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E-Business Marketing: The Road Map to Success

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EXECUTIVE OVERVIEW

The internet has changed everything, and that includes marketing. Marketing organizations are faced with the imperatives of increasing their marketing reach and effectiveness while reducing time to market—all by leveraging e-business. This white paper discusses the e-business strategies you can use to expand marketing reach, increase your marketing effectiveness, and increase marketing velocity; the challenges you may encounter on the way; and how Oracle can help you overcome those challenges.

INTRODUCTION

Marketing is undergoing a major transformation, as traditional marketing techniques give way to the new methods of *e-business marketing*. In the competitive landscape that is e-business, successful marketing organizations are moving from mass marketing to personalized, real-time, mass marketing; from marketing as a cost center to marketing as an investment; and from long-term marketing plans to rapid implementation of marketing campaigns at internet speed.

To survive in this new environment, marketing organizations must radically change how they operate. They must operate globally over multiple customer-interaction channels, they must increase their internal effectiveness by targeting the appropriate customers and managing campaigns in real time, and they must reduce time to market by automating marketing processes and integrating across lines of business and customer-interaction channels.

Organizations can achieve these imperatives only through a complete e-business marketing-management solution that provides comprehensive automation, analysis, and multichannel-execution capabilities, as well as a seamless integration with sales, service, and operations. Oracle understands the challenges of marketing in today's competitive environment and has used its experience as a global enterprise to develop a road map that leads to true e-business marketing. As part of the company's transformation to an end-to-end e-business, Oracle uses the Oracle Marketing family of products to leverage e-business for marketing. A component of the comprehensive, integrated Oracle E-Business Suite, Oracle Marketing products give you the tools you need to implement e-business marketing at internet speed.

TRADITIONAL MARKETING VERSUS E-BUSINESS MARKETING

In a marketplace where speed provides a competitive advantage and your choice is *e-business* or *out of business*, successful e-business marketers have developed radically new approaches:

- They are changing how they market to potential customers and are using technology to learn more about their customers' profit potential and marketing preferences

- They recognize that marketing is an investment whose contributions can and must be quantified

- They know that whoever "gets there first" and, at the same time, "gets it right" can build an immediate and sustainable competitive advantage

From Mass Marketing to One-to-One Marketing to Real-Time, Personalized, Mass Marketing

Most marketers today were trained in traditional mass-marketing techniques. This approach to marketing says that you choose a mass media such as television or direct mail, design your campaign, and do a mass-marketing blitz that gets your message to as many customers and prospects as possible.

Smart companies abandoned this approach due to its high cost and ineffectiveness, and instead began marketing uniform offerings that were customized to *segments* of potential customers (that is, those sharing a set of common characteristics). In segment marketing, companies create and market products, services, promotions, and value propositions that they have tailored to particular market segments, but they offer no customization to individual customers within the given segment. For example, a company might create and market a product tailored to females from ages 25 to 35 who earn more than $50,000 per year, and all customers sharing those characteristics receive the same marketing offer and product.

Then came one-to-one marketing, a concept actively promoted by marketing thought-leaders Don Peppers and Martha Rogers, with which companies focused on customer share, not market share. In one-to-one marketing, enterprises identify potential customers; differentiate those customers according to their preferences, needs, and/or value to the enterprise; and design and customize their offerings and marketing campaigns to meet the need of each individual customer. In other words, they market to a segment of *one*. Traditional one-to-one marketing, as defined by Peppers and Rogers, is essential, but it's an incomplete approach that heavily emphasizes customer retention and not customer acquisition and market reach.

Now the internet has taken mass marketing and one-to-one marketing to the next level: personalized and real-time mass marketing. The internet allows companies to identify and differentiate prospects, interact with them, and customize offerings simultaneously—in real time. In addition, the internet's ubiquity, convenience, and low cost let you provide personalized, real-time marketing to mass, global

