

ORACLE®

Oracle CPQ Cloud

Product Overview

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CX Organization
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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Program Agenda

- 1 Oracle CPQ Cloud Introduction and Product Overview
- 2 Go to Market
- 3 Customer References
- 4 Demo: Manufacturing
- 5 Q&A

A woman with long brown hair and glasses is sitting at a wooden table in a cafe. She is wearing a brown leather jacket and a blue patterned scarf. She is holding a black smartphone to her ear with her left hand and looking down at a newspaper or magazine on the table with her right hand. The background is a bright, modern cafe with large windows and other people sitting at tables.

Oracle CPQ Cloud

Oracle CPQ Cloud Introduction and Product Overview

Oracle CPQ Cloud – BigMachines Acquisition

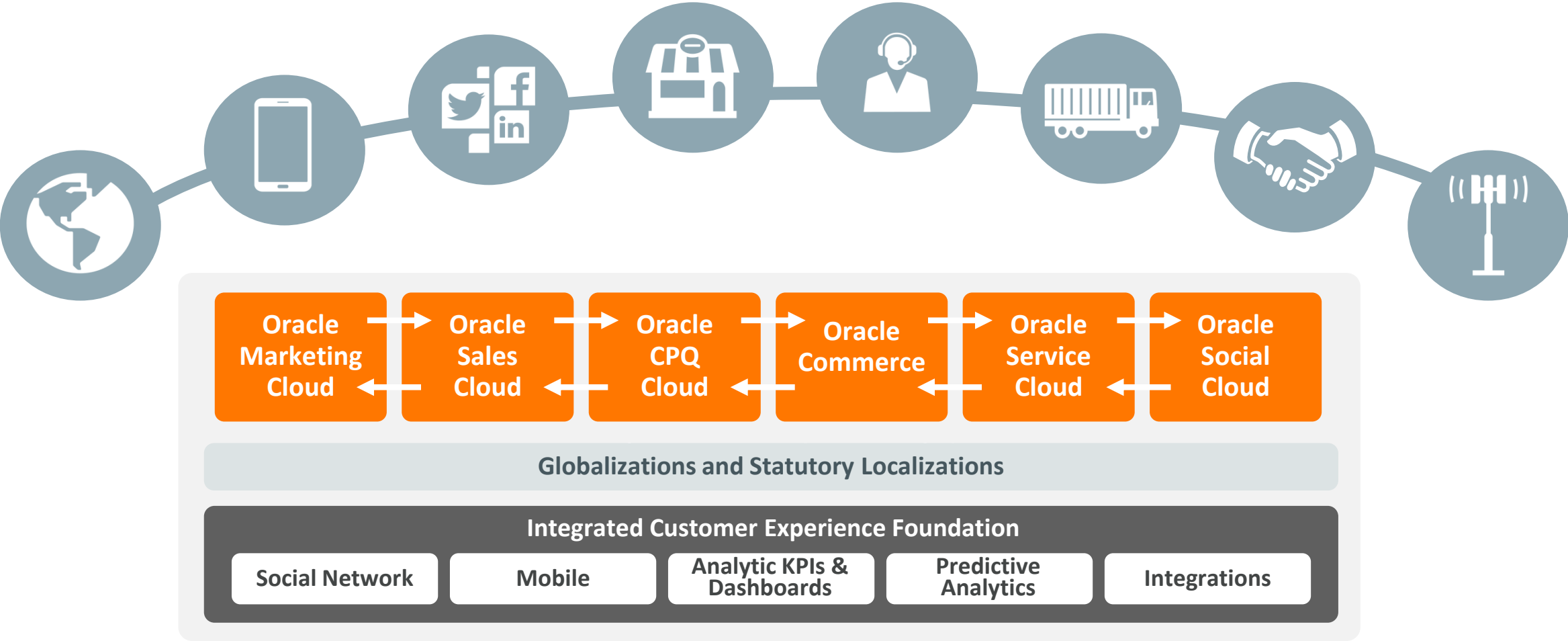
Oracle bought a company called BigMachines, which is the Leader in Cloud based CPQ segment. BigMachines has now become Oracle CPQ Cloud.

