



Oracle Buys DataFox

Adds Leading AI Data Engine to Oracle Cloud Applications, Providing Dynamic and Insightful Company-Level Data to Power Even Smarter Decisions

October 31, 2018

ORACLE®

Copyright © 2018, Oracle and/or its affiliates. All rights reserved.

Oracle is currently reviewing the existing DataFox 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 DataFox's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by DataFox 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.

Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and DataFox, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of DataFox, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or DataFox, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or DataFox may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or DataFox. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor DataFox is under any duty to update any of the information in this document.

The Announcement

- **Oracle buys DataFox**

- Adds leading artificial intelligence (AI) data engine to Oracle Cloud Applications, providing dynamic and insightful company-level data to power even smarter decisions

- **About DataFox**

- DataFox's AI data engine continuously extracts detailed company-level data on more than 2.8 million public and private businesses while adding 1.2 million businesses annually
- Additional context from over 5 million digital properties, 70,000 daily news articles and 756,000 unique signals gives customers real-time insight to know when a business exhibits noteworthy behaviors
- Customers like Goldman Sachs, Bain & Company and Twilio utilize DataFox's insightful data to prioritize accounts, enrich CRM data and identify new prospects

- **The combination of Oracle and DataFox will enhance Oracle Cloud Applications with an extensive set of AI-derived company-level data and signals, enabling customers to reach even better decisions and business outcomes**

- Oracle's portfolio of cloud applications, including ERP, CX, HCM and SCM, and trusted 3rd party consumer data enable customers to reimagine their business with a complete, secure and connected cloud suite
- DataFox's cloud-based AI data engine and derived business content provide the most current, precise and expansive set of company-level information and delivers insightful data to optimize business decisions
- Together, Oracle and DataFox will enrich cloud applications with AI-driven company-level data, powering recommendations to elevate business performance across the enterprise

Oracle Cloud Applications + DataFox = Even Smarter Decisions

Rising AI Investments Expose Company-Level Data Concerns

Deployments
are Increasing

4x

The number of machine learning (ML) pilots and implementations will double in 2018 and double again by 2020*

AI Investments
are Ramping

69%

Worldwide cognitive/AI software platforms revenue will grow at a 69% CAGR from 2017-2022 for public cloud deployments**

But Trusted Data
Remains a Challenge

48%

Nearly 50% of executives think data used for AI is not of high quality or not trusted, creating problems for AI programs***

* Deloitte Global Predictions 2018 Infographics

** IDC Worldwide Cognitive/Artificial Intelligence Software Platforms Forecast, 2018–2022

*** EY / MIT Technology Review Insights, 2018

Lack of Current and Precise Company-Level Data Threatens AI ROI and Associated Business Decisions

AI Deployments + Garbage Data = Garbage Decisions

Current Data Challenges

Junk Data

- Critical CRM and ERP systems operate with 30-50% bad data*
- Data has long refresh cycles and is not integrated with applications
- Publicly sourced data easily commoditized and quickly goes stale

Corrupted, Delayed Signals

- Only 5% of news articles provide valuable data, frustrating efforts to discover insights*
- Signals are delayed, hindering the ability to capture real-time market changes and act
- Rules-based, static queries quickly age and result in companies being reactive

Clunky, Batch Systems

- Data cleansing is batched, human intensive and infrequently updated
- IT's legacy, brittle rules are difficult to maintain or enhance
- Minimal access to external company signals prevents complete picture

* Source: DataFox

Optimizing Business Decisions with AI Requires a New Data Paradigm

Current State

On-premise, rules-driven without integration

Manual and batched updates result in stale and inaccurate data, lowering business value

Learnings not automatically incorporated into future decisions

New Paradigm

AI-driven and integrated with cloud applications

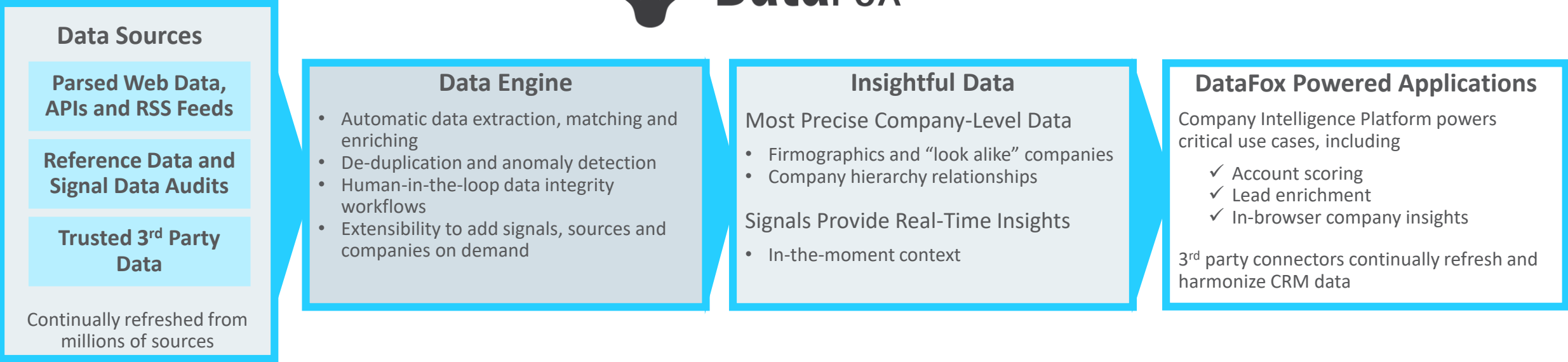
Precise, current and dynamic dataset and signals provide immediate, actionable context

