

ORACLE®

Marketing Update FY20

Campaign & Event Strategy and Best Practice Sharing



Christiane Schlueter

Senior Director, Channel & Technology Marketing,
Oracle EMEA
@cschluet



Oracle VADs Global
Community Forum

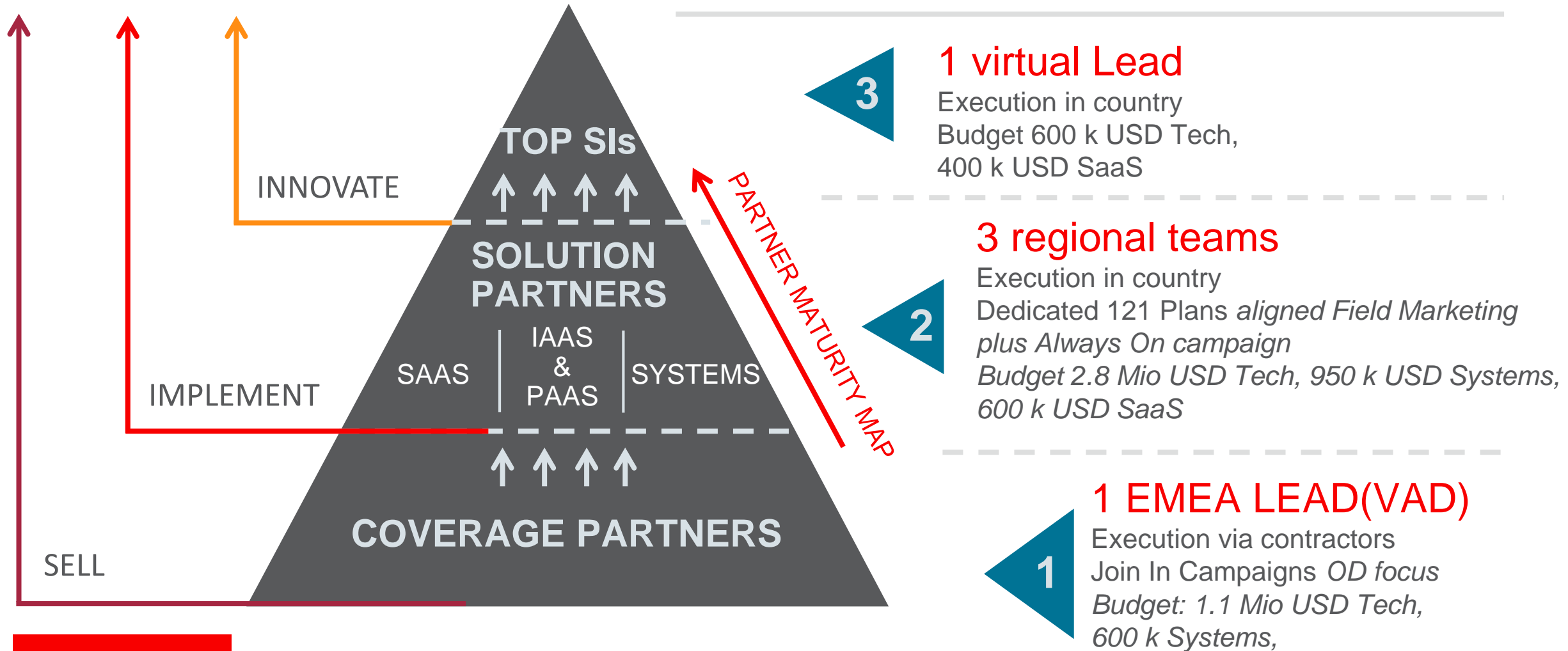