About Big Machines

- Established in 2000, BigMachines is headquartered in Deerfield, IL, with offices in Chicago, Frankfurt and London.
- 100% SaaS delivered. Can run stand-alone or integrated with Oracle Sales Cloud, SFDC, CRM On Demand or any other CRM/ERP solution
- More than 300+ companies, including ADP, Coca-Cola, Siemens and Vodafone, rely on BigMachines' flexible CPQ Cloud to connect and automate their sales processes.
- Dozens of highly referenceable customers across verticals running eBusiness/JDE/others for ERP

Oracle CX

Complete Customer Experience Platform



By The Numbers

Undisputed Market Leader



6,000,000+
Quote Transactions



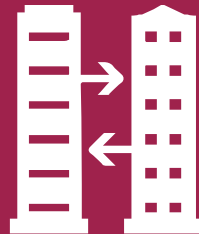
2000 
Started – In the Cloud



300+
Global Customers



4 Hubs
EMEA



#1
Larger than All
CPQ Vendors
Combined



Global Team Members
400+

Oracle CPQ Cloud

Ensures Fast, Seamless & Automated Process of Completing a Customer Order



Traditional Sales Approaches to Completing Orders Cause Errors and Delay Revenue

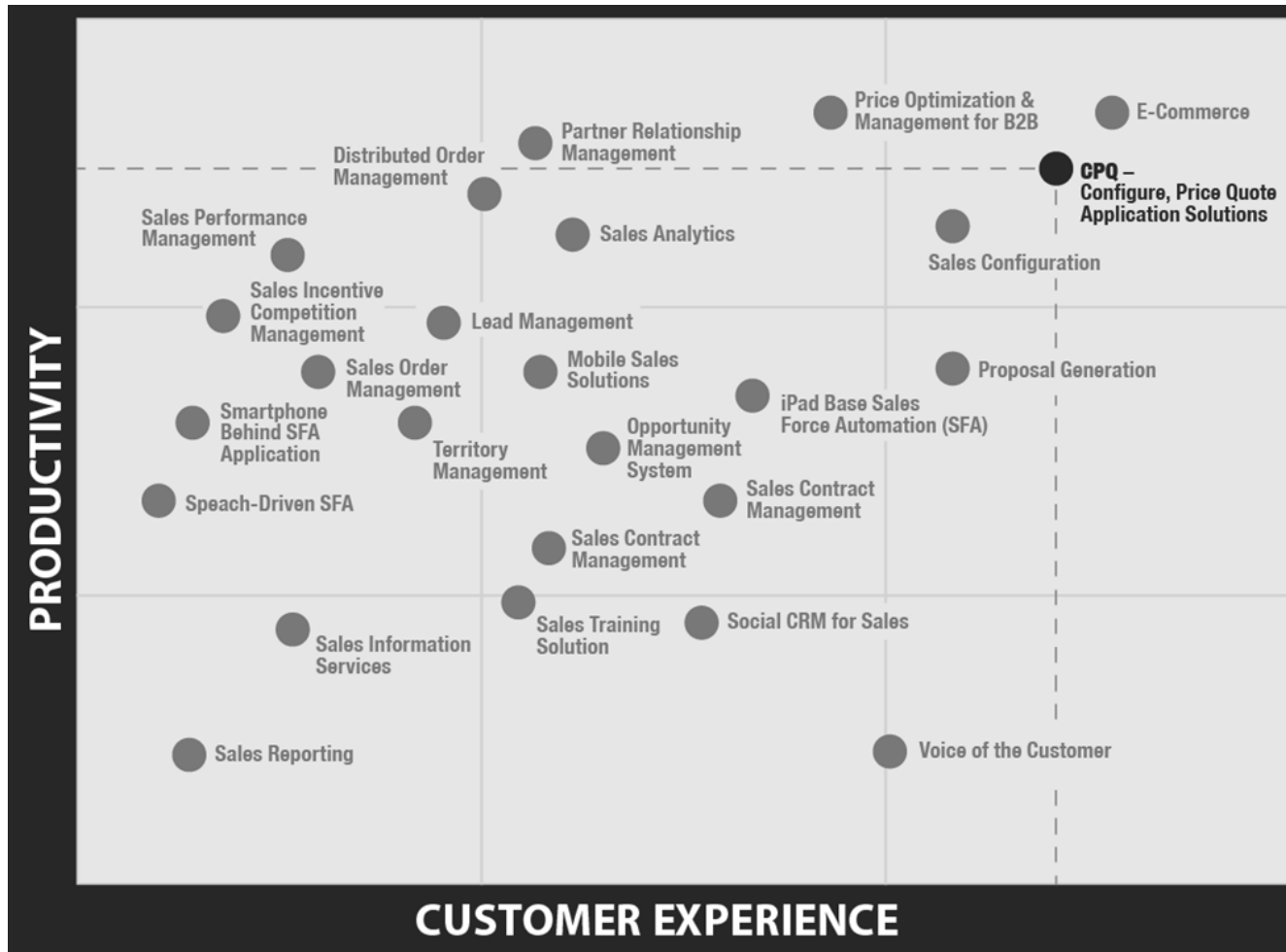
- ✗ Siloed information and processes delay completion of transactions
- ✗ Inability to support mobile execution of complex contracts
- ✗ Multiple, manual cycles to resolve deal terms and get required approvals
- ✗ Missed sales from poorly managed renewal and up sell opportunities



