

## ORACLE SOCIAL ENGAGEMENT AND MONITORING CLOUD SERVICE

### INTELLIGENT SOCIAL LISTENING

#### KEY FEATURES

- Cross-network publishing
- Post scheduling
- Message targeting
- Assignments and workflow
- Roles and teams
- Audit trail
- Unified feed
- Deep filtering
- Contextual respond
- Competitive monitoring
- Data export
- Trackable metrics

#### KEY BENEFITS

- Track actions relevant to your business
- Converse at scale
- Respond rapidly
- Improve productivity
- Reduce risk
- Increase ROI
- Provide a unified brand experience

*Effective brand-to-customer relationships are no longer just transactional in nature. Instead, they integrate transactional-, content-, and social-based experiences. Oracle Social Engagement and Monitoring Cloud Service products provide the foundation required to shift to this new type of customer relationship. With it, you can listen to what customers are saying, reply to posts and messages, and keep tabs on your competitors. You can also schedule posts, publish to multiple Facebook and Twitter accounts, and converse at scale. Best of all, you can do it all from a single interface.*

### Hear from Your Customers

Only by receiving real-time, relevant signals can brand managers begin to understand what matters to their customers. And it's only with this understanding that brand managers can create meaningful content that will allow them to connect with customers in valuable ways.

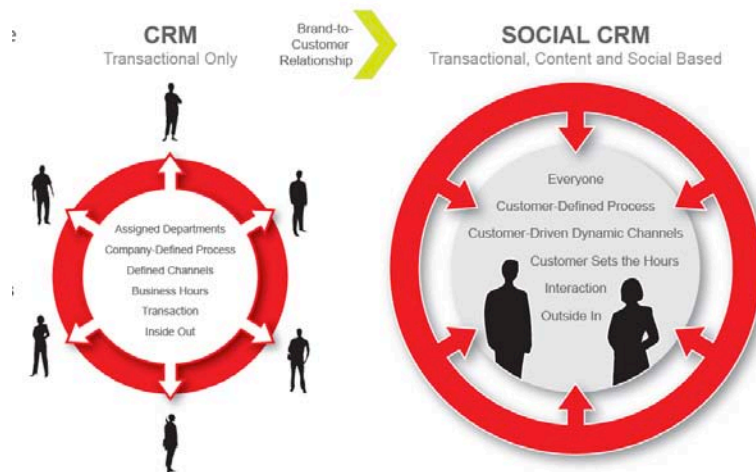


Figure 1. Effective brand-to-customer relationships integrate transactional-, content-, and social-based experiences.

### Why Listen to Customers?

Customers are constantly sharing their views about what they want and need, what they like and dislike, and overall what matters most to them. Companies that listen to their customers can offer better products, create more-targeted messaging, and learn how to best engage with the right customers in the right place at the right time.

By employing intelligent social listening (which has become increasingly critical to understanding customers' intentions), brand managers can:

- Create better marketing campaigns, products, and services with real-time customer feedback
- Manage interactions across all channels, including sales, marketing, and customer service

- Correlate customer data and intelligence to provide more meaningful and timely responses
- Deliver a unified brand experience to customers and prospects at the right time and place

In a digitally connected world, intelligent listening can mean the difference between success or failure for brands. Online social conversations can provide a gold mine of data. Successful brands will be those with managers who make use of this intelligence for near-real-time decision-making to affect positive outcomes.

However, first-generation social media monitoring tools made it hard to act on listening data with confidence. In contrast, the listening data produced by second-generation tools is highly accurate and precise. With this better data, you can now engage with your customers at scale reliably and consistently.

Oracle Social Engagement and Monitoring Cloud Service provides accurate insight into the meaning of social conversations, enabling organizations to drive business value on a 1:1 basis as well as through more-sophisticated multichannel engagement.

