ORACLE® | eloqua™ + NETSUITE by Put It Forward®

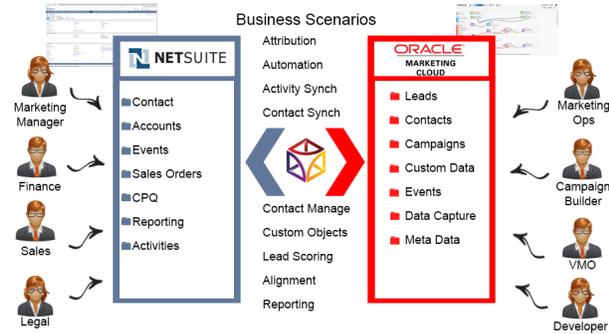*"Put It Forward gives me the ability to do data magic for every department and customer."*

Udo Waibel - CTO Sitecore

Better Leads - Better Contacts

Put it Forward® is the solution that Oracle Eloqua® users look for help developing effective lead life cycle management through Netsuite®. This lets a user keep both sales and the customer in the conversation and sharpen targeted marketing.

Common Scenarios:
• Enrich contacts in Netsuite® with campaign information from Eloqua®
• Connect leads with contacts and case management in Netsuite®
• Shorten the time between lead to order
• Cycle contacts back into leads if not ready yet for ordering
• Enhance forecasting models and reporting with deeper views of your lead universe
• Keep leads synchronized between Eloqua and Netsuite
• Data analysis to determine effective sales behaviors and close rates driven by marketing events
• Create exposure across the customer life-

Business Scenarios

Eloqua® and Netsuite® Simplified

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® "No Code" graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same application.

Pre-Built Connections from Put it Forward® enable Oracle Eloqua® users to rapidly connect to other systems such as Twitter®, Netsuite®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today

www.putitforward.com/partners/oracle

Put it Forward
Constant Data

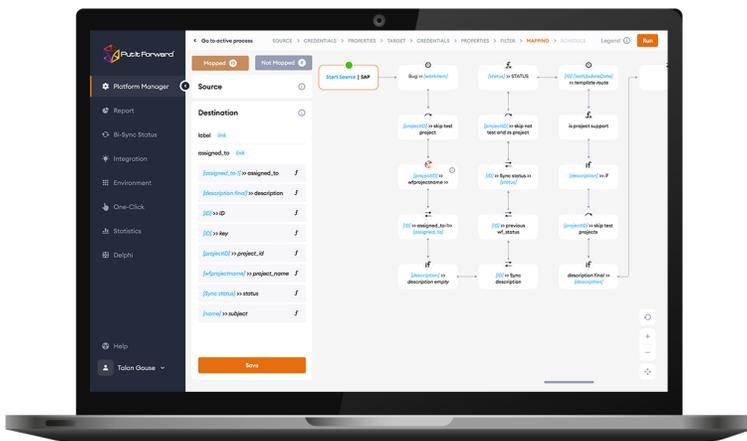# ORACLE® | eloqua™ + ℕ NETSUITE by ◇ Put it Forward®

Point, Click, Get Your Netsuite® Data into Eloqua

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.
App Server: Put it Forward® is cloud based and does not require an app server to run
Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation.
Transports: HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL … and more.
Data Formats: XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)

Key Deployment Benefits

• Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
• Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
• Best Price - On demand per connection pricing and low maintenance costs
• Complete suite of out of the box connectors plus data services
• Superior support model – dedicated resources for each of our customers

Tech Features

• **Multi-frequency Integration:** real time, just in time or in batch cycles
• **Great for data loading** and long running processes like customer research to enquiry
• **Integrated data quality** and management
• **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
• **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
• **Pure cloud based** - no installation of hardware or software for you to deploy and manage
• **On demand per connection pricing** and low maintenance costs
• **Supported Trials**