optimize
customer relationship
management and experience

Introducing the high-performance CRM solution from Atos, for the Oracle Cloud

This is the age of the customer, the relationship between a business and its customers has evolved, and choice, freedom and seamless service are the new watchwords.

Potential and actual customers can contact your company at any time via a wealth of channels. This development, coupled with the rapid pace of development in IT, means that you must be capable of adjusting your business processes in marketing, service and distribution in shorter time periods. Organizations need to engage with customers more intimately and individually than ever before. Now is the time to leverage digitization to address your main challenges.

The technology has to work seamlessly and effectively – after all, the choice of a competitor product is just a click away. By combining our aligned and optimized strengths you get a better customer experience along every step of the journey.

The Oracle Customer Experience (CX) Portfolio enables you to master the challenges of the digital age by offering the most comprehensive range of CRM and CX functions available on the market. Atos provides you with the services and industry experts to ensure a fast, smooth and customized move to the Oracle Cloud.

Your challenges – Our solutions

Atos and Oracle can offer you specific advantages over other providers with our effective solutions to these challenges.

Adjusting to change
You need to react rapidly and with agility, to changes in the market, new technological developments and trends.

The Oracle Customer Experience Cloud range enables you to react faster than ever before to changes in your market environment. With the latest technologies for the Cloud and the Atos services, we deliver the tailored solutions that your business needs to succeed.

The Oracle Customer Experience Cloud solution adjusts to your demands – both in its range of functions and in its price and Atos ensures the best fit to your needs. We offer many years of experience with CRM projects in the fields of strategy and process consultancy, process design, project implementation, migration and operation, all from one source.

Replacing Siebel – straight away or gradually
Benefit from our many years of experience with tailoring and integrating Siebel CRM so that you retain access to the knowledge you have gained.

Siebel and the Oracle Cloud can also be used in parallel (hybrid). The functions from Siebel are integrated into the Oracle Cloud, with the option of a gradual, phased transition from Siebel to Oracle Cloud.
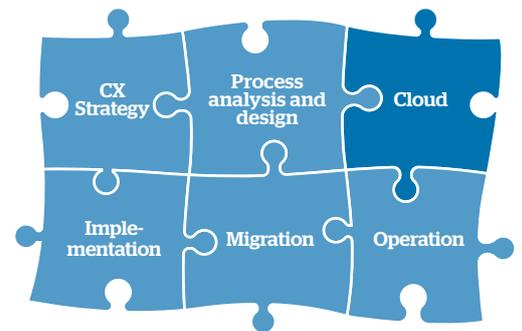
Alternatively, you can extend your Siebel installation with selected products from the CX portfolio. For example, there is an option of integrating the Marketing Cloud for professional execution of multi-level marketing campaigns.

Integration of social networks
Information is exchanged about almost every company in social networks, forums and other Web 3.0 media. Customers and competitors talk not only about press releases but especially about good deals, service issues and rumors.

With Oracle Social Cloud you can listen in to the stream of comments and identify important posts. You can also present yourself in a planned way and join in the discussion. This is of crucial importance today, because the sales process begins in social media.

With its Social Network capabilities, Oracle Sales Cloud can create the basis for an enterprise social network with which your staff can exchange information Web 3.0 style.

Atos itself is already successfully using enterprise social networks and can support you to find the optimum concept for your activities in Web 3.0.

ORACLE® **Platinum Partner** | AtoS

Streamlining your IT costs

Oracle Customer Experience Cloud's flexible subscription model enables you to adapt to changing market conditions at any time. Clear reporting and tracking allows you to make your calculations on the basis of plannable, monthly IT costs.

Atos, as an internationally active system integrator, supports you in your projects with international teams and over 500 customer experience experts worldwide. This also includes a flexible and cost-effective resource planning system – with an option to utilize offshore capabilities.

