

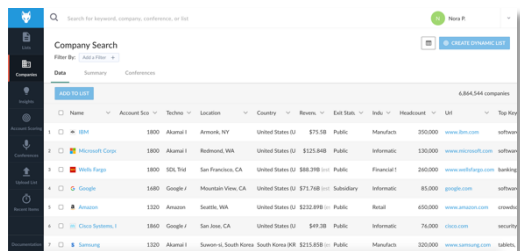
Oracle DataFox Data Management

Oracle DataFox Data Management is a company intelligence platform that provides B2B company data and signals using a modern data engine that leverages artificial intelligence (AI) to automate data collection. It uses a combination of natural language processing (NLP), machine learning, and human-in-the-loop techniques to scan the web and create trusted B2B company data and signals.

September 2020, Version 1.0
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Oracle DataFox Data Management

Today's high performing teams are expected to do more with less. Alongside increased pressure to optimize a single revenue cycle, companies are pursuing a more targeted go-to-market strategy to streamline resources and deliver a truly transformative customer experience. In order to execute on these initiatives – to create highly targeted, personalized experiences that engage and convert – it is imperative for organizations to become more data driven and root their decision making in a foundation of strong data.



Name	Account Size	Industry	Location	Country	Revenue	Exit Status	Website	Headcount	URL
IBM	1800	Account I	Armonk, NY	United States (U)	\$71.5B	Public	Manufact	350,000	www.ibm.com
Microsoft Corp.	1800	Account I	Redmond, WA	United States (U)	\$121.84B	Public	Informatic	130,000	www.microsoft.com
Wells Fargo	1800	SDI, Tria	San Francisco, CA	United States (U)	\$86.79B	Public	Financial	260,000	www.wellsfargo.com
Google	1400	Google I	Mountain View, CA	United States (U)	\$71.76B	Subsidiary	Informatic	81,000	google.com
Amazon	1200	Amazon	Seattle, WA	United States (U)	\$210.87B	Public	Retail	410,000	www.amazon.com
Cisco Systems I	1800	Google I	San Jose, CA	United States (U)	\$49.3B	Public	Informatic	74,000	cisco.com
Samsung	1200	Account I	Tower Hill, South Korea	South Korea (KR)	\$121.81B	Public	Manufact	320,000	www.samsung.com

With Oracle DataFox, customers can confidently rely on quality B2B account data to drive their go-to-market strategies. AI-sourced and human verified data is continuously updated and automatically infused into your workflows allowing you to remain data driven while focusing and implementing more strategic initiatives: lead the business into new markets, make ABM the norm at your organization, create tight alignment across sales and marketing, increase CRM adoption, and much more.

Oracle DataFox use cases

Data Enrichment

- Avoid stale or missing data by enriching records with more than 70 firmographic data points and 68 types of signals, updated daily
- Identify duplicate records, missing corporate hierarchies, and ensure your CRM and marketing automation platform contains only sellable entities

Customer Analysis

- Run robust ideal customer profile analysis to discover influential attributes indicative of your best customers and better identify your target market

Prioritization

- Leverage a customized account scoring model to prioritize accounts that meet your ideal customer profile; update the model yourself at anytime
- Focus time and spend on target accounts to create a faster path to revenue

Personalization

- Track and monitor account changes with real-time signal data to engage relevantly with your customers and prospects by personalizing outreach

Unification

- Align sales and marketing by collaborating on a shared account score
- Easily coordinate account-based strategies and work as a single revenue team

Expansion

- Identify new accounts to increase revenue potential with a larger prospect base
- Run advanced searches to identify net new companies not yet in your database and quickly add missing accounts

Benefits of Oracle DataFox

The following services support Oracle DataFox:

- Accelerate sales and marketing with accurate, up-to-date account data.
- Universally align sales and marketing on high quality accounts with a shared account score; a data-driven framework for identifying the highest quality prospects.
- Define account-based segmentations.
- Use signal data for event-triggered sales and marketing outreach.
- Leverage accurate data points for crucial workflows such as account assignment and territory balancing.

“We love using Oracle DataFox Cloud Service. It helps us align our ABM prospecting efforts better than any piece of software I’ve used in the past. Our marketing team uses Oracle DataFox Cloud Service to create dynamic lists of high-scoring accounts which are pulled into our ABM model to support outbound sales.”

Kyle Lacy

Vice President of Marketing
Lessonly

Oracle DataFox for marketers

Marketers utilize Oracle DataFox to empower a shift from lead-based marketing to account-based marketing. With this, marketing can ensure they are targeting the right accounts and optimizing engagement.

- Enrich records with company-level data for improved lead routing
- Improve MQL quality by prioritizing high-quality leads, not just active leads
- Personalize outreach at scale by tailoring dynamic content to an individual
- Implement ABM with account-based segmentations and campaigns
- Create dynamic lists of target companies for event-triggered campaigns

Oracle DataFox for sellers

High-performing sales teams rely on Oracle DataFox to power a smarter, more efficient sales strategy. Sales leadership and sales operations utilize DataFox to unlock predictive account selection and inform annual sales planning. Sales reps utilize DataFox to improve productivity and stay informed on their target accounts.