Oracle's Modern CPQ Cloud Increases Productivity and Accelerates Time to Revenue

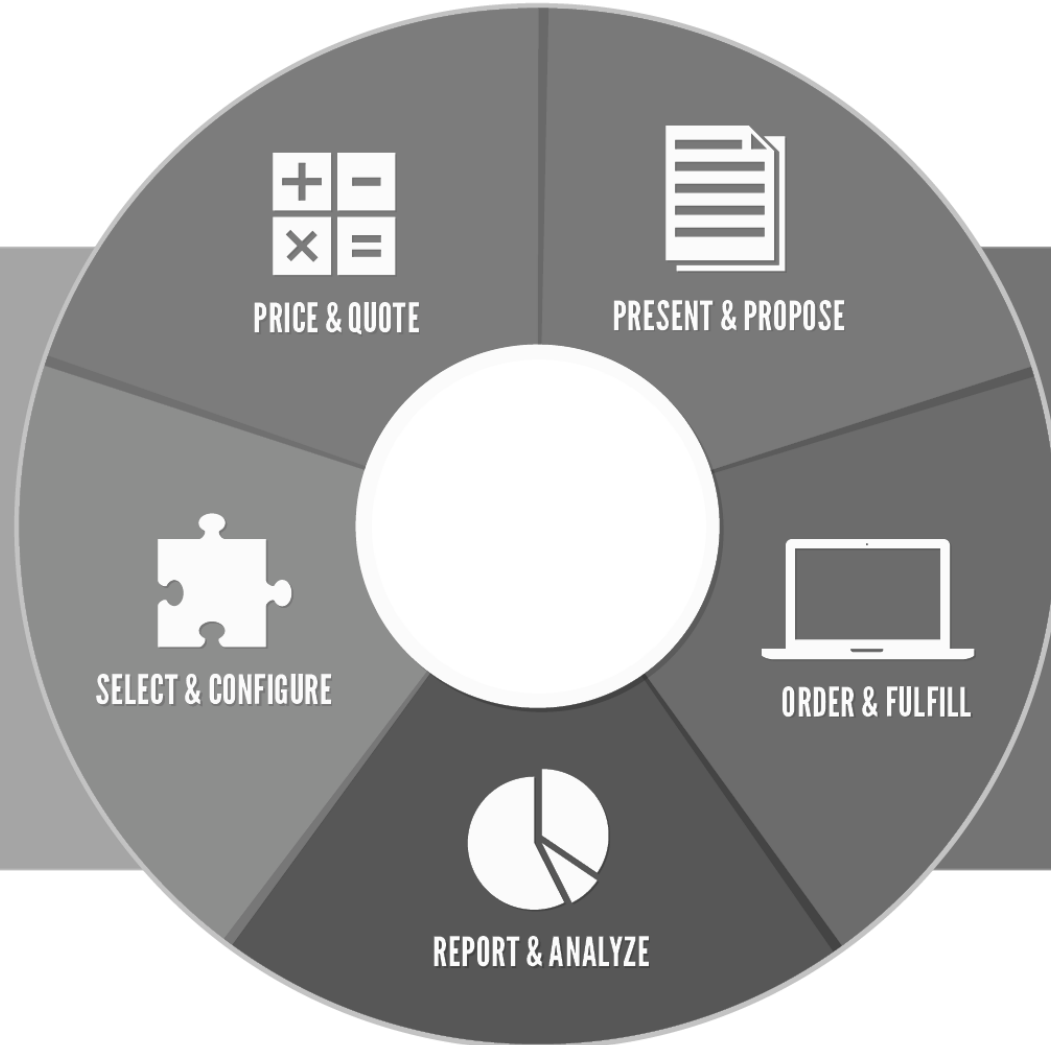
- ✓ Seamlessly extends the sales process from opportunity through order
- ✓ Capabilities delivered anywhere, on any device
- ✓ Automates the approval process and ensures compliance
- ✓ Dynamic pricing and promotions drive up sell and renewal cycles

