

ORACLE MARKETING CLOUD EXPERT SERVICES



Oracle Marketing Cloud Expert Services provides digital transformation consulting across your Oracle Marketing Cloud solutions. Your Expert Consultant will focus on advisory, training, and configuration, so you get the ability to draw from these three functional areas as needed. Access to a Marketing Technologist provides a direct integration to your business, which is at the heart of what makes the Expert Program successful. You'll experience the impact of not just incremental change but also ongoing guidance for your organization in creating transformational digital breakthroughs.

Based on a subscription model, your Expert Consultant will collaborate with you regularly, establishing a cadence focused on knowledge transfer, thought partnership, and continual progress. The Expert Services team consists of former customers, partners, and sought after industry leaders who have worked with marketing technology, data management platforms throughout their career. The pedigree of our typical consultant includes senior level marketing roles along with experience within the digital marketing ecosystem.

How It Works

For three hours a day or three hours a week, your Expert Consultant will be dedicated to your team. Expert Consultants guide you through your marketing automation and data management journey through the following functional areas:



Service Delivery Model

Expert Consultants understand the challenges of meeting deadlines, taking on new initiatives, and providing measurable ROI for your organization. We augment your team by entrenching ourselves within your team, organization, and industry. Whether we act as a player, coach, or mentor our service delivery models adapt to your business needs.

Expert Services is delivered remotely leveraging conferencing and video tools. On occasion, depending on the nature of the engagement and location of the consultant, there are opportunities to conduct onsite visits for kickoff meetings, workshops, and executive alignment sessions.

Subscriptions Options

Expert Services is provided in two ways:

- Expert Standard (3 hours per week/\$3,125 USD month/3 month minimum).
- Expert Concierge (3 hours a day/\$15,125 USD month/3 month minimum).

Both services are stackable providing even more flexibility to meet your needs.

Service Level Terms

Your Expert will be available to you during the three-hour daily or weekly timeframe specified in the order form depending on your time zone and that of your assigned consultant. In the event of a vacation or holiday, we will make every attempt to ensure coverage for your assigned Expert. However, we cannot guarantee a dedicated replacement.

Out of Scope Items

Expert Services is designed to work with you to provide an additional resource for succeeding with your platform. The scope of the service is limited to marketing-related work within the platform. Additional items, such as those listed below would require an additional statement of work (SOW) and perhaps the addition of other service groups from within the Oracle services group.

- Create content or creative.
- Creating or editing any HTML, JavaScript, CSS, or images.
- API call development/maintenance.
- Custom (non Oracle Eloqua, non Oracle BlueKai, non Oracle Responsys) report creation.
- Customer relationship management (CRM) implementation, development, or management.
- Performing data aggregation, export transform and load (ETL) processes or other data manipulation on your incoming or outgoing data feeds.
- Sending email campaigns.
- Publishing programs.
- Activating audiences in BlueKai with 3rd Party Data.

Assumptions

- All services will be delivered remote (no onsite support included in price).
- All services and deliverables will be delivered in English.
- Out of scope items will require a separate statement of work (SOW).
- The service offering is non-refundable. Fees for services not used in a given period cannot be refunded or re-allocated and the services may not be moved to a future period.

If you want to learn more, go to:

oracle.com/marketingcloud/digital-services/expert

If you have heard enough and you are ready to talk to someone,
[contact us.](#)

“ We’ve really seen that there’s a huge value add to getting a different perspective from someone who’s really within the platform—really the experts. ”
—Ryan Linders,
Director, Loyalty Marketing
Strategy, JCPenney