#OraVADForum

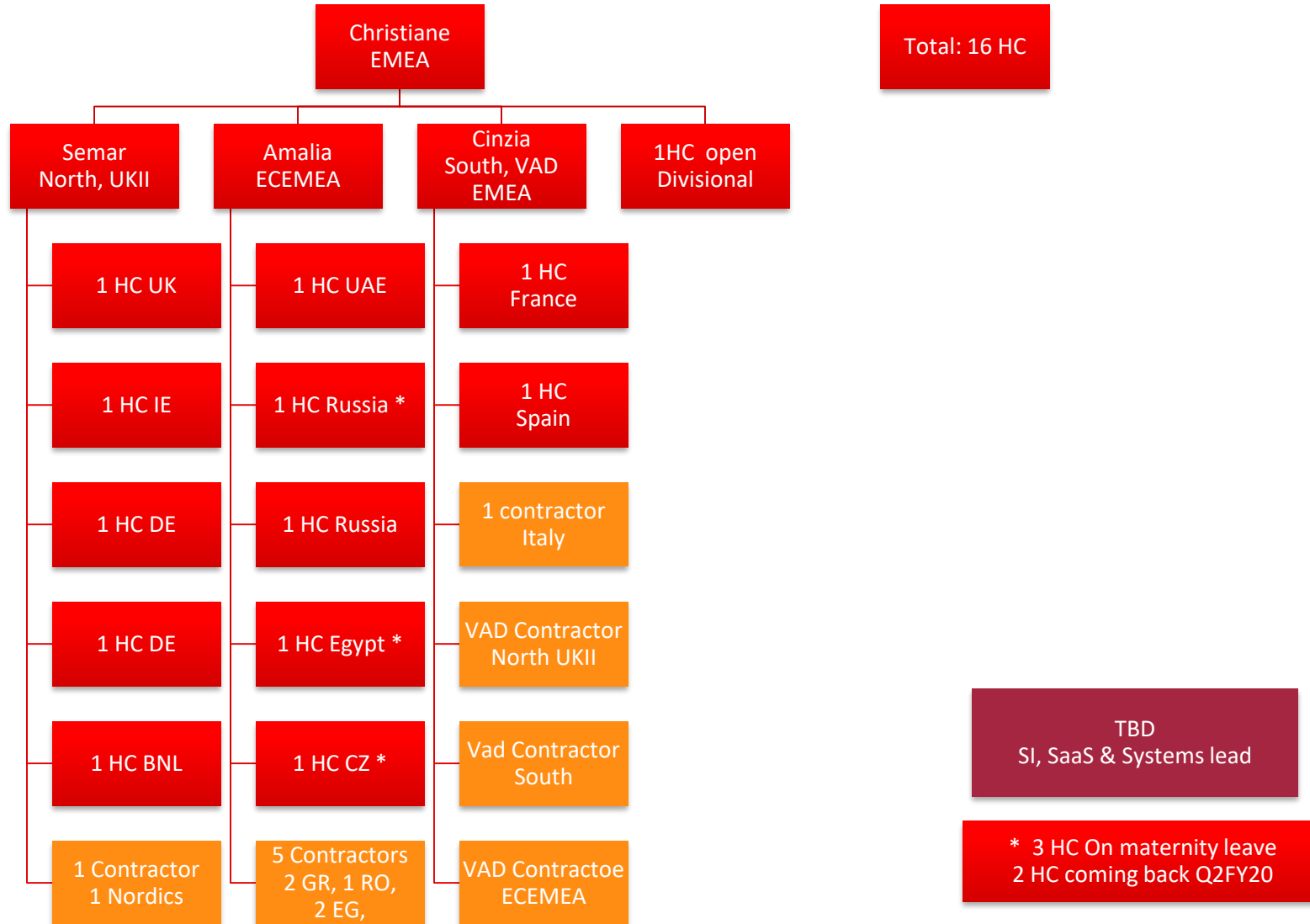


RIXOSLIBERTAS – No pswd

EMEA A&C FY20 Marketing Framework



Org Chart – Partner Marketing EMEA



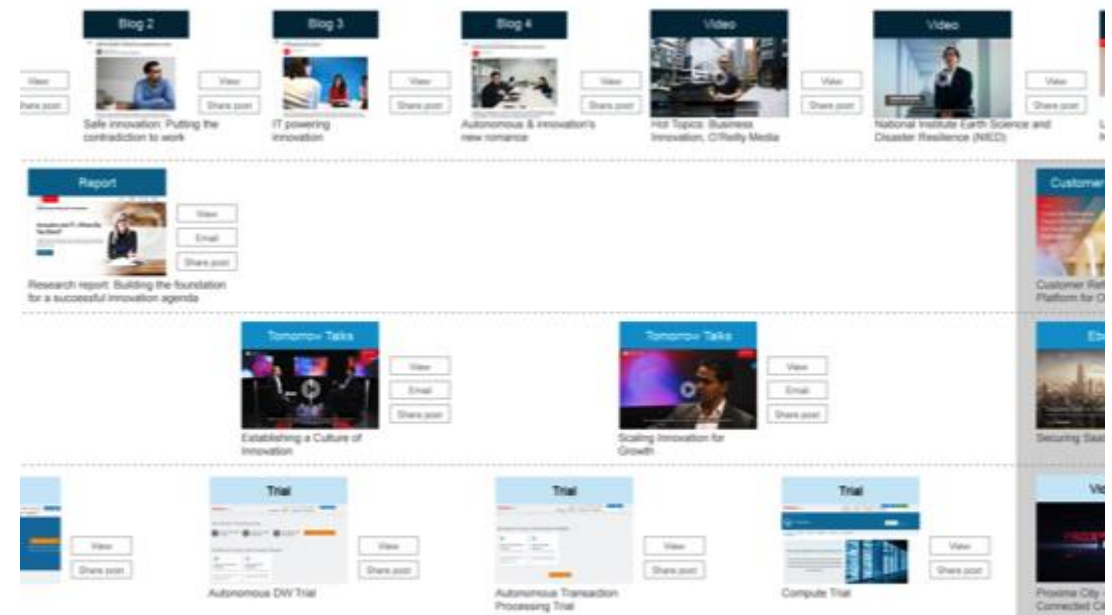
What do we offer as a Channel Marketing team to your Partner?