Analysts View 'CPQ' as Mission Critical



Gartner - Balance Customer Experience with Sales Productivity in Sales Automation Initiatives

CPQ: Mission Critical Sales Performance Management



Oracle CPQ Cloud

Comprehensive Sales Management Capabilities



Oracle CPQ Product Overview

Guided Selling for optimal product options

- ✓ Enter application parameters and determine correct product models to use
- ✓ Ideal for true value based guided selling
- ✓ Required for some complex or highly engineered products
- ✓ Used for “good, better, and best” product segmentation
- ✓ Allows fast ramp of inexperienced sales reps

Pump	Relative Price Rank	Percent Flow %	Input Power (normal) hp	Input Power (max) hp	NPS (normal) psi	NPS (max) psi	Quickserve	Speed RPM	Warning	Data Sheet and graphs
3GN200SC (SD)	1	101.2	8.7	8.7	9.1	9.4	No	3550.0	None	Data Sheet View
3E200 (D)	2	100.6	8.7	8.7	9.1	9.4	Yes	3550.0	None	Data Sheet View
3E1C200 (D)	3	100.6	9.3	9.3	9.1	9.4	No	3550.0	None	Data Sheet View
3GN250SC (SD)	4	93.3	7.4	9.6	4.3	4.4	No	1750.0	None	Data Sheet View
3D218L	5	106.5	10.6	14.6	7.0	7.2	Yes	3550.0	None	Data Sheet View
3D250 (D)	6	93.3	7.7	9.9	4.3	4.4	Yes	1750.0	None	Data Sheet View
L3D218L	7	106.5	10.6	14.6	7.0	7.2	No	3550.0	None	Data Sheet View
3D275E	8	105.7	9.0	9.0	4.1	4.2	Yes	1750.0	None	Data Sheet View
L3D250 (D)	9	93.3	7.7	9.9	4.3	4.4	No	1750.0	None	Data Sheet View
3D312 (D)	10	117.0	9.4	9.4	3.0	3.9	Yes	1150.0	None	Data Sheet View

60 Hz (2, 4, 6, 8 Pole)

Distillate Or Fuel Oil Lighter Than #4 - Gas Turbine

0.8 Please check the specific gravity. The displayed value is typical for the fluid selected but may not be correct for your fluid.

Advance Filtering

No Yes







No Yes

No Yes

CW CCW

No Yes

Operating Conditions

	UNITS	#1 - Normal	#2	#3	#4
Shaft Rotating Speed					
Dell PowerEdge R415		HP ProLiant DL360		IBM System x3620	
					
The Dell PowerEdge R415 server provides a cost-efficient balance of processing power and value for IT infrastructure.		Combining power and essential fault tolerance the DL360 is optimized for space constrained installations.		Provides a value alternative to traditional enterprise offerings with cost-optimized performance and functionality.	
View Details		View Details		View Details	
AMD Opteron 2 Core 2.6 Ghz		AMD Opteron 4 Core 2.0 Ghz		Intel Xeon 2 Core 2.1 Ghz	
250 GB 10k Hard Drive		250 GB 10k Hard Drive		73 GB 15k Hard Drive	
2 processors,128GB RAM(4x32)		2 processors,64GB RAM(2x32)		2 processors,16GB RAM(2x8)	
					
★★★★☆ (4 Reviews)		★★★★☆ (7 Reviews)		★★★★☆ (8 Reviews)	
Starting Price \$5,824		Starting Price \$7,589		Starting Price \$6,360	
SELECT >		SELECT >		SELECT >	

Oracle CPQ Product Overview

Simple to Use Product Configurator for Handling Complex Rules

- ✓ Guided selling rules and constraint messages drive easy and complete product configuration
- ✓ Dedicated upsell and cross sell rules
- ✓ WEB 2.0 technology maximizes performance and enhances user experience
- ✓ Complex capability for Bill of Material/Routing and pricing generation

