



**DXC Practice for  
Oracle Services for  
Oracle® CX Cloud**

# Understand your customers and enhance their experience.

## Oracle's Core CX Applications

### Oracle Sales Cloud

- Data management
- Sales cataloguing
- Sales force automation
- Sales analytics and forecasting

### Oracle Marketing Cloud

- B2B marketing automation
- B2C cross-channel orchestration
- Data management and optimisation
- Social listening

### Oracle Service Cloud

- Online and offline contact experiences
- Policy and regulation enforcement
- Field service support
- Cross-channel integration and optimisation

Across every industry and brand touchpoint, customers expect more. The customer experience (CX) bar is being set higher and higher, which calls for a more sophisticated approach to CX. It calls for the ability to gather and leverage CX data to continually refine your CX strategy and innovate seamless and personalised customer experiences.

Oracle®'s CX Cloud suite spans and integrates every online and real-world CX channel – a single platform interface that makes developing an effective omni-channel CX strategy simpler than ever.

Moreover, at Red Rock, we'll ensure you harness and exploit its market-leading functionality to full effect, from implementation through to the ongoing evolution of your CX strategy.

## What is Oracle CX Cloud?

Wherever your customers are on their journey, Oracle CX Cloud's market-leading applications span marketing, sales, commerce and customer service to ensure you deliver personalised experiences that are memorable for all the right reasons.



**Integrate.**

Deliver experiences across every online and real-world channel, seamlessly.

**Analyse.**

Unify, sync and augment customer data spanning the entire customer journey.

**Optimise.**

Test and refine marketing, messaging, content management and more.

**Build.**

Equip your people with the insights needed to build a strong opportunity pipeline.

**Deliver.**

Create personalised customer experiences across every channel and touchpoint.

**Simplify.**

Make it easy for your people and customers to engage with each other.

**Adapt.**

Enable your organisation to adopt a continual-improvement CX ethos.

---

## Built for your industry

Whatever sector you operate in, Oracle's CX solutions are pre-provisioned with data models, processes, policies, user interfaces and analytics designed specifically your industry, making it easier to elevate your CX above the competition.

## Our Cloud First approach

At DXC Practice for Oracle, we have a clearly defined Cloud First strategy focusing on the entire lifecycle of Oracle's Cloud offering, from assessments, to implementations, to continual improvement.

- **Cloud First Assessment.** Our specialists assess a move to the Cloud for every client, considering design, change management, enterprise architecture and ROI.
- **Cloud First Offerings.** We draw on our experience of ERP deployments worldwide, across multiple industries, to tailor our prebuilt Cloud solutions so they deliver the outcomes each client expects in a measured, efficient and timely manner.
- **Cloud First Support Services.** Our managed service model for the Cloud, which focuses on clients' business requirements post go-live, encompasses updates, road maps, user training, business process-friendly patching and ROI.
- **Cloud First Partners.** We have aligned our focus on Cloud through our partners, with each alliance bringing in a specific capability as part of our execution. Examples include embedded training, SaaS pay roll with prebuilt integrations, automated testing, automating migration to Cloud and more.

## Managed Services

Our highly trained and experienced Managed Services team provides a multi-tiered suite of scalable technology and infrastructure management and support solutions. These solutions are tailored to meet each client's requirements, thereby minimising costs and maximising uptime. Our support services include Cloud First Support Services, specifically designed for businesses that have migrated their Oracle business applications to the Cloud. Cloud First Support Services provide ongoing lifecycle management of Oracle Cloud Applications including on-demand expertise, ad hoc reporting, training and 24/7 monitoring and support to help you realise the benefits of your Cloud investment and make full use of system functionality.

## Licensing & Software Asset Management

Our Strategic Licence Services and Software Asset Management as a Service (SAMaaS) enable you to confidently navigate intricate licensing protocols and ensure contractual compliance, minimise licensing costs, mitigate audit risks and set up a robust audit defence strategy.

- Australia and New Zealand's largest Oracle partner practice
- 20+ years' delivering Oracle solutions
- Hundreds of successful ERP implementations
- Small start-ups to tier-one enterprises
- Proven methodology and governance
- Market-leading ERP insights and IP

## About DXC's Oracle Practice

DXC is the largest independent provider of Oracle consulting and managed services. DXC provides dynamic technology leadership in delivering Oracle Cloud solutions, with a full continuum of services around Oracle's integrated suite of applications, platform services, and engineered systems. Oracle has globally recognized DXC's expertise and skills by accrediting us as a Modern Oracle PartnerNetwork (OPN) partner certified across all four tracks - Build, Sell, Service, License/Hardware. DXC has achieved Cloud Solutions Provider Expertise (CSPE), globally certified, audited, proven.

Learn more at  
[dxc.com/au/practices/oracle](https://dxc.com/au/practices/oracle)  
[dxc.com/nz/practices/oracle](https://dxc.com/nz/practices/oracle)

Find out how our specialists can help you effectively engage your customers with Oracle CX Cloud:

Email [oracle.apac@dxc.com](mailto:oracle.apac@dxc.com) for more information.

### About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission-critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. The world's largest companies and public sector organizations trust DXC to deploy services across the Enterprise Technology Stack to drive new levels of performance, competitiveness, and customer experience. Learn more about how we deliver excellence for our customers and colleagues at [DXC.com](https://dxc.com).

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Get the insights that matter.  
Opt-in to DXC Practice for Oracle

