

# La grande sfida della CX. Nuovi approcci per clienti 4.0.

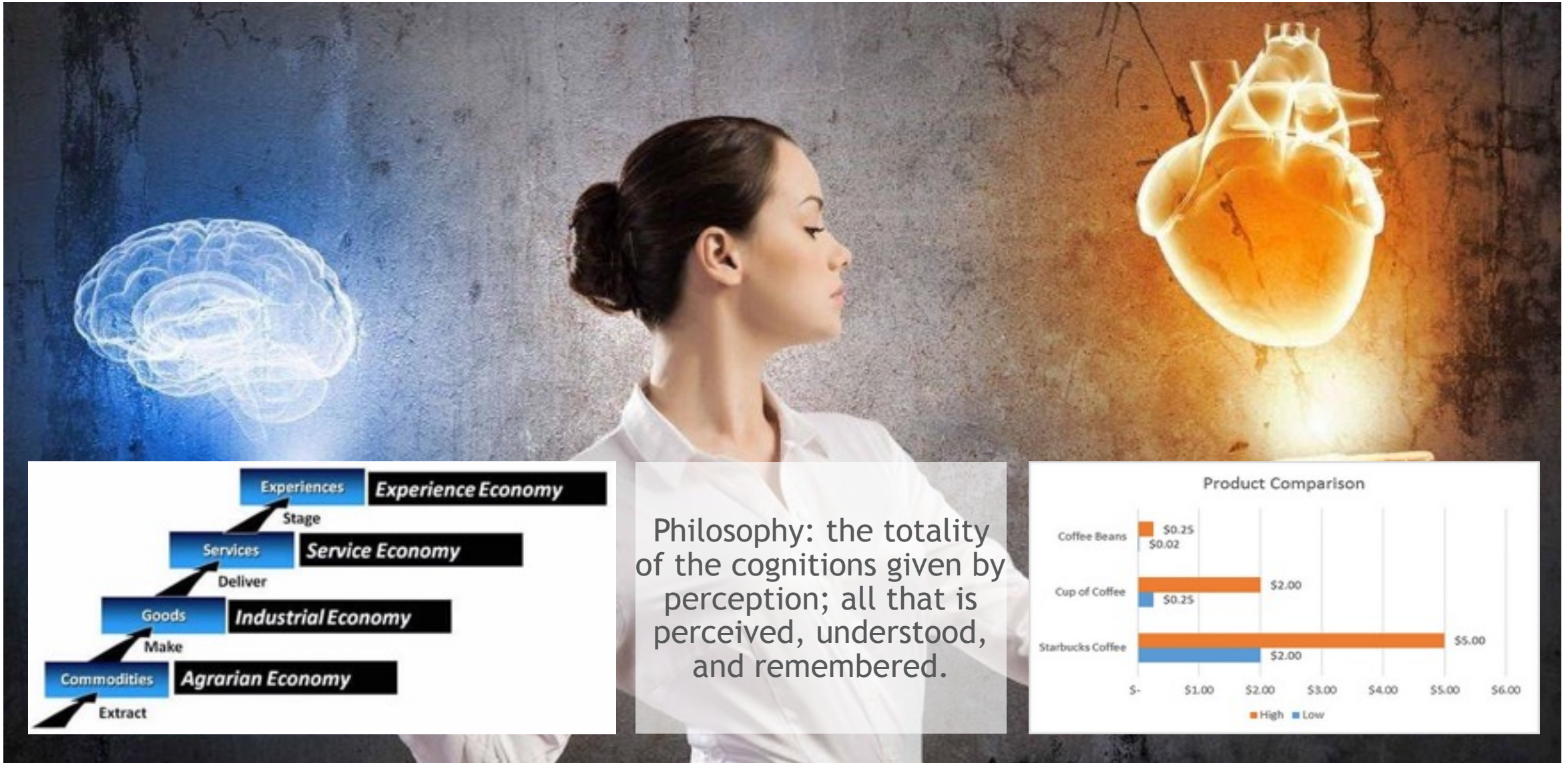
Massimo Savazzi  
Sales Development Manager