- Demand Generation budget
- Guidance & Support on
 - Content & Branding,
 - Marketing Automation & Segmentation
- Latest Trends in Marketing
- Central Campaigns
- Marketing Community 'Red Marketing Lounge'



Your Tomorrow, Today Campaign

- EMEA wide integrated campaign
- Per Audience (IT, Finance, HR, Sales & Marketing)
- Customer Journey
- Campaign Catalogue
 - Map of journey per audience
 - Best place to find digital content & Share



#oraclevadforum

Our Hot Topics

- Cloud Volume Business
- Large numbers of deals
- Smaller Sizes

- Data & Analytics
- Oracle Cloud Infrastructure
- Application Integration
- VAD – Analytics/Security



Marketing Automation


Oracle Channel Marketing Automation Service –
powered by Zift

- Modern Marketing Platform Offering a Suite of Integrated Digital Marketing Applications
- Ready-to-execute Oracle marketing campaigns
- Content all designed to enhance your go-to-market strategy while boosting awareness and generating leads.



Eblast Templates

Partner Logo ORACLE



The Promise and Perils of Transformational Technology

Jon Tutchter
Cloud Platform Business Development Director, EMEA

Transformational technologies offer unprecedented opportunities for your organization

Hi [RECIPIENTFIRSTNAME],

The interconnection between the transformational technologies of IoT, AI and blockchain is so powerful that they demand a change in business approaches. Exploring and adopting these technologies provides the opportunity for your business to take complete control of your data, streamline and enhance processes.

Oracle cloud offers solutions infused with these innovative technologies to lower costs, reduce risk through automatic self-patching and accelerate innovation by freeing resources to drive greater business outcomes.


[Explore Oracle Cloud](#)

For more information on these game-changing transformational technologies and what sets Oracle apart from other cloud providers, contact [PARTNERNAME].

Regards,
[FIRSTNAME] [LASTNAME]
[PARTNERNAME]

To unsubscribe from further communications from [PARTNERNAME], please [UNSUBSCRIBE]unsubscribe/[UNSUBSCRIBE]
[PARTNERMAILADDRESS]

Partner Logo ORACLE



Tomorrow's technology, for today's changing business needs

Hi [RECIPIENTFIRSTNAME],

Individually the transformational technologies of AI, IoT and blockchain are rapidly being adopted to build leaner business processes, develop innovative products, automate tasks, and minimize costs. However, when combined, these technologies enable you to revolutionize your organization.

Discover how only Oracle makes these technology innovations powerfully simple so you can streamline processes, create new business models, and develop innovative products and services for a new generation of consumers.


[Watch Insights Video](#)

For more information on the business transformation of AI, IoT and blockchain from Oracle, contact [PARTNERNAME].

Regards,
[FIRSTNAME] [LASTNAME]
[PARTNERNAME]

To unsubscribe from further communications from [PARTNERNAME], please [UNSUBSCRIBE]unsubscribe/[UNSUBSCRIBE]
[PARTNERMAILADDRESS]

Partner Logo ORACLE



Transform tomorrow's ideas into today's reality

Hi [RECIPIENTFIRSTNAME],

While technology continues to transform the way we live, emerging transformational technologies of AI, IoT and Blockchain are well-positioned to change the way we work today and tomorrow.

Oracle enables you to seamlessly incorporate and integrate these three key technologies into your organization. This allows you to work smarter, more efficiently and respond with agility to market changes and take advantage of new opportunities, making innovation part of your everyday business strategy.

[Discover how](#)

For more information on how Oracle cloud and transformational tech propels you to achieve a market winning performance, contact [PARTNERNAME].

