

*iApps Consulting
Fixed Scope Offering
For
ORACLE SALES Cloud*



Agenda

- Business Objectives
- Solution Proposal
- Scope (Business Process)
- Scope (Application)
- Implementation Approach \ Methodology
- Project Plan \ Time Frames
- Exclusions
- Assumptions
- Team Structure
- Responsibilities

Who are we?

We Are iApps -

A Technology Company, focused on the next generation of **Social, Mobile, Analytics** and **Cloud** based Solutions and Services

We Believe

Nimble, Adaptive and **As-a-Service** software solutions with superior **Price-Performance** ratio are the future of enterprise computing

We Drive

Value-Led and **Transformative** solutions for our customers, enabling them for the future

Business Objectives & ORACLE Sales Cloud Solution Overview

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Business Objective

- Adhering CRM Best Practices .
- Customer Experience to attract new customers and maintain existing customers
- Optimize sales Team's Performance
- Generate Quality Leads and move closer to customer by capturing details
- Customer Insights for better Service .
- Faster deployment of CRM solution for quick ROI

Customer Experience – Oracle Sales Cloud

- Engage customers earlier and close deals more often with Sales Cloud. Equip the team with the proper processes, tools, resources, and intelligence to increase revenues.
- In built Oracle Social Network to secure enterprise social network that connects your business processes, enterprise applications, and content

KEY BUSINESS FEATURES, REQUIREMENTS, AND BENEFITS

Sales Automation

- Lead & Opportunity Management
- Configurability
- Sales Rep Prospecting

Social Collaboration

- Great customer experiences across all channels of interaction.
- Oracle OSN -A secure enterprise social network that connects your business processes, enterprise applications, and content

Sales Performance Management

- Comprehensive Coverage
- Aligned Sales
- Affect Sales Behaviour

Mobility

- Oracle Sales Cloud Call Report App
- Oracle Sales Cloud Mobile App
- Oracle Voice
- Tablets
- Oracle Mobilytics.
- Oracle Social Network

Partnership Relationship Management

- Dynamic, precise and personalized experiences
- Manage and deploy complex policies License, permit eligibility, insurance premiums, needs analysis etc..,

- Closed-loop marketing and integrated analytics, enhances proactive, highly personalized communications.
- Real-time actionable insights to build loyalty and drive revenue.



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Customer

Almouj



الاتحاد للسيارات
UNION MOTORS



Business Process & Application Scope Overview

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Implementation Scope for FSO

Module Name	In Scope
Core Sales Force Automation (SFA)	<input checked="" type="checkbox"/>
Sales Catalog	<input checked="" type="checkbox"/>
Contacts, Accounts & Activities	<input checked="" type="checkbox"/>
Territories Management	<input checked="" type="checkbox"/>
Sales Analytics	<input checked="" type="checkbox"/>
Oracle Social Network	<input checked="" type="checkbox"/>
Oracle Sales Cloud Mobile App	<input checked="" type="checkbox"/>
Data Conversion (Open Leads & Contacts to a maximum of 1000 Lines)	<input checked="" type="checkbox"/>

Implementation Scope for FSO

Descriptions	Threshold
Business units	•Setup for one Business unit
Teams, Hierarchies, Roles Definition, Opportunity Management	<ul style="list-style-type: none"> •Sales Teams – Up to 5 •Sales Organization Hierarchy – Up to 4 Level •Up to 2 Sales Methodologies
Oracle Sales Cloud Mobile App	•Android and iPhones
Custom Reports (Sales Analytics)	• Up to 5 custom Reports
Automatic assignment of Customers, leads and opportunities to resources	•Max of 2 Dimensions for territory definition related to Products and Geography
Definition of Items for sales and hierarchies	• Up to 3 Level hierarchy of sales products
Emails/notifications based on events	•Max 3 Workflow processes
Number of Instances	• 1 Instance (US-English Language Pack)
Interfaces	•1 Out bound Interface on Batch model
Data Conversion	•(Open Leads & Contacts to a maximum of 1000 Lines)

Business Processes in Scope

Modules	Key Features
Core Sales Force Automation (SFA)	Sales Dashboard
	Sales Forecasting
	Activity Stream
	Lead Management
	Opportunity Management
	Customer Centre
	References and Competitors
Sales Catalog	Assignment Manager
	Select products and promotions with a graphical sales catalogue
	Leverage keyword search, product comparison and narrow-by filters
Territory Management	Define territories using customer, channel and product attributes
	Centralized or decentralized territory administration
	Detect gaps and overlaps in territory coverage
	Date effective sales territories and versioning
	Contact and account management
Oracle Sales Cloud Mobile App	Calendar and contact integration
	Opportunity and lead management
	Maps and phone
	Real-time analytics
Sales Analytics	View CRM contacts geographically close
	Configurable Real time Dash Boards and reports

