



Becoming a Better Listener...For Your Consumer

Leverage Oracle Endeca Information Discovery to Unlock Insights from Any Source

HIGHLIGHTS

- Understand “why”. Investigate and understand what caused the performance of your marketing campaigns, pulling together insights from sources like CRM systems, social media, and product reviews
- Extract consumer sentiment, topics, and themes from all relevant data
- Perform faster analytics in an intuitive, zero-training user interface
- Leverage and extend investments in existing sales and marketing analytics and CRM applications
- Get off the ground in weeks (vs. months or years)

Marketers today are spoiled with choice when it comes to sources of customer opinion, the “secret sauce” to enable better targeting of products to the market, addressing customer satisfaction issues, and improving brand perception. Yet although the variety and amount of data have increased, the hours in the days stayed constant. You need tools to enable you to visualize and explore new sources of information alongside your trusted CRM systems, and make insights actionable for your business. Find out how Information Discovery can help.

The Challenge of More

There once was a time when understanding customer needs and preferences was as simple as picking up the phone –no longer. Using product reviews, twitter posts, bulletin boards, and online comments, today's consumers are all too willing and eager to share their opinions. This has turned your customer into the best of allies when their love for the product is high, and your worst enemy when something goes wrong. You can choose to ignore this information to your own peril, but even if you wanted to listen to what your customers are telling you, where to begin? The sheer volume of this data is immense, and this diverse and changing data is growing exponentially. Organizations not equipped with the tools to derive insights from these vast amounts of information and tie them back to the business are at a critical competitive disadvantage.

Transforming Big Data into Big Revenues

Enter Oracle Endeca Information Discovery, an enterprise data discovery platform which transforms myriad data it into actionable insight, allowing you to:

- **Find the Best Targeting for your Campaigns.** Understand your consumer's needs and desires, find out how to better deliver value to that audience, and ensure that your message and the value you're providing are as relevant to your audience as possible.
- **Generate Customers and Revenue.** Recognize influencers, and ensure that they stay on your side through offers and appropriately timed follow up activity.
- **Better Understand your Channels to drive the highest return.** See the color and context behind the numbers and discern what other factors drove unexpected variance in performance. Gather best practices which can be amplified across all channels.



KEY BENEFITS

- Exploration and analysis of structured, semistructured, and unstructured data
- Text enrichment using theme and entity extraction as well as sentiment analysis
- Interactive visualizations
- Intelligent, state-of-the-art search capabilities and contextual navigation built into the product
- Drag-and-drop application composition, enabling fast configuration of new discovery applications
- In-memory architecture designed for performance

Unlock Insights from Any Source, Tie Them Back to Installed Systems

Oracle Endeca Information Discovery unites all of the information available to you—internal or external, structured, semi-structured, and unstructured, to provide new insights and enable better business decisions. Only Oracle provides superior analysis of data from any source, optimized for performance on engineered systems, delivering lower total cost of ownership.

Oracle Endeca Information Discovery helps sales and marketing organizations to improve the relationship between companies and their customers, get to the real root causes behind issues, and create new best practices through the analysis of all relevant data. Oracle Endeca Information Discovery creates transformative opportunities for the business, and enables IT to cost-effectively support them in

- **Understanding the voice and sentiment of the consumer.** By providing the ability to use natural-language queries to derive insights from unstructured information like customer verbatims, Oracle Endeca Information Discovery provides insight into the effectiveness of strategic and tactical marketing programs and provides the direction for course correction if necessary
- **Supercharging existing business analytics investments.** Sales and marketing performance analytics are the engine that drives your business. Through a unique technology which enables you to combine this information with the new unstructured sources which exist outside of the organization and explore with intuitive visualizations, you can understand the color and context behind what's happening by deriving themes, sentiment, and other insights from the combined pool of data, then use this knowledge to improve upon the analytics themselves.
- **Knowing what information is Important before Investing** Resources, whether they be time, effort, or cost, are a premium, and the rules don't change just because new data is out there. Find out whether new information yields the type of insight that is important to the business, before having to commit changes to the way things are done.

Unburden Your Overloaded IT Team

IT teams under more pressure than ever to manage costs while still being responsive to the business. Oracle Endeca Information Discovery provides a new level of agility through a hybrid search-analytical database which enables them to load diverse datasources, configure easy-to-use applications, and iteratively expand them in a fraction of the time typically required to conform complex and ever-changing unstructured data. Only Oracle provides an enterprise class data discovery solution, which unburdens IT from the constant chasing of new requirements and modeling of nontraditional datasources for incorporation into the data warehouse, and enable them to deliver fast access to relevant data while still maintaining security, governance, and quality.

CONTACT US

For more information about Oracle Endeca Information Discovery, visit oracle.com/goto/endeca.

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