



**ORACLE®**

**involver™**

## **Oracle Buys Involver**

**Extends Oracle Social Platform with Leading Edge Technologies to Develop Enriched Social Experiences**

July 24, 2012

Oracle is currently reviewing the existing Involver product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of Involver's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Involver or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

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# The Announcement

- **Oracle buys Involver**
  - Extends Oracle Social Platform with technologies to develop enriched social experiences across Facebook, social sites, and mobile phones and tablets
  - The transaction has closed
- **About Involver**
  - Private company founded in 2007 and headquartered in San Francisco, CA
  - Involver's Social Markup Language (SML™), a leading technology that enables developers to create highly customized marketing applications for social media sites and campaigns, supports more than one million fan pages
  - Customers include leading brands and agencies, such as Brown-Forman, Razorfish, Best Buy, MTV and USA TODAY
- **The combination of Involver with Oracle is expected to create the most advanced and comprehensive cloud-based social platform across marketing, sales and service touchpoints**
  - Oracle's Social Platform enables social experiences across marketing, sales, commerce, service, and intelligence
  - Involver's technology platform enables developers to efficiently collaborate and build engaging and social experiences across social campaigns and sites
  - Oracle Cloud Platform Java and Database services combined with Involver's SML™ and developer tools is expected to allow agencies and developers to build rich, fully-customizable and innovative social experiences

# Organizations Want to Develop Fit-for-Purpose Social Experiences that Increase User Engagement and Conversion

- Drives media buzz through the Open Graph with Super Bowl Ad Meter

- Increases viewer engagement with “Hot in Cleveland” contest

- Delivers interactive mash-up of special offers, coupons and videos

- Enables users to showcase their Facebook stories

# Involver Developer Experience Products

## Provide Tools to Create Fully Customizable Social Experiences

### SML™ (Social Markup Language)

- Empowers developers to build pixel-perfect and multi-channel social applications

### Visual SML

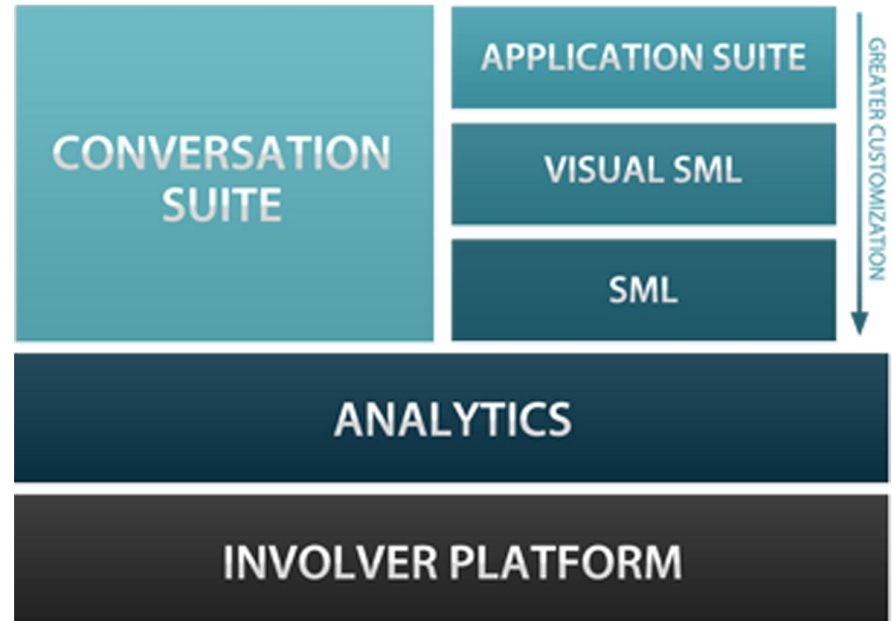
- Provides intuitive drag-and-drop interface to enable designers to easily create custom Facebook pages

### Application Suite


























- Allows users to create custom Facebook fan pages in minutes

### Conversation Suite

- Enables companies to manage the conversations on the most popular social media networks from a single interface

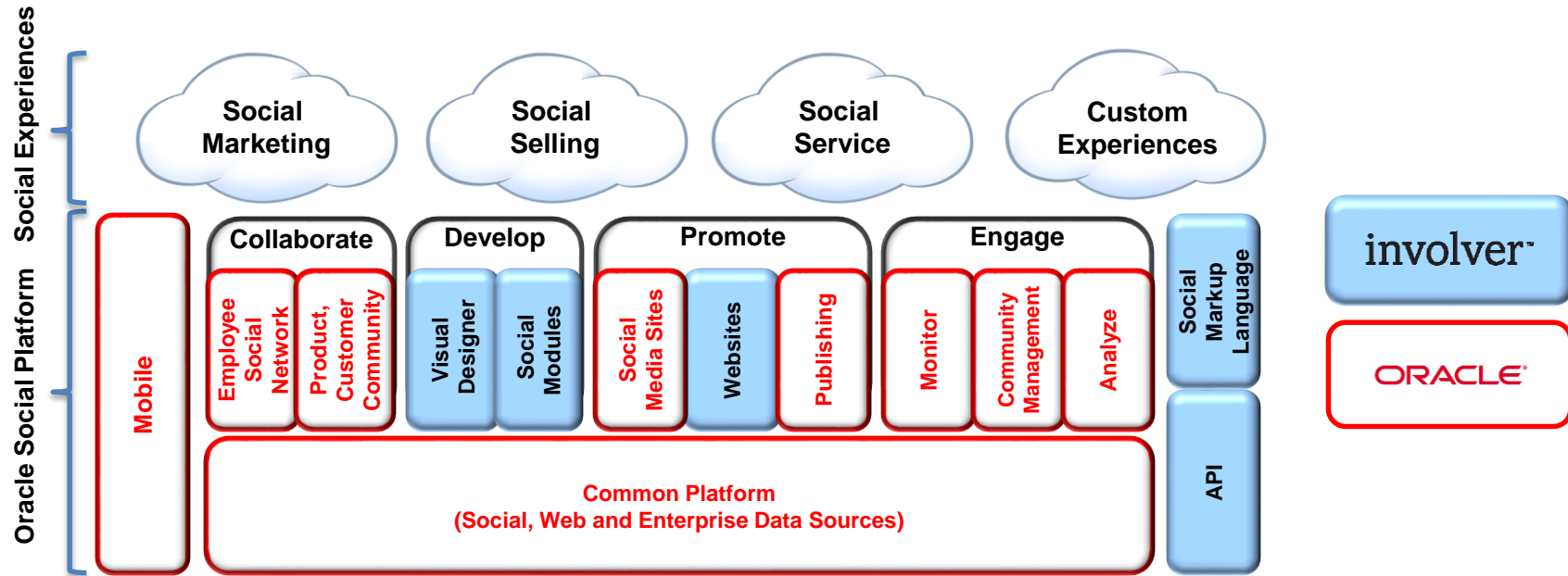


# Involver Scales to Support Social and Web Presence for Leading Brands and Agencies

<p><b>Agencies</b></p>        	<p><b>Retail</b></p>     	<p><b>Manufacturing</b></p>     	<p><b>Media</b></p>     	<p><b>B2B</b></p>     
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# Involver Further Extends Oracle's Social Platform

- Involver SML™ and development tools with the Oracle Cloud Java and Database services deliver a complete social development platform
- Expected to enable developers, designers and agencies to build rich, fully-customizable and innovative social experiences



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