JD Edwards

## **INFOCUS**







## Be a Hybrid Oracle Customer

Session ID#: 2016JDE-101040

Hybrid Customer

Vicki Novosad Engineering/Oracle Applications Specialist Laser Technology, Inc.





## **Agenda**

- Company Overview
- Situation
  - JD Edwards Work Horse
  - CRM Obsolete
  - Marketing Home Grown
  - Reporting Spreadsheets
- Solutions
  - Oracle Sales Cloud
  - Oracle Marketing Cloud
  - BI Solution EmeraldVison















JD Edwards

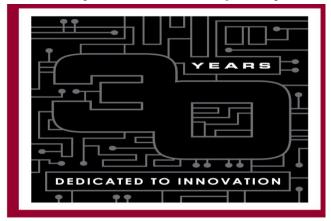


Laser Technology, Inc. (LTI)

Started in 1986

Current LTI employees: 113

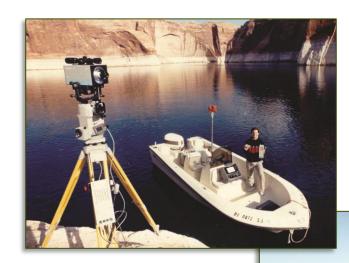
Privately held company



**BLAMER TECHNOLOGY** 



## **Early LTI Product Development**



Hydrographic Surveying



Docking laser for NASA





## **Business Segments**

- Professional Measurement
- Traffic Safety
- Sensor
- Recreational (Bushnell)
- Military/Tactical













#### **World Wide Distribution**

- Authorized Dealers in over 100 countries.
- 50% of sales in international markets

































JD Edwards



#### **Situation**

- JD Edwards
  - ERP solution
- CRM
  - Obsolete and not supported in over 10 years
- Marketing
  - Home grown
  - Nonintegrated 3<sup>rd</sup> party solution
- Reporting
  - Spreadsheets (example: over 50 for Trade Shows)



#### JD Edwards - Master Solution

- Implemented World in 1997
- EnterpriseOne
  - Migrated to 8.12 in 2009
  - Upgraded to 9.1 in 2013
- Mature reliable solution
- Oracle owned



## **CRM** – Requirements

- Ability to get information (from anywhere)
- Ability to work with information off-line
- Ability for Sales Representatives to export information
- Ability to send a Quote for an Opportunity
- Integration with JD Edwards EnterpriseOne System
- Customer Service and Support Capabilities



## **Marketing - Requirements**

- Integration with CRM
- Website forms flow onto the Marketing tool
- Market current and old Customers and Contacts
- Market to Prospects from Trade Shows, Advertisements, Calls, etc...
- Nurture and Score Leads before transferring to CRM
- Market to stalled Leads and Opportunities



## **Reporting - Requirements**

- Combine JD Edwards and CRM on single Dashboard for Executive overview
- Actual Shipped Orders vs Open Orders
- Forecast vs. Actual vs. Prior Year
- Sales Directors and Representatives Dashboards
- Customer Returns and Reason Codes











