Thank you for your interest in the Oracle CX Apps Platform. To assess fit, and to learn more about your proposed app, please review the following FAQs and then complete the questionnaire that follows.

**Please send your completed questionnaire to cxapps\_rsys\_ww\_grp@oracle.com**

**FAQs**

* Why am I providing this information?

This information is needed to understand the objectives and use cases of the proposed app so it can be assessed for fit on the CX Apps platform.

* Who needs to provide this information?

The requested information must be provided by any interested entity (External partner, CX Marketing Customer, Oracle Consulting Services or any other Oracle entity) who wishes to develop an app using the CX Apps platform.

* Where do I need to send this?

Please send the completed document to cxapps\_rsys\_ww\_grp@oracle.com

* What comes next?

After submitting the completed information, the Oracle CX Apps Team will review and follow up with next steps. While the team reviews your information, you can go through the [Oracle CX Marketing App Developers Guide](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCIA/index.htm).

* What If I have questions?

Feel free to contact the Oracle CX Apps Team at cxapps\_rsys\_ww\_grp@oracle.com

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*Note: The CX Apps Platform is in beta and can be used to build apps ONLY for Responsys currently.*

Please fill in the below information accurately and to the best of your knowledge. All questions are mandatory unless otherwise indicated.

# General Information

|  |  |
| --- | --- |
| **Submission date** |  |
| **Provider type** | CX Marketing Customer  External Partner  Oracle Entity (OCS etc. Please mention team name, region) |
| **If you intend to develop the app/integration for specific CX Marketing customer, please mention the customer name & details** | *< In case you are a CX Marketing customer and intend to develop an app for self, please mention “Self”>* |
| **Company Information** | |
| **Company name** |  |
| **Company website** |  |
| **Contact Information** | |
| **Primary contact name** |  |
| **Primary contact title** |  |
| **Primary contact email** |  |
| **Technical contact name** |  |
| **Technical contact title** |  |
| **Technical contact email** |  |
| **Oracle Contact Information** | |
| **Contact name** |  |
| **Contact title** |  |
| **Contact email** |  |

# App/Integration Information

**Which CX Marketing products are you interested in developing apps for using the App framework?**

Responsys  Eloqua

**In which of the following geographies do you intend to make your app available for use?**

North America  Europe  JAPAC  Australia/NZ  LATAM

**How do you plan to develop the app?**

With internal resources

With 3rd party development resources

By partnering with an Integration as a Service (IAAS) provider

Co-develop the app with customer

Yet to decide

**What is the team size you plan to put for developing the app?**

1-5  6-10  11-15  More

**What is the timeline you have for developing the app?**

1-3 months  3-6months  6-12 months  12-18 months

**Which of the categories below best describe the area in which you want to develop app/integration?**

Data/Analytics  Messaging  Social channels  Mobile  Content

Advertising  Personalization  Platform integrations  Video ads  Events

Others (Mention details)

**Briefly describe the set of use cases that you wish to support with this app**

|  |
| --- |
| **Use Case Description** |
|  |
|  |
|  |

**Briefly describe the value you intend to deliver with the app and how it complements Oracle CX Marketing products.**

**Please explain why Out of the Box (OOTB) capabilities of the Oracle CX Marketing product cannot be used for the described use cases?**

< It can be that the capability is not available currently or the available capability is not good enough to cater to the requirements. Please mention details on the reason to develop an app/integration>

**Please list top 3 points that you want to highlight that your solution will be a good fit for the customer.**

**What are the expected peak volumes that this app would be built to support over the following timeframes?**

|  |  |  |  |
| --- | --- | --- | --- |
| At One Time | *<in millions>* | Daily | *<in millions>* |
| Monthly | *<in millions>* | Annually | *<in millions>* |

**If you intend to use the app for demos, please provide the names of prospects/customers to whom you plan to showcase the app *(Not required if you are a CX Marketing customer)***

**Please provide available details on the opportunity (market, deal size etc.) to highlight why is it important to develop an app *(Not required if you are a CX Marketing customer)***

**If you intend to develop the app for specific customer requirements, please provide details on the customer and deal size *(Not required if you are a CX Marketing customer)***

**Any additional details**

# *The below sections are to be filled in ONLY by external partners*

# Company Information *(Required ONLY if you are an external partner)*

|  |  |
| --- | --- |
| **Company headquarters** |  |
| **Established in (year)** |  |
| **No. of employees** | 0-50  50-100  100-200  200+ |
| **No. of customers** |  |

**What is your company’s elevator pitch? Briefly describe who you are and what you do.**

**What is your company’s primary target market?**

B2B  B2C  Both

**What organization size does your company typically target?**

Enterprise  Mid-market/SMBs  Both

**Which of the following vertical industries does your company target?**

Retail  Financial services  Life sciences  Consumer goods

Manufacturing  Telecom  Technology  Travel

Publishing  Education  Entertainment  Non-profit

Others (Mention name: \_\_)

**What are the geographies in which you operate?**

North America  Europe  JAPAC  Australia/NZ  LATAM

**Who are your top competitors?**

1.

2.

3.

**What are your differentiators?**

1.

2.

3.

**Please provide some details & numbers on the ROI you deliver to your customers**

**Please provide a brief overview of your pricing model, including starting price and average deal size**

# Customer Information *(Required ONLY if you are an external partner)*

**Please provide the number of customers you have in different geographies (***Not required, if you are a CX Marketing customer or an Oracle entity)*

|  |  |
| --- | --- |
| **Geography** | **Number of customers** |
| **North America** |  |
| **Europe** |  |
| **JAPAC** |  |
| **Australia/ New Zealand** |  |
| **LATAM** |  |
| **Worldwide Total** |  |

**What is the total number of known mutual customers with Oracle CX Marketing?** *(Not required, if you are a CX Marketing customer or an Oracle entity)*

|  |  |  |
| --- | --- | --- |
| **OMC product** | **Number of customers** | **Provide names, if possible** |
| **Responsys** |  |  |
| **Eloqua** |  |  |
| **Other OMC products** |  |  |