Overview and Frequently Asked Questions

Overview

Oracle Buys Compendium

Adds Leading Content Marketing Platform to Oracle Eloqua Marketing Cloud

On October 17, 2013, Oracle announced that it has acquired Compendium, a cloud-based content marketing provider that helps companies plan, produce and deliver engaging content throughout their customers' lifecycle. The transaction has closed.

Customers are increasingly accessing more information through online and mobile channels before engaging with a salesperson. This has shifted the buying process from one that is sales-driven to marketing-driven. Now, more than ever, marketers are challenged to deliver relevant and engaging content across multiple channels and throughout the customer lifecycle. Compendium's data-driven content marketing platform aligns relevant content with customer data and profiles to help companies more effectively attract prospects, engage buyers, accelerate conversion of prospects to opportunities, increase adoption, and drive revenue growth.

Compendium's innovative solution complements Oracle's industry-leading Eloqua Marketing Cloud, which is a part of Oracle's comprehensive Customer Experience solution. The combination of the Oracle Eloqua Marketing Cloud with Compendium is expected to enable modern marketers to automate content delivery across channels by aligning persona-based content to customers' digital body language that will increase "top-of-funnel" customer engagement, improve the quality of sales leads, realize the highest return on their marketing investment, and increase customer loyalty.

PRODUCT OVERVIEW AND STRATEGY

What is the rationale for this acquisition?

Customers are increasingly self-educating on products and services through a variety of channels and online sources before engaging with a salesperson. Modern marketers need to provide relevant content to multiple buyer roles, or personas, across all stages of the buying cycle. Marketers are looking for tools that will help them develop relevant content across customer facing and marketing teams and to help them deliver the content on an increasing number of digital, social, and mobile channels to meet the growing information needs of buyers.

Delivering the right content to the right person at the right time improves the quality of sales leads, helps accelerate conversion rates, drives broader purchases, increases brand loyalty, and delivers exceptional one-to-one customer experiences. Compendium's data-driven approach enables companies to plan, produce, publish and promote relevant content, and analyze its performance across their customers' buying and ownership journey. By adding Compendium's content marketing platform to the Oracle Eloqua Marketing Cloud, customers will be able to capture more prospects, improve the customer experience, and drive top-line revenue.

What product does Compendium offer?

Compendium's data-driven content marketing solution automates and optimizes the planning, production, and delivery of marketing content. Key elements of the Compendium solution include the following:

- Plan – Research and define target audience, develop topics and ideas, and create editorial calendar

- Produce – Create content that align with personas, manage content, and assign workflow

- Publish and Promote – Distribute content to relevant channels directly or through marketing automation platforms

- Analyze – Measure content effectiveness for continual improvement

CUSTOMERS AND PARTNERS

How will the transaction between Oracle and Compendium benefit customers?

Oracle plans to integrate Compendium into the Oracle Eloqua Marketing Cloud to create a comprehensive digital marketing platform. The Oracle Eloqua Marketing Cloud provides a comprehensive view of the buyer, based on their digital body language. With Compendium, customers are expected to deliver the right content to the right buyer at the right time, based on their digital body language, or profile. Oracle plans to extend and expand Compendium's ability to sell, service, and support customers around the world by utilizing Oracle's global scale and resources.

How does Oracle plan to maintain Compendium's domain expertise?

The goal of the combination is to retain Compendium's domain expertise in content marketing. Compendium's management team and employees are expected to join Oracle and continue their focus facilitating excellence in marketing.

How will the acquisition impact the Compendium product roadmap?

Oracle plans to add Compendium to the Oracle Eloqua Marketing Cloud. Compendium will benefit from increased investment in research and development, helping accelerate development of new capabilities and better integration with Oracle's customer experience capabilities.

BUSINESS CONTINUITY

Can I still purchase Compendium products?

Yes. Please contact a Compendium sales representative to assist you, or visit www.compendium.com for contact information.

Should Compendium customers continue to call Compendium customer support?

Yes. Compendium customers should continue to use existing Compendium contacts for support, professional services, and sales to address immediate and ongoing needs. We will communicate all changes and transitions well in advance through these familiar channels.

How will Oracle continue to support and broaden relationships with Compendium partners?

We expect business to continue as usual for Compendium partners. If contact information changes, we will communicate these changes through normal channels. Oracle partners may also use their existing Oracle channels for support to answer any questions.

Will training on the Compendium products continue?

Yes. Oracle wants to ensure that customer investments and the use of products and solutions are maximized. We know excellent training is a key part of obtaining that goal.

Where can I find out more information about the combination of Oracle and Compendium?

For more information, please visit oracle.com/compendium.

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