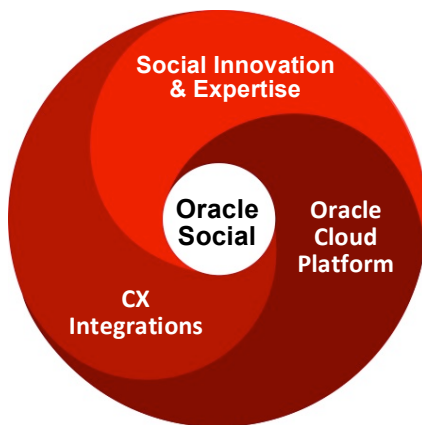


SOCIAL

ORACLE SOCIAL'S LINKEDIN SOLUTION

ORACLE LINKEDIN SOLUTION

- Add and manage LinkedIn Company Pages via SRM or SM account
- Publish content referred to as "shares" with targeting to those Company Pages
- Monitor published shares and comments to pages, and respond to comments around the shares through Engage



LinkedIn is the world's leading professional network, with more than 300 million members in over 200 countries and territories. It is where potential buyers go to research B2B solutions to purchase, well before contacting a salesperson. It is where potential employees go to learn about companies and their open positions. According to Investis, LinkedIn accounts for 64 percent of all visits to corporate websites from social media sites.

The launch of Oracle Social's LinkedIn support will better serve B2B companies, as well as companies needing a complete multichannel social strategy to reach and engage with LinkedIn's influential users. Oracle Social offers the ability to connect with these targets through newly launched LinkedIn capabilities. Oracle Social helps customers connect throughout the buyer's entire journey.

Complete Your Multiplatform Social Strategy

Oracle Social's driving focus is to continue to deliver value and innovation, so that Oracle Social Relationship Management (SRM) customers have distinct advantages to succeed in today's social world. This expansion for LinkedIn is just the latest demonstration of our unwavering commitment to increase the value Oracle Social solutions provide. LinkedIn support for the SRM platform gives users full LinkedIn capabilities including publishing, engagement, workflow & automation and analytics. This bolsters the existing Social Engagement and Monitoring capabilities for listening and monitoring across LinkedIn Groups.

With the new solution, marketers will be able to:

- Effectively connect with your customers and prospects where they are online
- Enhance and expand your B2B relationship management within the SRM platform
- Add and manage LinkedIn Company Pages within the SRM (or SM) account
- Complete multiplatform social strategies within single SRM platform
- Publish targeted content / shares to Company Pages
- Monitor published shares and comments, and respond
- Organize your LinkedIn Company Pages within various bundles
- Easily publish to LinkedIn: assign various users with appropriate stream management, publishing and engagement permissions

"Social networks provide what no other data source has to date and that's revealing customer affinities so businesses can truly understand needs, wants, desires, preferences and dislikes. LinkedIn is an invaluable platform for marketers, especially B2B organizations, to garner a better understanding and interaction with customers, potential customers and influencers to deliver a superior customer experience across the complete lifecycle."

-Judith Sim, Chief Marketing Officer, Oracle

ORACLE SOCIAL CLOUD

- Social Relationship Management
- Social Marketing
- Social Engagement and Monitoring
- Social Network
- Social Data
- CX and Enterprise Integration

LinkedIn: The Missing Piece to Strengthen B2B Interactions

LinkedIn is essential for B2B companies. The addition of LinkedIn to the Oracle SRM platform is great for our customers, solidifying the platform as the clear choice for B2B marketers. When marketing products and services to other businesses, it is vital to equip your sales force with as much information about your customers' behavior and preferences as possible. Now LinkedIn's support for outbound provides this connection, giving users a complete CX multichannel, end-to-end solution. Companies can now journey with buyers throughout the entire buying cycle versus part of the way.

A Complete Solution for the Entire Buying Cycle

Oracle Social Cloud is committed to building a comprehensive social marketing, engagement, and monitoring technology platform that would make differentiating customer relationships possible. The commitment was recognition that customers are in control and brands would have to change if they wanted to retain customers and deliver outstanding customer experiences. Oracle's subsequent acquisitions of Eloqua, Compendium, Responsys, and BlueKai, which together form the Oracle Marketing Cloud, offered the ability for brands to integrate with Oracle Social Cloud. This further moves brands from yesterday's point solution technology into a marketing ecosystem capable of powering tomorrow's promise of highly personalized and engaged customer experiences.

Moving from Silos to Integration

The LinkedIn solution is integrated with Oracle Social Relationship Management (SRM), an Oracle Social Cloud business solution. Oracle Social Cloud is the industry's first unified social platform that delivers a seamless experience across listening, engagement, content creation, community management, and analysis of a company's social media efforts.

Social matters not just to 'marketing' but increasingly to other customer-facing departments. Businesses that keep social in a silo are missing a crucial piece of the customer puzzle. Oracle Social Cloud is integrated with Oracle CX solutions like marketing, service, sales, and commerce. Whether that's routing a social complaint to service, leveraging social insights for stronger marketing messages, or listening across social for cues to better product development, Oracle Social Cloud can help you realize the power of social.

For more information: Visit www.oracle.com/srm or call 1-800-633-0738

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