

WHITEPAPER

AST CORPORATION

Maximize Marketing Investments with the Data- Driven Cloud

Serene Corporation

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1 ABSTRACT

In recent years, numerous new marketing-related applications and application vendors have emerged in the marketplace. The prevalence of this trend is reflected in the fact that over half of the applications acquired by Oracle since 2012 are directly related to the marketing business function, including Involver, Virtue, Eloqua, Compendium, Responsys, BlueKai, Maximizer, and most recently, AddThis. Oracle's Marketing Cloud Solutions are more powerful and easier to use than ever. They have combined numerous product acquisitions into an elegant, comprehensive solution. However, it doesn't provide a "silver bullet" that fixes existing data issues.

For the past five years or so, "data-driven marketing" and "360-degree view of customers" have become the most overused catchphrases in marketing-related software and services sales cycles, with the latter being promised without proper definition or elaboration about how it would be accomplished. It's easy to understand why many customers find it difficult to differentiate between the various products and solutions that have similar sales pitches.

It can be especially perplexing for large enterprises that are planning, or already embarking, on a Master Data Management journey in parallel with changes to marketing-related systems and business processes. Customers often ask us, "Why are Marketing vendors promising us something that Master Data Management will provide? We're already investing in it!"

The goal of this white paper is to provide business executives with a high-level understanding of both the solutions and the enterprise data concepts and to provide a strategy and roadmap to leverage them to create world-class marketing business functions. This requires Marketing, Master Data, and Data Quality system implementations to maximize the value of these combined investments.

2 INTRODUCTION

Covering all of the recent innovations in marketing solutions is well beyond the scope of this document, as is covering all of the vendors and solutions themselves. Make no mistake, there are powerful features and significant business benefits available that are worthy of note. There are also important distinctions to be made between the various types of solutions available, as well as fundamental limitations that occur when the necessary data (or prerequisite level of data quality) is not available. Our goal herein is to highlight the key elements that executives must understand so they can maximize their ROI for marketing solutions. For these purposes, several business and data management concepts will be covered that are not specific to particular applications or vendors. Since Serene predominantly specializes in implementing Oracle products, the examples will typically reference Oracle products when applications are discussed.

The fundamental priorities of marketing are simple to understand: 1) Win more customers 2) Keep customers both satisfied and loyal.

The landscape of modern business is more complex and data-intensive than ever before. In the digital age, mobile devices, social media, and mammoth cloud data centers have led to unprecedented amounts of data being stored and made available to marketers. Oracle and Serene are bringing together the best-of-breed tools and data management practices to allow marketers to unlock the value of their investments in both technology and campaigns in a measurable way. The best results can be achieved when high quality, accurate, internal company data is combined with externally-provided marketing demographics of equal high quality and reliability. The new generation of marketing tools make the access to this wealth of externally-available data easier than ever, and existing technologies for cleansing, mastering and governing internal data already exist.

Data-driven marketing holds the promise of continuous improvement in marketing excellence. Over a decade ago, finance organizations recognized the opportunity to utilize Enterprise Performance Management software and business processes to continuously improve the cycle of financial planning, budgeting, and fiscal performance monitoring in an annual cycle. Hyperion's innovative approach to merging software and continuous improvement cycles led to stunning successes and ultimately to their acquisition by Oracle. During the past five years marketing has undergone a similar transformation to formalize continuous improvement support for business processes, allowing

each marketing campaign (and customer segmentation) to inform and improve those that follow. Not surprisingly, the marketing cycle is intimately linked to finance and profitability, so the desire to measure the investment results in marketing, both operationally and financially, is greater than ever.

