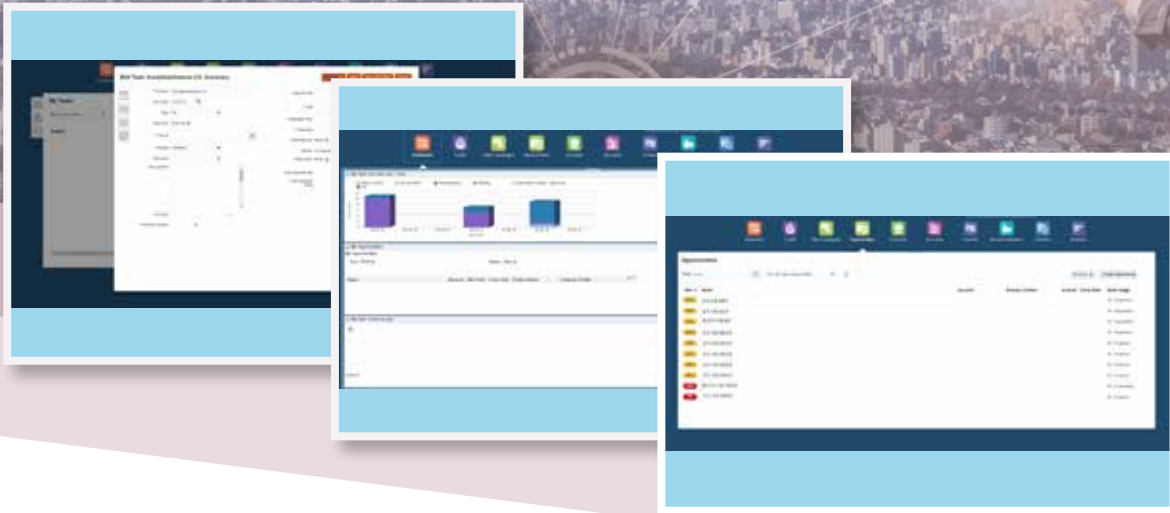


BP4Apps Sales



Oracle Sales Cloud Insight for Users & Application Experts

Horus BP4Apps stands for “Business Processes for Oracle Cloud Applications” and provides comprehensive process and application knowledge for the Oracle SaaS product portfolio.

Comprehensive concepts and innovative functions for agile sales work

Oracle Sales Cloud is a sales force automation solution with integrated performance management and a role-based user experience. In addition to a 360° view of customers, the solution also offers analytics and partner relationship management. Pre-defined for all industry-specific requirements, the solutions can be seamlessly integrated into the comprehensive Oracle portfolio and modified to meet customer-specific needs. Innovative functions provide detailed insights into customer needs, offer productivity-oriented applications and ensure the necessary flexibility to make intelligent business decisions even in critical phases.

Comprehensive process and application knowledge for Oracle Sales Cloud

With Horus BP4 Service, the user or application expert gains an easy-to-use, knowledge-based system which can be obtained as a service from the Horus Public Cloud.

