

“ **Innovative, Professional and Flexible** -
SCi Sales have all the attributes that Oracle
requires from an agency, and they continue
to deliver service that meets our evolving
requirements ”

Philippa Clifford-Davies, Channel Development Manager, WE Oracle

The Client

Oracle is the one of the world's most respected companies. They provide complete, open and integrated business software and hardware to more than 370,000 customers in over 145 countries.

Oracle's portfolio contains over 80,000 products which it sells direct and via channel partners.

ORACLE®

The Campaign

Oracle needed to promote Enterprise Resource Planning (ERP) through their Oracle Applications (Apps) to mid-market prospects in the UK and Europe. Each country had two channel partners - one for Apps and one for hardware/infrastructure - and it was important they were fed regular leads and reports.

The technical complexity of the project soon became clear. Not only were we promoting complex ERP solutions, we were doing it across a variety of verticals to firms with turnover between \$100-\$500m.

The Oracle and SCi team set about creating a series of programmes to ensure the proposition was delivered with confidence and clarity - and with meaningful results. The programme included:

- Sales Planning Workshops to explore and agree the optimal sales approach/message
- Creation of a core Oracle team who received in-depth product training and active support
- Development of bespoke reporting and monitoring to focus on sales rather than activity

After delivering the proposition to the UK market it was extended into Europe. Based in London, we have access to a large and diverse staff pool so are able to use native speakers with B2B experience.

The Results

Our investment in understanding the technology behind Oracle's solutions reaped tremendous rewards, and helped us engage with prospects in a natural dialogue rather than a 'scripted' sales approach.

Due to the competitive nature of Oracle's market, results of this campaign are confidential. However, one of the programme strands returned a **qualified pipeline with a value over 150 times** the campaign investment; with **65 'ready to buy' opportunities** identified resulting in a **Revenue ROI of 1300%**.

“ Not only have SCi met the KPI's we set, they have taken the project leadership role and managed the handover of opportunities to each partner, ensuring a closed loop to the initial customer meeting. ”

Julie Harris, Business Performance Management, WE Oracle

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SCi sales
ACCELERATING SALES, BUILDING BUSINESSES

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