



Oracle Social Cloud

Socially Enabling Businesses Across the Globe



Today's Social

Social Business?

Customer Journey

Collaboration

Innovation

Social Cloud

Differentiators

Social Capabilities

Customers Speak

Next Steps

Today's Social Landscape

Only a few years ago, it required a leap of faith to wade into social. But waded in marketers did by adopting SaaS-based social solutions that allowed them to listen and connect with their customers online and experiment with social platforms. Pioneering brands shifted to tap into social's potential for brand building, raising awareness, and spurring word of mouth. As social's importance grew, so did the myriad of software solutions available to meet marketers' growing

social needs. Disparate software solutions flourished, with numerous disconnected point solutions, creating complexities and alienating social from other vital customer-facing applications. Social had indeed arrived, yet it was kept in a silo. Today, social is the new business norm.



"Social media is not a fad. It is a powerful, global communication revolution that requires new approaches for all businesses."

– Robert Safian, Editor of Fast Company

Social grew up to be popular across the enterprise. Numerous "siloes" social solutions won't cut it anymore.



The new mandate is creating a social business: apply a complete and integrated social strategy that aligns with business objectives and is woven throughout the customer experience, from marketing to service to commerce to sales and even HR.

"8 in 10 Marketing & IT executives will increase their investments in social business applications over the coming year."

– Oracle Global Study of Marketing & IT Executives



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Why a Social Business?

Did you know that 97% of business executives want social integrated across their enterprise? According to a recent Oracle global study, respondents nearly unanimously sang the praises of becoming a social business. Social gives you a window into the consumer like never before, revealing affinities that allow your business to understand and personalize engagements that build stronger customer relationships. And social is growing, propelled by the rise of smartphones.

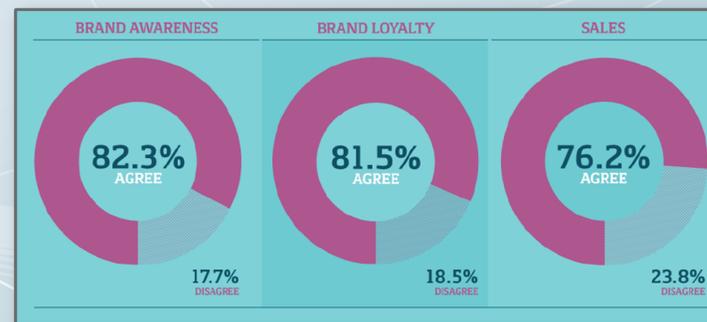
Consumers don't see social as a "marketing channel." They just view it as part of their communications; it's embedded in their daily mobile and digital experiences. Businesses should be thinking the same way. As Altimeter sees it, social business is the deep integration of social media and social methodologies into the organization to drive business impact.

According to a CapGemini research paper, companies who are more digitally and socially mature experience:

- 9% more revenues on average
- 26% more profitability than competitors
- 12% higher market valuations

Today, every business talks about being a customer-focused business. Putting the customer at the center of everything. A customer-centric business is not complete, however, without social integrated across the customer journey.

If you desire to be a customer-focused business, but have yet to truly maximize social, then your desire isn't rooted in reality. Today social is impacting business, most notably across every aspect of the customer experience.



-Forbes: Bazaarvoice Survey of CMOs

Click image to enlarge



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The Social Customer Journey

Social is so much more than marketing; it impacts nearly every aspect of the customer journey. Service teams today consider social as vital as email and phone. Sales departments are tapping social insights to generate leads and close deals. Commerce is realizing social for influencing purchases and driving customer loyalty. Marketing continues to realize the power of social to deliver targeted and personalized engagements. And even product development and HR are leveraging the insights gleaned from social to deliver better products and services and recruit stronger talent.



"Majority of global executives (91%) wish to be considered a customer experience leader in their industry. 81% believe social an essential part of the puzzle."

– Oracle Global Survey of Business Executives

Social Influences the Customer Experience

- 40% of social users have purchased an item online or in-store after sharing it
- 90% of all purchases are subject to social influence
- 1 in 3 users prefer to contact brands using social media rather than telephone
- 89% of consumers will begin doing business with a competitor following a bad customer experience



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Social Collaboration is Key

Cloud-based solutions allowed marketers to adopt and move quickly with emerging technologies like social. That's good because we recognized the power of social. But those speedy and agile decisions left most IT folks on the sidelines. Today, for social to be effectively leveraged across the enterprise, it requires a strong collaboration between marketing and IT.