- Reduce manual data entry to drive CRM adoption and improve forecasting
- Discover net new accounts and sync them directly to your CRM expanding your target market with a larger prospect base and increasing revenue potential
- Prioritize target accounts and define equitable sales territories
- Automate sales prospecting with real-time signals that track account changes
- Improve relevancy of rep outreach to improve engagement and conversions

Sales and marketing alignment

When sales and marketing align, your company optimizes operational efficiencies and works at peak performance. Unfortunately, misalignment between sales and marketing is extremely common. With DataFox, easily combine the efforts of both teams by collectively aligning on the same set of target accounts. With aligned systems and business objectives, easily give both teams the ability to drive revenue.

Data to drive business

If your systems are full of stale and manually inputted data, your organization is exposed to sales calling duplicate accounts, marketing running campaigns to businesses no longer in operation, or worse, companies that should be your customers not existing in your systems. If you're trying to implement AI within your organization, even the best algorithms will not operate on flawed data. Data is the foundation for your business to work at peak efficiency.

Company firmographic data

Having a full and accurate picture of the companies and ideal targets is critical to identifying business opportunities. The process is challenging because company data can be difficult to find. And once found, maintaining that same data on hundreds or thousands of companies is simply untenable. DataFox for company firmographic information will effortlessly enrich and continuously maintain more than 70 critical data points across every company profile.

Company signals data

Knowing when a company is mentioned in the news or has a specific type of event is incredibly valuable to businesses. This information can be used to monitor growth, identify needs, and create compelling reasons to reach out. Fully customizable by type of signals and the companies they are about, DataFox enables you to deliver those insights directly into your business workflows where they are immediately actionable. Today, DataFox offers more than 68 customizable signal types.

About Oracle DataFox

Oracle DataFox is a company intelligence platform that provides AI-sourced, human-verified company data and signals.

It continuously extracts detailed data on more than 6.8 million public and private businesses while adding approximately 2.2 million businesses annually.

Customers utilize DataFox's insightful data to enrich leads, prioritize accounts, refresh and harmonize data, and identify new prospects.

Related products

Oracle DataFox is available through pre-built integrations or via API:

- Oracle Eloqua
- Oracle CX Sales
- APIs

More information

For more information on Oracle DataFox:

- [DataFox Release Readiness](#)
- [DataFox Help Center](#)

Available data points

COMPANY FIRMOGRAPHIC DATA		COMPANY SIGNALS	
CATEGORY	DATA POINT	CATEGORY	DATA POINT
Address	<ul style="list-style-type: none"> • City* • Country* • State* • Street • Postal Code • Longitude • Latitude 	Growth	<ul style="list-style-type: none"> • Partnership or joint venture • Sales or user growth • New geography • New products, initiatives, or strategy • New patent or regulatory approval • Office space expansion • Won a major customer
Company	<ul style="list-style-type: none"> • Company name* • DataFox Company ID* • Company status • Company description • CEO name and email (United States only) • Number of employees* • Technographics • Year founded • Stock ticker • Corporate hierarchy (parent/child/investment) 	Financial	<ul style="list-style-type: none"> • Made an acquisition • Debt financing • SEC, regulatory filings, and IPOs • Acquisitions (data/acquirer/acquisition cost) • Invested in a company • Merger, restructuring, or ownership change • Received private funding • Historical funding (round/amount/date/ investors)
Industry	<ul style="list-style-type: none"> • Industry NAICS code and description • Industry keywords* • Industry category* • Sub-industry category* 	People	<ul style="list-style-type: none"> • Executive quote or publication • Headcount growth • Key executive hire or promotion • Leadership change
Prioritization	<ul style="list-style-type: none"> • Account score* • Account tier* 	Awards and recognition	<ul style="list-style-type: none"> • Award received • Included in industry news • Included in industry lists
Financial	<ul style="list-style-type: none"> • Revenue estimate* • Total funding • Last funding round amount • Last funding round date • Last funding round stage 	Negative news	<ul style="list-style-type: none"> • Bankruptcy • Industry or competitive • Financial changes • Key executive departure • Layoffs, legal, regulatory, and security issues
Content links	<ul style="list-style-type: none"> • Crunchbase ID • Company URL • Blog URL • AngelList slug • LinkedIn ID 	Events and marketing	<ul style="list-style-type: none"> • Accelerator or incubator participation • Exhibitor or presenter at an event • Conference or event sponsorship • Conference or event attendee • Video presentation, podcast, or demo
		Corporate updates	<ul style="list-style-type: none"> • Purchased or became a customer • Outsourcing • Real estate sale or relocation • Reorganization or name change

*Data points enriched on records in Eloqua.

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