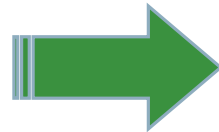
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[PARTNERMAILADDRESS]

Predictive Intelligence Enables Account-Based Investment Strategy

Align resources to the highest expected return

**Millions of data
attributes, internal and
external + Modelling +
Iteration**



Who to talk to?
- In what order of priority?
- About what(topic)?



Oracle's **Predictive Intelligence Framework** Incorporates & takes Advantage of Internal & External Data Sources

Predictive Intelligence Enables Account-Based Investment Strategy

Expectation Setting

- Help do warm calling rather than cold calling
 - Call with an open mind, establish relationship & nurture rather than quick qualification in/out
 - Not a magic solution to drive sales
- Commitment: min 6 months
 - Uplift on increased
 - conversion rates
 - won deals
 - deal sizes



Southern Europe and CIS Channel Marketing Pipeline

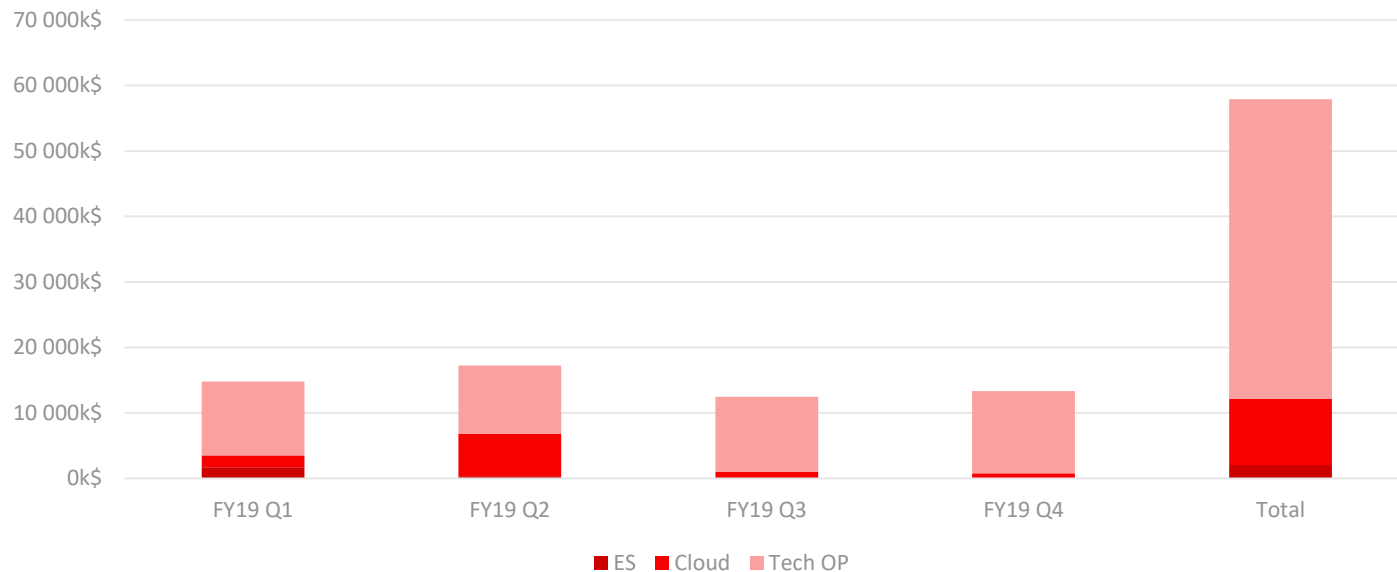
\$57.9 M
Pipeline FY19
From Channel Marketing

