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Oracle CRM On Demand Deployment Guide: Best Practices for Planning, Design, Configuration, and Maintenance

By Jeff Saenger,Louis Peters,Tim Koehler

Tata McGraw-Hill Education Pvt. Ltd., 2010. Softcover. Book Condition: New. First edition. Master Oracle CRM On Demand Foster long-term customer relationships and accelerate productivity using the proven strategies and best practices in this Oracle Press guide. Oracle CRM On Demand Deployment Guide shows how to set up, customize, and manage a dynamic software-as-a-service solution across your enterprise. Develop implementation plans, maximize user adoption, build applets and portals, integrate Web 2.0 features, and use analytics dashboards. The latest design, tuning, and data security techniques are also covered in this practical resource. * Establish business objectives, project requirements, and key success metrics * Staff an implementation team and develop effective rollout plans * Configure, deploy, and administer Oracle CRM On Demand * Manage users and restrict access using roles and privileges * Customize sales, marketing, and service processes with the object model * Embed external content and URLs using the web services API * Distribute real-time BI using dashboards and advanced reporting tools * Incorporate web tabs, mashups, Google services, and RSS feeds * Use workflow to automate business process management Table of contents Chapter 1. What You Should Know About Software-as-a-Service; Chapter 2. Overview of Oracle CRM On Demand Chapter 3....

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