In today's digital, social, and mobile world, marketing now has more responsibilities and touches more of the customer experience than ever before. IT today needs to take a more strategic and innovative approach to help businesses move at the speed of digital. A common theme running across successful companies today: **Collaboration with marketing & IT across people, processes, and technologies.**

Almost 75% of marketing & IT executives report being "more effective" due to collaboration. Some benefits cited:

- *Stronger, more compelling marketing messages*
- *Faster speed-to-market*
- *Greater product/service adoption*
- *Fewer defects in service/product*

The Economist

"Companies with cross-collaboration across departments, that take advantage of disruptive technologies, are the most successful."

– Economist & Oracle Executive Business Study

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Social Innovation & History

Oracle's strategy to socially enable the enterprise began with the strategic acquisitions of leading social innovators Vitruve, Collective Intellect, and Involver in the summer of 2012. These cutting-edge technologies, along with Oracle's own collaboration and data solutions, have become the core components of Oracle Social Cloud. Post-acquisitions, Oracle quickly set about unifying its social products to create a single social solution. The result is today's Oracle Social Relationship Management (SRM) Platform, the industry's first complete, integrated, and global social business solution.

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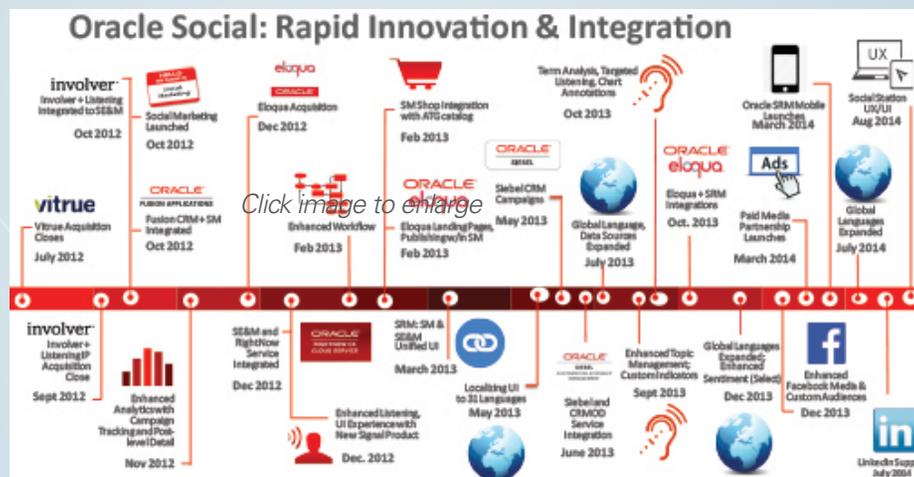
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ORACLE
SOCIAL RELATIONSHIP MANAGEMENT

With social's importance rising across all business units, Oracle continues to pursue an aggressive strategy of integrating social throughout its CX applications to listen, learn, reach, and engage with customers at every touchpoint, regardless of channel or device. And not just integrating but innovating within the CX portfolio to provide capabilities that bring more social value to the business. Whether within Customer Experience (CX) applications or third-party platforms, Oracle Social places a priority on integrations that drive innovation for customers.



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The Oracle Social Cloud



Oracle Social Cloud consists of four key products—Social Marketing (SM), Social Engagement & Monitoring (SE&M), Social Network, and Social Data—along with its customer-favorite Oracle SRM platform. Oracle SRM is the industry's first unified social platform that delivers a seamless experience across listening, engagement, content creation,

community management, paid media, and the all-important analysis of a company's social media efforts. By unifying SM and SE&M, Oracle delivers a complete, integrated, and global social business solution. Taking social a step further, Oracle SRM is integrated with key Customer Experience (CX) applications, including Oracle Marketing Cloud, Service Cloud, Sales Cloud, and Commerce Cloud. Oracle continues to not only integrate but innovate within the CX portfolio to give you a competitive edge.

Only Oracle can deliver the critical social management tools organizations need today, while enabling them to innovate and extend social across their enterprises for the future. Successful businesses will be social businesses. Oracle helps organizations get there.



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Oracle Social SRM Differentiators

Every day, businesses and organizations worldwide choose Oracle SRM for their social business needs. The reasons are many but four familiar themes routinely are cited that allow us to rise above our competition.