markets. You still need to use multiple interaction channels, such as direct mail, telephone, and field events, to reach broad audiences. The key is to present "one face" to customers by coordinating your activities across all interaction vehicles.
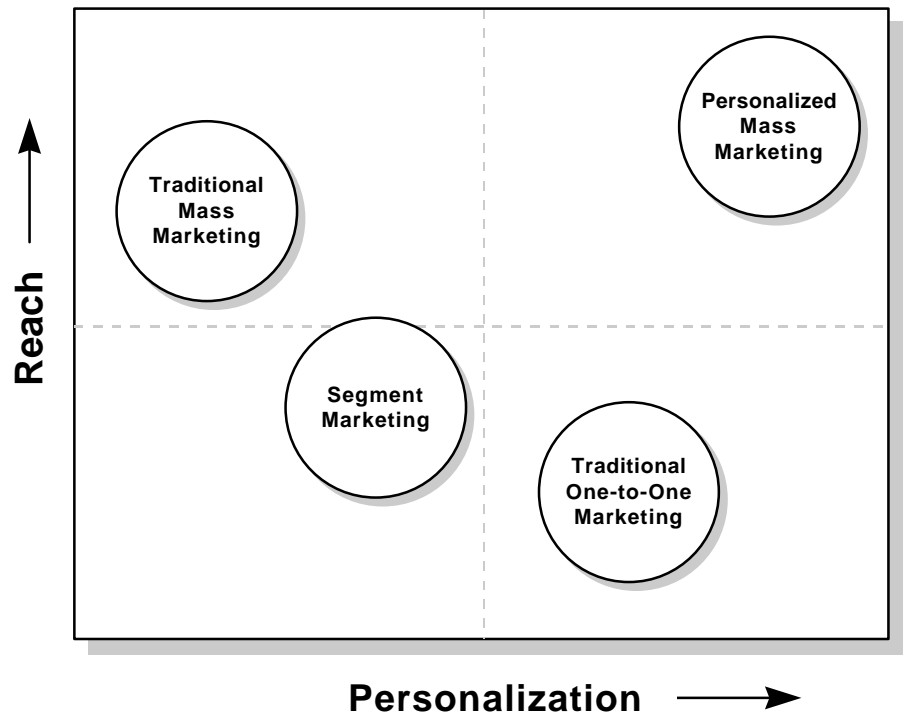

Figure 1. E-Business Spawns a Marketing Revolution

From Marketing as a Cost Center to Marketing as an Investment

Traditionally, marketing has been considered a cost center: a necessary expense and part of the cost of doing business. Although companies spend millions of dollars on promoting their products or services, they have never been certain how effective a particular marketing campaign is or whether they're reaching the "right" customers—that is, the customers and prospects appropriate for that campaign.

In fact, most marketers are familiar with the rule of thumb that as much as 50 cents of every marketing dollar is wasted, because that money simply can't be tracked. Moreover, marketers have long relied on expensive, traditional vehicles to reach audiences. So marketers design campaigns, generate lists, and eventually produce leads—but they have no idea how many of those leads turn into sales, or whether a campaign would have performed better and cost less if it had been targeted to a slightly different customer segment, or whether they could have successfully reached respondents through e-mail rather than a traditional direct-mail piece.

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Today, the heightened level of competition mandates that companies do more with their marketing dollars. Today's marketplace demands accountability. As e-businesses face increasing margin pressure, marketing organizations must justify their existence by measuring, monitoring, and managing marketing campaigns in order to proactively increase the return on investment. In short, marketers must be able to tie customer interactions back to specific marketing campaigns and then tie those campaigns back to revenue.

From Long-Term Plans to Internet Speed

Traditional marketing and business plans frequently span three to five years—a time period over which an organization plans to achieve its goals. In the past, marketers spent time strategizing, mapping out the route for their organization, and then implementing plans. They would then wait months to assess whether a plan accomplished their marketing objectives.

The internet has changed the business landscape and velocity. Markets, customer expectations, and industry boundaries are constantly shifting. Today's marketers are lucky if they can stick with a six-month plan. Now the marketplace dictates that in order to win, you must get there first, get it "right," and continually adapt—in real time—to changing markets and customer expectations. E-business is *about* change, speed, and agility—and marketing organizations that can't change rapidly and frequently in response to market conditions can't be competitive.

