Oracle Buys Eloqua

Adds Leading Modern Marketing Platform to the Oracle Cloud to Help Companies Deliver Exceptional Customer Experiences

February 8, 2013
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Oracle is currently reviewing the existing Eloqua 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 Eloqua's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Eloqua or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.
What We Are Announcing

• **Oracle buys Eloqua**
  • Adds leading modern marketing platform to the Oracle Cloud to help companies deliver exceptional customer experiences
  • Transaction has closed

• **About Eloqua**
  • Eloqua is a leading provider of modern marketing automation and revenue performance management software that ensures every component of marketing works harder and more efficiently to drive revenue
  • Headquartered in Vienna, VA, with approximately 400 employees worldwide
  • Eloqua has more than 1,200 customers and 100,000 global users, from companies large and small, that rely on Eloqua to power revenue performance and growth

• **Combination creates a comprehensive Customer Experience Cloud that enables companies to transform the way they market, sell, support and serve their customers**
  • Enables organizations to provide a highly personalized and unified experience across channels, to create brand loyalty through social and online interactions, to grow revenue by driving more qualified leads to sales teams, and to provide superior service at every touch point
  • Delivers end-to-end management of the customer journey through unified data, integrated business process management and business analytics
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 touchpoint 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 the Experiences That Customers Want
A Comprehensive Solution is Needed to Deliver Unmatched Customer Experiences

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 Marketing Cloud
Oracle Engagement and Monitoring Cloud

MARKETING
Oracle Commerce Cloud

COMMERCE
Oracle Sales Cloud

SALES
Oracle Service Cloud

SERVICE

Data Management
Integration, Automation, Decisioning
Collaboration & Business Intelligence
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
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 Helps Customers Across Many Industries
Power Revenue and Business Growth

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* Customer Information and Logos Provided by Eloqua
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
COMPANY OVERVIEW:

- Platts is the leading global provider of energy, petrochemicals and metals information and the source of benchmark price assessments in the physical and futures markets. Since 1909, Platts has served as the common language of the commodities markets, helping their clients and the markets to perform with transparency and efficiency.

CHALLENGES:

- Understanding of how much direct and influenced revenue marketing was contributing to the organization.
- Maintain data integrity and protect customers and prospects, while maintaining and improving KPIs.

RESULTS:

- Development of a comprehensive “One View of the Truth” sales and marketing dashboard using Eloqua and Oracle On Demand.
- Created an SLA between marketing and sales on key metrics which are actionable and impactful.
- By using the dashboard in weekly meetings, sales has significantly improved lead follow up time and increased opportunity conversion rates from 23% to 31%.
- Increase in marketing contribution rate (business closed from marketing sourced leads and opportunities) from 22% to 28%.

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

Centralized Digital Marketing Initiatives to Execute Effective Campaigns

COMPANY OVERVIEW:

• PerkinElmer designs, manufactures and delivers advanced technology solutions that address the world’s most critical health and safety concerns

CHALLENGES:

• Create a more consistent user experience across multiple touch points and ensure a cohesive brand experience
• Improve collaboration for a marketing team spread across four global businesses and multiple geographies

RESULTS:

• Produced a unified approach to online marketing campaigns across sales & marketing through one common platform
• Increased number of online forms for lead capture and form conversion rates increased 99% over a six month period

* 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 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
  • Augmented with Oracle technologies including Analytics and Big Data

• 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