

## **Oracle Sales (aka Fusion CRM): Ready for take-off**

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A couple of weeks ago, on behalf of CapricornVentis, I had the opportunity to attend the “Oracle Sales Cloud Implementation Workshop” given by Oracle to a selected group of partners. The aim was to help partners upskill in Oracle Sales (aka Oracle Fusion CRM), part of the Oracle CX suite.

My expectations were high. I had been in a Fusion CRM boot camp in Paris exactly one year ago, and despite being able to see the value of the product, there were some things missing. We didn't have many hands-on exercises, and the product still had some limitations.

The truth is this workshop was completely different. It was much better. For starters the speakers were the Product Managers – i.e. they really knew what they were talking about. Then, each attendee had its own environment – i.e. full hands-on experience.

From the Initial Set Up, through to the Security, Territory Management, Account and Contact Management, Lead and Opportunity Management, Forecasting, File Import, Analytics, until Migration Set Up, we dove deep into every core business area and function.

But what most interested and impressed me was the power and easiness of configuration and customization using the four Composers. The Application (functional extensions), Page (UI customization), Process (business processes and logic) and Reports (reporting and analytics) composers.

It was also really pleasant to see (and customize) the simplified UI – aka Fuse UI – that is meant to be used by field sales reps. The aim is to show, in a user friendly way, only the information required when selling on the field, rather than having a screen full of unnecessary/confusing information.

The new mobile apps for smartphone and tablet are fantastic. “Fusion Mobile Sales” is available for iPhone, Android and Blackberry, whereas “Fusion Tap” at the moment is only available for iPad. Intuitive and easy to use, they even provide reports and analytics on the go.

It was a very intensive but fruitful week where I was able to see a huge difference between version 4 (used in Paris 2012 boot camp) and the current version 7. It is much more powerful and has almost no limitations. I think it is definitely ready for take-off.