E-BUSINESS MARKETING AND ITS IMPERATIVES

An examination of current marketing trends and the best practices of the most successful e-businesses reveals several marketing imperatives that organizations must pursue before they can compete successfully. To implement e-business marketing, you must

- **Expand marketing reach** by pursuing global markets and by utilizing multiple customer-interaction channels

- **Increase marketing effectiveness** by targeting the most-profitable customers, prospects, and market segments, and by measuring and managing marketing campaigns in real time to increase the return on investment (ROI)

- **Increase marketing velocity** by automating marketing processes; seamlessly integrating with other customer-facing functions such as sales, service, and operations; and leveraging the internet for real-time marketing

The following sections discuss each of these e-business imperatives, the roadblocks or challenges organizations face when implementing them, and the corresponding strategies for achieving them.

IMPERATIVE #1: EXPAND MARKETING REACH

In an environment of shrinking margins—exacerbated by the use of comparison-

shopping engines and online bidding—companies need to expand market reach to gain economies of scale and to quickly capture market share before their competitors. Successful e-businesses expand their marketing reach through pursuit of global markets and the use of multiple interaction channels to reach potential customers.

Pursue Global Markets

The new e-business marketplace requires that a company expand its market beyond the immediate region, or even the home country, and seek out new customers in the global marketplace.

However, organizations that try to do this face an immediate roadblock: the reality of dealing with multiple languages and currencies. What do you do if your product is priced in U.S. dollars but you want to sell in a country that uses the euro—will your software be able to handle the necessary conversions? And how do you market to countries in which the potential customer base speaks a language other than your own?

The problem isn't limited to reaching global customers. What about multinational organizations that are themselves based in several countries around the world—how do their multinational marketing organizations deal with each other? For example, how do the marketers in the U.S. keep up with what their Japanese colleagues are doing to promote the company's products and services? How can corporate marketing quickly drive consistent marketing programs around the world and speed up cross-organizational workflows and processes?

Marketing in the age of e-business requires a multilingual, multicurrency, multiorganizational solution.

Utilize Multiple Interaction Channels

E-businesses use many different channels for marketing to their customers: traditional media such as print/television/radio; direct mail; inbound or outbound call centers; e-mail; and, of course, the Web. Today's customers want to access their suppliers and service providers through the interaction channel of their choice—and increasingly, businesses and consumers alike want to interact via the Web on a 24x7 basis.

However, marketers can't focus on the Web at the expense of more traditional marketing channels. You reach broader markets when you utilize the Web *in addition to* other channels. For example, executing marketing campaigns on non-internet channels lets you retain and acquire business with customers who are not internet-savvy or international customers in countries that have yet to establish reliable infrastructures for the internet. The challenge of multichannel execution is to present one face to customers across all channels and to coordinate your marketing activities across those channels.

Although multichannel execution is the ideal, managing only a couple of

"The customer views the marketing firm as one entity with multiple contact points. To effectively serve its customers' needs, the marketing organization must view its customers in the same way, and present a unified set of offers to the customer, as well as a quality marketing experience regardless of channel. This is the concept of time/place/process convenience (let customers deal with you when they want, how they want, and where they want)."

—S. Nelson and D. Lombardo, GartnerGroup, "Database Marketing Strategies for Success," September 1999

campaigns on a few channels introduces a level of complexity that overwhelms most marketing departments. How do you manage multiple, hierarchical campaigns and track each campaign's response rate in each channel? What if a customer receives your marketing promotion via e-mail but then decides to respond through your call center—does the call center agent know about the e-mail promotion? And is your call center channel integrated with your e-mail channel, so you know that the e-mail promotion received a response and resulted in revenue?

E-business marketers need an integrated system that coordinates and automates multichannel execution and provides a consistent marketing message at every customer touchpoint.

IMPERATIVE #2: INCREASE MARKETING EFFECTIVENESS

Although most companies have made tremendous progress in squeezing out inefficiencies on the operations and supply side, they're now looking for ways to increase the effectiveness and efficiencies of their customer-facing organizations: marketing, sales, and service. Marketers can increase their effectiveness by offering the right products to the right customers and by measuring their campaigns' success in real time and modifying them midstream as necessary to increase their ROI.

Know and Pinpoint Your Customers and Prospects

In the past, marketers were happy to reach *any* customer. Now they know that it's better to attract and retain only *certain* customers—the ones who spend the most with their companies and are the most loyal. But how do you find out who those customers and prospects are? How do you seamlessly combine customer intelligence obtained externally with what you already know about these customers? Although an organization may have amassed large amounts of customer data over the years, this information is inconsistent and incomplete, stored in organizational silos (for example, some in accounts receivable, some in sales, some in service) and thus is largely unusable. Marketing organizations can only guess which prospects are most likely to respond to any given marketing campaign, and cannot group individual customer information into logical market segments.

