

2009 - 2010

Oracle CRM On Demand Prognosys Implementation

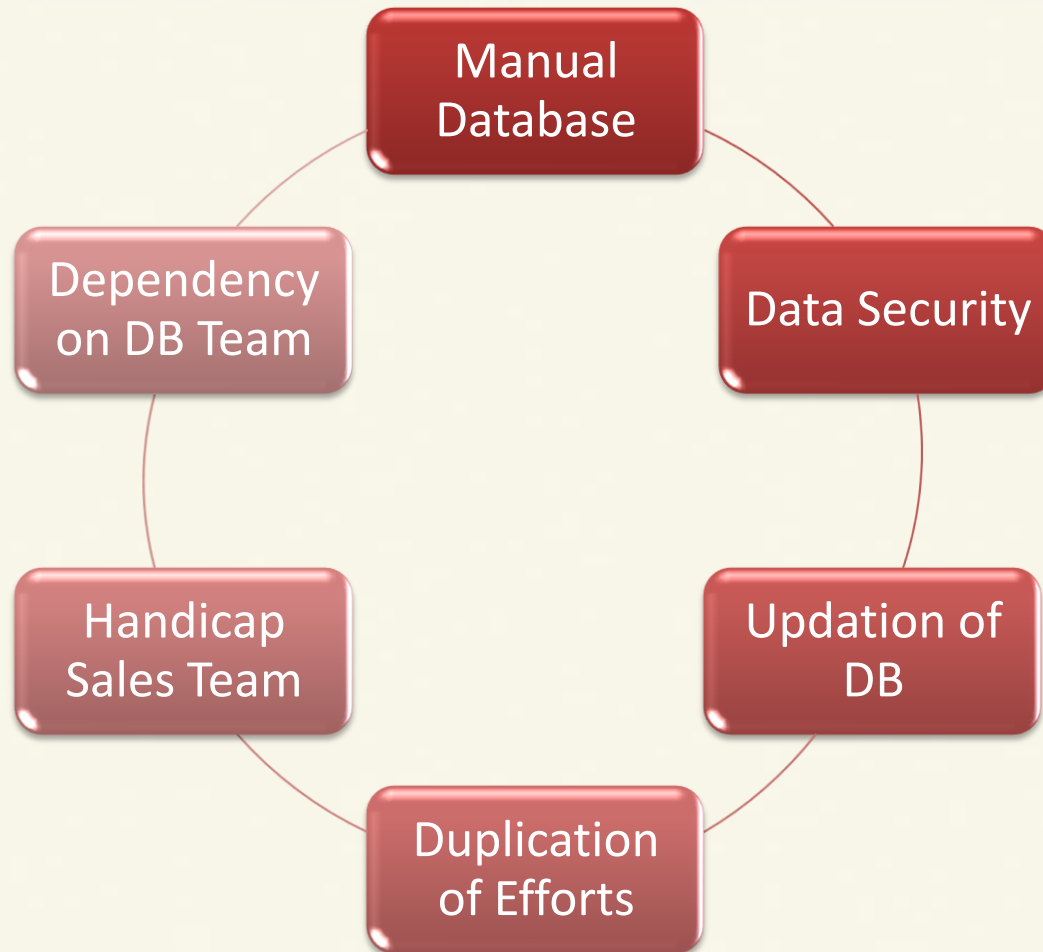
Prognosys e Services is leading Market Intelligence & Database services company in Asia successfully migrated its entire operations to Oracle CRM-OD a SaaS based customizable CRM with reaping benefits that was un-achievable previously.