\$22.1 M
Won FY19 from
Channel Marketing Pipe

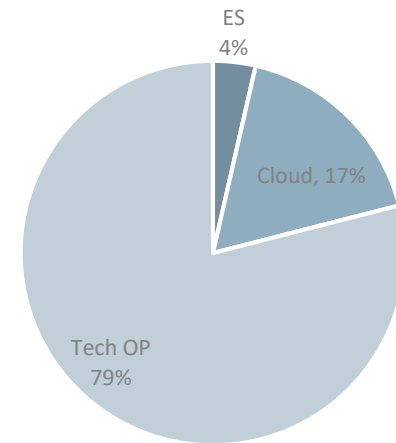
40%
Tech Pipeline Win Rate

33%
Cloud Pipeline Win Rate

Channel Marketing Pipeline Creation Trends



Pipeline by Product Area



MEA and CEE Channel Marketing Pipe Contribution

\$1615 k

Budget FY20
From Channel Marketing

1:20 – 1:40

Pipeline
1 \$ spend 20 \$ pipe for Cloud
1 \$ spend 40 \$ pipe for OnPrem

20%

Win ratio
Cloud Pipeline Win Rate

80/20

Budget Cloud / OnPrem
DemGen Activities



Partner driven activities

121 Marketing Plans

- Events, Workshops, Webinars
- Digital & Social Campaigns

Oracle driven activity

Always On Digital Campaigns
to generate a volume of
leads

- Telemarketing Engine
- Digital/Social Campaign

Pipeline

Cloud: \$25.8M

OnPrem: \$12.9M

Southern Europe and CIS Channel Marketing Campaign

Feeders

Predictive Intelligence



Call list based on Predictive Model for Segment 3

Social



Promotion of assets to target account list

Digital

Extension of Your Tomorrow, Today including advertising. Email strategy second step.

