Oracle Buys Eloqua

Adds Leading Modern Marketing Platform to the Oracle Customer Experience Cloud

February 21, 2013
Application Services
Complete Suite, Best-of-Breed, Enterprise Grade

- Human Capital Management
- Talent Management
- Governance, Risk & Compliance
- Customer Experience
- Financial Accounting
- Financial Planning & Budgeting
- Procurement, Sourcing, & Inventory
- Project Management

Common Infrastructure Services
A Fundamental Shift in Customer Experience
Customers Are Demanding that Sellers Transform the Buying Process

**WELL INFORMED**
Customers demand relevant and unfettered access to product information through many channels

**MULTIPLE INTERACTIONS**
Customers choose when, where and how often they want to engage with sellers

**HIGHER EXPECTATIONS**
Customers expect seamless recognition at every touch-point along with superior customer service

**MORE INFLUENCE**
Customers increasingly exercise influence on social channels to provide feedback
The Customer Experience Lifecycle

Great Customer Experience Is the Sum of All Interactions

Deliver a single, integrated and highly personalized customer experience

- Content: transforms how customers are educated and informed online
- Social: transforms how customers interact with brands across social media
- Marketing: transforms how customers are discovered and nurtured
- Commerce: transforms how customers buy products and services via store fronts
- Sales: transforms how customers buy product and services via sales people
- Service: transforms how customers are serviced and supported
The Oracle Customer Experience Cloud

Customer Experience Foundation

**CONTENT**
- Oracle Sites
- Oracle Endeca

**SOCIAL**
- Oracle Social Relationship Cloud

**MARKETING**
- Oracle Sales Cloud

**COMMERCE**
- Oracle Commerce Cloud

**SALES**
- Oracle Service Cloud

**SERVICE**
- Data Management
- Integration, Automation, Decisioning
- Collaboration & Business Intelligence
Eloqua Provides Critical Insights to Marketers

Eloqua creates modern marketers that know exactly what their customers and prospects want, enabling them to deliver a superior customer experience and to drive revenue growth for their organizations.

- **Value**: What’s the value of my pipeline?
- **Reach**: Who can I target to drive value?
- **Conversion**: What % of prospects will become revenue?
- **Velocity**: How long will it take to realize revenue from a prospect?
- **Return**: What is the revenue return on my marketing and sales investment?
Eloqua’s Modern Marketing Platform

- Eloqua’s modern marketing platform powers revenue performance and business growth
  - Automates the marketing process enabling marketers to immediately respond to a buyer’s Digital Body Language
  - Drives best practices in campaign execution, testing, measurement, profiling and lead nurturing

- Eloqua establishes a marketing system of record that can drive the following value:
  - Increases revenue performance by delivering highly qualified leads at a lower cost
  - Aligns marketing performance to sales results
  - Boosts demand generation efficiency and effectiveness
  - Demonstrates marketing value and accountability
Buying Process Shifting to Marketing-Driven

**Then**

- Sales-dominated
- One-way, single channel, relationship-driven

**Now**

- Marketing plays critical role
- Internet driven, analytics-driven
Eloqua Powers Revenue and Business Growth Across Industries

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* Customer Information and Logos Provided by Eloqua
Easy to Design, Manage and Execute Campaigns
Open Strategy Extends Your Marketing Platform

Eloqua AppCloud quickly connects to over 80 cloud-based apps for:

- Events
- Data
- Social media
- Channel marketing
- Content marketing
- YouTube and SlideShare
Eloqua is a True Cross-Channel Platform
Drive Marketing Performance and ROI

- Measure marketing ROI
- Deliver closed-loop reporting
- Provide real-time industry benchmarks
Eloqua is Built to Support Global Marketing

• Multiple product lines and routes-to-market
• Large, geographically dispersed sales and marketing organizations
• Complex security and privacy requirements that vary by region and country
• Need to scale quickly as the company opens new markets and expands product lines
### Oracle Marketing Cloud

#### Key Differentiators

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<th>Other Marketing Vendors</th>
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<tr>
<td>Best-of-breed multi-channel marketing</td>
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<td>Best-of-breed social marketing</td>
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<td>Easy, flexible user experience designed for marketers</td>
<td>✔</td>
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<td>Automate complex requirements and scale for larger enterprises</td>
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<td>Unified view of the customer</td>
<td>✔</td>
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<td>Manage all your marketing channels from a single platform, including owned, earned, and paid media</td>
<td>✔</td>
<td>❌</td>
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<td>Extensible platform to integrate your other marketing systems and third party applications</td>
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National Instruments Customer Success Story

Improved Marketing Efficiency to Launch Global Campaigns

COMPANY OVERVIEW:

• National Instruments is transforming the way engineers and scientists design, prototype and deploy systems for measurement, automation and embedded applications

CHALLENGES:

• Create one master global program to replace one off marketing programs for individual countries
• Improve productivity for the marketing team building international campaigns
• Increase National Instruments’ global presence

RESULTS:

• Due to the use of automation they experienced a 60% increase in renewal rates with their customers
• Marketers are saving an average of 8 hours building marketing programs and creating specific country content through the master global program. The initial program saved roughly 128 man hours

* Customer Information and Logos Provided by Eloqua
Kronos Customer Success Story

Increased lead acceptance and contribution to pipeline revenue

COMPANY OVERVIEW:
• Kronos is a global leader in delivering workforce management solutions in the cloud. Tens of thousands of organizations in more than 100 countries, including more than half of the Fortune 1000®, use Kronos to control labor costs, minimize compliance risk, and improve workforce productivity