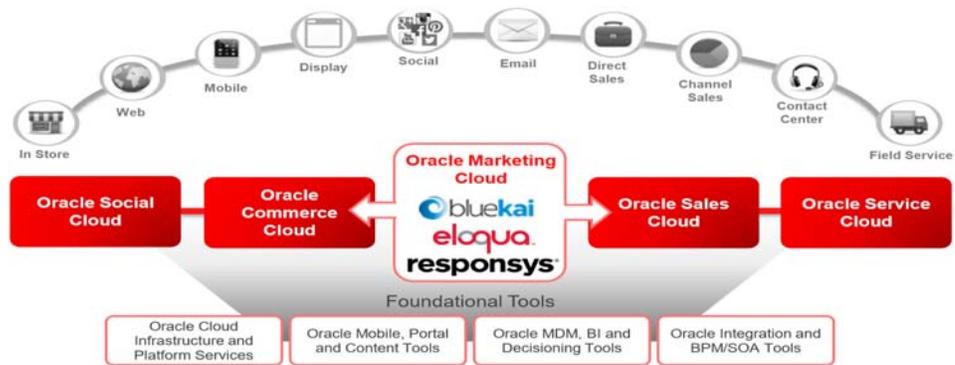
For some, “data-driven marketing” refers to a capable maturity path for marketing-related decision making, i.e. *response-based* matures into *conversion-based*, which then matures into *revenue-based*, which then matures into *profitability-based* (or similar) decision making. For others, rather than being focused on internal business process and performance metrics, “data-driven marketing” means that a better understanding of customers leads to more effective marketing campaigns that target customers’ needs and behaviors. All of these current beliefs hold merit, but the most important conclusion to be drawn is that the enterprises with the cleanest, highest-quality data in both their internal operations and their customers can make the most effective use of the latest generation of marketing products.

For this reason, when embarking on a marketing systems transformation program, it is paramount for the overall strategy and roadmap to include enterprise master data and data quality considerations. To put this another way, it would be foolish to embark on a Marketing Transformation journey without an understanding of all of the components of a “best-of-breed” solution. Even if utilizing all of the available components is not practical or affordable, understanding the trade-offs involved is critical to formulating a strategy and sequencing an execution plan. This can also be informative with regard to the level of executive support and engagement required to be successful, as it first needs to be determined if a marketing-level or enterprise-level initiative is appropriate.

3 MODERN CUSTOMER EXPERIENCE SOLUTIONS

Before diving further into modern, cloud-enabled marketing solutions, it is important to set our understanding of the context of the broader Customer Experience (CX) solution space first. Oracle is an industry leader in cloud-based solutions. As mentioned previously, though our overview will focus on their specific solutions, the business principles and value propositions discussed herein are universal.

The CX Solution Space



1. Oracle Sales Cloud: Delivers modern sales management functionality to facilitate running the sales operation from executive management down to the field rep, including pipeline management, customer relationship management, sales, and productivity tools.
 - a. Oracle Customer Data Management: Oracle’s cloud-based CDM master data solution is an embedded module within the Oracle Sales Cloud, which can be licensed independently if required. (Customer master data will be covered in more depth in a subsequent section.)
2. Oracle Marketing Cloud: Delivers modern marketing management functionality to facilitate running the marketing business function, including customer segmentation for business and consumer customers, content management, media relations, and personalized marketing content with social media integration. (This will be covered in more detail in the following section.)

3. Oracle Commerce Cloud: Delivers modern solutions for managing e-commerce, from catalog, pricing, merchandizing, content management, promotions, checkout, and guided search, all with a flexible and scalable platform.
4. Oracle Service Cloud: Delivers modern solutions for managing call center and other customer service functions with a flexible and scalable platform.
5. Oracle Social Cloud: Delivers modern solutions for leveraging social media to grow an organization, as well as effective processes for managing an organization's "social voice."

4 MODERN MARKETING SOLUTIONS

As stated above, the Oracle Marketing Cloud delivers modern marketing management functionality to facilitate running the marketing business function. This section provides an overview of each of its marketing-specific components.



Marketing Campaign Management & Orchestration

1. **Eloqua:** Provides best-of-breed cross-channel marketing campaign management features for marketing to businesses. Major feature categories include targeting, lead management, marketing measurement, sales enablement, and web marketing.
2. **Responsys:** Provides best-of-breed cross-channel marketing campaign management features for marketing to consumers. Major feature categories include consumer profiles, program orchestration, message designer, email marketing, mobile marketing, display advertising, analytics & reporting, and commerce marketing.

Marketing Digital Experience Management

1. **Compendium:** Provides content marketing capabilities with the ability to create the right content for the right person at the right time delivered through the right channel. Plan,

produce, and deliver engaging content across multiple personas and channels throughout the customer lifecycle.

2. **Social Marketing:** 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, providing a unified, complete, and integrated social business solution.
3. **Maximizer:** Provides cloud-based enablement for testing, targeting, and personalizing what a customer sees on a web page or application.