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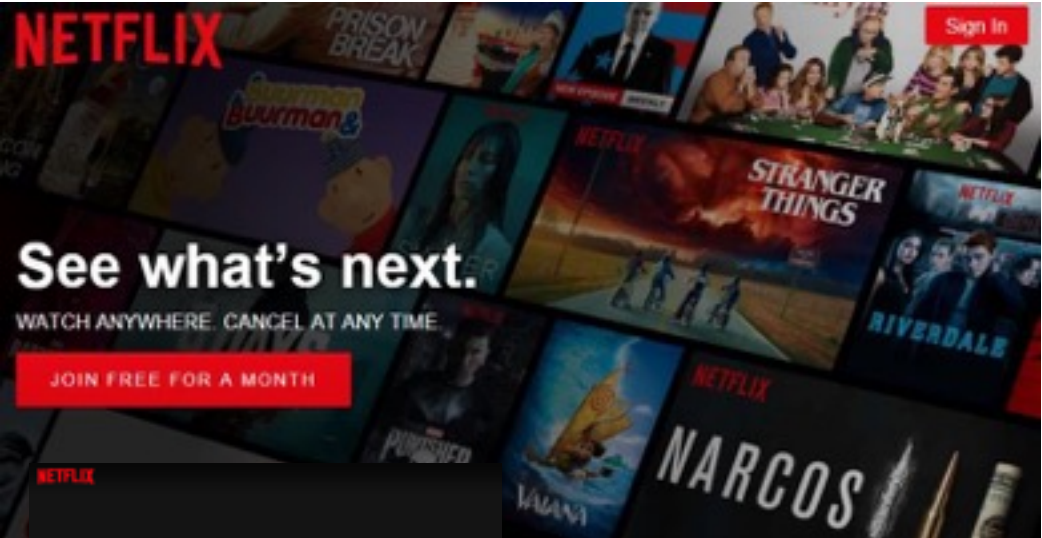
# eXperience



Philosophy: the totality of the cognitions given by perception; all that is perceived, understood, and remembered.