Unified Platform

Oracle has the industry's only solution that performs listening, publishing, engagement, analytics, and content creation through a single user interface. Oracle Social can replace two or three social point solutions with one integrated product giving an organization more powerful capabilities with greater efficiency and effectiveness.



Deeper, More Precise Listening

Oracle offers industry-leading listening capabilities, powered by our unique Latent Semantic Analysis (LSA) + NLP + Keyword + proprietary algorithm. We listen across more than 40 million sites worldwide—with access to 700 million messages daily—returning only those insights that matter to your organization. It's social listening made simple.



Global Social

To succeed in today's global world, an organization's social solution has to listen, engage, publish, and learn with no

location or language barriers. Oracle Social has robust global capabilities, including a user interface in 31 languages; advanced listening in 19 languages and growing; and an expanding list of global and regional data sources.



Social Everywhere

Businesses that keep social in a silo are missing a crucial piece of the customer puzzle. Oracle Social is integrated with Oracle CX solutions such as marketing, service, sales, and commerce, plus third-party platforms. Oracle Social can help you complete and power your customer experience.



Modern User Experience

Oracle Social delivers a modern user experience that is configurable and extensible. Social Station, the next generation UI/UX workspace within the SRM platform, was designed with the user in mind, delivering a more customizable and efficient experience that helps showcase the value of social to the business.



Oracle Social Capabilities

Oracle SRM has the capabilities to help organizations achieve their business objectives and develop stronger, more loyal customers. In today's world, it's all about better customer relations and delivering an incredible customer experience.

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Better Insights:

Deeper, more precise listening delivers more actionable insights.



Better Content:

Better understanding for personalized and targeted content across paid and owned.



Drive Growth:

Grow customer base, sales, and commerce through social insights, targeting, and influencers.



Faster Service:

Proactively identify and solve customer issues and questions across social.

Oracle Social continues to innovate, evolve, and launch new capabilities to help our customers succeed. From adding new platforms like LinkedIn to unique and innovative CX integrations to new capabilities with Social Station, Oracle Social keeps their customers' needs priority No. 1.



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Oracle Customers Speak



"We chose Oracle Social Cloud because it was the best available solution that could help us to closely connect with all our stakeholders around the world in a coordinated manner."

- Maersk



"We see social media driving business results. What we are doing with Oracle Social Cloud has been a good return-on-investment for us."

- NBC Sports Group



"The whole company needs to move in a more social direction. It's across the whole value chain, from recruitment through marketing and product development."

- LEGO Group



"At GM, our customers are our compass... We know that being in social is not an option. We have to do it...and it's not about likes, it's about engagements."

- David Mingle, Executive Director, Customer Experience, General Motors

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Closing Thoughts & Next Steps

At Oracle, we are uniquely suited to equip your company with the applications, technology, and services you need to make the transition to social businesses. We offer a platform that includes all of the capabilities to manage a holistic social media strategy. Integration with other Oracle customer experience cloud solutions sets us apart and makes us an ideal partner to help you leverage the power of social technology and practices across your enterprise. And our rich heritage of data enables us to aggregate the affinity data of social to build complete and personalized customer profiles.

Although the challenges to becoming a social business can seem daunting, Oracle can simplify social. We can help you unlock more value from what you are successfully doing today in social, while charting a course for extending social across the enterprise. Organizations need tools that weave social seamlessly into the fabric of daily business operations to better listen, learn, engage, collaborate, manage, and maximize social for improved business efficiencies and an enhanced customer experience. Tomorrow's successful businesses will be social businesses. Oracle can help your business be one.

Learn More:

Visit [Oracle Social Cloud Service](#) online or call 1-800-633-0738
[Oracle Applications Customer Connect Community](#)



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SOCIAL RELATIONSHIP MANAGEMENT

