

Blog 2 — 771 words (I normally blog 350-500 words max—please let me know if this is too long)

Note: Pictures from Martin Taylor need to be added. I will get access on 5/17.

New Oracle Applications Featured at Invite-Only Event

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—Redwood City, CA

Oracle partners were recently invited to a first-of-its-kind event for Oracle Applications. This was the first time Oracle has ever given partners a look at upcoming applications and user experiences.

Oracle constantly strives to find innovative ways to reduce complexity and simplify key enterprise applications user experiences. The event held in Building 401 featured eight snazzy concepts demonstrated in different areas, ranging from ERP and CRM to HCM.

Oracle Apps UX team members provided booth demonstrations on desktop computers and mobile devices, including User Experience Architect Mark Vilrokx with **Oracle Voice**.

“It’s like Siri — a fun-to-use virtual assistant for sales reps,” Vilrokx said. “It allows you to talk to the Fusion CRM Cloud. So you can actually create stuff in Fusion using this application. You can record that you just had a meeting in your CRM system. You can just tap (your phone), speak and say, ‘I just had a meeting with the CEO of Pinnacle’. Then it gives you options that relate to that particular customer. So you pick the interaction you want to attach it to and it asks you questions like ‘Was it a meeting or a telephone conversation?’ and the details you provide are recorded on the backend.”

User Experience Director Lynn Rampoldi-Hnilo gave me the lowdown on **Oracle Capture**.

“People out in the field don’t have time to jot down notes or get things into their systems quickly enough, so we have a concept here that we call Capture,” Rampoldi-Hnilo said. “It’s an easy way to capture data wherever you are and then we smartly tie that information that (Oracle) knows — date, your role, your GPS location. We take what you capture, tie it in to the back end and send it to the Cloud for you. The demo we’re demonstrating is the voice feed but you can also take pictures. Among many other things you can take a picture of a white board and see a history view of everything you did all day, then tie it directly to your business data.”

Samantha Liu, a Senior Product Manager, showed me what all the pretty colored dots meant in **Oracle Mobilytics**, an iPad app that makes massive amounts of sales data easy to understand and act upon.

“Oracle already offers an iPad app designed for business leaders and now we have Mobilytics for sales,” Liu said. “You can see five different visualizations: forecast, pipeline, accounts, opportunities and team. Within forecast, for example, a manager can track projects by dollar amount and priority level, check quotas and if their team is meeting goals and deadlines. The bigger colored dots are deals with larger dollar amounts and colors can be assigned to different salespeople.”

On I moved to **Fusion Briefing**, a product that created and managed by Thao Nguyen, Senior Manager of New Interactions. Senior Usability Researcher Chaya Bijani explained the benefits of Fusion Briefing to me.

“Today users go to various sources like Google Alerts, CNN and to find information about their business,” Bijani said. “Fusion Briefing addresses that problem by bringing all of the information from various sources into one place. It presents the content in a magazine-like format for you, pulling from your company’s database *and* external sites. It’s much more than an RSS feed — we think it can really help pharmaceutical sales representatives and we can customize the dashboard for any industry or role.”

Other participants included:

- **UX Direct** – Simplify and optimize your enterprise implementations. Get guidance and support from UX Direct on how to implement your enterprise solutions, with users in mind.
- **Simplified User Interface for CRM Sales Cloud** – A new, simplified user interface for the things that sales reps need to do the most. It runs in any modern browser, and the design is optimized for 10-inch screens and larger, with a touch-friendly UI.
- **Simplified User Interface for HCM Cloud** – A new, simplified user interface for the things employees and managers need to do the most. It runs in any modern browser and the design is optimized for 10-inch screens and larger, with a touch-friendly UI.
- **Simplified User Interface Tailoring** – Use the common Fusion Applications tools to tailor your Simplified UI experience. Easily re-brand, re-color, and modify what you see on the pages.

Attendees included:

- 25 solution consultants, ADF developers, global sales engineering staff, Worldwide Alliances & Channels and applications technologists from across Oracle sales organizations and in leadership roles.
- 75 Oracle Applications partners focused on ERP

The event was sponsored by the Oracle Applications User Experience Team (Apps UX) and Oracle North American Alliances & Channels.

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