



PRODUCTS AND SERVICES

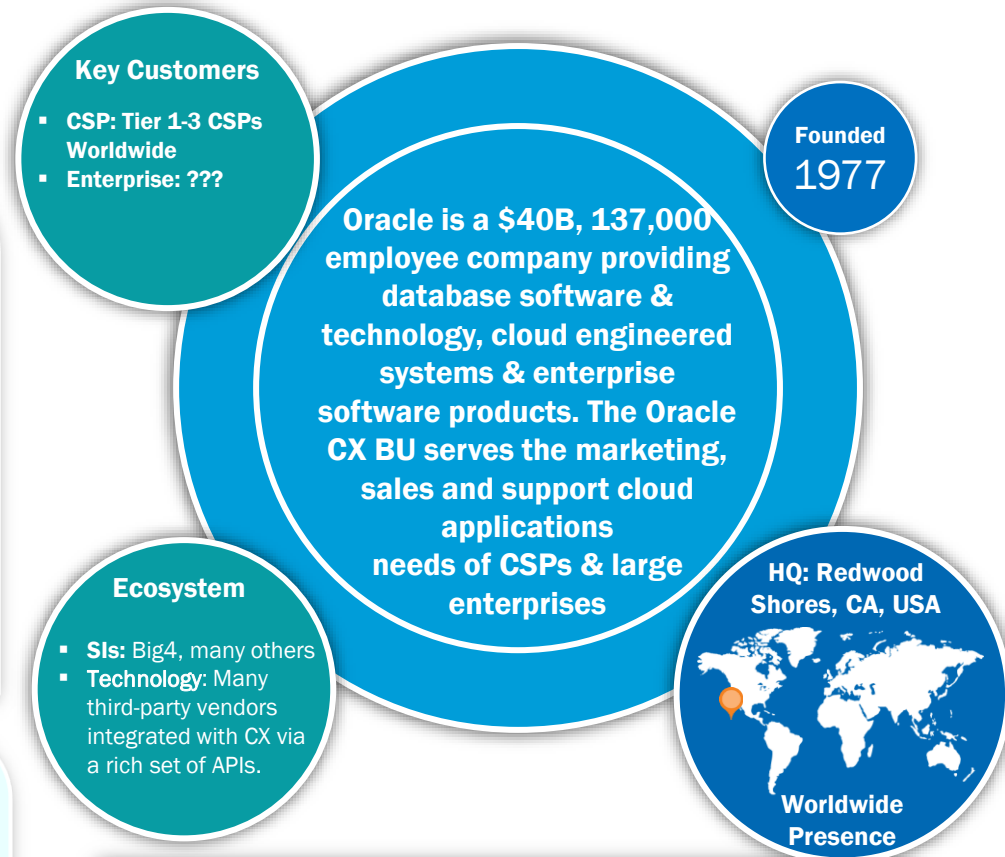
- Oracle CX provides functionality supporting B2C and B2B SaaS offerings across multiple industries, including Telecom. It provides interfaces for end users and internal sales and support personnel and automated process support for sales, service, commerce, and marketing across the entire customer journey from Discovery to Engagement to Consume to Serve.
- The Oracle CX Cloud Suite is composed of multiple components, offered as SaaS: Marketing Cloud, Commerce Cloud, Engagement Cloud, Service Cloud, CPQ Cloud, Subscription Cloud, Loyalty Cloud, Social Cloud, Data Cloud, CRM Analytics Cloud, CX Industry, and CX Platform.
- Offers services for in-cloud implementations and comprehensive after-sales support. Will prime projects or serve as sub-contractor.

KEY STRATEGIES

- Provide a modern digital experience for customers and prospects in a full omnichannel manner, enhanced with full understanding of the customers through a customer data platform and customer demographic and firmographic data to add to a CSP's own dataset.
- Support CSP operations personnel with an excellent digitalized user interface with AI-enhanced support for internal operations.
- Move beyond features that, in the hands of marketing and sales experts supported by data scientists, could increase the probability and ARPU of sales activities. Instead, industrialize, democratize and scale capabilities.

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ANALYSIS

- Oracle CX is a modern, complete rearchitected, re-implemented and expanded set of CRM functionality that was formerly offered only in Siebel and NetSuite (which are still offered, and supported).
- Oracle CX competes directly and effectively with Salesforce and many other systems.
- Oracle's "all in" strategy with SaaS offered on the Oracle Bare Metal Cloud is a bold move, especially in the slower-moving Telecoms market, but a reasonable one that will benefit them in the long run.
- Current Siebel customers are hampered in migrating to CX by a credible, but less than ideal, migration strategy, based on a dual-speed IT architecture.