Key Differentiators



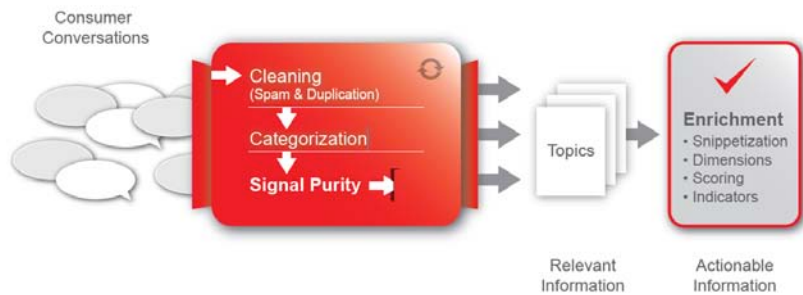
Figure 2. The right social analytics platform is easy to deploy and use, and provides information that enables brands to make intelligent and informed business decisions.

Capture Relevant Customer Insight with the Right Analytics Platform

Organizations that deploy Oracle Social Engagement and Monitoring Cloud Service are able to use the insights gleaned from it to:

- Better understand their customers
- Improve strategic and tactical decision-making
- Improve their relationships with customers

Oracle Social Engagement and Monitoring Cloud Service delivers its insights by consuming massive amounts of social conversation and enterprise text and then applying unique IP processes to extract meaningful, relevant information from that mountain of data. With access to this information, brand managers are able to make intelligent business decisions.



Intelligent Listening = Predictive Action

Figure 3. Oracle Social Engagement and Monitoring Cloud Service extracts meaningful data from social conversations and enterprise text.

### A Social Media Analytics Tool for Mature Organizations

Oracle Social Engagement and Monitoring Cloud Service allows you to track the customer actions that are relevant and of high priority for your business—an approach that lets you transform your social media metrics from a simple recorder of mentions (buzz) to a critical indicator and driver of ROI.

With Oracle Social Engagement and Monitoring Cloud Service, you can identify the right key performance indicators (KPIs) for your brand, and then use those metrics to understand how customers view your brand. The insights you gain from those metrics will enable your organization to create and modify products, understand market challenges, improve market messaging, profile new customers, and more.

Oracle Social Engagement and Monitoring Cloud Service blends the power of proven text analytics technology with a real-time interactive dashboard optimized to track the impact of social media (or enterprise text) indicators on business metrics. As a result, you get the insights required to effectively listen, act, and engage with customers.

### Act on Insight and Connect with Customers

Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite allows you to connect with customers using an integrated solution for response, user management, permissions, and more. With it, your organization can:

- **Converse at scale.** Manage multiple channels, interactions, conversations, and team members from a single interface.
- **Respond rapidly.** Provide a better approach to stream management—building for speed so you can keep pace with your community regardless of how large or active it grows.
- **Improve productivity.** Empower your team to work more efficiently by routing messages, viewing team workload, and distributing work evenly.
- **Reduce risk.** Grant permissions to the correct people, respond to queries in real time with the right message, and get a full audit trail.

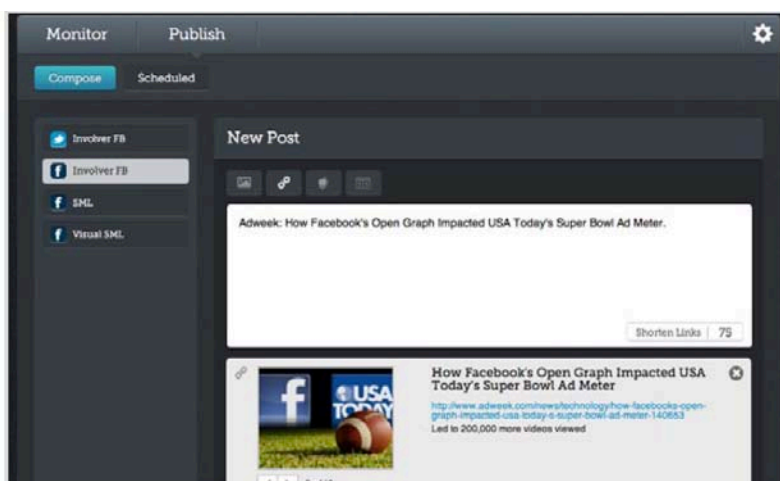


Figure 4. Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite provides a single interface for publishing content to multiple Facebook and Twitter accounts.