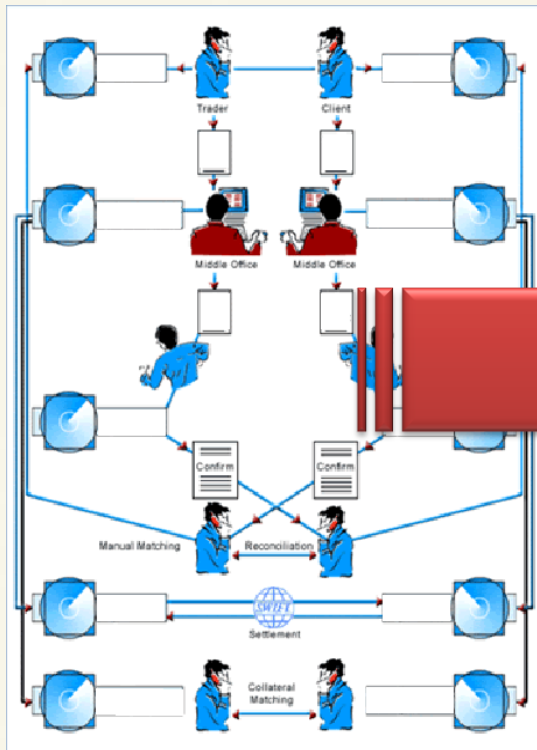
Background

- Prognosys is one of the fastest growing Market Intelligence & Research Company in Asia focused on Information Technology & Telecom vertical while pioneering the concept of Information Warehousing in Asia Pacific.
- Prognosys offers end-to-end services viz Market Research, Intelligence, Databases & List to Integrated Marketing related services.
- Prognosys has an experience of profiling detailed IT Infrastructure of 500K companies spanning across Asia Pacific across verticals with approx 900K contacts.
- The entire database spans across more than 350 fields.

Business Challenges



Need of An Hour



Road To Follow



Manual Process

Automated Process

Questions

Customized Vs
Standard
package

Ease of Use

Robust
Database

Capex Vs
Opex

Implementati
on Timeline

Solutions

ORACLE[®] CRM On Demand

Training and Support | Admin | My Setup | Deleted Items | Help | Sign Out

Welcome To

prognosis

Profit from our knowledge

Message Center

0 New Messages

Search

Contacts

All +

Last Name

First Name

Official Email ID

Organization

Advanced

Go

Calendar

April 2010

S M T W T F S

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30

Home

Calendar

Sales Leads

Organizations

Campaigns

Projects

Dashboard

Error

Dashboard

Look In: Mujahid Baig (PROGN...)

Help

Manage Dashboards

Select Dashboard: Pre Sales Search Report

Show

Computing DB

Server & Storage DB

IT Support & Infrastructure DB

ISA DB

Software Application DB

Printers DB

Services DB

Contact DB Search

ORACLE[®]

CRM ON DEMAND

Industry Group

Indu

Page DB

Industry Specific Appl

DB Validation Date

Between

and

Brand Name

Desktop Brand - 2 Number

Laptop Brand - 1 Brand Name

Laptop Brand - 1 Number

Laptop Brand - 2 Brand Name

Laptop Brand - 2 Number

Laptop Brand - 3 Brand Nam

PC Brand - 2 Brand Name

PC Brand - 2 Number

PC Brand - 3 Brand Name

PC Brand - 3 Number

PC Brand - Others Brand Name

PC Brand -

Secondary Desktop OS

ThinClients Brand - 1 Brand Name

ThinClients Brand - 2 Brand Name

ThinClients Brand - 3 Brand Name

Total Numbe

prognosis

Profit from our knowledge

Why Oracle CRM OD

- Fast to deploy
- Highly interactive & dynamic layouts to work on
- Can be easily customized as per defined business rules.
- Powerful Analytics
- Seamless integrations through web services

Benefits of Using Oracle CRM OD

- Unique and Structured DB
- Automated and Real Time updation of DB
- Indepth Project Management
- Real time project and team productivity status reports
- Data shuffling & distribution to multiple team members is really easy
- Performance Appraisal Tool for Managers

Benefits of Using Oracle CRM OD

- Excellent Data warehousing Tool
- Independent Sales Team
- Better Client Servicing
- Enhance overall efficiency by atleast 40%.

2009 - 2010

Thanks