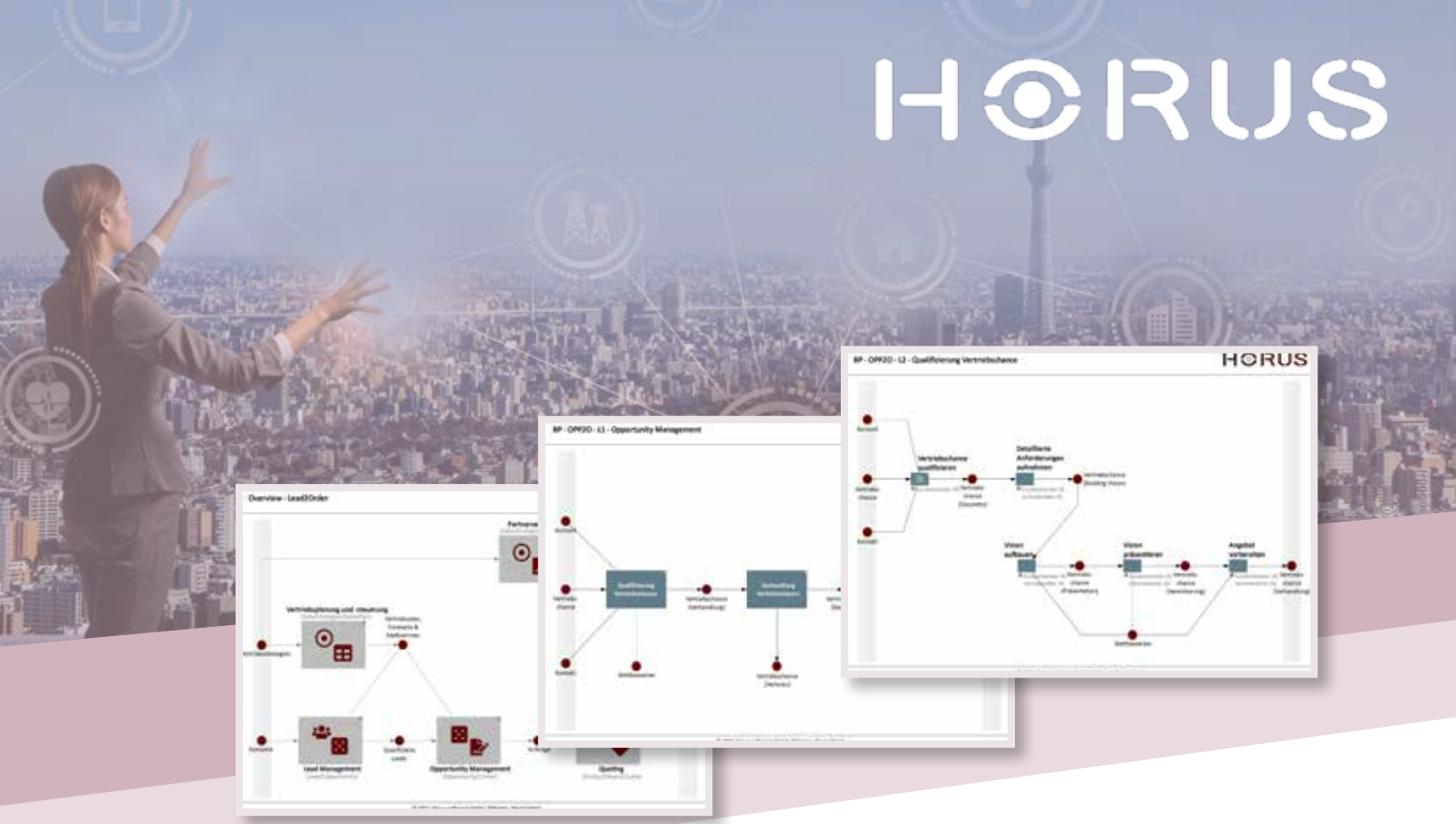
In the private Horus Community Portal, extensive business process knowledge is made available for the relevant Oracle application modules. The user community gains access to the tool in a target-group-friendly way and with regard to the possibility of exchanging invaluable knowledge within the user community.

Components of the knowledge product BP4 Service

An extensive knowledge base is the core of Horus BP4 Service and allows the user a profound insight into the functional structures of Oracle Cloud Applications. This knowledge base consists of easily comprehensible, logically linked models that provide different perspectives on the user-relevant aspects of Oracle Cloud Applications.

The core consists of the following modeling components:

- Management of customer data (360° customer view)
- Management and control of sales campaigns
- Increased sales opportunities through cross- and up-selling



Extensive knowledge models for functional structures of the Oracle Incentive Compensation Cloud

Commercial Framework

The price of BP4 Field Service is determined according to the Oracle Field Service Management Cloud services licensed for the customer as follows:

Volume class	Hosted Named User	Annual subscription fee
I:	≤ 25	EUR 2.800,00
II:	26 - 100	EUR 5.600,00
III:	> 100	EUR 8.400,00

The scope of delivery includes the respective licensed knowledge models as well as the use of the Horus repository and the Horus Private Community as a service from the Horus Public Cloud. The Horus Public Cloud is hosted in a German data center.t.

Licensing

BP4Apps products contain product-specific knowledge models including reference processes, user instructions and test cases. Cloud licenses of the product "Horus Private Community" with the restriction of an exclusive use with BP4Apps are included in the distribution package.

The purchase of Horus Cloud Services is based on a cloud service contract of Horus software GmbH. The customer agrees to the terms valid at the time of acquisition. The minimum contract period is 3 years. After that, it is automatically renewed each year.

References

The listed products are trademarked and are property of the trademark owners. For our cloud infrastructure, we rely on renowned providers like Oracle (<https://cloud.oracle.com/home>) and Hetzner (www.hetzner.de).