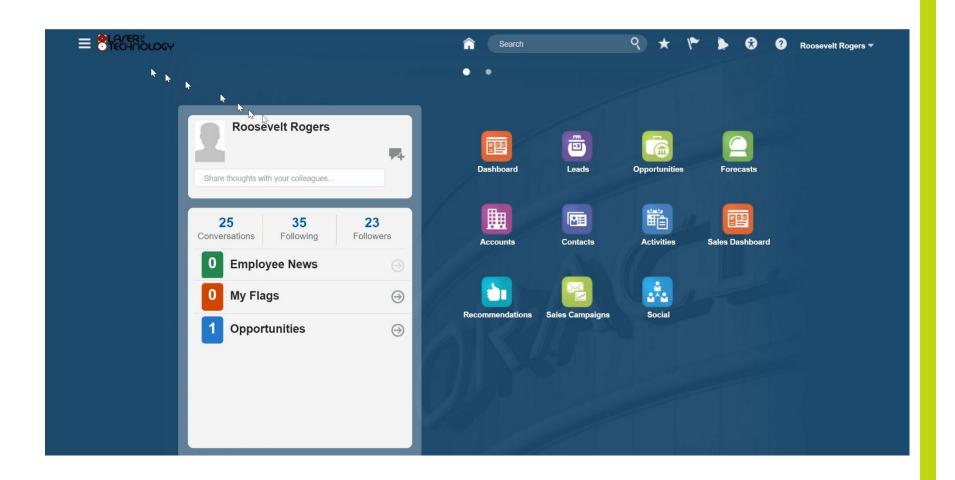




JD Edwards

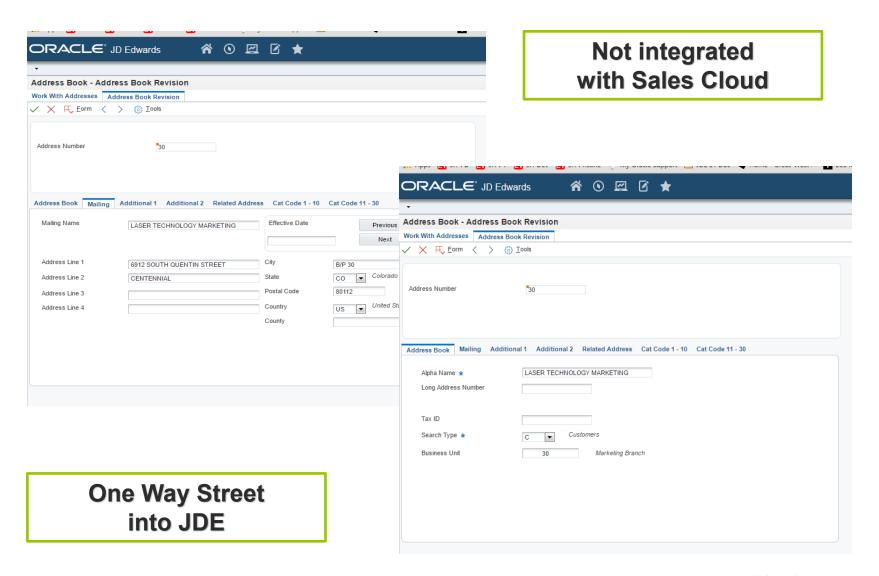


## Oracle Sales Cloud – LTI Sales Homepage



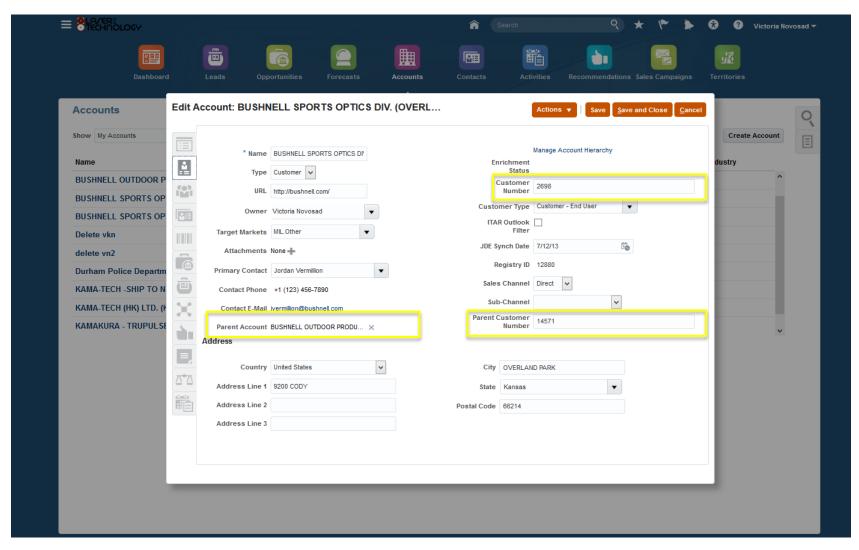


#### JD Edwards - Address Book Touch Points



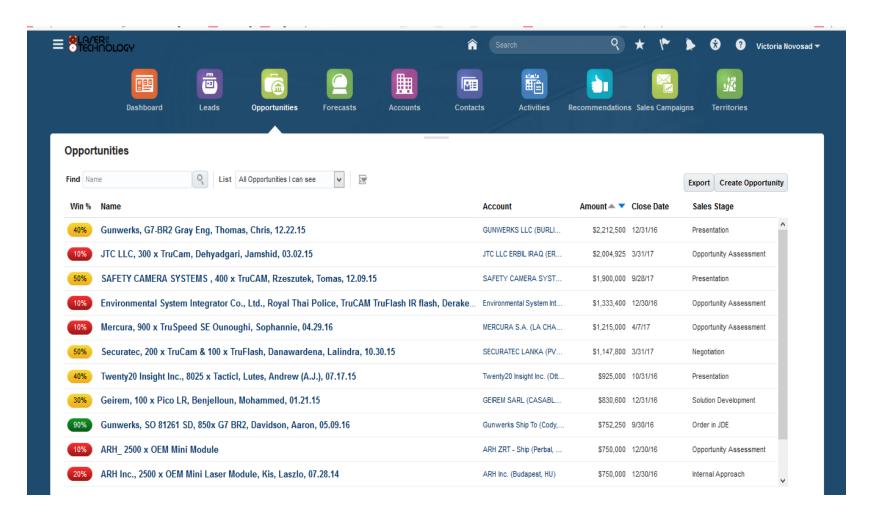


#### Oracle Sales Cloud - Accounts



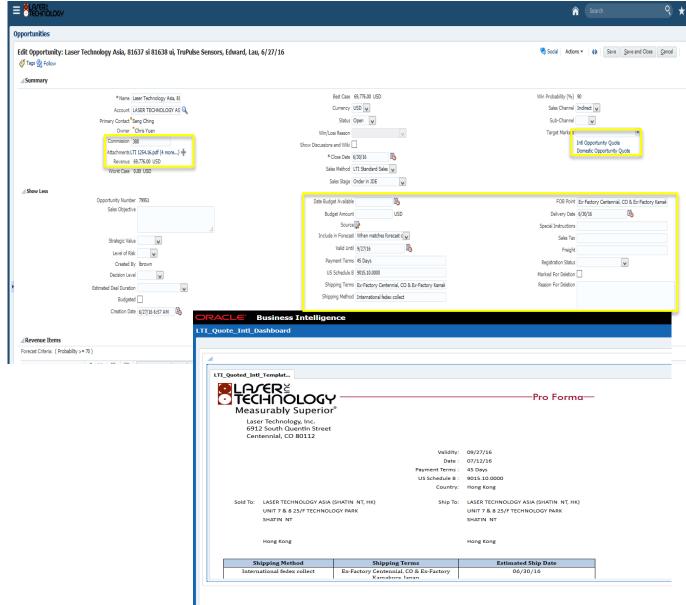