E-business marketers need an integrated marketing solution that gives them a 360-degree view of each customer, while providing the ability to synthesize individual-customer intelligence into market-segment intelligence at the same time. In addition, they need data mining technology that can predict how customers and prospects will respond to any given marketing campaign or product offer, based on their buying patterns, preferences, and potential profitability for effective targeting.

Measure, Monitor, and Manage Marketing Campaigns in Real Time

Shrinking margins and increased competition have led most organizations to adopt stringent cost-cutting and efficiency measures. Marketing departments are not immune to this movement, and they must now justify their budgets and headcount by quantifying the contribution of their marketing programs to the company's revenue.

ROI is one of the most frequently used metrics for assessing marketing effectiveness. However, measuring marketing ROI has been problematic: How do you accurately link revenue and closed deals to specific marketing campaigns, especially when your company's marketing, sales, and operational systems are not integrated? When a prospect places a call to your telesales agent in response to a particular campaign, that lead goes "over the wall" to sales, and marketing rarely knows the results of their efforts.

In addition, marketers have found it difficult to proactively increase ROI through more-effective marketing campaigns. Campaign post mortems typically take place weeks after campaign completion, and companies have had no way of managing and modifying campaigns while they are in progress.

E-business marketers need a marketing solution that is integrated with sales and other internal systems, so they can accurately track the effectiveness and resulting revenue from each campaign. They also need to be able to manage marketing campaigns while they are in progress, by analyzing performance metrics in real time and adjusting the campaign as necessary.

IMPERATIVE #3: INCREASE MARKETING VELOCITY

Marketing velocity, also called time to market, is essential in an economy running at internet speed. Many e-businesses have equally compelling business models, financial resources, and organizational talent, but whoever "gets there first" and "gets it right" wins. E-businesses can speed up their marketing processes through automation, integration, and leveraging the internet.

Automate Marketing Processes End-to-End

The marketing imperatives of multichannel execution and global reach seem to exclude time for market analysis and strategy. Marketing professionals spend as much as 80 percent of their time executing marketing campaigns and programs, and only 20 percent on strategy, planning, and analysis. Clearly, an essential technique for increasing speed and reducing time to market is to automate the planning and execution of campaigns.

Marketing-automation software is heavily populated with products that focus on only certain areas of marketing management, such as e-mail marketing or data mining. These incomplete solutions, or "point products," are incapable of handling all the aspects of e-business marketing in a holistic manner. For example, what if your e-mail marketing is fully automated but your telemarketing is not? What if your e-mail marketing system can't work with your telemarketing system? How can you design the most-effective campaigns if you don't have the

data mining analysis tools for identifying the best possible prospects for a marketing campaign?

Point products can speed up only portions of the marketing process. Marketing as an e-business requires seamless, end-to-end marketing automation.

Speed Up Information Flow Across Marketing Channels and Organizations

Speed is essential in the age of e-business. To gain immediate and sustainable competitive advantage, you need to go to market quickly and as a *true e-business*.

What does it mean to be a true e-business? A true e-business is integrated across all lines of business (for example, sales, marketing, service, finance, and manufacturing) and is integrated across all interaction channels—the Web, phone, face-to-face, e-mail, fax, and so on. The failure of numerous e-tailers to accurately and reliably fulfill customer demand during the holiday season points to the crucial need for integration.

However, although integration is essential for success, creating it on your own is expensive and time-consuming. Enterprises with disparate business applications must hire expensive consultants to integrate their systems—a lengthy process that causes them to lose ground to competitors in the meantime.

A true e-business needs out-of-the-box integration that is simple and complete and that can be implemented at internet speed.

Leverage the Internet for Real-Time Marketing

The internet lets you instantaneously reach global markets and provide real-time marketing information and offers to customers and prospects. For example, when you make changes to your product catalog, there's no need to reprint and mail new catalogs—you can update the information on your Web site in minutes. If you have a new product, announcement, value proposition, or promotion, you can communicate it to the global marketplace immediately. And the use of internet-based techniques such as permission-based e-mail marketing (with which customers give you permission to regularly send marketing offers and information to their e-mail addresses) lets you reach customers faster, more effectively, and less expensively.