ORACLE
SOCIAL CLOUD

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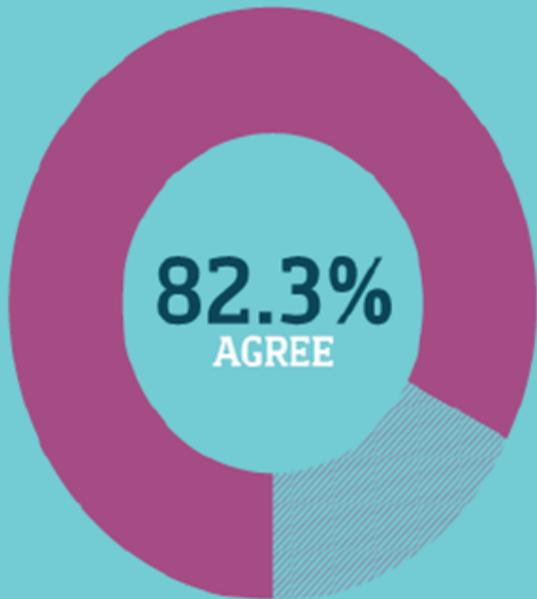
[Oracle Social Cloud Website](#)

 **Oracle Social Cloud on Facebook**  **Oracle Social Cloud on Twitter**  **Oracle Social Cloud on YouTube**

 **Oracle Social Cloud on LinkedIn**

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BRAND AWARENESS



17.7%
DISAGREE

BRAND LOYALTY



18.5%
DISAGREE

SALES



23.8%
DISAGREE

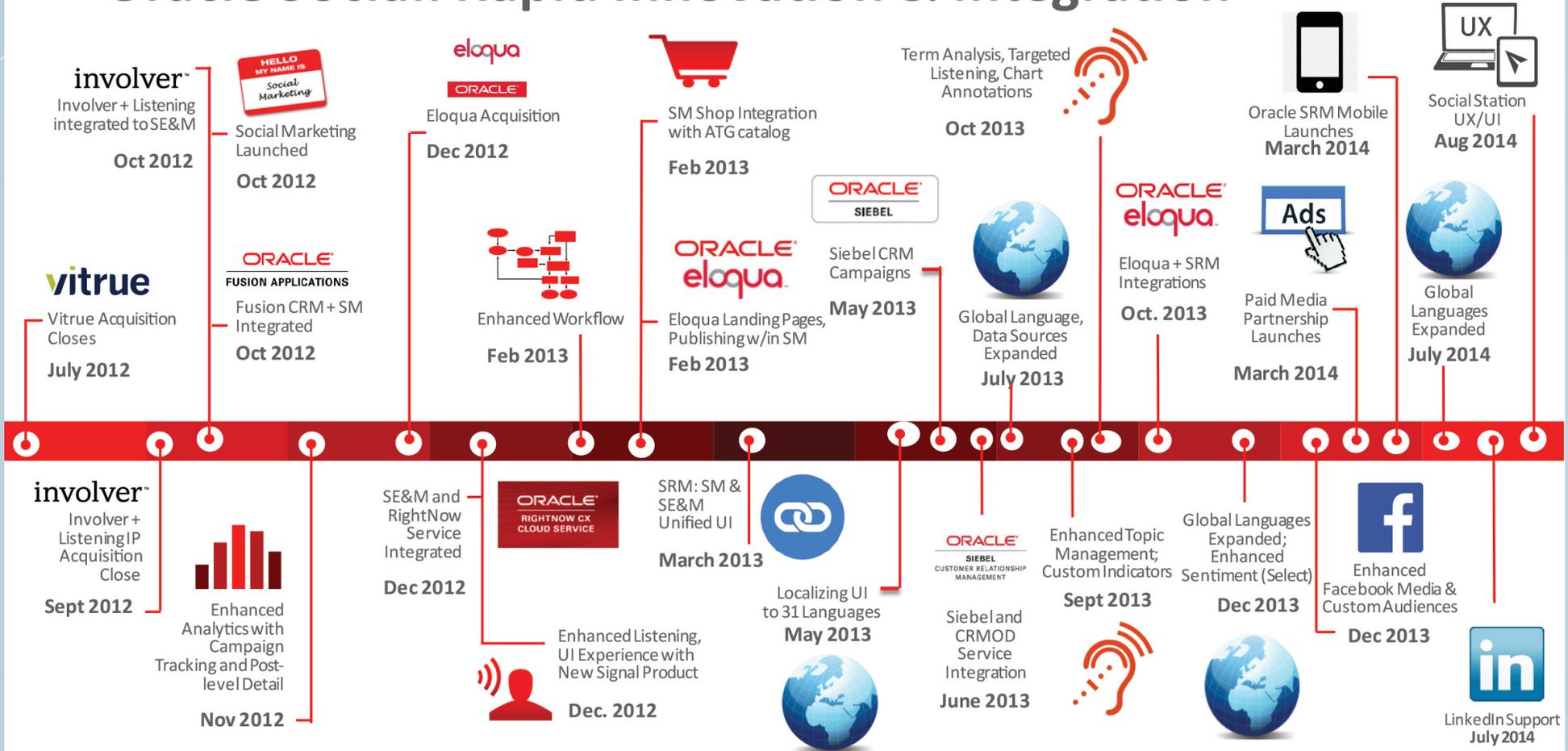
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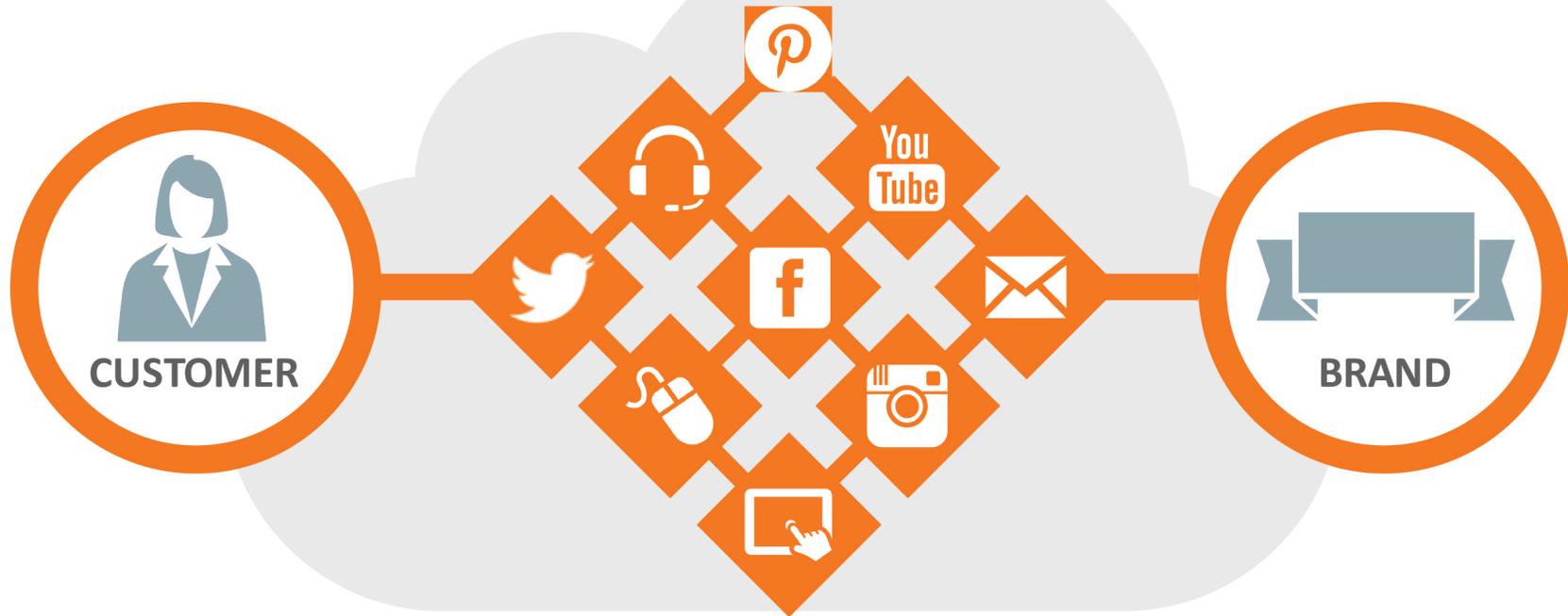


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Oracle Social: Rapid Innovation & Integration



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- MARKETING
- SALES
- CPQ
- COMMERCE
- SERVICE
- SOCIAL

Click screen to go back



SOCIAL STATION ▾

Demo ▾

Custom Analytics

Add New 

Analyst

Custom Analytics with a list of best modules for Analyst.



Executive

Custom Analytics with a list of best modules for Executive.



Community Manager

Custom Analytics with a list of best modules for Community Manager.



Monthly Report

Custom Monthly Report for the Demo account.



Analytics

Please enter a **description**.



