

# See the People Behind the Business Card



## Sales Intelligence for Oracle CRM On Demand Datasheet

### Seamless Integration: Oracle CRM On Demand

“ With InsideView, my sales team has access to the insight they need about each person right within the CRM. They know how and when to make contact and they are often able to leverage a warm introduction from a colleague on their first touch. We are already seeing results in our bottom line. ”

#### Michael Lodato

Senior Vice President,  
Sales & Marketing  
Network Hardware Resale

### Social Insights, Connections, Compelling Events: All Inside Oracle CRM On Demand.

InsideView's Sales Intelligence application brings 360-degree company and contact profiles right into CRM to uncover unique insights about target companies. On average, our customers sell twice as much as their competitors, and can do so in half the time. One InsideView customer, Network Hardware Resale, completely reshaped their sales organization to incorporate Sales Intelligence. They went from searching newspapers for leads (and blindly calling them) to reaching out to personal connections with compelling messages.

#### They discovered impressive results:



**45%**  
increase in meeting acceptance rate



**8%**  
increase in click-through rate for emails sent



**DOUBLED**  
number of new customers in one year

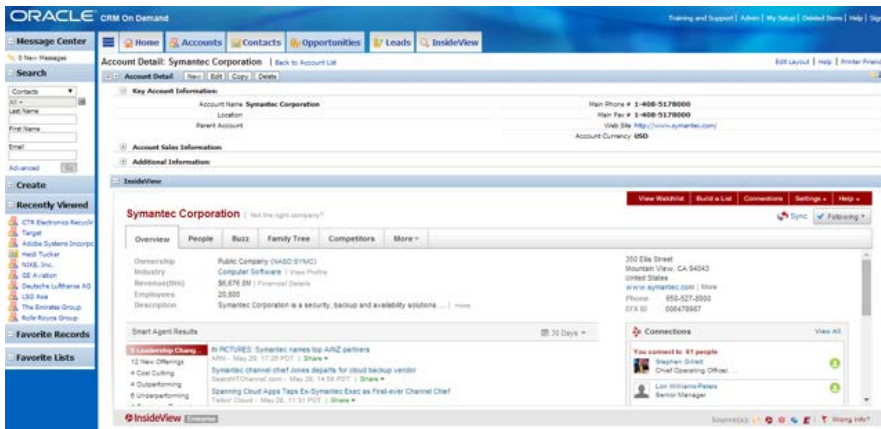


**DOUBLED**  
productivity and cut sales cycle in half



**INCREASED**  
social media awareness

Finding the right person, reaching them with the right message, and connecting with them at the right time ensures that you'll always have an inside edge over the competition. Can you afford not to use InsideView?



InsideView's intelligence is available stand-alone and as a mash-up within Oracle CRM On Demand

With InsideView People Alerts, know right away when new opportunities arise around your target organizations.

### Right Person

With InsideView, you can build lists of the target companies within your geography/industry/segment, the right contacts and titles within those companies, and relevant information for those contacts.

With *InsideView Connections*, you can identify the mutual connections between you and your prospects so you can get a warm introduction.

### Right Message

With InsideView, you can move away from generic emails and phone calls towards compelling messages that will resonate with your prospects and increase your response, lead conversion, and opportunity conversion rates.

With *InsideView Social Profile*, you can automatically learn about your prospects' work history, professional affiliations, personal preferences, and social presence.

### Right Time

With InsideView, you can execute lead generation campaigns, re-energize stalled opportunities, build relationships with your accounts, and launch your renewal and upsell campaigns when the timing is right – faster than your competitors, and just when a compelling event happens.

With *InsideView People Alerts*, know right away when new opportunities arise around your target organizations.

## Key InsideView Benefits Include:

- Tighter alignment between marketing and sales
- Better lead conversion and opportunity win rates
- Improved pipeline predictability
- Broader CRM adoption

## InsideView Highlights:

- Accurate company details
- Rich executive profiles
- Social connections
- Real-time news alerts
- Targeted prospect lists

To try InsideView for FREE, visit us on-line at:

[www.insideview.com/CRM-LandingPage-oracle](http://www.insideview.com/CRM-LandingPage-oracle)



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