Oracle CPQ Product Overview

Pricing, Quoting & Workflow Approvals

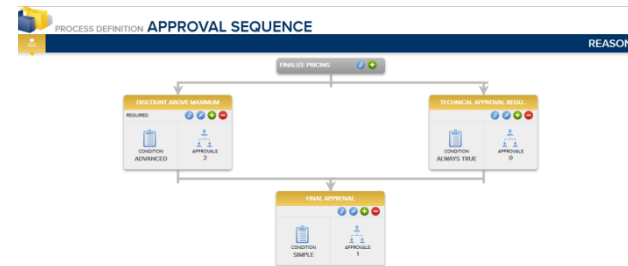
- ✓ The pricing and quoting engine is used to manage all non product related aspects of a quote:
 - Commercial terms
 - Advanced pricing
 - Customer data native/CRM
- ✓ Includes robust workflow process – legal, product, finance, etc.
- ✓ Flexible APIs to manage data across business systems

Order Information Credit Card Information

PO No: Offline Order Attachments: [Order Attachments \(Save After Entry To Link Attachment\)](#) Colfax Order No:
 PO Date: (MM/dd/yyyy) End Cust PO: [Browse](#)
 CRD: 12/30/2008 (MM/dd/yyyy) Attachment 1: [Browse](#)
 Attachment 2: Region:
 Order Type: TBD [Save](#) District:
 Commission Receiver: Salesman: Paul Feamster-140A
 Production Location: TBD on Order Salesman (view only): 140A

Line #	Part #	Description	Net Ea	Mult	Cust. Net Ea	Adj'd Discnt (%)	Cust. Net Ea (discnt'd)	Qty	Ext'd Cust. Net	Leadtime	Request'd Date	Options?
1	3212/245	GSDHS-218L	\$7,807.00	0.6	\$4,684.20	0.0	\$4,684.20	1	\$4,684.20	6 weeks	12/30/2008	<input type="checkbox"/>
2	3212/245RA	GSDHS-218L MINOR KIT	\$838.35	0.82	\$687.45	0.0	\$687.45	1	\$687.45		12/30/2008	<input type="checkbox"/>
3	PLYWOOD	Plywood with Gasket	\$144.00	1.0	\$144.00	0.0	\$144.00	1	\$144.00		12/30/2008	<input type="checkbox"/>
4	PAINT 3.8.30	Paint - Primer / Epoxy	\$587.00	1.0	\$587.00	0.0	\$587.00	1	\$587.00		12/30/2008	<input type="checkbox"/>
5	SRM	Service Repair Manual	\$9.00	1.0	\$9.00	0.0	\$9.00	1	\$9.00		12/30/2008	<input type="checkbox"/>

[Reconfigure](#) [Add From Favorites](#) [Add From Home](#) [Copy To Favorites](#) [Remove Line Items](#) [Update Line Items](#)



Approval Notification

Quote HiTech-12885 Has Been Approved

Byron Osmon has approved this quote. Quote summary information is included below for reference.

Quote Summary

Quote For: University of Guelph Lab Services
 Year 1 Total: \$10272.50
 Manager's Notes: "Looks good close toy"

Please click below to return to the quote for final review and submit to the customer.

[BigMachines_Quote](#)

BigMachines, Inc. 570 Lake Cook Road, Suite 126, Deerfield, IL 60015 | www.bigmachines.com | inquiry@bigmachines.com

Mail: 5887 FROM: ktmach@systems.bigmachines.com

Oracle CPQ Product Overview

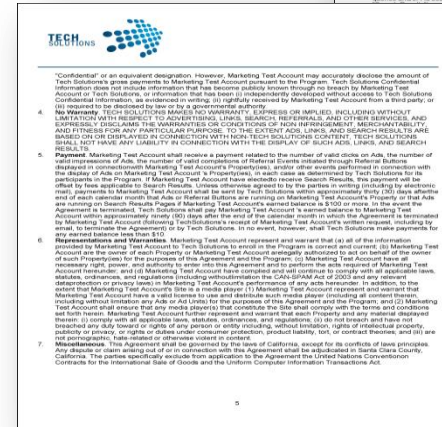
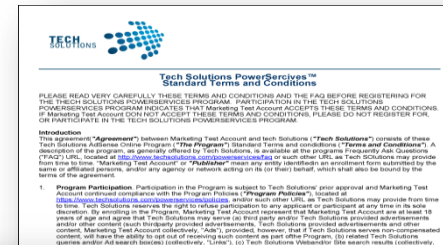
Proposal Generator: CPQ Integrated Contract Management