At a strategic level, the internet enables effective and efficient customer interactions on an ongoing basis, allowing you to personalize your products and services in real time. This is closed-loop marketing and one-to-one marketing at internet speed.

The benefits of leveraging the internet for your marketing efforts are myriad, but the challenge is to coordinate its use with your other interaction channels and lines of business. As discussed in the previous section, doing internet marketing without the integration required by e-business can spell disaster.

ORACLE MARKETING: YOUR ROAD MAP TO SUCCESS

Implementing these e-business marketing imperatives can present roadblocks and challenges, but the Oracle Marketing family of products and Oracle's e-business solutions can help you eliminate them.

Oracle Marketing is a key component of Oracle E-Business Suite, a comprehensive and integrated suite of business applications that allows companies to transform into e-businesses. The Oracle Marketing family of products enables marketing organizations to drive quality leads to sales; expand marketing reach and maximize marketing effectiveness through a comprehensive set of marketing automation, analysis, and multichannel-execution capabilities; and become a true e-business through seamless integration with sales, service, and operations.

In contrast, other vendors provide point products that address only certain pain points. Point products from multiple vendors do not work together seamlessly as a cohesive unit, and they require ongoing, expensive systems integration that still does not emulate what Oracle products can do "out of the box."

ORACLE HELPS YOU EXPAND MARKETING REACH

Global Support

Oracle Marketing is a global marketing solution that offers full support for multiple languages and currencies. Out of the box, Oracle Marketing runs in more than ten languages and works with all major currencies, including the euro. This capability is extremely important if you have a multinational organization, because even within your own company, you must deal with various languages and currencies.

Oracle Marketing lets you input prices, discounts, and offers in the currency of your home country and then lets you report in a common currency. Multicurrency support is essential for budgeting and ROI analysis: When you roll up budgets and revenues to calculate ROI, you need to be able to support various currencies.

You also need to support or manage marketing processes across organizations, not just in one location but around the world. If you set up your organization with Oracle Marketing, you can push marketing tasks, notifications, and events across all organizations (for example, sales, call center, Web marketing).

With offices in more than 100 countries around the world, Oracle understands global marketing and uses Oracle Marketing internally to manage its own worldwide marketing efforts.

Cross-Channel Coordination

Marketers today need to utilize all the interaction channels available to them to broaden their reach and offer the right product to the right customer at the right price—using the channel preferred by each individual customer. Oracle Marketing is fully integrated out of the box to provide cross-channel coordination.

Oracle Marketing automates multichannel execution and lets you set up actions you want performed automatically if a campaign doesn't have the desired response rate. In addition, because it's fully integrated, it "knows" about all the promotions you have running on multiple channels and so is working with full knowledge of all your marketing activities.

Oracle Marketing provides integration across all sales channels, letting you provide a consistent marketing message at every customer touchpoint. Whether your customer contacts you via the Web, a call center, or e-mail, each channel conveys the appropriate and consistent message and offer. Each channel provides feedback on customer response for analysis and further actions, and the customer gets a high-quality experience regardless of channel.

ORACLE HELPS YOU INCREASE MARKETING EFFECTIVENESS

Complete and Consistent Customer View

Oracle Marketing is based on the concept of a *single customer reality*, meaning that throughout the organization, all customer-facing employees use a single, or master, customer record. (In contrast, a GartnerGroup study found that major companies typically have three to nine copies of a customer master record.)

What does it mean when your enterprise operates on a single customer reality? It means that everyone in the organization has the same picture of the customer. So, for example, if Jane Doe purchases a product and later calls for service, the customer record entered by the sales organization is the same record used later by the customer service department. The service rep has a 360-degree view of each customer and all the salient information about each customer's interactions with the company (for example, products purchased, previous service calls, and valid repair contracts).

Not working from the same customer record means that customer-facing employees may have inaccurate or incomplete information about the customer—and this directly affects their ability to answer the customer's questions or provide effective customer care.