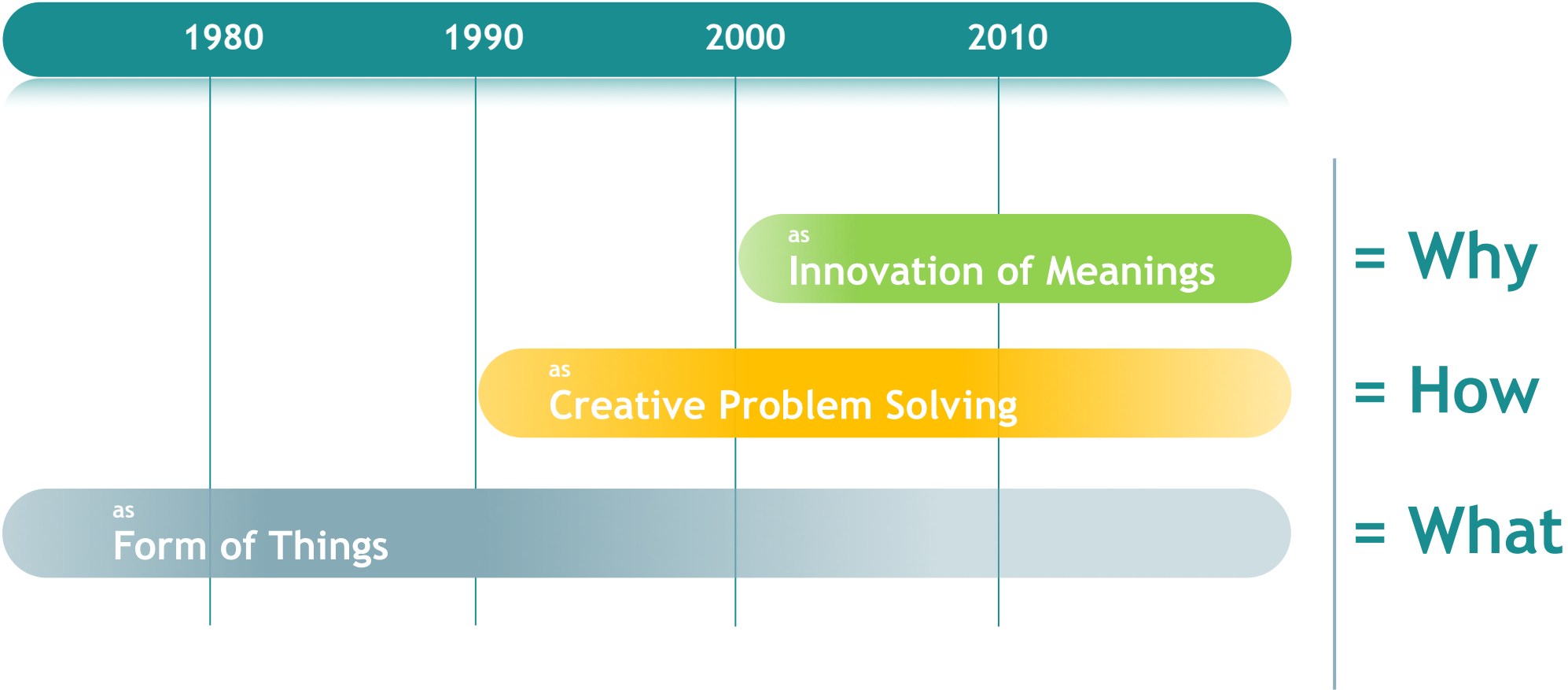
# eXperience Economy



Chi vuole guardare Netflix?