Contract Generation

- ✓ Sales quote automatically feeds data into contracts
- ✓ Rules-based contract templates
- ✓ Dynamic and pre-approved clause libraries
- ✓ Stored negotiated contract terms

Review and Approvals

- ✓ Legal business process approvals
- ✓ Electronic signature integration
- ✓ Redline and compare changes

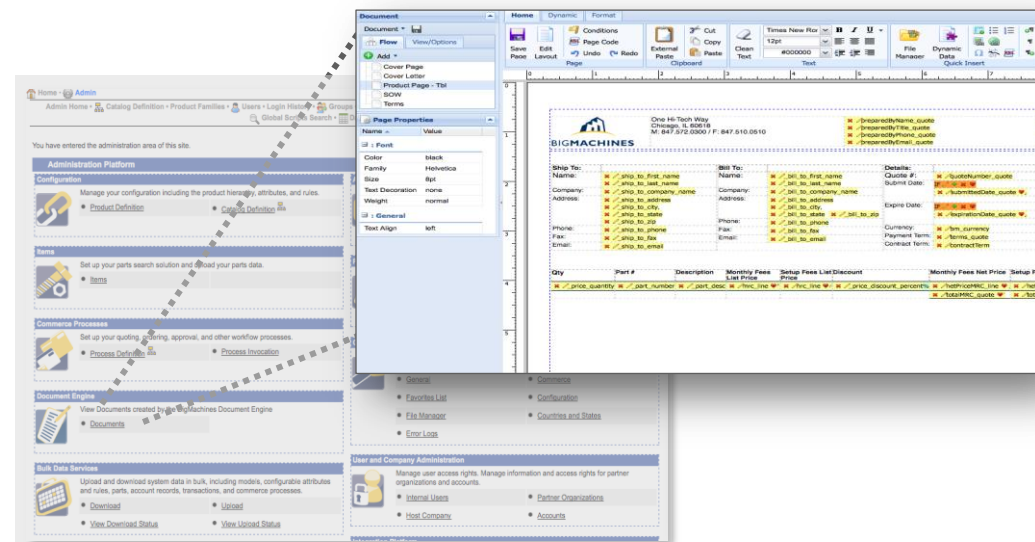


Oracle CPQ Product Overview

Flexible Administration & Product Data Maintenance

100% ONLINE ADMINISTRATION

- ✓ Accessible 24x7, anywhere in the world
- FULLY WEB-BASED
- ✓ Powerful tools give maximum flexibility without coding
- ✓ Easy to customize user interface
- ✓ Simple rules via point and click
- ✓ Set up rich document templates
- ✓ Easy to set-up and maintain



“BigMachines *flexible admin capabilities* allows us to make changes and *deploy it ourselves* to match our business needs.”

Oracle CPQ eCommerce Module

Launch CPQ from your public website - enable customers to pick the right solutions and options from your catalog

Easily Optimize eCommerce with Guided Selling & Product Configurations

- ✓ customers can shop online directly from a self-service, B2B guided selling and configuration platform
- ✓ features available are the ones that made eCommerce so successful for B2C businesses, including: shopping carts, product comparisons, customer reviews, and more.

