



# ORACLE MARKETING CLOUD. READY FOR TAKE OFF.

## Oracle Software with PROMATIS Solutions

Award-winning Oracle Marketing Automation software combined with reliable PROMATIS Best Practice solutions, project management processes, process models, templates, and services.

From the pioneer of the process-oriented introduction of Oracle enterprise software solutions: the Kickstart for data-driven marketing!

## Why the Marketing Cloud?

The high-performance solution for marketing automation in the business-to-business segment. Target group-specific planning, implementation, and monitoring of marketing campaigns to generate qualified sales leads.

The ideal tool for personalized customer experiences throughout the life-cycle.

## Kickstart for process innovation!

With the Kickstart offerings for the Oracle Applications Cloud, PROMATIS enables a smart entry into the use of application software services: fast, economical, low-risk. For a fixed price!

A pre-configured Oracle SaaS product suite with best practice business process models and proven PROMATIS implementation and training services.



## Kickstart Marketing Cloud

The PROMATIS Kickstart delivers a well-balanced solution that is distinguished by its excellent technology in combination with practice-oriented applications. This results in digital marketing that is comprehensive and links the entire activities and processes and thus reduces complexity.

## PROMATIS Best Practice Solution CX

The PROMATIS Best Practice products are functional extensions for and adaptations of Oracle applications. The result is end-to-end, cross-company business processes that can be implemented economically and quickly in the company.

## Oracle Applications Cloud CX

The Oracle CX Cloud provides an integrated application package for the entire customer lifecycle. From awareness through purchase to support, customer data is consolidated, synchronized and supplemented. Regardless of location, time and type, the information is made available throughout the entire customer journey.

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### Included products:

- » Oracle Marketing Eloqua

### PROMATIS Best Practice-Setup:

- » Users, roles & workflows
- » Importable templates (accounts, contacts, content, ...)
- » Audience segmentation
- » Lead scoring templates
- » Multi-stage campaigns
- » Multi-channel campaigns
- » Best Practice dashboards and reports
- » Best Practice data migration templates

### Implementation:

3 - 6 weeks

### Training:

- » Initial process/system training 1.0 day
- » System introduction 2.0 days
- » Application training 2.0 days
- » Configuration of reports and analyzes 1.0 day

### Premise:

The client is responsible for the project-spanning project management, organizational change management, transition and commissioning activities as well as the creation of system users with their access rights and menus and setting up peripheral devices.

### Additional services:

- » Oracle Sales
- » Oracle Commerce
- » Oracle Social
- » Oracle Data

### Specs:

- » System languages English and German; more are optional
- » Project management for PROMATIS activities is included
- » Client-specific additional developments are not included

### Pricing:

Solution package for a fixed price!  
Price upon request, depending on your requirements.