

BP4Apps Sales

Extensive knowledge models for functional structures of the Oracle Sales Cloud

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

With Horus BP4 Sales, the user or application expert receives an easy-to-use knowledge-based system, which is obtained as a service from the Horus Public Cloud. The Horus Knowledge Explorer provides comprehensive business process knowledge for the relevant Oracle application modules. The access for the users is target group oriented and related to the respective purpose of use. This also applies to the possibilities for invaluable knowledge exchange within the company.

Components of the knowledge product BP4 Sales

An extensive knowledge base is the core of Horus BP4 Sales 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

**Oracle
Sales Cloud**