INFORMATION
ALIGNS

Winning the Right Business in Consulting Services

In consulting services, the challenge is not securing new business, but aligning the right business with your firm's delivery capabilities and strategic direction. Oracle can help.

"Oracle's Siebel Sales provides a unified view of all the activities, contacts, and interactions that touch a given deal. This gives us much better insight into developing business opportunities so we can ensure we have qualified the opportunity and involved the right partners. Doing so increases the probability of a successful close of the business."

Terry Cowles
Senior Partner
Deloitte Consulting LLP

You've carefully defined your company's strategic direction and business development goals. To reach those goals and remain competitive, you need to identify and seize market opportunities with both current and prospective clients. But how can you be sure which opportunities are the best to pursue?

Oracle's solutions for consulting services firms provide you with key business development insight, so you can align your pursuits with your strategic business objectives, in-house competencies, available resources, and all past and current customer interactions. Plus, Oracle's project management solutions give you detailed information on historical projects to help you price new engagements effectively—so you can quickly bid on each qualified opportunity.

Integrate Your Entire Sales Lifecycle

You know you can count on your sales force to sell, but successful selling depends on understanding every customer interaction across your firm. Unfortunately, sales,

marketing, and delivery teams typically maintain their own siloed repositories of customer data, so they are not always aligned when it comes to strategy, process, and technology. As a result, the sales cycle is often unnecessarily interrupted, customer issues go unnoticed, and additional up-sell opportunities are missed. And business development teams can't pursue new sales opportunities if they don't know what work has already been done with a customer, which marketing activities are in process that might touch that customer, and whether any outstanding accounts receivable issues need to be addressed.

Oracle addresses these issues by giving you comprehensive management capabilities for the entire sales lifecycle. A fully integrated customer data management solution centralizes, streamlines, synchronizes, and continually refreshes your customer data, giving you a single, 360-degree view of your customers. A common data model captures all customer information, including

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interaction and delivery history, requests for proposals (RFPs) and requests for information (RFIs), payment and credit history, and past win/loss details. With all customer and sales data centralized, all stakeholders—including sales, marketing, legal, and finance—can participate in a truly collaborative selling process. And after winning the deal, all relevant client data is available to the services delivery team, giving it the customer insight it needs to be successful.

Improve Opportunity and Account Management

Your success depends largely on how well you know your customer. And to seize new business opportunities and improve your service delivery, you need to transform existing customer relationship and project data into dynamic business intelligence. But your different lines of business have unique information needs, access requirements, and reporting preferences, so can a single client analytic tool really meet all your needs?

Absolutely. With Oracle's client lifecycle analytics, all relevant stakeholders can get up-to-the-minute, complete, in-context visibility into opportunity and account management data—such as pipeline value, top strategic opportunities, average sales cycle, and backlog details. All your employees—whether they're partners, managing directors, customer service representatives, or members of the marketing and development teams—can drill down into role-based

dashboards to view and act appropriately on important customer information. Users can also create customized dashboard pages and even produce dashboard "briefing books" with snapshots of dashboard pages that can be viewed and shared offline.

Efficiently Manage Your Contract Lifecycle

After you secure the business, you need to put a contract in place and manage it throughout the lifecycle of the client engagement. Oracle's integrated contract management solution simplifies contract processes and reduces operational costs while minimizing contract risk.

With Oracle, you don't need to keep re-entering customer information. Instead, you can enter that information in user-friendly, predefined templates and then transfer it from the point of entry through-out the contract lifecycle—from RFP to proposal to completed contract. Your contract can capture all requirements for the engagement, including service-level agreements, performance objectives, milestones, and billing and payment terms. And you can track the progress of the engagement by aligning deliverables with contract requirements.

Also, with a guided authoring function for draft contracts, you can quickly and easily create complex contracts—including commercial and government contracts—and automatically route them to the appropriate parties for review. You can compare current contracts with protected historical versions, engage in a collaborative, efficient review process using an innovative redlining function, and electronically attach support-ing documents (such as contract addendums and statements of work) to your contracts.

Win the Right Business at the Right Price

In the consulting services industry, you need to be strategic in pursuing and selecting your clients. Only Oracle provides the business solutions that enable you to target the right customers, gain complete visibility into each opportunity and account, and efficiently manage the entire contract lifecycle.

CONTACT US

To learn more, call **+1.800.ORACLE1** or visit **oracle.com/industries/pro_serv/ consulting-services.html**

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

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