## Oracle Sales Cloud – Opportunities





#### **Oracle Sales Cloud – Quotes**





#### **Oracle Sales Cloud – Activities**

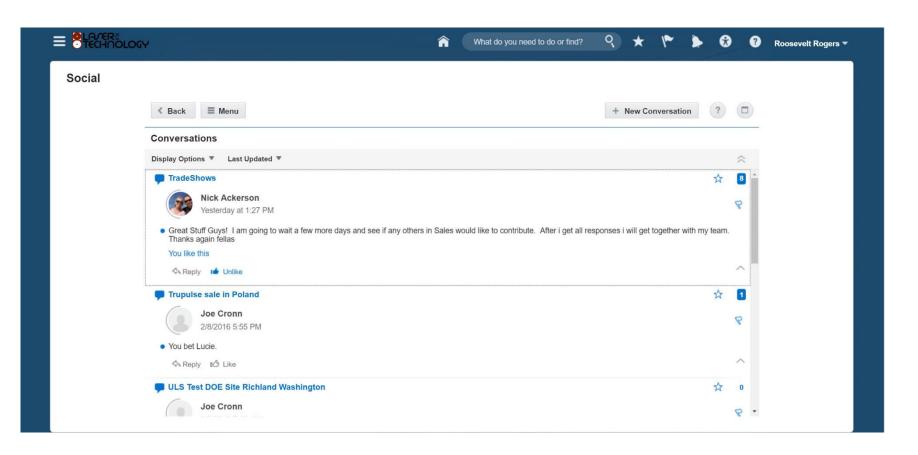
LTI Global Sales Activities Past 3 months

LTI Global Sales Activities Past 3 months

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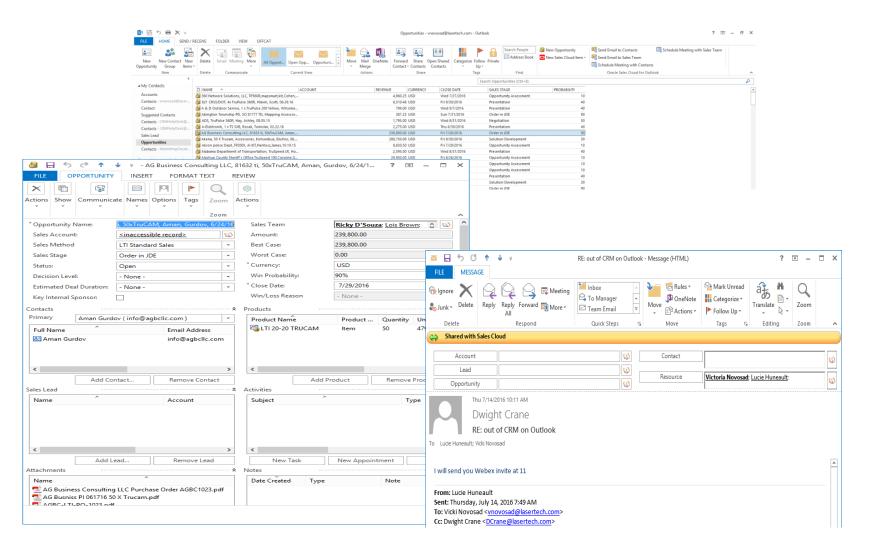