Dormant Lead

OD & Field

Telemarketing Engine

Local Language coverage

Follow Up

- 2 emails
- 3 Calls

Warm Handover/SLA to Partner

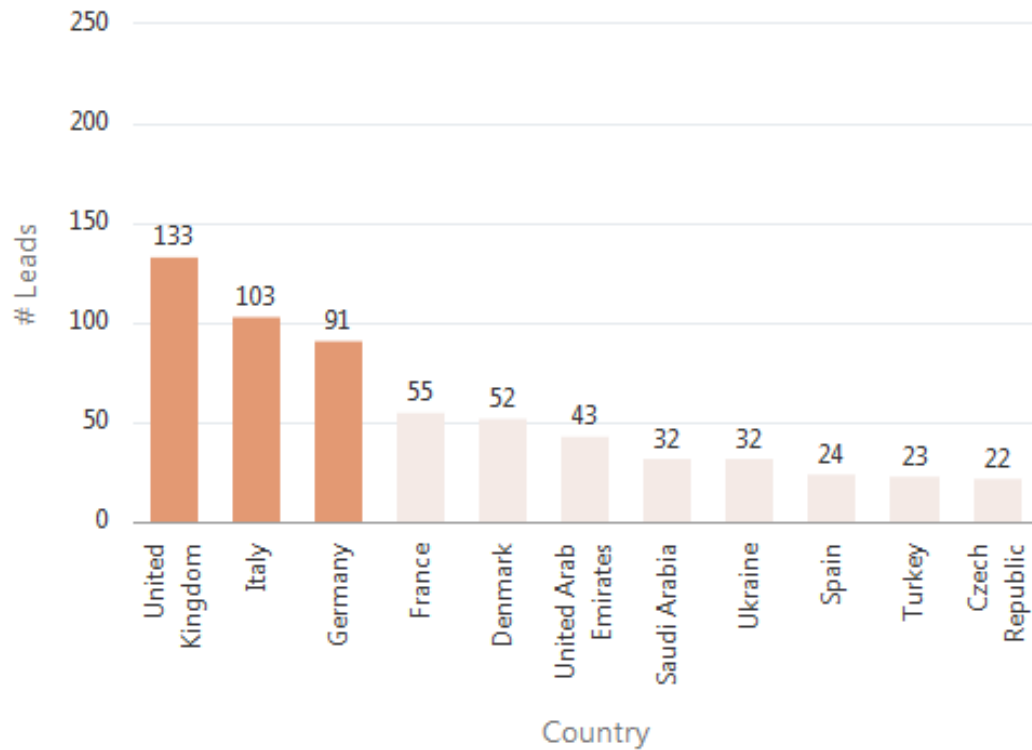


**Constant flow of BANT Qualified Leads
to our PARTNERS**

Dormant Leads

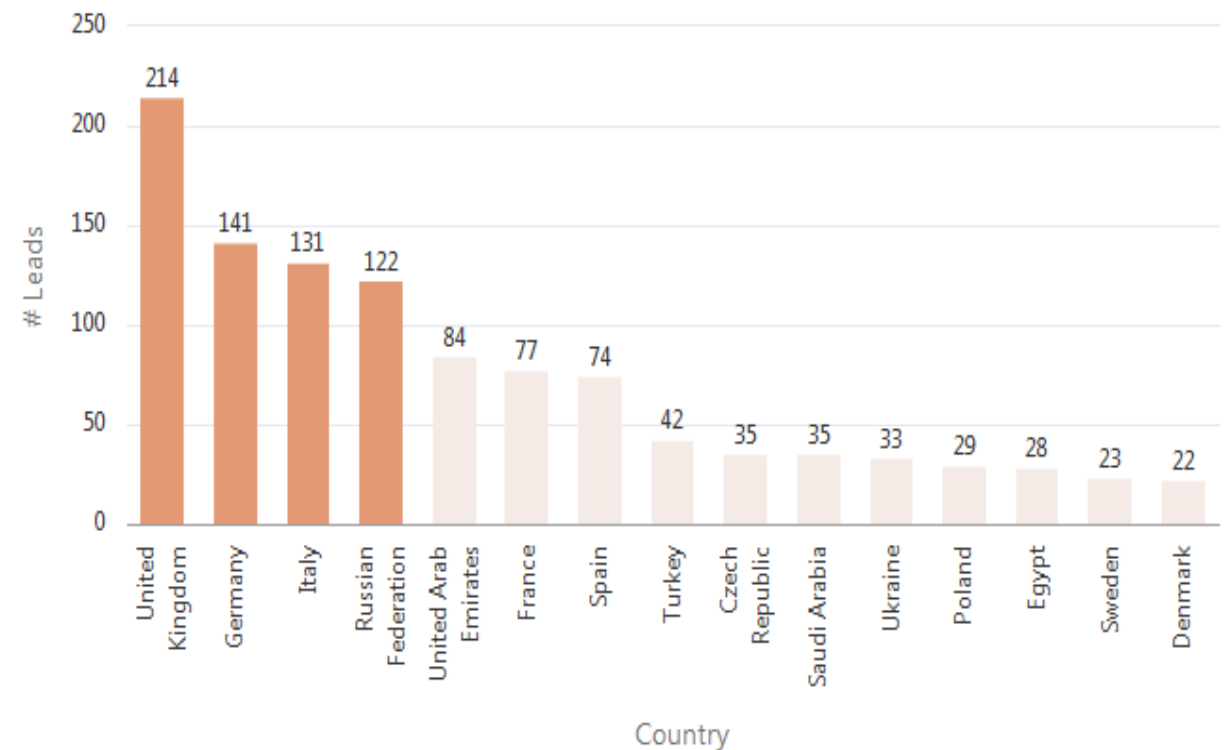
FIELD

748 TECH retired leads with retire reason «No business opportunity within 6 AND 12 months»



OD

1298 TECH retired leads with retire reason «No business opportunity within 6 AND 12 months»



NOTE: reports with ODP/Named segmentation are susceptible of discrepancies due to the fact they are tied to organizations flagged as ODP/Named in OSC and not all organizations are assigned to ODP or Named market segments

MEA and CEE Channel Marketing Pipeline

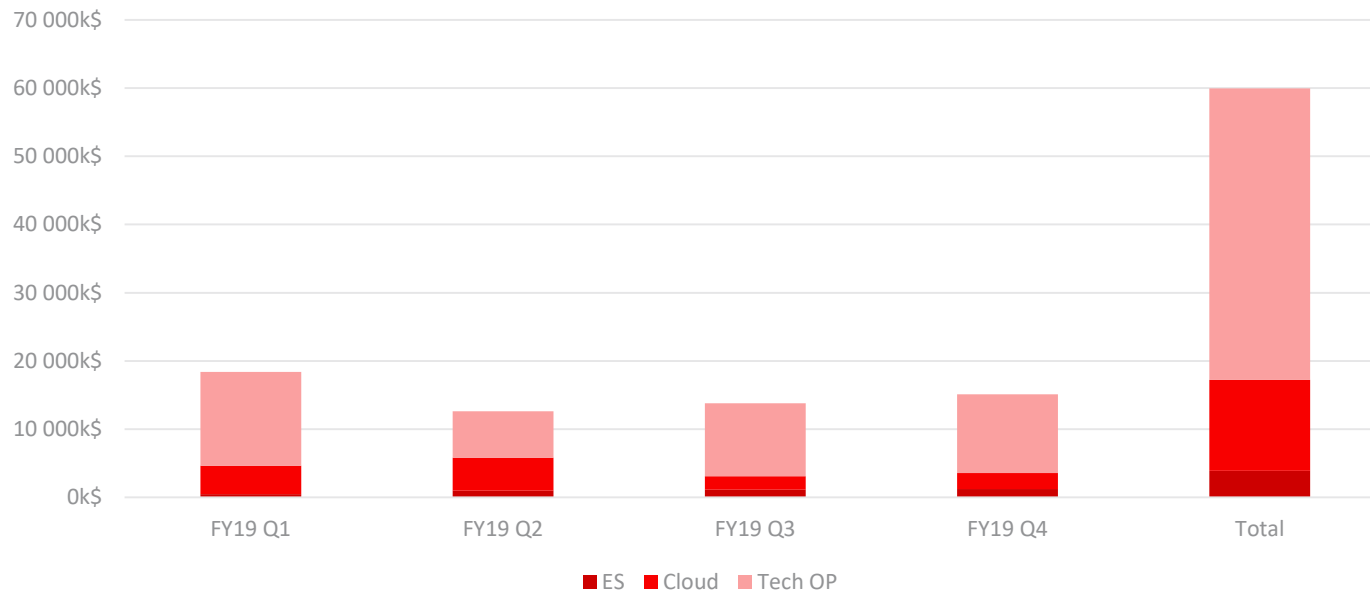
\$60 M
Pipeline FY19
From Channel Marketing