A single, comprehensive customer reality is the key to marketing effectiveness because it enables you to target the right customers, prospects, and market segments with the appropriate offerings. However, you can create a broader, more comprehensive customer reality by combining internally available customer intelligence with intelligence that is available externally. Oracle Customer Loyalty is a rapid-implementation solution that lets you seamlessly combine internal and external customer intelligence. Designed to improve buyer loyalty

through the enhanced management and analysis of customer information, this business-to-consumer solution works in tandem with the Oracle Marketing family of products and leverages customer data-integration technology offered by Acxiom.

Oracle Customer Loyalty lets you identify and cultivate your faithful customers, develop strategies to influence their buying habits, and generate in-depth customer profiles that you can use for targeting potential prospects—strategies that let you increase both your market share and competitive advantage. Moreover, Oracle's marketing solutions support a broad range of marketing approaches, ranging from traditional one-to-one marketing to segment marketing to personalized, mass marketing—the choice is up to you. You choose the solutions that suit your marketing objectives and that enhance your ability to fulfill customer demand.

Sophisticated Data-Mining Models

When your marketing campaigns are based on thorough customer knowledge, tight customer profiling and segmentation, and the ability to tailor offerings based on an individual's behavior, those campaigns generate better-qualified leads.

Oracle Marketing's integrated data-mining capabilities let you easily sift through data and analyze various factors regarding customer behavior. For example, you can look at how much each customer spent with your company, analyze attributes and demographics for each customer, explore each customer's history with you or with other companies, and use all that information to predict whether this is a good customer to attract and keep. You can create a data-mining model that predicts the propensity of customers to buy a particular product and use that model to create a list of prospects.

Oracle Marketing's data-mining models, built using Oracle Darwin data-mining software, rapidly sift through massive amounts of data, revealing patterns and insights that would otherwise remain hidden. With Oracle Marketing and Oracle Darwin, you can build a combination of predictive models that let you answer questions such as these: Which customers are likely to defect? Of the customers likely to defect, which ones have the greatest chance of being profitable? And among customers who are likely to defect but are also highly profitable, which ones are most likely to respond to "Retention Offer A?"

Real-Time ROI Measurement and Improvement

ROI is an overused term: Everyone talks about it; everyone wants to measure it; but only Oracle provides the capability for actually tracking, measuring, and improving it. To measure marketing's ROI, you need to

- Track costs and revenue *at every level*. This means at the organizational level as well as at each individual campaign level. For example, if you design a marketing campaign that first does a direct mailing and then a follow-up e-mail to nonrespondents, you need to track costs and revenue at both these levels. Because Oracle Marketing is a complete marketing

solution, not a point solution, you can easily input and track costs and revenue at all levels—even for a global enterprise.

- Manage complex budgets. Most companies have sophisticated marketing budgets that include many costs, such as creative and agency costs. You need to know who is spending where and on what. Oracle Marketing lets you track to the dollar (or yen, or euro) exactly how much money is being spent. Later, it automatically rolls up these figures into the overall ROI calculation.

- Keep track of response rate *in real time*, not when campaigns have already ended. In addition, you need detailed information about response rates—how many total responses, how many prospects clicked through and went somewhere else afterward, and so on. You need to be able to check marketing intelligence in real time so that you can adjust or modify campaigns midstream. Oracle Marketing lets you define *performance measure alerts* so that you can halt, retarget, or expand a campaign based on a desired outcome. For example, if you want a campaign to generate a 10-percent response, Oracle Marketing can track the response for you and automatically perform a subsequent action (for example, halt the campaign) based on your defined request.

- Tie customer interactions back to specific campaigns. Because Oracle Marketing is fully integrated with the rest of the Oracle E-Business Suite, marketers have access to a full, 360-degree view of each customer. Oracle Marketing lets you track each campaign on each channel and automatically tracks which campaign led to a customer response.

- Tie campaigns back to revenue. Oracle Marketing is also integrated with the back-office portion of Oracle E-Business Suite, so you can tie each campaign back to your enterprise's general ledger. Tying each campaign to the general ledger tells you how many leads turned into sales and the level of revenue attributed to each marketing campaign.

ORACLE HELPS YOU INCREASE MARKETING VELOCITY

End-to-End Marketing Automation

Point products from multiple vendors don't work together seamlessly, and as a result, you have piecemeal marketing automation, marketing processes that are still not streamlined, and increased time to market—something you can't afford when you need to market at internet speed.