#### Oracle Sales Cloud - Social Network



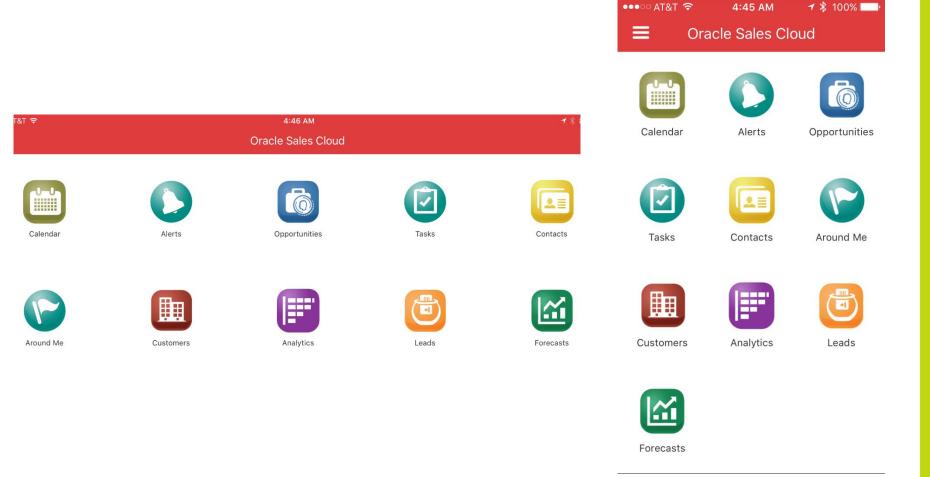


#### **Oracle Sales Cloud – Outlook**



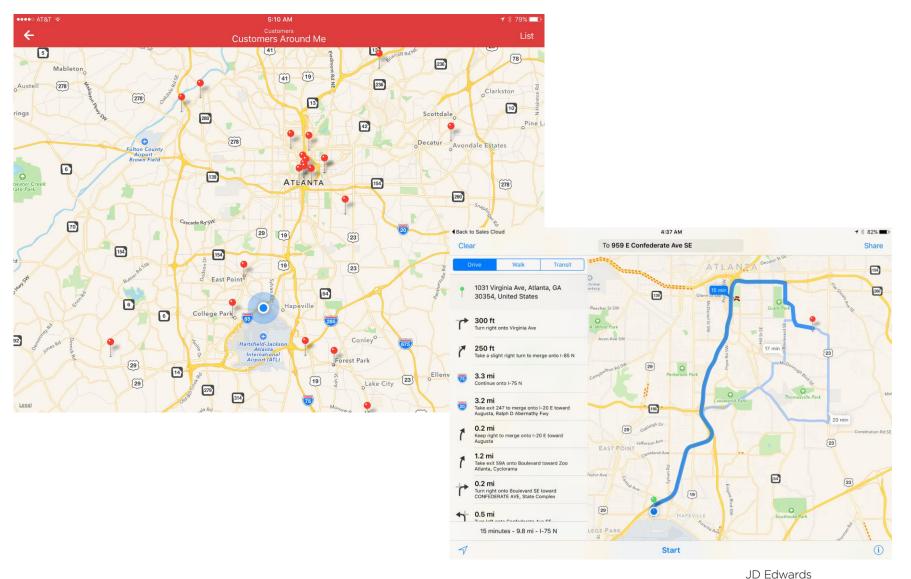


## Oracle Sales Cloud - Mobile Apps



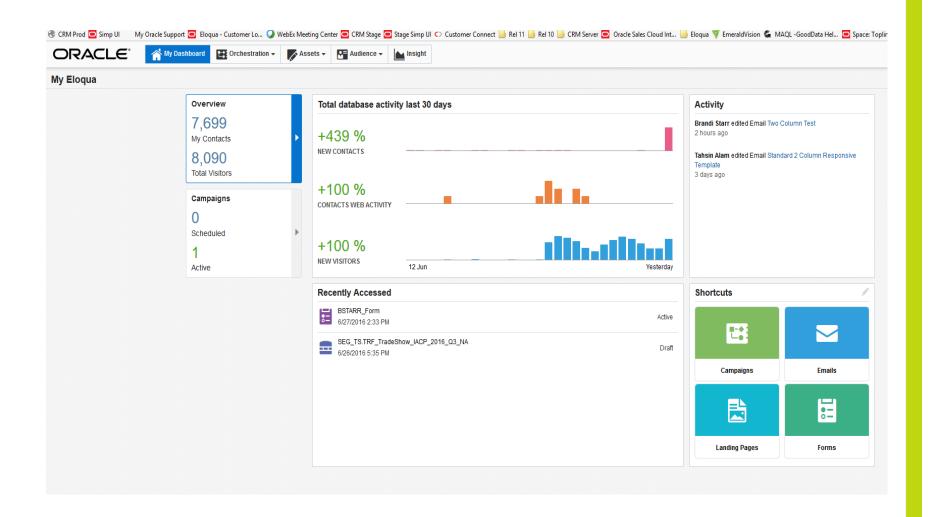


#### Oracle Sales Cloud – Around Me



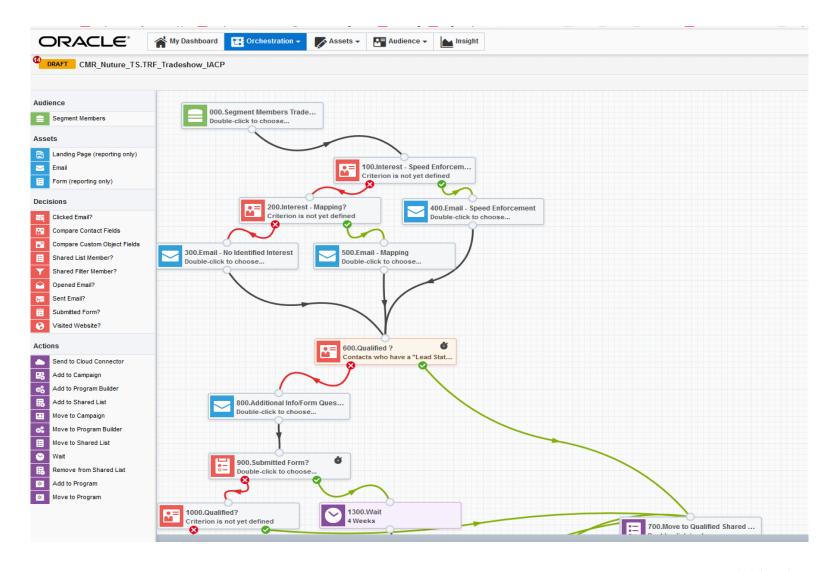