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SOCIAL STATION

Demo

Analytics

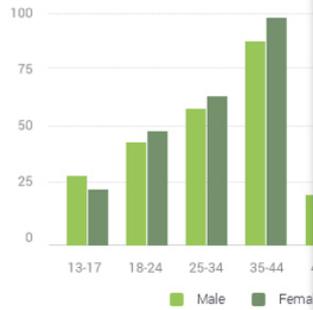
Save

255 characters remaining

Start typing a description for your analytics

FANS BY AGE AND GENDER

@North_America
05/07/14 - 05/21/14



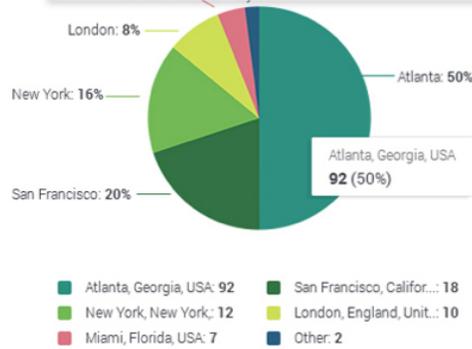
NOTES

Here are the notes I want my team to read about my really cool dashboard! Using a simple drag-and-drop interface, create a customized social workstation using variety of social modules. Create as many as you want!



FANS BY CITY

North America, Europe, + 1
05/07/14 - 05/15/14



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LISTEN & ANALYZE

TOPICS DASHBOARDS SEM REPORTS RESOURCES SOCIAL CAMPAIGNS

Oracle SRM Bu...



DASHBOARD

<< May 2014 >> Last 7 Days Last 30 Days Range...
Aug 2013 Sep Oct Nov Dec Jan 2014 Feb Mar Apr May Jun

DASHBOARD

FANS

ENGAGEMENT

VISIBILITY

POSTS

HELP GUIDES

Who should use the Dashboard view?

How is the data collected and how often?

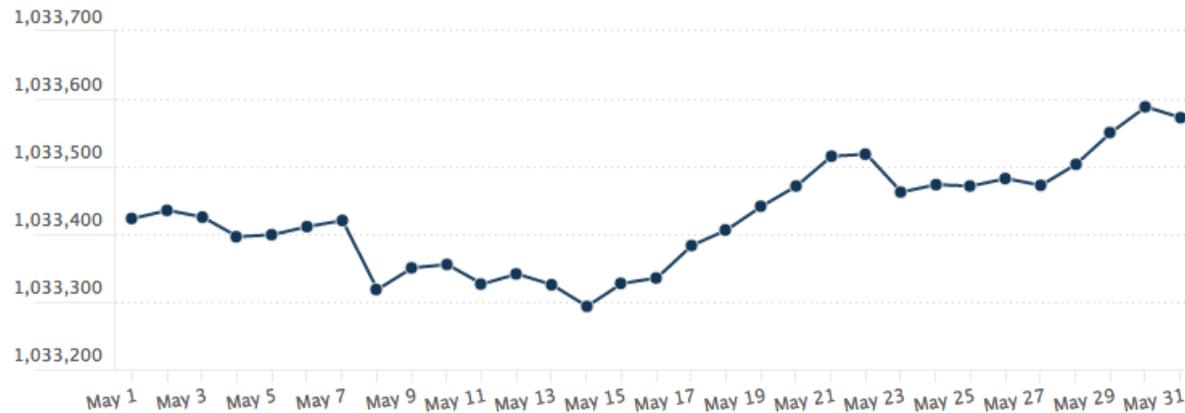
How is Dashboard different from the Overview tab?

What time zone am I viewing my metrics in?

SUBSCRIBE: ANALYTICS DOWNLOAD: This Page

FANS

[See more](#)



Total Fans	1,033,572 0% ▲	<i>i</i>	New Fans	2,153 75% ▲	<i>i</i>	Removed Fans	1,657 5% ▲	<i>i</i>	Avg. New Fans	69 69% ▲	<i>i</i>
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FAN DEMOGRAPHICS [See more](#)

TOP FAN SOURCES [See more](#)

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ENGAGE

FILTERS

INBOX

Unread

ARCHIVED

HIDDEN

DELETED

Channels

Assignment

Channel Type

ALL CHANNEL TYPES

FACEBOOK

LINKEDIN

Date Range

From:

To:

Labels

ANY LABEL

 BROOKSTRUT FARME... May 12, 2014 10:04 AM

The 2014 lime shortage keeps making news especially with summer just around the corner. Our good friends at NPR shared this update which gives us hope that we will indeed be able to afford to enjoy our favorite patio drink this year! <http://pub.vitruve.com/cxlx>



THE LIME SHORTAGE: STILL MESSING WITH YOUR MARGARITA

Several factors are straining lime production in Mexico, from heavy rains to a disease infecting trees. But criminal gangs are adding to the high prices by stealing from orchards and hijacking trucks.