# Evolution of Innovation



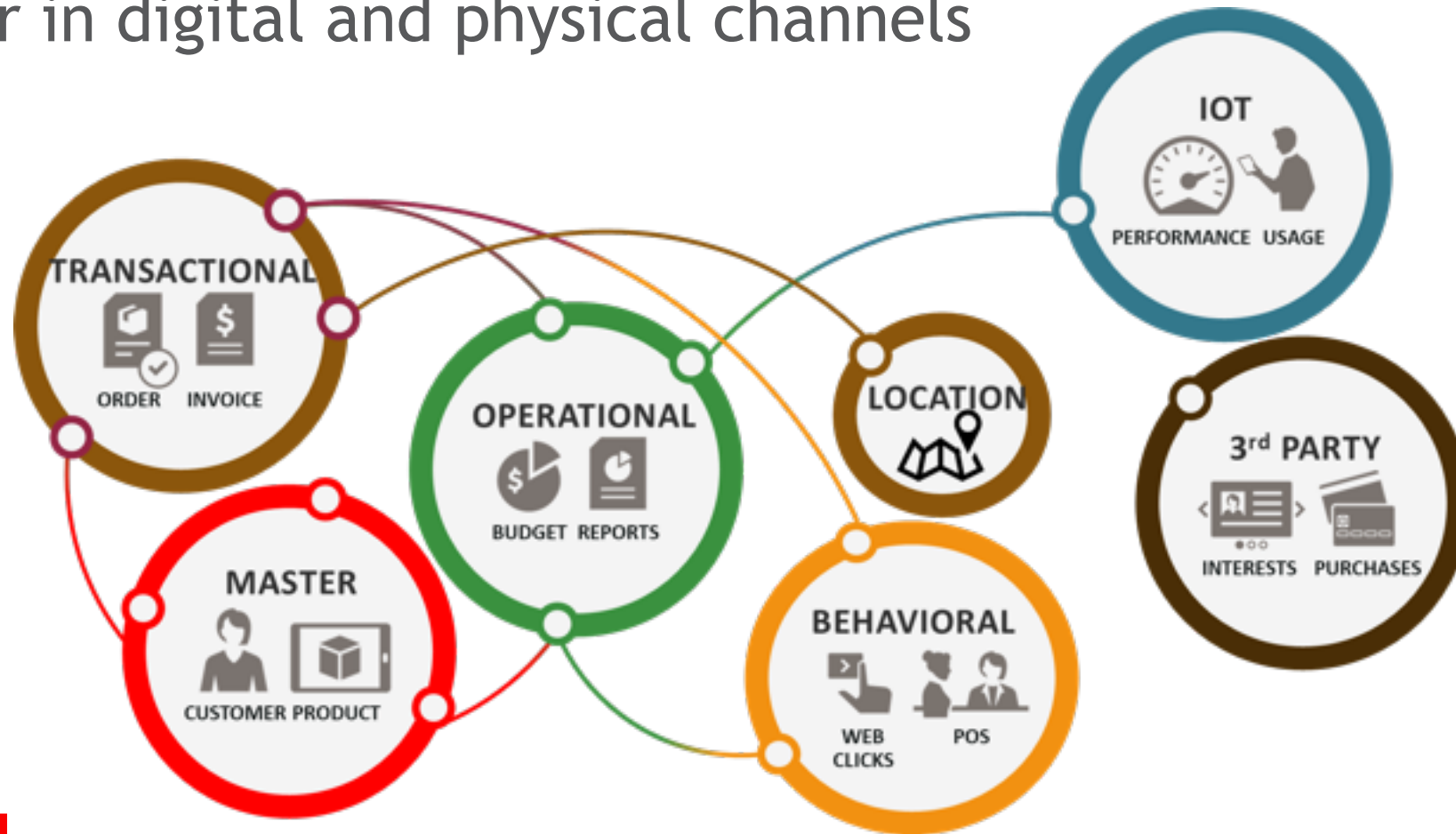


# Customer eXperience Innovation



# Connected Data

- The challenge is in connecting the data together and the opportunity is making the right data available to inform the customer in digital and physical channels



# Data as a Service



**DaaS:** Bringing together data about