\$13.5 M
Won FY19 from
Channel Marketing Pipe

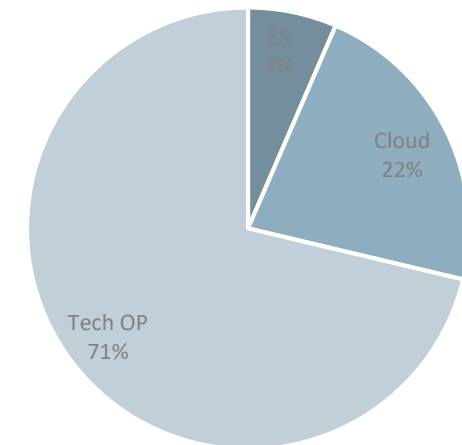
26%
Tech Pipeline Win Rate

16%
Cloud Pipeline Win Rate

Channel Marketing Pipeline Creation Trends



Pipeline by Product Area



Southern Europe & CIS Channel Marketing Pipe Contribution

\$625 k

Budget FY20
From Channel Marketing

1:20 – 1:40

Pipeline
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1 \$ spend 40 \$ pipe for OnPrem

25%

Win ratio
Cloud Pipeline Win Rate

80/20

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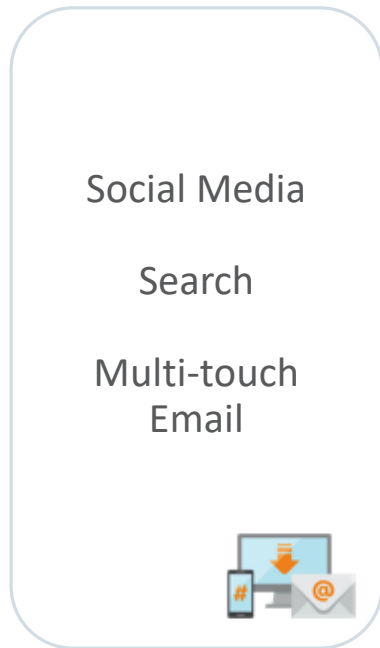
Pipeline