Security and Availability

IT solutions must be available round-the-clock for customers, partners and staff, while remaining secure from unauthorized access.
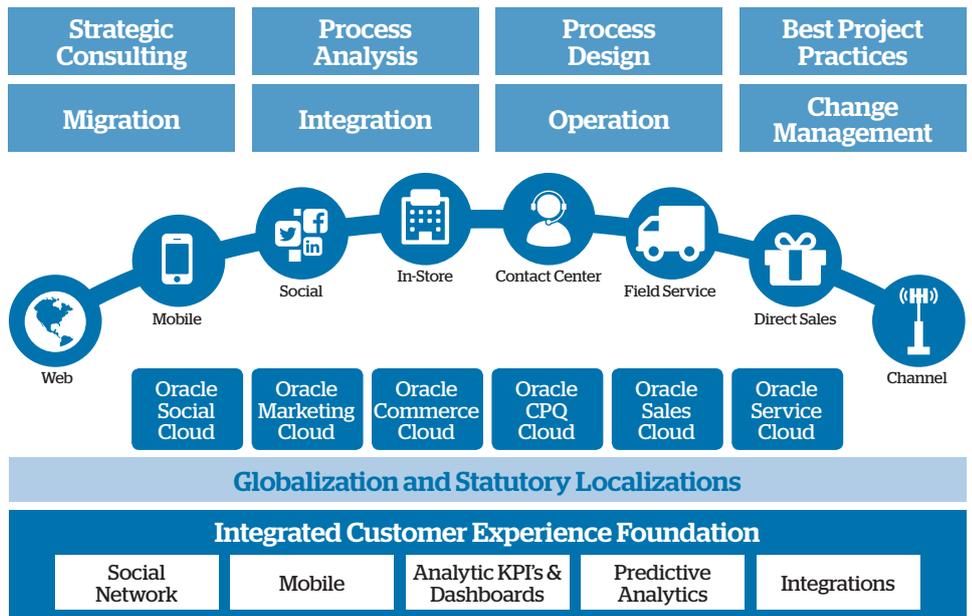
When using the Oracle EU based data centers, your data is protected by the respective local regulation. In addition, when using the Customer Experience Cloud infrastructure, you benefit from higher levels of availability for your applications.

Mobile devices

Regardless of communications channel or device, customers, partners and staff must be able to find, use and customize the information they need at any time.

Today, Web 3.0 business is taking place round-the-clock on any multi-channel device. With the Oracle Customer Experience Portfolio, you can give your employees the freedom to select their device without resulting in a break in presentation.

Atos supports you in adjusting the intuitive user interface to take your specific requirements into account. Usability of the application is the key - not only the business process.

Strategic Consulting	Process Analysis	Process Design	Best Project Practices
Migration	Integration	Operation	Change Management

Globalization and Statutory Localizations

Integrated Customer Experience Foundation

Social Network	Mobile	Analytic KPI's & Dashboards	Predictive Analytics	Integrations

The Atos added value

The value and potential of enriching end to end customer experience will only be fully realized when core business operations within increasingly disaggregated supply chains are aligned and optimized, for both business-to-business AND business-to-consumer interactions.

Atos offers the expertise, experience and resources that your company needs to master insecure and turbulent times and to continue making progress with undiminished tempo. We are your business technologist partners. With a profound understanding of markets and cultures, we implement appropriate technology solutions that deliver the results you want.

Atos offers you your complete solution from one source. From strategy consultancy to process analysis and design for the Oracle Cloud, Atos can give you expert support for your project. With best practices for implementation, integration and migration, Atos offers significant added value for Oracle Cloud projects. But Atos is also your experienced partner when it comes to the operation and administration of your solution.

With Atos you have a partner with expertise in processes and implementation for the whole Oracle Customer Experience Cloud range.

Atos helps you to re-design consumer experience and end client engagement.

About Atos

Atos SE (Societas Europaea) is a Global digital services leader with 2014 pro forma annual revenue of circa € 10 billion and 86,000 employees in 66 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, and Worldline.