businesses and consumers to maximize every interaction

- 5B+ global consumer profiles
- 400M business profiles
- Leverage first plus third-party data
- Create cross-channel understanding

**5+ Billions  
Anonymized IDs**



**1.8 Billions  
Monthly Active Users**



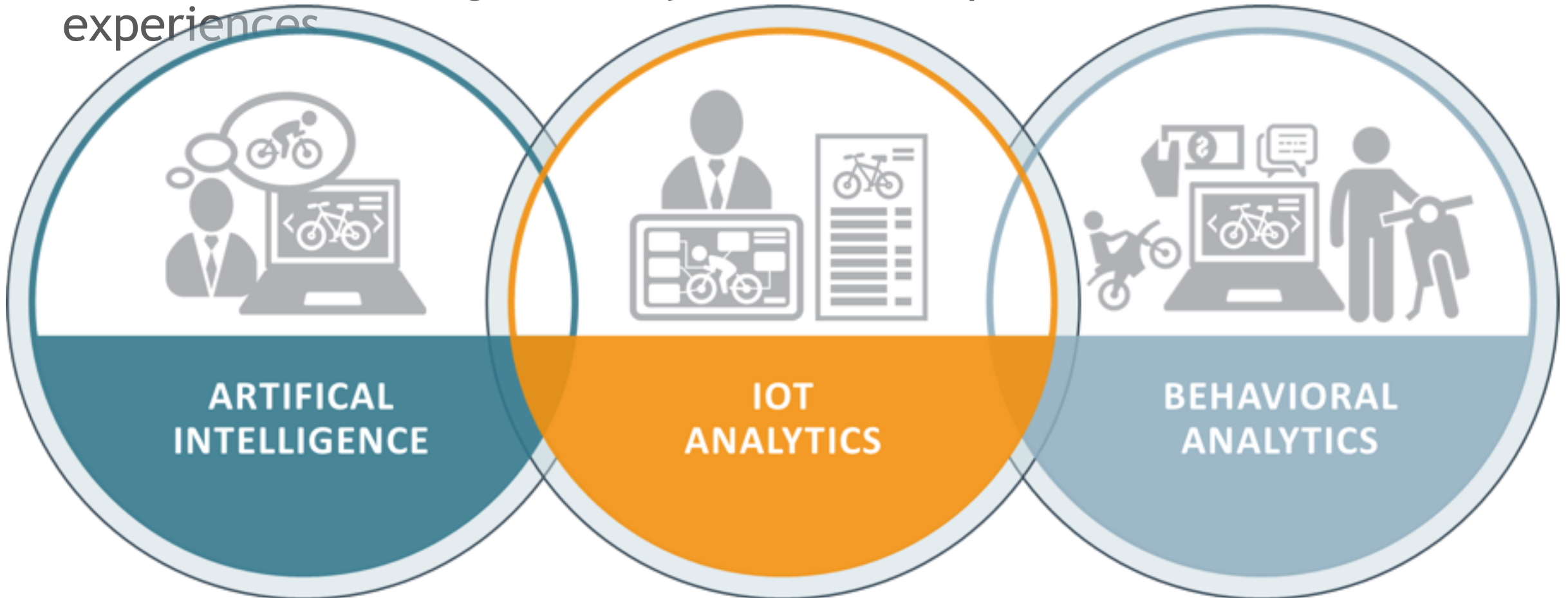
**1.17 Billions  
Monthly Unique searches**