Key Deliverables included in scope

List of Deliverables for Each Phase

#	Phase Name	Deliverable Name	Deliverables	Description
1	Project Design	Project Charter	Project Charter	The project charter would include further details of the project mission statement, approach and execution
2	Project Design	Project Charter	Project Plan	A plan that describes the high-level tasks. Resource assignments and timelines for all project activities.
3	Project Design	AN.010	Future-State Business Process Document	iApps will provide the future process model for the standard configuration of the system.
4	Validate	TE.040	Use Cases (Test Scripts) and Reports	Test Scripts for testing the configured functionality in the scope of standard offering
5	Validate	DO.070	User Guide	Detailed instruction documents to perform transactions in Sales Cloud
6	Transition	DS.030	Application Set-up Documents and Go-Live Sign Off	Configured Solution , validated for go live use

ADD-ON Components to FSO



- **Partner Relationship Management**

- **Sales Campaign Management**

- **Sales Predictor**

- **Enterprise Contracts**

- **Incentive Compensation Implementation**

- **Quota Management**

- **Extensibility Framework for any custom development**

- **Integration with ERP/Other Applications**

- **Oracle Sales Cloud for Outlook**

Note: Add-on Components will be charged based on customer needs

Implementation Approach & Project Timeline

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Implementation approach- Rapid Time to Value



Week 1

1 Client is introduced to the product functionality and asked to provide information through Questionnaires. Requirement Document sign off on High level design

Question	Response	ST/CA/ST
1. What is the primary purpose of the system? (e.g., to manage customer relationships, to track sales, etc.)	The primary purpose of the system is to manage customer relationships and track sales.	ST/CA/ST
2. What are the key business processes that the system will support? (e.g., sales, marketing, customer service, etc.)	The system will support sales, marketing, and customer service processes.	ST/CA/ST
3. What are the key data elements that the system will manage? (e.g., customer information, sales data, etc.)	The system will manage customer information, sales data, and marketing data.	ST/CA/ST
4. What are the key performance indicators (KPIs) for the system? (e.g., sales volume, customer satisfaction, etc.)	The key performance indicators for the system are sales volume and customer satisfaction.	ST/CA/ST

3

Week 4-5

Standard processes are explained and configuration adjusted iteratively UAT support, End user training. Go live preparation