Enable Direct Selling to Business Customers on website

Familiar & Intuitive eCommerce Search and Comparison

Make it Simple for Self-Service



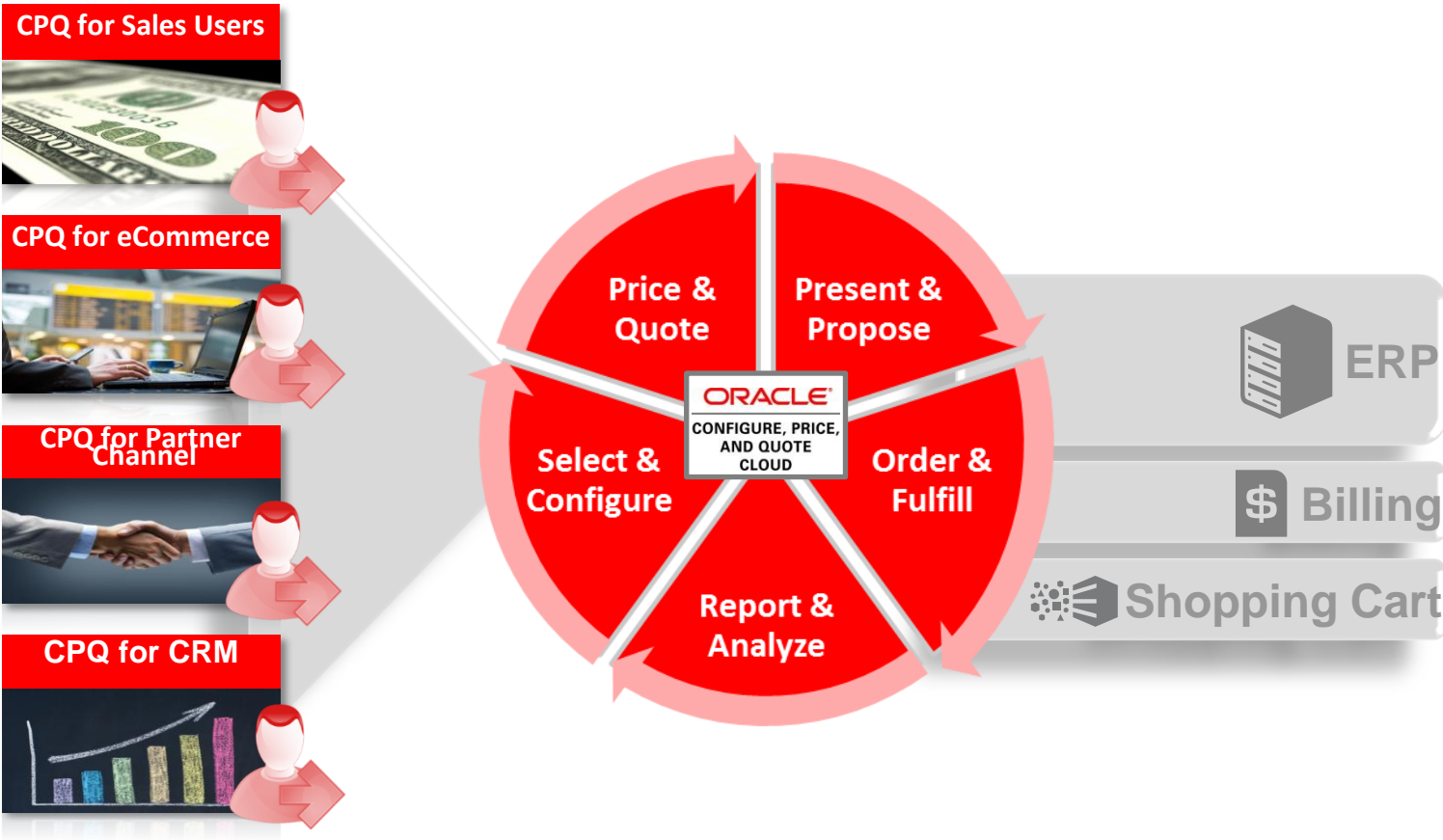


Oracle CPQ Cloud

Go to Market

Oracle CPQ Cloud

Multi Channel Platform





Oracle CPQ Cloud

Customer References

Proven Enterprise Results

117% growth in revenue

CATERPILLAR[®]



20% faster decision making on approvals



3% improvement in net margin rate – year 1

\$5.5MM in contribution margin

Days into Seconds (time to produce large proposals)



75% reduction in quote cycle time

93% reduction in order processing time



SIEMENS

>65% reduction in labor time per quote



0% error rate (down from 70%)



PHILIPS

vodafone

10x increase in quotes per month

3% increase in market share – year 1

40% reduction in sales and customer service teams



THOMSON REUTERS



400% increase in sales with only a 50% increase in support

Weeks into Days (decreased quote-to-cash time)

Honeywell

8 minutes from prospect conversation to signature via iPad

References

The world's leading manufacturer of innovative products like PlayStation[®], BRAVIA[®] LCD televisions, VAIO[®] personal computers, Xperia[™] smartphones & tablets, Handycam[®] camcorders, and digital cameras.



Challenges

Sony's shopping cart lacked full integration to its webstore.

