

## Oracle Crm Wikipedia

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### Oracle Crm Wikipedia

Oracle Database (commonly referred to as Oracle DBMS, Oracle Autonomous Database, or simply as Oracle) is a multi-model database management system produced and marketed by Oracle Corporation.. It is a database commonly used for running online transaction processing (OLTP), data warehousing (DW) and mixed (OLTP & DW) database workloads. Oracle Database is available by several service providers ...

### Oracle Database - Wikipedia

Oracle Corporation is an American multinational computer technology corporation headquartered in Austin, Texas. In 2020, Oracle was the third-largest software company in the world by revenue and market capitalization. The company sells database software and technology (particularly its own brands), cloud engineered systems, and enterprise software products, such as enterprise resource planning ...

### Oracle Corporation - Wikipedia

Histoire. En 2004, Oracle acquiert PeopleSoft, éditeur du progiciel PGI du même nom et d'outils de gestion de la relation client (CRM). En 2005, Oracle acquiert Retek, l'éditeur de solutions pour la distribution, grands magasins et GC3 (TMS de la société G-LOG).Au début de 2006, Oracle acquiert Siebel Systems, l'éditeur d'outils de CRM.En 2007, Oracle acquiert Hyperion Solutions, l ...

### Oracle (entreprise) — Wikipédia

Oracle Marketing. Oracle Marketing is the most comprehensive, integrated marketing solution available to launch cross-channel marketing programs and unify all prospect and customer marketing signals in a single view. This solution helps generate a higher return on digital marketing investments, create customer loyalty through superior campaign performance, and unlock real-time performance ...

### Marketing Cloud | Oracle

Oracle Exadata is a full-stack solution that improves the performance, scale, security, and availability of an enterprise's Oracle Databases. It incorporates more than 60 unique features, such as Smart Scan SQL offload, that are coengineered with Oracle Database to accelerate OLTP, analytics and machine-learning applications. Exadata also ...

### Database | Oracle

Os sistemas de CRM são aplicativos de informação desenvolvidos com o objetivo de auxiliar na gestão do relacionamento com o cliente.Conceitualmente, dá-se o nome de CRM à gestão deste relacionamento, e de sistemas de CRM aos sistemas empregados para a gestão deste relacionamento.. CRM (Customer Relationship Management) é um termo muitas vezes mal empregado que muitas empresas utilizam ...

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