Marketing Media Firm & 3rd Party Data Management

1. **BlueKai:** Provides a data management platform with extensive capabilities to search and identify prospective new customers based on a myriad of attributes and demographics from a host of external data providers, as well as the ability to manage multiple data subscriptions through a coordinated process. Also provides the ability to combine manage-lead acquisition from external media firms, as well as anonymous, 3rd party attributes that can assist with customer acquisition and segmentation.

5 MARKETING DATA FUNDAMENTALS

Even with the new breed of tools available, acquiring and leveraging value-added data from the myriad of available sources is not without analytical, contractual, and technical hurdles. Once acquired, the promise of this opportunity cannot be fully-recognized without adequate discipline, especially with regards to the quality of customer, account, product, and sales data in existing ERP and transaction systems. Obtaining quality, external data is a great thing and is even better when combined with quality, internal data for marketing and other purposes.

The following diagram highlights the issues that we found our customers facing as they looked to move their CX and marketing initiatives to the cloud.



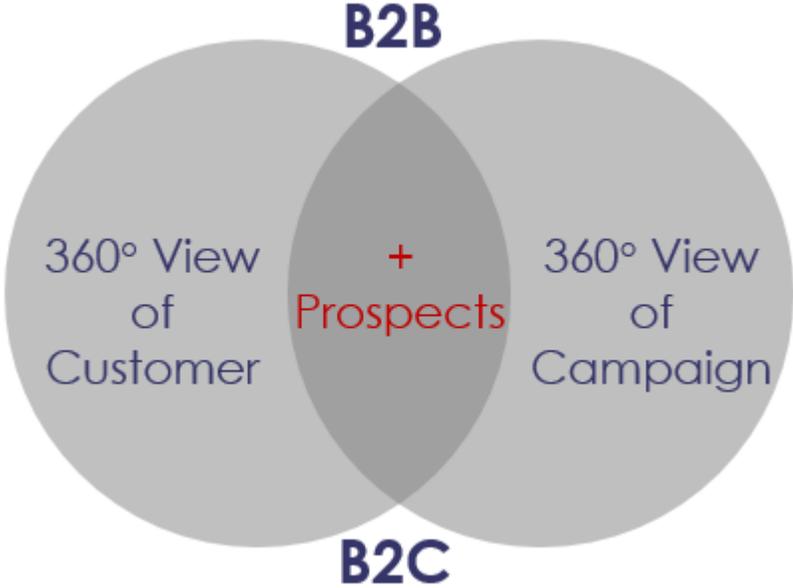
Significant operational efficiencies and cost reductions can be achieved from leveraging cloud-based services. It's key to develop a strategy leveraging the benefit of cloud-based solutions that recognizes that interim, tactical efforts will not only be required but can benefit the overall return on investment (ROI). Having business and technology partners with experience navigating these waters is not only prudent, but essential.

The Central Role of Customer Data

Many enterprises have made significant investments while striving to achieve a complete view of their customers, and are reaping significant benefits. Nowhere has this been more evident than in financial services, where the ability to identify a customer within households, an employee of potentially more than one company, a holder of multiple products across multiple brands, can simultaneously present opportunities to increase revenues and reduce costs. Just as Master Data Management (MDM) technology has evolved to manage "golden" records, or 360-degree views of

customers, products, partners, and the like, marketing strives to manage a 360-degree view of their campaigns.

Note that while many marketing products will claim to provide a 360-degree view of prospects and customers, this is not a true, enterprise, 360-degree view of the customer without MDM.

