endeca.

Key Features at a Glance

Getting to know the answers to questions like ‘Where are our products located and who is owning them currently?’ is important for organizations to plan service delivery. Tracking and Managing customer products information is a critical function that improves efficiency in after-sales support and service for Installed Base products

Oracle Installed Base Extensions for Oracle Endeca provides the following features for supporting Customer Products effectively:

- **Identify Installed Base by Geography.** Oracle Installed Base Extensions for Oracle Endeca lets users to view and lookup the customer products that are located in a particular geography like Country/State etc. This broadened search feature allows users to get a consolidated view of product profiles in a geographic region and utilize that information in after-sale activities like service planning, delivery and deployment.
- **Track Customer Product Metrics.** Metrics on Oracle Installed Base data like Number of customer products installed and average age of the products providing insight into critical products and their condition. These tracking metrics will help an organization to pursue new sales opportunities or upgrade actions for customer owned products.
- **Search by Extended Product Attributes.** Search feature using key product attributes provide useful capability to Oracle Installed Base users to lookup products by their characteristics or usage. By using this feature customers can execute search based on extended or additional attribute names or values that are associated to a product.
- **Execute ‘Related Products’ Search.** This feature in Oracle Installed Base Extensions for Oracle Endeca called guided navigation is based on the item relationships such as up-sell product and cross-sell product defined between Items. This enables users to search for target products for prospective up-sell or cross-sell sales campaigns.
- **Improved Drill-down to Product Configuration.** Model-components relationship between Item instances or product hierarchy can be identified easier with Endeca search parameter ‘Top Model’. This will allow users to quickly find out all components in a hierarchy and to identify impacted products effectively in a re-call/replacement scenario.

KEY BENEFITS

- Access customer installed base details in real-time
- Ability to plan Sales / Service campaigns
- Identify top customers and top selling products
- Manage product configuration effectively

Key Benefits at a Glance

User roles such as Sales Manager/Service Manager using Oracle Installed Base Extensions for Oracle Endeca can get the following benefits:

- **Access customer installed base details in real-time.** The Endeca based search options and guided navigation support practical parameters such as geographical areas, for accessing customer product information. This results in better flexibility and ease of managing serviced/tracked products by business users performing the roles of Sales Manager / Service Manager. Ability to find out critical product attributes and average age of products based on Installed date offer valuable insight into the product profile.
- **Ability to plan Sales / Service campaigns.** By executing related products search for cross-sell and up-sell products, the users can extract information on improved service offerings from the organization and plan how it can be utilized for enhancing Installed products and improve revenue by after-sales association with customers.
- **Identify top customers and top selling products.** The metrics and graphs of Oracle Installed Base Extensions for Oracle Endeca highlight the top customers and top products in terms of installed products volume. This real time information will help the organization to focus on the priority products and track the sales trending.
- **Manage product configuration effectively.** As significant number of the products are sold as configurations today it is important to track their hierarchy for effectively managing replacements and re-calls. Top-model and component based view of the Oracle Installed Base Extensions for Oracle Endeca page helps to identify the product hierarchy being serviced.

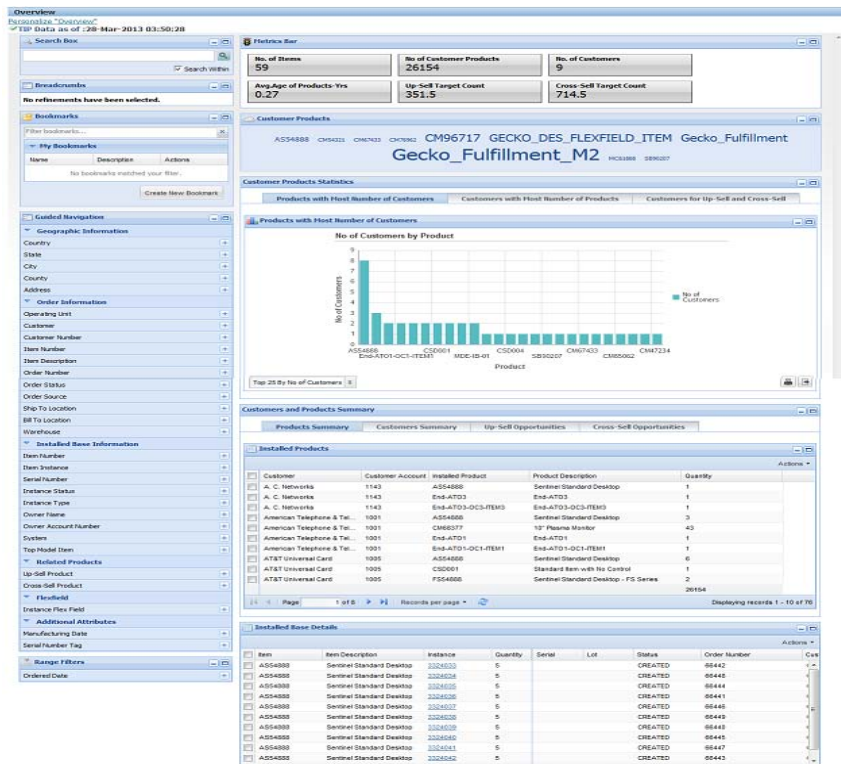


Figure 1: Oracle Installed Base Extensions for Oracle Endeca Overview page

RELATED PRODUCTS

- Oracle Installed Base
- Oracle Order Management

Geographic Information	
Country	[+]
State	[+]
City	[+]
County	[+]
Address	[+]

Figure 2: Geographic Search Options



Figure 3: Customer Product Metrics and Tag-Clouds

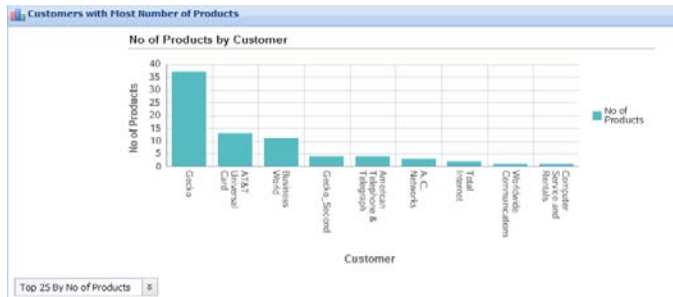


Figure 4: Top Customers by Installed Products



Figure 5: Top Products by Customer base



Figure 6: Up-Sell and Cross-Sell Products Information by Customers

Contact Us

For more information about Oracle Installed Base Extensions for Oracle Endeca, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together