

MoreVisibility Boosts Sales and Marketing Business Value With Oracle(R) CRM On Demand



ORACLE CORPORATION
REDWOOD SHORES, CA UNITED STATES

New Sales Reporting Tools and Marketing Campaign Enhancements Provide Increased Visibility Into Customer Data and Time Savings

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News Facts

- * MoreVisibility, one of the world's leading search engine marketing, optimization and design firms, has deployed Oracle(R) CRM On Demand to help solve key, complex marketing and sales challenges, including tracking revenue from Google AdWords, Yahoo Search Technology and MSN AdCenter, elimination of duplicate records, plus improved service and support.
- * Named to the Inc 500/Inc 5000 list for four years running as one of the nation's fastest growing privately-owned firms, MoreVisibility hit a critical point in the company's growth and recognized the need to make major, strategic changes to a cumbersome system that was not providing the business value required for their sales and marketing teams.
- * Faced with time-consuming leads management processes, disparate systems for sales and marketing campaign managers, lack of clean data and no reporting tools for sales teams, MoreVisibility chose Oracle CRM On Demand to deliver an easy-to-use, secure system with advanced features that could be seamlessly deployed -- even with eight years of data migrated from the previous platform.
- * With improved service and support, the elimination of paper leads, powerful sales reporting tools for Google, Yahoo, MSN and the integration of Microsoft Outlook, MoreVisibility's Oracle CRM On Demand deployment now enables increased visibility into their own data, rapid deployment with minimum training and an intuitive user interface.
- * Additionally, the MoreVisibility marketing organization benefits from time-savings and better views of customer data with streamlined campaigns featuring task management and web-based leads flowing into the database, as well as the identification and removal of duplicate records and campaign mapping from form posts.

Supporting Quote

- * "Acknowledging the need to migrate our system to match the company's remarkable growth, MoreVisibility chose Oracle CRM On Demand to deploy a reliable, seamless system that could not only be implemented quickly and efficiently, but deliver the power and value we required for our sales and marketing organizations," said Dennis Pushkin, Chief Executive Officer, MoreVisibility. "We demand the best for our company and customers, and Oracle CRM On Demand delivers in spades."
- * "Oracle CRM On Demand leads the industry in helping organizations maximize their CRM deployments," said Oracle Senior Vice President of CRM Anthony Lye. "MoreVisibility's adoption of Oracle CRM On Demand showcases our commitment to delivering capabilities that translate directly to increased business value and savings across the board."

Supporting Resources

- * Oracle CRM On Demand <http://crmondemand.oracle.com/en/index.htm>)
- * MoreVisibility <http://www.morevisibility.com/>)

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