# Connected **Intelligence**

- Using AI/ML, IoT and Behavioral analytics to deliver actionable real-time customer insights into your business processes and customer experiences





# Connected eXperience

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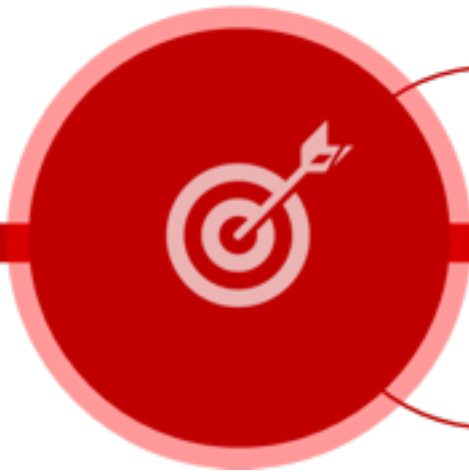
- a set of integrated application to deliver end-to-end Customer eXperiences throughout the Customer Journey

MARKETING

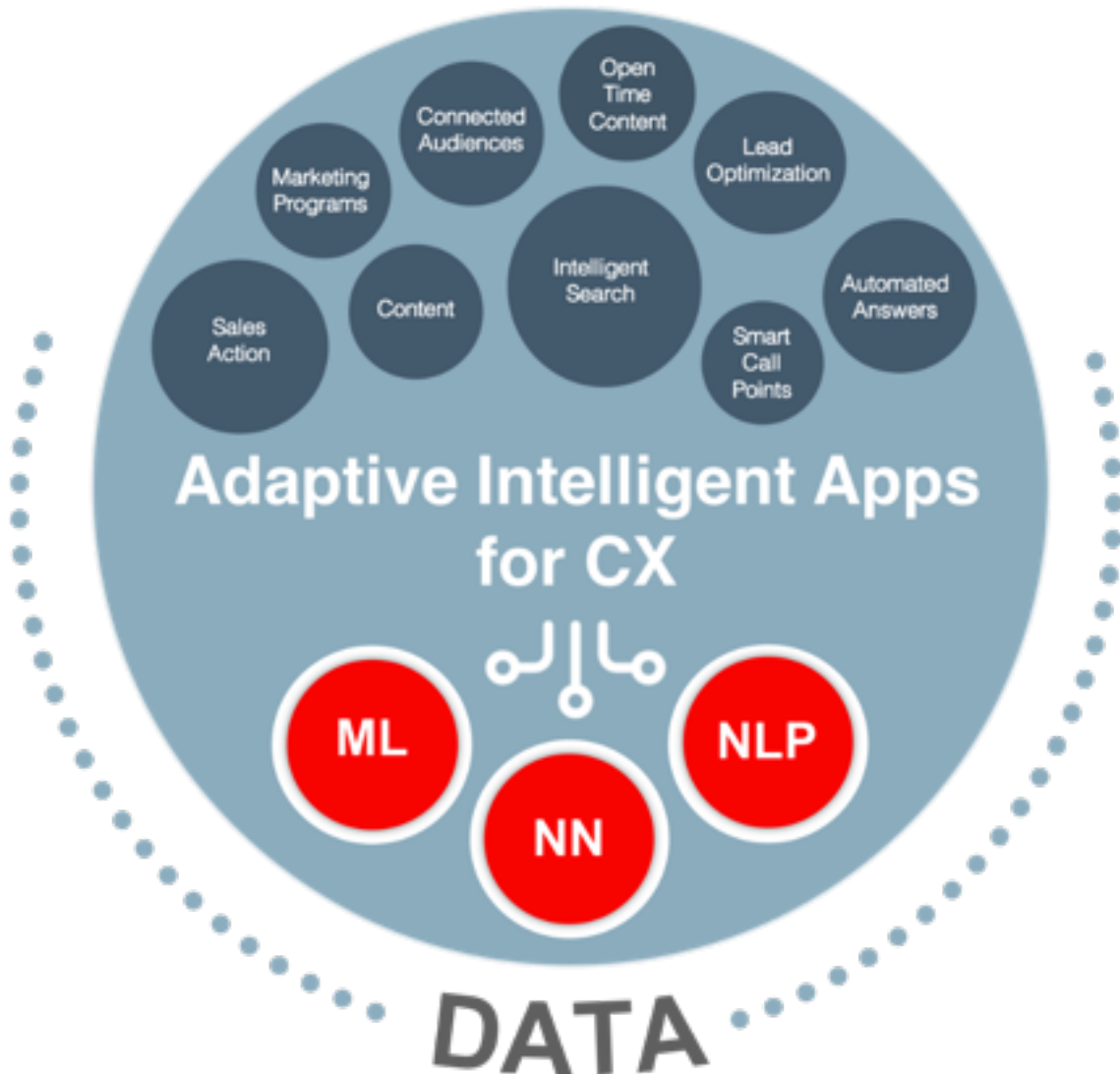
COMMERCE

SOCIAL

SERVICE



# AI Apps for CX



## Common Design Components

### Connections

- AI Apps for CX Merged UI
- Enhanced Party Data Ingestion
- Multi-Site Connections

### Smart Actions

- In-Line Recommended Actions and Outcomes

### Supervisory Management

- Optimized Marketing Orchestrations Supervisory Controls
- Category Filters for Product Recommendations