## Publish, Manage, and Monitor

Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite delivers conversation functionality for publishing, team management, and monitoring.

### Publishing

Publish from one place to fans and followers from multiple Facebook and Twitter accounts, and keep the conversation going 24/7 with on-brand messaging. With Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite you can:

- **Publish across networks.** Publish messages, links, images, and branded content to your Facebook and Twitter audiences.
- **Schedule posts.** Draft and schedule posts in advance (by hour, day, week, or month).
- **Target messages.** Target posts by location and language.

### Team Management

Manage your social media team by distributing workload through assignments with a full-message audit trail. Improve team coordination, optimize process, and reduce risk exposure by taking advantage of the following features of Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite:

- **Assignments and workflow.** Route messages to appropriate team members for further action.
- **Roles and teams.** Set limits for what team members can view and post.
- **Audit trail.** See message history and actions taken on a message.

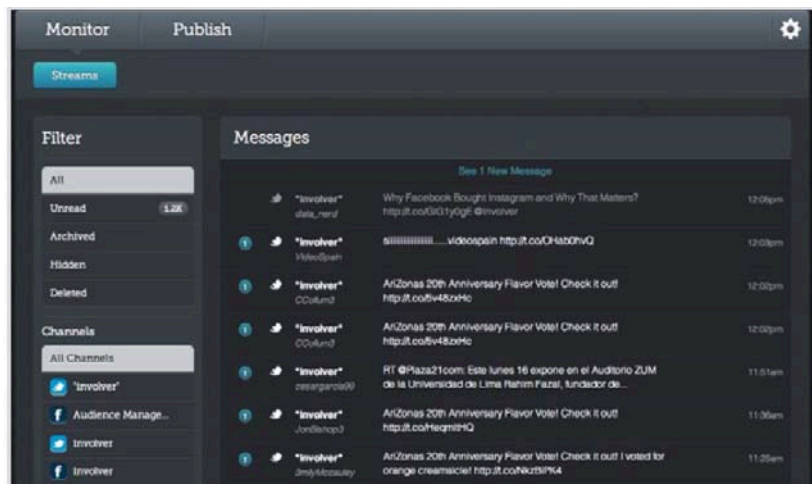


Figure 5. Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite lets you monitor and respond to posts, comments, tweets, and direct messages in a single, unified stream.

## ORACLE SOCIAL ENGAGEMENT AND MONITORING CLOUD SERVICE

Oracle offers a complete solution of social engagement and monitoring services via the Oracle Cloud. With these products, you can listen to what customers are saying, gain valuable insight, and converse with them at scale across multiple social media accounts.

### RELATED PRODUCTS

- Oracle Social Engagement and Monitoring Cloud Service, Standard Edition
- Oracle Social Engagement and Monitoring Cloud Service, Premium Edition
- Oracle Social Engagement and Monitoring Cloud Service, Enterprise Edition
- Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite

## Monitoring

Monitor and respond to posts, comments, tweets, and direct messages in a single, unified stream. Manage millions of social conversations quickly and efficiently by taking advantage of the following features in Oracle Social Engagement and Monitoring Cloud Service, Conversation Suite:

- **Unified feed.** View all of your conversations in a single stream.
- **Deep filtering.** Filter conversations by read status, channel, message type, label, assignee, and date to expedite access to required information.
- **Contextual respond.** Respond to messages in context by seeing the original message, engagement statistics, comments, replies, labels, and internal activity from your team.
- **Competitive monitoring.** Keep tabs on your competitors by viewing their Facebook and Twitter activity in your message stream.

## Contact Us

For more information about Oracle Social Engagement and Monitoring Cloud Service, visit [oracle.com/social](http://oracle.com/social) or call +1.800.ORACLE1 to speak to an Oracle representative.



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