0 people like this

demo [Edit Labels](#)

Internal Activity

 BROOKSTRUT FARME... May 13, 2014 1:20 PM

Hopefully the lime shortage ends soon!

[Add Labels](#)

Reply to Message

FROM: BROOKSTRUT FARMER'S MARKET

[Shorten Links](#) | 0

REPLY

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PROFILE RESOURCES USERS ACCOUNT WORKFLOW AUTOMATIONS PLUGINS

Brookstrut INTE...

TEAMS 43

SOCIAL PROPERTIES

ADD A SOCIAL PROPERTY

Add a Social Property

To add, select a Social Property type below and click the "Add Social Property" button.

Facebook Tabs View Facebook Stream Facebook Public Page Twitter Stream Twitter Search

Google+ Page YouTube Channel LinkedIn Company Page

ADD A SOCIAL PROPERTY Cancel

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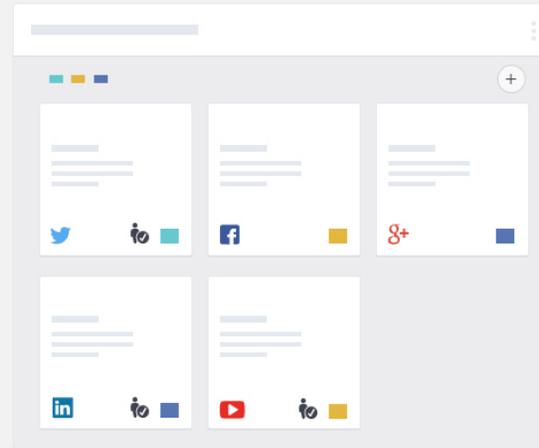
Demo ▾

All your data. One Social Station.

See only the metrics that matter most to you!

Using a simple drag-and-drop interface, create a customized social workstation using variety of social modules. Create as many as you want!

[Get Started](#)



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SOCIAL STATION

Demo

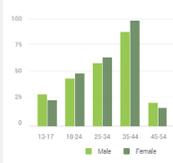
GM Analytics V2

Save

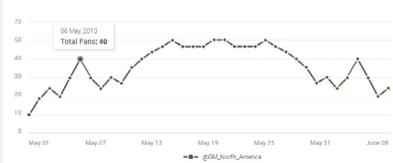
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Start typing a description for your analytics

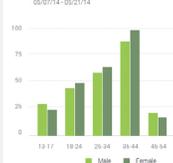
FANS BY AGE AND GENDER



TOTAL ENGAGEMENT



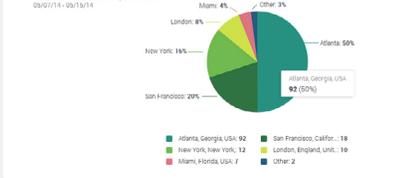
FANS BY AGE AND GENDER



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Here are the notes I want my team to read about my really cool dashboard! Using a simple drag-and-drop interface, create a customized analytics page using the complete list of metrics available in Analyze. Create as many as you want!

FANS BY CITY

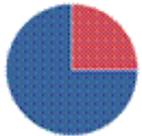


+ Add new module

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Idea Rally

Gender Breakdown



Male 77% Female 23%

Top Influencers

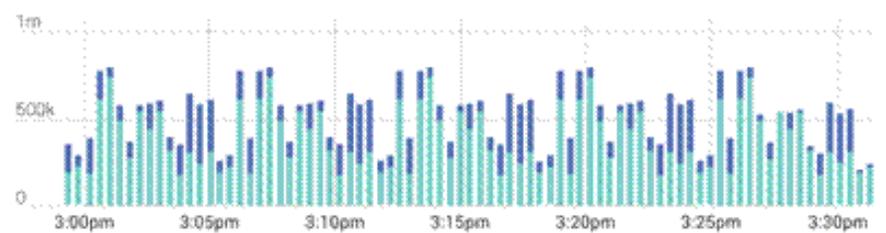


Net Sentiment



1,212%

Metric	Current Value	30 Day Average
Volume	1,280,234	1,101,213
Impressions	1,080,101	94,234,234



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