

AUGME TECHNOLOGIES

AD LIFE 4.0 Validated Integration with Oracle CRM On Demand 19



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Validated Integration

Oracle CRM On Demand

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Solutions for Marketing

AD LIFE Software as a Service Mobile Marketing Platform

Company Overview

Augme Technologies is a full-service marketing solution and patented technology provider. We help some of the world's largest brands plan, build, deploy, and track mobile marketing engagement with their target audience. We develop technology to ensure the greatest reach and engagement between brands and consumers.

Integration Overview

AD LIFE 4.0 adds functionality to Oracle CRM On Demand 19 by enabling it for mobile devices. Augme pursued this integration as a result of customer requirements for a mobilization engine that can be closely integrated into Oracle CRM On Demand. The integration of Augme's AD LIFE does not require separate interaction by the customer to generate mobile-friendly content. Furthermore, this integration required Augme to develop an understanding of the API connections and data points available. The AD LIFE platform will have access to:

- A registration form
- APIs for registering a user within marketing campaigns
- Microsite data including products, copy, and images

General integration flow: When a user receives an e-mail from Oracle CRM On Demand, it includes a link to the registration page. On this page, Augme's AD LIFE constructs a method for identifying whether or not the site visitor is utilizing a mobile device. If the device is mobile, the user is redirected to the Augme platform, where AD LIFE pulls content from Oracle CRM On Demand and renders an optimized experience for the end user. Interactions within the mobile site are passed in real time to Oracle CRM On Demand to ensure the Oracle customer experience does not change.

Integration Details

Augme includes a custom device-detection JavaScript code module that is included as part of any Oracle CRM On Demand microsite. This JavaScript code facilitates a call to Augme's patented device-detection service. Upon determining that the device requesting the microsite is a mobile device, Augme redirects the original request for the microsite to its patent-pending gateway-rendering engine.

The rendering engine then refactors the microsite, optimizing the display for the

Availability

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specific mobile device making the request. If the requesting device is a standard desktop user agent, the microsite is delivered via normal delivery methods. There are no constraints or restrictions based on operating system, hardware, software, or language. Augme systems render mobile assets for devices across mobile operating systems.

Support

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<p>CONSUMER RESPONSE</p> <ul style="list-style-type: none"> 2D barcode Text Messaging (SMS) UPC code Logo recognition Audio 	<p>CONTENT FORMATTING</p> <ul style="list-style-type: none"> Solves "Mobile Maze" Agnostic to mobile devices Real time formatting Digital assets rendered properly on mobile device
<p>TRACKING & ANALYTICS</p> <ul style="list-style-type: none"> 120MM+ data records Track all media Behavioral targeting Tracking & Analytics 	<p>B2C UTILITIES</p> <ul style="list-style-type: none"> Augme Media Contesting Coupons Rebates

Augme's AD LIFE software as a service (SaaS) mobile marketing platform.

Environment

Augme Technologies Environment

AD LIFE 4.0

Oracle Environment

Oracle CRM On Demand 19

For additional information about partnering with Oracle, please contact opninfo_us@oracle.com or visit partners.oracle.com

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