Oracle Data as a Service for Business

Data Informs Smarter Action Everywhere

Data is the connective tissue deriving unique intelligence from external sources to create unified actions across a broad set of systems and channels. In fact, data is emerging as the intelligence layer enriching the growing world of applications. Yet gaining the ability to access data and turn it into competitive advantage is a cumbersome process for many businesses. Oracle Data as a Service for Business (Oracle DaaS for Business) helps organizations leverage the growing volume and variety of external data.

Centralize Data to Improve Its Effectiveness

At their core, DaaS offerings can provide a centralized way to source, manage, and furnish data to any business user in an immediately consumable format. In this licensing model, data is provided through a cloud service—connecting business users and applications to a rich set of information to inform business actions. Furthermore, DaaS takes a vendor-agnostic approach so customers can activate the data in any application or engine of choice.

Data to Meet Your Marketing and Social Media Needs

Oracle DaaS for Business includes a suite of products that addresses the needs of marketing and social media. These products provide

» **Variety and scale.** Cross-channel, cross-device, personally identifiable information and anonymous data assets drive smart business actions for B2B and B2C organizations, with

   » More than a billion global anonymous profiles to improve prospecting across desktop, video, social media, search, and mobile

   » Integration and data delivery to hundreds of marketing applications and vendors

   » Access to more than 700 million social messages daily via feeds from more than 40 million social media and news data sites

» **Data portability and connectivity.** Vendor-agnostic solutions can be activated in real time through integration with decision engines or your application of choice. They provide

   » Preintegration to activate data in hundreds of applications and vendors outside Oracle

   » Preintegration with Oracle Marketing Cloud and Oracle Social Relationship Management Cloud

   » Identification and addressability to ensure connection of cross-channel data points into a centralized, actionable profile

ORACLE®
CLOUD

BENEFITS

- Choose from a large variety of data sources
- Leverage huge volumes of data points
- Gain data portability and connectivity with vendor-agnostic solutions
- Easily manage your data usage across all lines of business
- Gain peace of mind with secure and compliant data solutions
- Increase ROI with data-driven insights

ORACLE®

» **Ease and speed of data adoption.** Remove the complexity of managing data usage across all lines of business, including business terms, rights management, and data infrastructure.

> » 7.5 trillion marketing data transactions delivered per month
> » 200 billion social data operations processed per hour

» **Transparent and trusted data solutions.** Oracle DaaS offerings mean consumer transparency, privacy compliance, and world-class data security. They include Oracle's BlueKai Registry, the first consumer transparency tool providing visibility into data preferences, with an easy data choice mechanism and consumer opt-out. The privacy and consumer opt-out features are fully compliant with

> » The Digital Advertising Alliance's self-regulatory program
> » The Network Advertising Initiative
> » TRUSTe's TRUSTed data collection program

» **Data-driven ROI and insights.** Ad performance and fan engagement can increase as much as fivefold with Oracle DaaS offerings. Other significant cross-industry proof points include the following:

> » A consumer packaged goods company increased ROI by 36 percent.
> » A travel client lowered the cost per booking by an average of 40 percent.
> » An auto manufacturer nearly tripled its response rate over traditional targeting.
> » A retail marketer achieved a 61 percent click-through rate increase.
> » A financial services company increased sales by 200 percent.

CONTACT US

Looking to learn more about specific data offerings for marketing and social? Please contact us at daas-info_ww@oracle.com or call 1.800.633.0521.

CONNECT WITH US

B blogs.oracle.com/oracle

f facebook.com/oracle

twitter.com/oracle

oracle.com

FOR MORE INFORMATION
Contact: 1.800.633.0521

Hardware and Software, Engineered to Work Together

ORACLE®