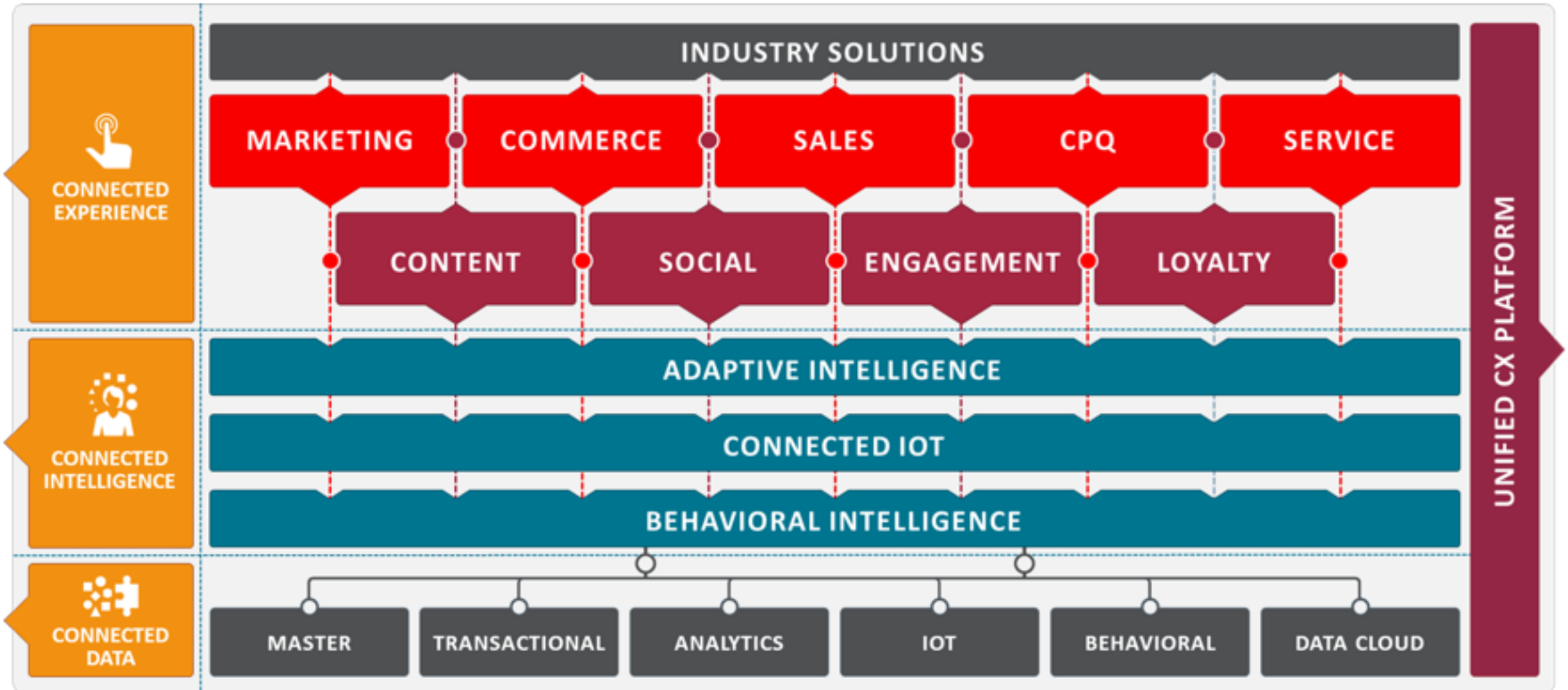
### Insights

- Multi-Channel Insights

### Privacy and Security

- General Data Protection Regulation (GDPR)

# Oracle Customer eXperience Cloud



<https://oracle.com/it/cx>



# Next Generation Business Applications



## ERP/EPM CLOUD

Financials
Procurement
Project Portfolio Mgt
Enterprise Performance Management
Risk Management
Student Cloud

## SCM CLOUD

Planning & Collaboration
Mfg & Maintenance
Order Management
Product Lifecycle Mgt
Procurement
Logistics

## HCM CLOUD

Global HR
Talent Management
Workforce Rewards
Workforce Management
Work Life Solutions