Insightful data proactively relayed to customers in real-time for smarter decisions

DataFox's Data Engine and Immediately Actionable Insights Enable Better Decisions and Outcomes



DataFox



DataFox Produces Better Decisions and Outcomes

- Enriched CRM Data
- Expanded TAM
- Prioritized Accounts
- Optimized Territory Balancing
- Maximized Conference ROI
- Smarter Talking Points



Innovative Brands Use DataFox to Enhance ROI from Enterprise Cloud Applications

BAIN & COMPANY

Accel

Goldman Sachs

zendesk

NetApp™

twilio

Segment

BrightTALK

INSIGHTSQUARED

BAILEYSOUTHWELL&CO

Lessonly

pendo

LiveRamp®

TEALIUM

Terminus

Outreach

LeanData®

LLR Partners

talkdesk

CHIRUS

websummit

SAGEVIEW CAPITAL

braze

mimeo.com™

LEVER

mongoDB®

TCV

kyriba™

mx mendix

THL Thomas H. Lee Partners

GGVCAPITAL

abry partners

Over 275 Customers Choose DataFox

* Select customer information and logos provided by DataFox



Customer Success: Goldman Sachs Leverages DataFox to Surface High Growth Companies in Critical Sectors



Challenges

As a leading global investment banking, securities, and investment management firm, Goldman Sachs lives on the leading edge of using data-driven methods to make investment decisions. These methods depend on historically sparse, siloed and static private company datasets. Legacy efforts to identify and prioritize high-growth private companies within emerging sectors have been manual, time-consuming and error-prone.

DataFox Solution

- DataFox's CRM integration refreshes over 70 company data points on 20,000 private companies across four separate Goldman Sachs CRM systems
- DataFox continually surfaces new priority prospects using Natural Language Processing to detect 68 types of real-time growth signals from unstructured content across the web

Benefits

- Multiple investment teams use DataFox to systematically identify companies in target sectors by screening against DataFox growth signals, conference lists and award lists
- DataFox helps Goldman Sachs automatically enrich over 130 company lists annually, reducing time spent on screening each list from 4-5 hours to 15 minutes
- 65 Goldman Sachs professionals benefit from DataFox and they have expanded market coverage 25% by continually discovering new, highly targeted companies

* Customer information and logos provided by DataFox

Customer Success: Leading Cloud Provider uses DataFox to Prioritize Accounts and Generate Smart Talking Points

Global eCommerce and Cloud Computing Enterprise

Challenges

With over \$50 billion in annual worldwide revenues and tens of thousands of employees, this enterprise needed a more efficient way to optimize sales efforts by focusing outreach on high growth companies. Each quarter, sales representatives received large, static lists of up to 2,000 potential target account URLs. With no additional company information, reps could neither prioritize accounts nor find new ones in their territories without spending thousands of hours on research and data entry.

DataFox Solution

- 150 Sales Managers use DataFox's list import tool to automatically append robust company data to URLs, rapidly providing reps with current and relevant data needed to prioritize target accounts
- 85,000 Sales Manager queries per year via the DataFox web application gather intelligence and screen for net new target accounts without any manual data entry
- DataFox automatically sends real-time alerts with company growth signals, pinpointing high quality opportunities

Benefits

- Sales Managers can effectively prioritize accounts based on which prospects are growing the fastest, saving time and money
- Sales Reps can easily identify prospects at the right time and with the right growth stage to fit their company's services

* Customer information and logos provided by DataFox

Customer Success: Twilio Leverages DataFox Company Intelligence to Improve Lead Routing and Prioritization



Challenges

Twilio, the fast-growing programmable communications software company, generated tremendous inbound lead volume, but their marketing forms only captured email addresses and no relevant company information about the leads. The lack of company-level information hurt their ability to prioritize leads and efficiently route them for close. Furthermore, the Sales team spent 60% of their day on manual research and data input, resulting in missed revenue opportunities.