The end-to-end marketing automation provided by Oracle Marketing lets you

- Implement trigger-based marketing campaigns that launch themselves automatically based on preset business rules, so that you can accomplish your marketing objectives in a timely manner

- Evaluate and retarget campaign results on the fly: You can have Oracle

Marketing track responses and automatically complete a subsequent action

- Monitor key performance indicators and metrics for all your campaigns in one place

- Manage and coordinate multiple campaigns on multiple interaction channels, and unify messages across channels

- Simplify budget development, approvals, list management, campaign administration, event management, task management, and other standard processes through automated workflows

- Unify marketing messages across channels

- Free up time for market analysis and strategy

- Use real-time data for decision making

Readily Integrated

To go to market quickly as a true e-business and secure immediate, sustainable competitive advantage—not only in marketing but in the rest of your business as well—you need out-of-the-box integration of your customer-facing systems, operational systems, and interaction channels. For example, if your marketing campaigns create a huge demand for your products, but you don't have the manufacturing and supply chain linked up, you can't meet the demand and your customers may defect in droves. In addition, you won't be able to measure marketing effectiveness or perform true closed-loop marketing and personalized mass marketing.

Oracle Marketing provides out-of-the-box integration among marketing components, channels, lines of business, and operational systems—you don't need to hire a system integrator and wait months or years to be able to do true e-business marketing.

Real-Time Marketing Via the Internet

If you want to use the Web for marketing to potential customers, you need a technology underpinning that lets you respond to what customers have done in the last two minutes, not the last six months. The Web means instant response, and marketers must react instantaneously as well.

Oracle provides the industry's *only* internet-based marketing application (Oracle *i*Marketing), which seamlessly manages Web promotions from creation to presentation and final execution through the sale closure. Oracle *i*Marketing allows you to present real-time, personalized offers to customers over the Web, enabling Web-based personalized marketing. Furthermore, it gives you the ability to seamlessly manage marketing efforts with affiliate Web sites, such as those of channel partners, suppliers, and co-branders and portal sites. For example, it lets you quickly create, manage, and push promotional content to an affiliate partner such as Yahoo—allowing a customer to see your promotion on Yahoo and vice

versa.

In addition to offering extensive Web-marketing functionality, Oracle *i*Marketing coordinates seamlessly with other marketing channels (such as phone, e-mail, and direct mail), in addition to your organization's sales, service, and operations—all through out-of-the-box integration.

CONCLUSION: FROM ROADBLOCK TO SUCCESS

The e-business marketing imperatives discussed in this white paper—to expand marketing reach, increase marketing effectiveness, and increase marketing velocity—are key factors in an organization's ability to respond quickly and competitively to market pressures and proactively exploit new opportunities in the internet economy. Oracle provides the road map to help you reach your goals— not only with Oracle products, but with global e-business professional services such as consulting, education, 24x7 support, and partner solutions.

The following table summarizes the e-business strategies, challenges, and key benefits of Oracle Marketing.

E-Business Marketing Strategy	Roadblocks	Oracle Marketing: The Road Map to Success
Pursue global markets	Most programs do not support multiple languages and currencies	Global support
Utilize multiple interaction channels	Increasing complexity of multiple channels; channels not coordinated; can't present one face to customers	Cross-channel coordination
Know and pinpoint the right customers with the right offerings	Disparate, incomplete, and inconsistent customer and business information	Complete and consistent customer view via true out-of-the-box enterprise integration
Measure and improve marketing ROI	Disparate marketing, sales, and operational systems make it difficult to associate revenue with marketing campaigns	Out-of-the-box integration of marketing with sales, service, and operational systems; ability to change campaigns "on the fly"
Automate tactical marketing activities/processes	Point products ineffective	End-to-end marketing automation
Go to market quickly as a true e-business	Nonintegrated sales, service, marketing, and operations; expensive and lengthy systems integration	Out-of-the-box integration

E-Business Marketing Strategy	Roadblocks	Oracle Marketing: The Road Map to Success
Use the internet for real-time marketing	Inability to coordinate internet with other channels	Cross-channel coordination and comprehensive internet marketing functionality

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