Cloud: \$10M

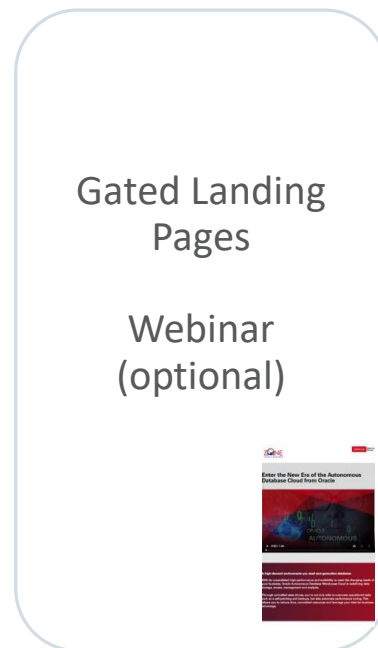
On Prem: \$5M

MEA and CEE Channel Marketing CAMPAIGN*

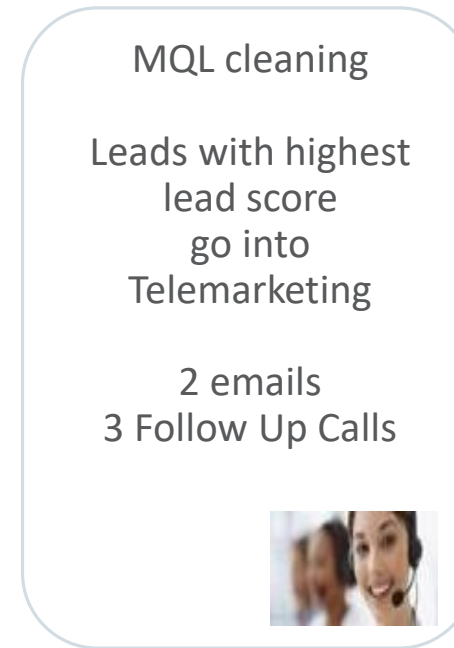
Warm Up



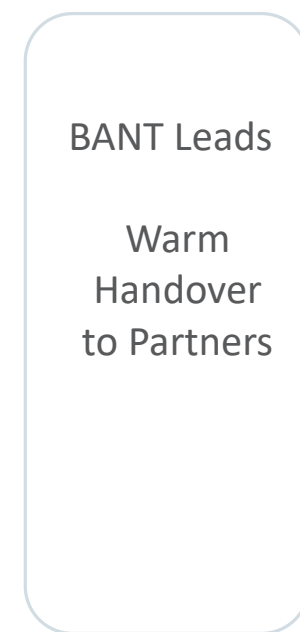
Engagement



Qualification



OMM Registration



* Segment 3 & OD

Event Strategy

Oracle OpenWorld

- San Francisco
- Europe & APAC
 - London
 - Dubai
 - Singapore

Major Events

- Modern Cloud Day
 - 12 major cities in EMEA
 - Start after OOW SF
 - Co-located
- Modern Business Experience MBX
- Modern Customer Experience MCX

Regional Events

- System Advantage Forum
- Test Drives (Cloud Workshops)
- Autonomous Database Event (name to be confirmed)

3rd Party Events

- Sponsorship of most influential 3rd party events like Gitex, etc.



Oracle OpenWorld Europe 2019 in Numbers



10,000+
Attendees



31M
Digital Reach



130
Speakers



51
Analysts



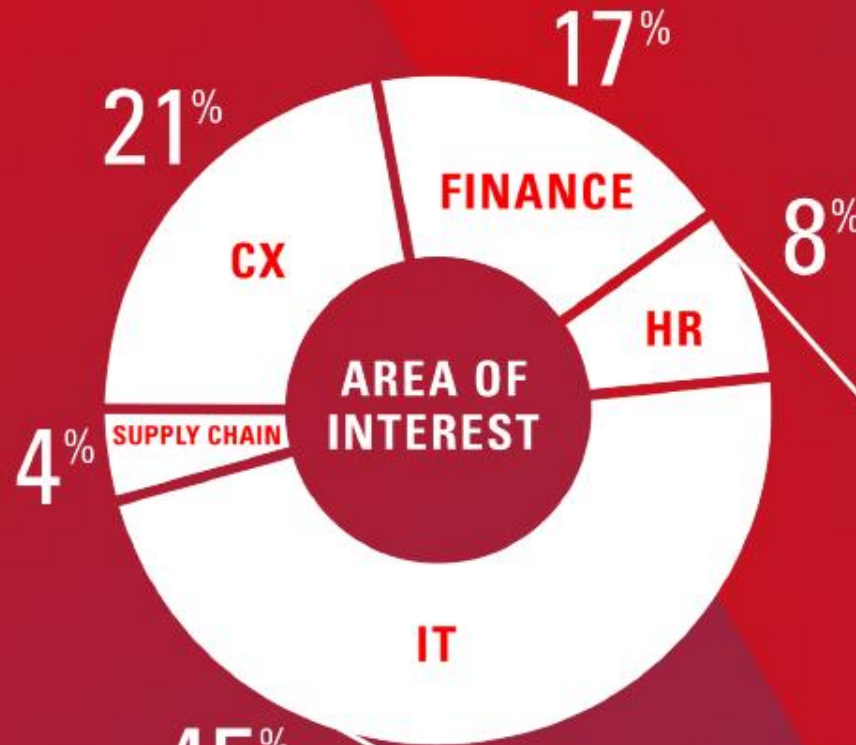
29
Press



79
Demos



206
Sessions



Oracle Data Management Forum*

Drive awareness & Pipeline

Opportunity to meet customers in person

Progress deals

Target Audience:

IT decision makers/Technologists/ Analyst/ DBA
/ DW expert/Data scientist

Apps IT/LOB (Finance, Marketing, Sales &
Services, HR)

Format:

Full or half day event

Eventkit:

Ready to use content

* Name to be confirmed



**Let's start building
the marketing plans
NOW!**

**Business Plan first
Selection of subset of Managed
Partners**