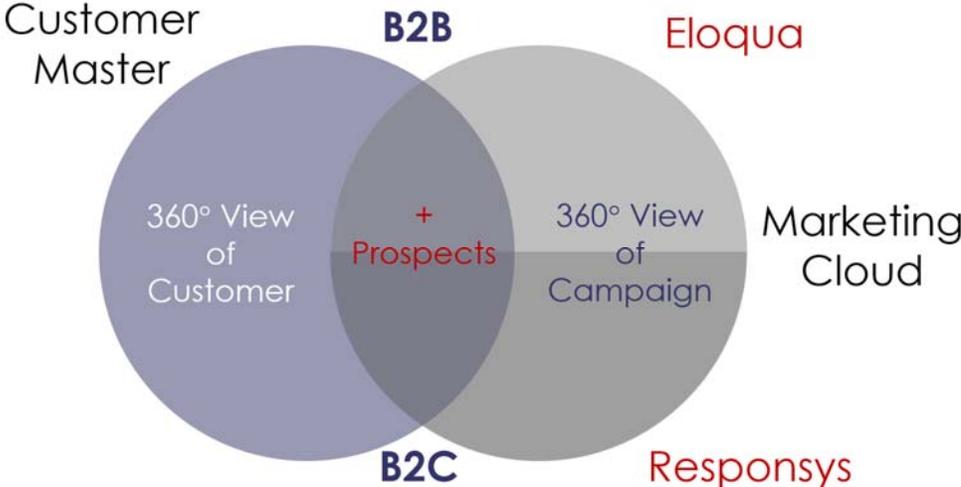


In MDM practices, the customer domain is divided into two key segments: Business-to-Business (B2B) customers and Business-to-Consumer (B2C) customers. This delineation is also highly relevant for marketing prospects and customers.



Customer MDM, or Customer Data Mastery (CDM), potentially includes all data about a customer used by the enterprise, within self-imposed limits to ensure that the most essential data is governed effectively. (The 80/20 rule is typically employed when hundreds or thousands of data attributes are involved.) The critical aspect is that all of the unique customer identifiers used across the enterprise are linked to the golden record. The survivorship rules ensure that the 360-degree view of the customer always has the most accurate, up to data attributes, even when transaction

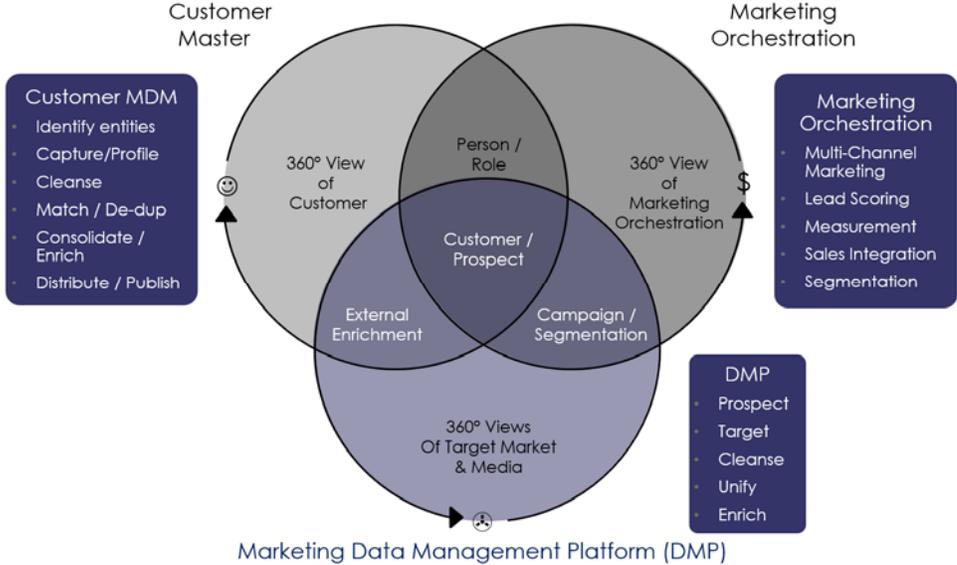
systems must retain data exactly as captured within specific business processes for various reasons (including compliance). For example, a customer with an auto lease may not have their primary residence on the lease if they keep the vehicle at another location, like a vacation property, so this address may be deemed appropriate for the leasing system.



Eloqua and Responsys are fundamentally marketing campaign orchestration tools. Eloqua is focused on marketing to businesses, whereas Responsys is focused on marketing to consumers. It should be noted regardless of whether the marketing campaign management solution involves multiple systems, the overlaps between the B2B & B2C customer bases can be greatly enhanced by customer master data.

This is especially true when effective CDM organizational hierarchy and house-holding management processes are in place. For example, a financial institution may have two existing customers that are married but have different last names as well as different addresses in the system (MDM: Householding), and each of them also happen to hold executive management positions for companies that are also business customers of the financial institution (MDM: Organizational Hierarchies). This information, coupled with their current product mix (MDM: Customer/Account/Product), is not only essential for the various lines of business (Retail Banking, Credit, Mortgage, Wealth during interactions, but also, from a marketing perspective, creates opportunities for effective target marketing activities.

The following diagram further splits the Marketing Cloud into the Marketing Orchestration and Data Management Platform, allowing for a deeper conceptual understanding of the contexts for customer/prospect data across the various marketing and customer master responsibilities.