2

Week 2-3

iApps performs initial configuration based on customer input & Testing



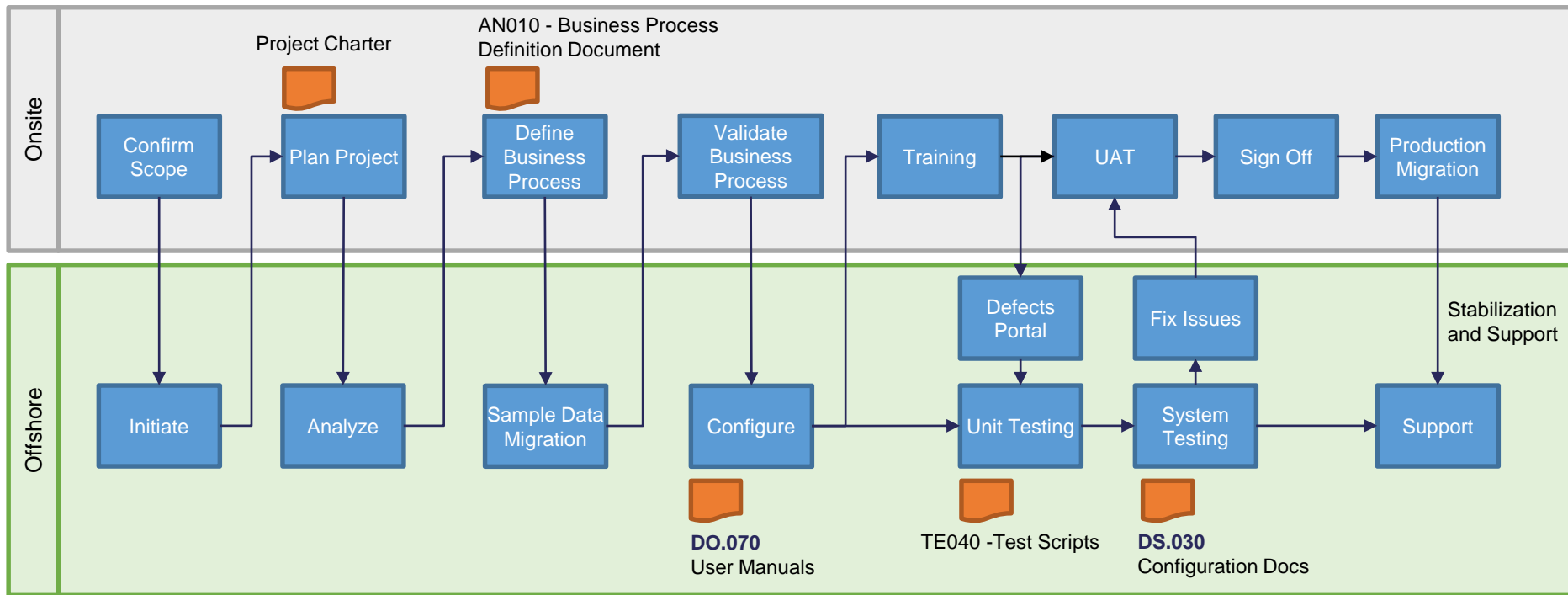
4

Week 6

Data is uploaded, training performed and the system goes **LIVE & Support**

Implementation Methodology/Approach

Onsite/Offshore model - Based on Oracle Unified Methodology (OUM) for Cloud and from our experience of running similar engagements successfully.



Assumptions & Exclusions

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Key Assumptions

- The standard business flows and Oracle Sales Cloud functionality will serve as the base for the implementation.
- Oracle's OUM for Cloud Implementation Approach will be used for the implementation
- A small Project team is formed and empowered to make decisions.
- The implementation is based on the Cloud deployment model, hosted at Oracle
- In the Cloud deployment model, two project environments are available: A sandbox and a production environment
- No Customization is performed. Configuration within the standard system is performed
- Organizational Change Management will be Client's responsibility

Key Assumptions

- Training will be provided using 'Train the Trainer' approach, iApps proposes to carry out 3 User Training Session with Each session would be up to maximum of 2-3 hours per day and maximum user size not exceeding Eight (08).
- All communications, documentations, deliverables would be provided in English language
- Any change in the scope will follow change control mechanism impacting cost and timelines
- A timeline of 6 weeks and 2 weeks of Post Go-Live Support is assumed with work products delivered during the timeframe, counting from the time that the Sales Cloud system is provisioned.
- Single Sign On enablement is not included.

Out of Scope

Activity	Assumption
Data Extraction & Cleansing	Data Extraction from third party system not included from scope in project
3rd Party System Integration Test	Not included in scope of project
Integration Test plan	Availability of 3rd system vendors during various project phases as per project plan
Integration	Installation and configuration and any middleware tools, 3 party software's
Single sign-on	Not included in scope
Data Validation	Data Validation of legacy source data is not included in current scope of project
Upgrade	Upgrade during initial deployment are out of scope

Team Structure & Responsibilities

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Project Resources

Delivery Head	<ol style="list-style-type: none">1. Oversee the overall project and provide necessary inputs to the team in achieving the critical success factors of the project Keeps a track of the budget and is also responsible for customer satisfaction
Solution Architect	<ol style="list-style-type: none">1. Primary point-of-contact; co-leader of all project activities in partnership with your organization's project manager Leads the weekly Project Status Meeting2. Leverages and applies project management best practices3. Manages expectations and issues, and ensures the project is on track to deliver results.4. Facilitates the Project Results Meeting, Facilitates the Customer Care Transition Meeting.
Oracle Sales Cloud Consultant	<ol style="list-style-type: none">1. Understands user issues and translates them into requirements for the technology group2. Works directly with clients at all levels throughout the organization to help identify and clarify business requirements Prepares time and cost estimates based on guidance from technical consultants for systems development and implementation.
Configurations Testers	<ol style="list-style-type: none">1. Test effort estimation of the project ,Prepare test strategy and test plan for the project High level testing of the flow of the Application software Investigate potential defects and discuss them with developers.2. Prioritize test requirements and organized test cases accordingly3. Prepare the end user documentation of the project flow for the User Acceptance Testing

Note : Resources will be deployed on offshore/Onsite model

Customer Obligations:

For the project to be successful within time & budget, Customer must fulfill the following obligations:

- Provision of Oracle Sales cloud environment prior to project start
- Assign a project manager to lead your staff's efforts
- Assign experienced and empowered business and IT users to work closely with iApps consultants according to project plan (some full-time allocation may be necessary at times)
- Perform certain project tasks according to project plan such as
- Provide data in format specified by iApps
- Create Knowledge Base items
- End user training
- Arrange for a project executive sponsor and project steering committee
- Enablement of functionalities has the dependency of Sales cloud features purchased by customer

Our Roster of Clients on Oracle Sales Cloud

UAE



Union Motors



MAN INVESTMENTS

MAN Investments



MAG Properties

OMAN / KUWAIT/ SAUDI ARABIA



Almouj Real Estate



Tawasul Telecom

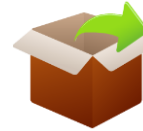


SHAREEK

Business Benefits



Lower total cost of ownership



Out of the box Business Flows – Quicker and better user adoption



Centralized & standardized solution with industry best practices - Better Sales force Automation Strategy



Rapid delivery of benefits – Better and Quicker ROI



Rapid Implementation enables quicker transformation with lesser risk to ongoing business operations



Aggressive time frame for Design & subsequent phases