## CX CLOUD

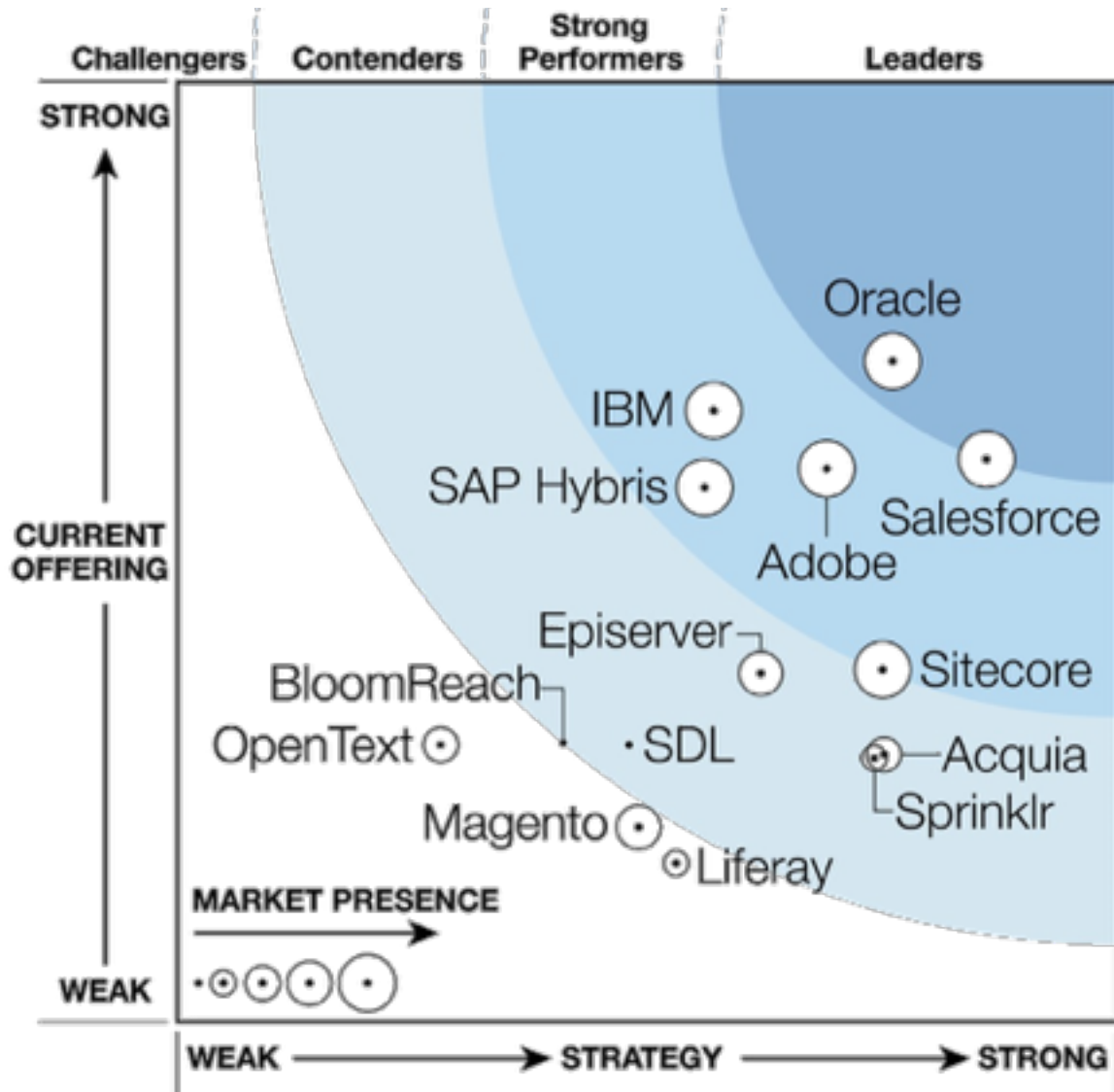
Marketing
Commerce
Sales
Configure, Price & Quote
Service
Engagement
Content
Social
Loyalty

## DATA CLOUD

Targeting
Optimization
Measurement

[https://cloud.oracle.com/en\\_US/saas](https://cloud.oracle.com/en_US/saas)

# Market Recognition



## FORRESTER RESEARCH

### The Forrester Wave™

Go to [Forrester.com](http://Forrester.com) to download the Forrester Wave tool for more detailed product evaluations, feature comparisons, and customizable rankings.

## Industry-Leading Digital Experience Platform\*

“Oracle has one of the broadest portfolios—including, content, commerce, marketing, data, analytics, and customer care—of any vendor we evaluated.”

*As one reference told us:*

“No one else has the length and breadth of integration and future development dollars.”

\*Report Released: September 21, 2017

The Forrester Wave™: Digital Experience Platforms, Q3 2017

# 30 Analyst Leader Awards



## Oracle Customer eXperience Cloud Platform

### INDUSTRY RECOGNITION

Sales Force Automation	Marketing Cloud Platforms
Digital Commerce	CRM Lead Management
CRM Suites For Enterprise	Multichannel Campaign Management
Digital Experience Platforms	Sales Performance Management
CRM Customer Engagement Center	Digital Marketing Hubs
Field Service	Sales Force Automation
Enterprise Marketing Software Suites	Lead-To-Revenue Management
Configure-Price-Quote	Cross-Channel Campaign Management
Customer Service Solutions For Enterprise	Email Marketing Service
Revenue and Customer Management for CSPs	Customer Service Solutions For Midsize
Data Management Platforms	Manufacturing Configure, Price, Quote
CRM Suites For Midsize	Online Testing Platforms
Customer Relationship Management	Digital Commerce
Customer Care Systems	Retail Omni-Channel Commerce
CRM	CRM Solution for Telecoms



# Safe Harbor Statement

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