Oracle Fusion Sales

The latest release of Oracle Fusion Sales, based on the Redwood user interface (UI), provides data-driven sales coaching and automated quote and proposal development capabilities.

— A single view provides visibility into engagement data such as a prospect's previous interactions, external news about the prospect and information coming from DataFox, and the prospect's existing purchases, as well as recommended next best actions and content.

— Automated quotes and proposals are created for sellers and then automatically updated during the sales process.

— Digital sales rooms give both buyers and sellers visibility into all the interactions and content associated with a potential deal.

— Revenue intelligence helps give revenue leaders insights into what is working and not working and creates more reliable pipeline expectations for delivery teams.

Core Fusion Sales functionality and Fusion CX Analytics are generally available now; other capabilities are scheduled for Fall and Spring availability.

FROM THE SUMMIT

Oracle Fusion Sales seeks to reduce the complexity for business-to-business sellers and teams who are challenged to manage an increasing number of channels, products, and business models. The modern UI is a significant improvement on traditional sales force automation (SFA).

DEEP DIVE

Building on Oracle Fusion Marketing, Fusion Sales introduces the Redwood user interface (UI) to SFA with capabilities from Oracle Content Management, Configure Price Quote (CPQ), Sales Performance Management (SPM), and Oracle Analytics and artificial intelligence (AI) to support scalable data-driven sales coaching.

LONG VIEW

SFA is the enterprise application companies change most frequently. Key to staying power for any SFA is moving beyond commodity features to seller-focused tools that increase productivity and commissions, and integrating other capabilities such as AI and content management that increase switching costs.

MONEY: Oracle Fusion Sales is list priced at $65-$300/user/month depending on edition; pricing includes SPM (and incentive compensation) but additional capabilities (such as Content Management and CPQ) will require additional license investment.

MARKET: Fusion Sales differentiates on a modern UI and integrated intelligence and coaching. It is likely to appeal to customers with other Oracle investments such as Content Management, DataFox, and Analytics.

PEOPLE: Team-based selling requires collaboration. Oracle wil need a more complete collaboration story beyond basic deal rooms and integrated Web conferencing to effectively compete for customers with team-based selling models.

TECH: Fusion Marketing and Sales are part of Oracle's engineered experience strategy to smooth integration between departments. Oracle also needs to show if and how its low/no-code approach speeds deployment and enables ongoing flexibility.