CHALLENGES:
• Increase demand across all stages of the buying cycle
• Improve lead velocity and quality
• Provide the sales team with the tools to identify and effectively nurture prospects

RESULTS:
• Leveraged campaign, database and lead management to more than triple marketing’s contribution to pipeline and nurture 90% of sales opportunities
• Deployed a closed-loop lead management solution to cleanse, augment, score, prioritize and route leads in less than 24 hours. Increased leads by 30% and improved lead acceptance by 32% in the first year
• Used Eloqua email templates and Prospect Profiler to effectively nurture and monitor accounts through all stages of the buying cycle

* Customer Information and Logos Provided by Eloqua
Oracle’s Open Integration Strategy

• Continued support and ongoing enhancements to prepackaged integrations with other sales automation systems such as Salesforce.com and Microsoft CRM
  • Bi-directional data integration for customer, pipeline, and activity data
  • Integrated user experience such as Eloqua Engage, Profiler, and Discover
  • Closed-loop reporting
  • Choice of social collaboration tools including Salesforce Chatter inside Eloqua
• Open APIs to enable integration with your ecosystem of applications such as social media, data sources, event systems and video
Eloqua Platform Investments

• User Experience
  • Enhanced user experience for Profiler, Discover, and Engage

• Functional
  • Integrating display into your content strategy with AdFocus
  • New Vertical products in Insurance and Manufacturing

• Integration
  • Eloqua integration to Oracle Sales Cloud and Oracle Social Relationship Management
  • Eloqua integration to Oracle Service Cloud to facilitate automated Customer Lifecycle Marketing

• Enhanced Analytics
  • Releasing dynamic marketing and sales funnel management
  • New reporting on revenue performance and benchmarking

• Global Deployment
  • Additional localization and internationalization support
  • Increase access and controls for different roles in a multi-business, global organization
Eloqua and Oracle Social Relationship Management

- Enable customers to use Eloqua and Oracle SRM together
  - Eloqua provides marketing automation and multi-channel campaign management
  - Oracle SRM provides social media campaign execution and social feedback

- Eloqua and Oracle Social Marketing
  - Eloqua provides unified campaign design, campaign calendar, and analytics
  - Oracle SRM pushes social pages, advertisements, gamification, and streams to social media to execute a coordinated campaign on social media channels

- Eloqua and Oracle Social Engagement and Monitoring
  - Eloqua provides unified customer profile, segmentation, and “Digital Body Language”
  - Oracle SEM monitors, classifies, and aggregates customer information from social media to feed Eloqua’s segmentation model

- Eloqua and Social Network
  - Oracle Social Network provides social collaboration capabilities within a marketing team, across marketing teams, and between marketing, sales and customer service
Eloqua and Oracle Sales Cloud

- **Eloqua and Oracle Sales Cloud**
  - Eloqua provides marketing automation and multi-channel campaign management
  - Oracle CRM provides lead management, sales automation, and contact management
  - Eloqua augments customer interaction history in CRM
  - CRM profiles and transactions feed Eloqua for campaign targeting
  - Automated process enables bi-directional lead nurturing between marketing and sales
  - Shared pipeline enables closed-loop revenue performance analytics

- **Eloqua and Oracle Customer Hub**
  - Oracle Customer Hub manages customer and product master data
  - Eloqua connects to master customer data and augments with additional marketing profile data and “Digital Body Language”

- **Eloqua and Social Network**
  - Oracle Social Network embeds within Eloqua, Oracle Sales Cloud and Oracle Service Cloud to enable enterprise-wide collaboration
Eloqua and Oracle Service Cloud

- Eloqua and Oracle RightNow Contact Center Experience
  - Integrate customer interactions directly into your customer profiles to automate marketing potential cross-sell and upsell offers

- Eloqua and Oracle RightNow Web Experience
  - Connect key interaction and service requests into customer profiles and leverage Eloqua to automate ongoing training and follow-up communications

- Eloqua and Oracle RightNow Engage
  - Integrate the customer service experience data stream, into the overall customer profile, and leverage customer satisfaction or product adoption to drive automated ongoing customer loyalty programs
Oracle and Eloqua

A Compelling Combination

• Creates a comprehensive Customer Experience Cloud that transforms how customers buy products and services and how organizations market, sell, service and support them
  • Oracle offers best-in-class Sales, Commerce, Service, Content, and Social Clouds
  • Eloqua’s modern marketing platform will become the centerpiece of the Oracle Marketing Cloud
  • Integrations with Oracle and non-Oracle CRM solutions available today

• Together, Oracle and Eloqua will deliver exceptional customer experiences that:
  • Create brand loyalty and advocacy for a customer’s products and services
  • Drive broader purchases and repeat business
  • Increase revenue growth by better targeting and more efficient and lower cost selling

• Eloqua’s management team and employees are expected to join Oracle and continue their focus facilitating excellence in marketing

For more information please visit oracle.com/eloqua
# Oracle Customer Experience Cloud

**Key Differentiators**

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<td>Best-of-breed solutions for marketing, commerce, sales, and service</td>
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<td>Foundation enablers including Social, Mobility, Data Management, and others</td>
<td>✓</td>
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<td>Cloud platform spanning SaaS, PaaS, and IaaS</td>
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<td>Global distribution and support, industry expertise, and financial stability</td>
<td>✓</td>
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