## **Oracle Marketing Cloud - Eloqua**



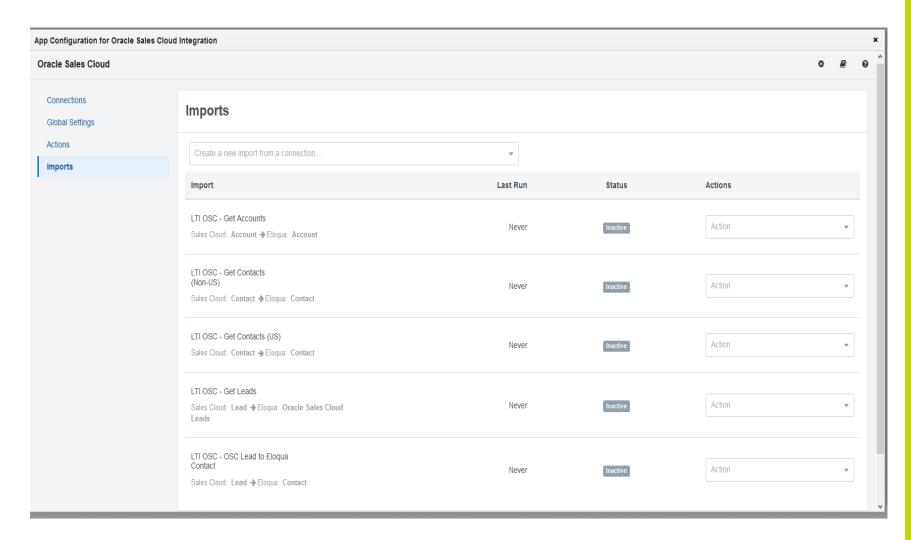


## Oracle Marketing Cloud - Campaigns



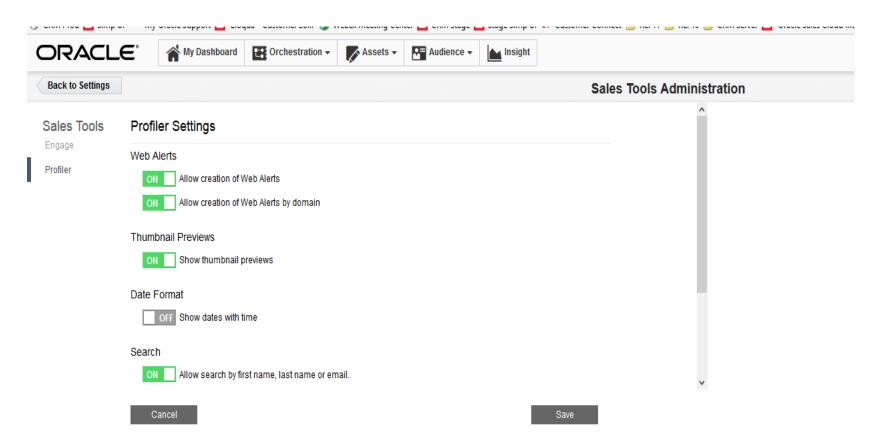


# Oracle Marketing Cloud – Integration with Oracle Sales Cloud





## **Oracle Marketing Cloud – Sales Tools**

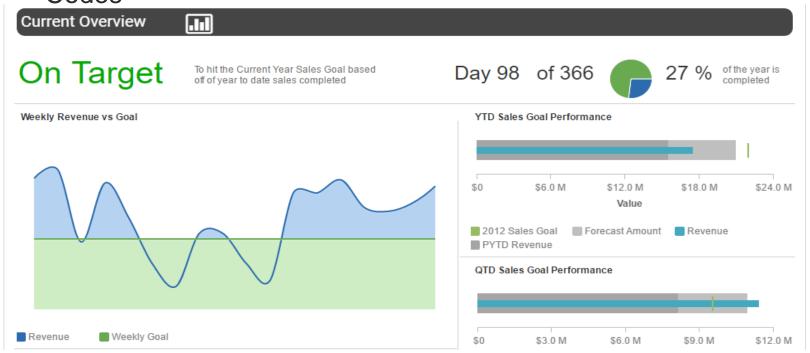




## Reporting – Dashboard EmeraldVision

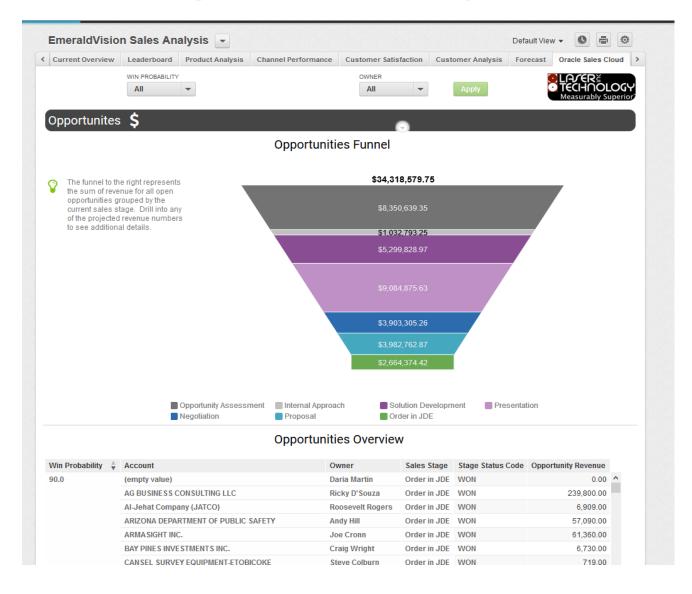
- Customer Satisfaction
  - Order Fill Rate
  - Returns and Reason Codes

- Current Overview
- Weekly Revenue vs Goal vs Prior Year





## Reporting – Opportunity Funnel





## **Oracle Hybrid Customer - LTI**

**Oracle Marketing Cloud** 



**Oracle Sales Cloud** 



JD Edwards EnterpriseOne



BI Reporting Solution (EmeraldVision)



#### **Thank You**

Questions?