DataFox Solution

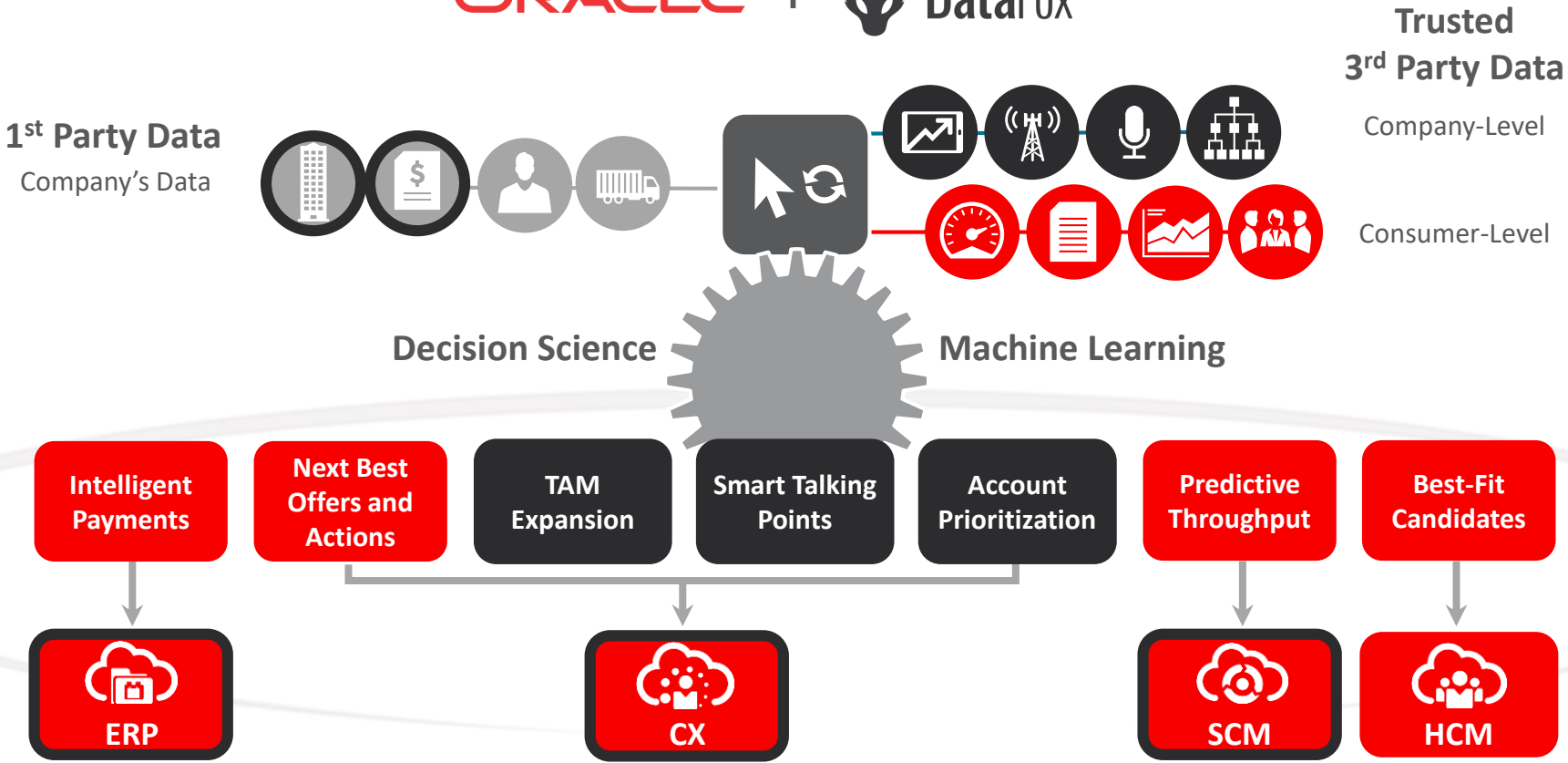
- Twilio's Sales and Marketing teams leveraged DataFox's CRM connector for ongoing enrichment of firmographic (location, headcount, industry), strategic (funding, tech stack) and financial (status, investors, revenue) intelligence
- DataFox enriched 2.8 million inbound leads and 100,000 accounts with rich company-level data, helping Sales Reps prioritize the highest quality opportunities

Benefits

- DataFox effectively appended rich company data to inbound lead email addresses without burdening prospects with lengthy forms
- Twilio can now automatically define "hot lead" lists while reducing rep time on company research and data input
- DataFox surfaces 1,500 net new target companies per week, identifying prospects Twilio would not have known

* Customer information and logos provided by DataFox

Oracle + DataFox Elevates Decision Making and Business Performance Across the Enterprise



- DataFox
- DataFox Enhanced
- Oracle

Enabling AI Adopters to Increase Revenue, Decrease Risk and Costs and Improve Customer Experience



ORACLE®