It was re-launching its website and needed an online product configurator capable of handling a significant load.

Results

Much easier maintenance over custom built product rules on IBM Websphere

Great scalability and performance under very high load (4000-6000 concurrent active configurations)



References

Hewlett-Packard Company or HP is an American multinational information technology corporation that provides hardware, software and services to consumers, small- and medium-sized businesses and large enterprises, including customers in the government, health and education.



Challenges

HP had a Microsoft Excel based quoting application that did not scale globally and required custom integration with their CRM provider. They were dependent on a single individual to maintain the entire application, making product launches difficult and time consuming.

Results

ArcSight business unit delivered the best quarter in company history the first quarter following their rollout. Full quote-to-cash implementation with integration to ERP and billing systems



References

GE is a world leading manufacturing company that works on things that matter. They employ the best people and the best technologies taking on the toughest challenges; finding solutions in energy, health and home, transportation and finance.



Challenges

GE had inconsistent CPQ business processes across their geographies containing known inefficiencies. They had to manually integrate GE Lighting's CRM and ERP systems, causing lengthy and inconsistent quotes that were measured on a weekly basis.

Results

30% reduction in quote cycle time and improved business intelligence

Higher margins and market penetration

Metric driven pricing decisions from better transparency and single source quote generation



Rolls-Royce

References

Rolls-Royce is a global company, providing integrated power solutions for customers in civil and defense aerospace, marine and energy markets. They support customers through a worldwide network of offices, manufacturing and service facilities.



Challenges

Rolls-Royce had a home-grown system with over 7,000 cost records; many which were out dated. It was difficult to develop a cost for standard products because the documentation was stored in several locations. Their proposals were manually assembled with some exceeding 500 pages.

Results

Bid Support, Engineering, and Marketing saved over 24,000 hours per year

Recognized by Manufacturing Business Technology Magazine with the “Most Innovative Process Award” for its use of Oracle CPQ




Oracle CPQ Cloud


Manufacturing Demo

Oracle CPQ Cloud Manufacturing Demo

- Guided Selling & Help
- Bundling
- Intuitive User Experience
- Cross-sell/Up-sell
- Different Pricing Models
- Automated Approvals
- Dynamic Document Generation
- Quote Analysis
- Order Submission w/ ERP


Manufacturing Lite > CNC Verticals Parts Search

MANE MANUFACTURING 




Configure BM-1 Series
20" x 16" x 20", 40 taper, 22" x 12" Table, 24+1-station carousel tool changer, 1 MB program memory, 15" color LCD monitor, USB port, memory lock keyswitch.

[BM-1.pdf](#)




Configure BM-4 Series
45" x 24" x 28", 40 taper, 45" x 24" Table, 24+1-station carousel tool changer, 1 MB program memory, 15" color LCD monitor, USB port, memory lock keyswitch.


[BM-4.pdf](#)



Configure BM-5 Series
64" x 32" x 30", 40 taper, 64" x 27" Table, 24+1-station carousel tool changer, 1 MB program memory, 15" color LCD monitor, USB port, memory lock keyswitch.

[BM-5.pdf](#)

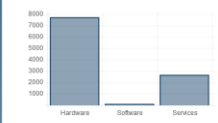


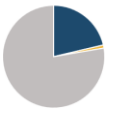


Configure BM-15 Series
120" x 32" x 30", 40 taper, 120" x 28" Table, 40+1-station carousel tool changer, 1 MB program memory, 15" color LCD monitor, USB port, memory lock keyswitch.

Pricing Executive Deal Desk

	Quote Analysis	Financing	Commission
Total Hardware Cost:	\$2,787.89	Hardware Margin: \$5,498.89	Hardware Margin %: 41.48
Total Software Cost:	\$135.51	Software Margin: \$252.38	Software Margin %: 65.1
Total Services Cost:	\$2,696.98	Services Margin: \$20,036.97	Services Margin %: 88.15
Total Cost:	\$55,584.38	Total Margin \$: \$25,788.24	Total Margin %: 70.88





Where can I find more Information?

- BigMachines.com is still available but will be sunset soon
- Further product info, data sheet, functional module available, etc. Can be found at:

<http://www.oracle.com/us/solutions/customer-experience/cpq-cloud/bigmachines-cpq-ecommerce/overview/index.html>

Hardware and Software Engineered to Work Together

ORACLE®