ORACLE® + ORACLE® by Put It Forward®
Marketing Cloud **Sales Cloud**

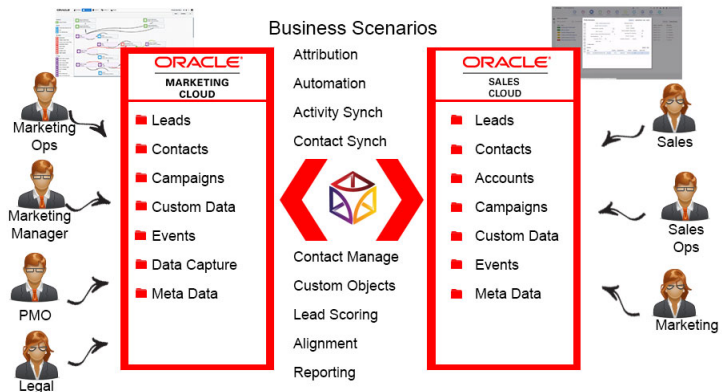*"Put It Forward gives me the ability to do data magic for every department and customer."*

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 Oracle Sales Cloud®. This lets a user keep both sales and the customer in the conversation and sharpen targeted marketing.

Common Scenarios:
• Keep leads synchronized between Eloqua and Sales Cloud®
• Enrich contacts in Sales Cloud® with campaign information from Eloqua®
• Connect leads with contacts in Sales Cloud®
• 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
• Data analysis to determine effective sales behaviors and close rates driven by marketing events
• Create exposure across the customer life-cycle not just funnel development

Business Scenarios

ORACLE MARKETING CLOUD		ORACLE SALES CLOUD
Leads	Attribution	Leads
Contacts	Automation	Contacts
Campaigns	Activity Synch	Accounts
Custom Data	Contact Synch	Campaigns
Events	Contact Manage	Custom Data
Data Capture	Custom Objects	Events
Meta Data	Lead Scoring	Meta Data
	Alignment	
	Reporting	

Marketing Ops, Marketing Manager, PMO, Legal — Sales, Sales Ops, Marketing

Eloqua® and Sales Cloud® 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®, Salesforce®, 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/oracle

Put it Forward
Constant Data

www.putitforward.com   info@putitforward.com   San Francisco

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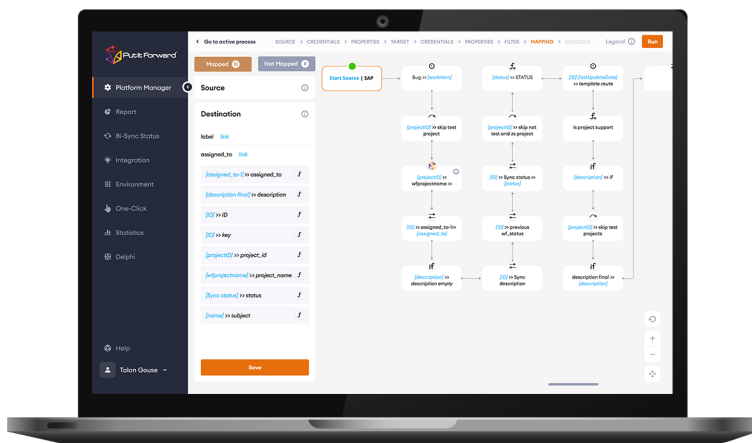
Point, Click, Get Your Eloqua® Data into Sales Cloud®

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**