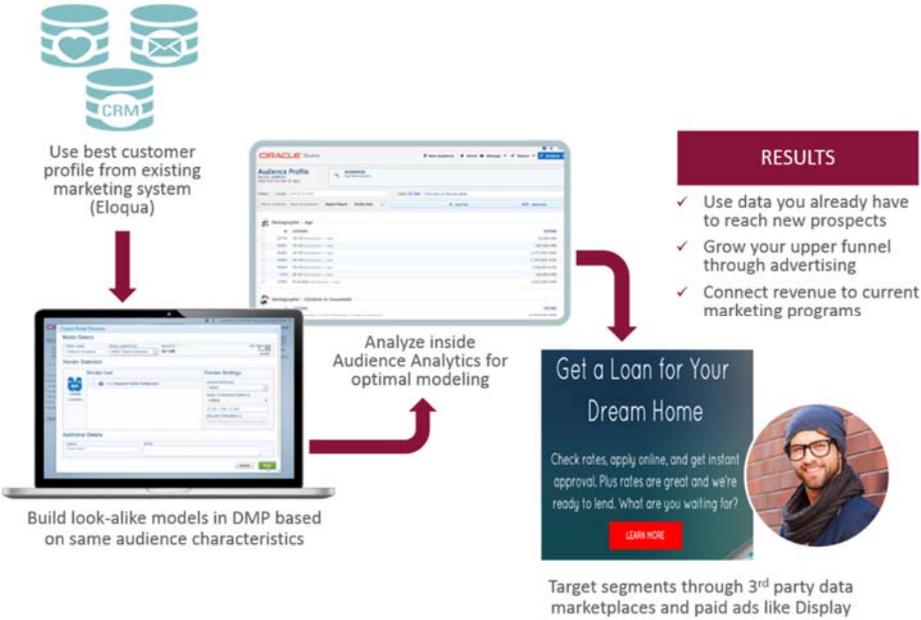
Oracle’s BlueKai Marketing Data Management Platform contains many features for campaign management that allow it to accomplish marketing orchestration on its own. However, it really shines when it is combined with Multi-Channel Marketing (Orchestra/Responsys) and thus freed to on the core data focused capabilities.

From an external data enrichment perspective, the Customer Master looks to enrich with external, first-party data, like demographic preferences for each customer. By contrast, the DMP looks at internal first- and second- party data in combination with external third-party data. Here, an example may prove helpful.



Let us imagine a scenario where an existing customer has browsed advertisements for products from other services lines while on your website. This is known first party data about your customer. The DMP can then combine this first party data from multiple internal sources with third party (anonymous) data from multiple media

firms and data vendors to profile, model and analyze the right target audience for a customized, multi-channel offering or campaign.



6 INDUSTRY SPECIFIC USE CASES

As Oracle's #1 partner for Cloud CX implementation, Serene has helped numerous customers in multiple industries achieve outstanding results.

Serene Corporation's Expertise in Delivering Specialized Solutions Recognized by Oracle

Serene Corporation Is Recognized by Oracle for Expertise in Delivering Specialized Solutions

SANTA CLARA, CA (PRWEB) OCTOBER 31, 2015

Serene Corporation's (Serene) expertise in delivering specialized solutions was recognized by Oracle with its 2015 Oracle Excellence Award for Specialized Partner of the Year – North America in Regional System Integrator CX Sales Applications. The award recognizes Serene for its commitment to deliver innovative, specialized solutions and services based on Oracle software and hardware.

Serene was presented the 2015 Oracle Excellence Award for Specialized Partner of the Year – North America in Regional System Integrator CX Sales Applications for its success in developing Oracle Customer Experience (CX) Cloud solutions that enable customers' to more flexibly and effectively managing their salesforce automation processes.

The Oracle Excellence Awards for Specialized Partner of the Year encourage innovation by Oracle PartnerNetwork (OPN) members, who use Oracle's products and technology to create value for customers and generate new business potential.

Speaking on this achievement, Serene's CEO, Niken Patel said, "We are pleased that Oracle has recognized our success implementing Oracle Cloud Customer Experience Services that meet customer needs. We have seen tremendous growth in these SaaS-based applications in 2015, as customers are increasingly recognizing the value, flexibility and ease of implementation inherent in Oracle Customer Experience applications, as well the business process insight and technical expertise Serene brings to each client engagement"

"Serene has demonstrated an outstanding level of innovation in delivering proven, Oracle-based Sales Cloud solutions that can solve our joint customers' most critical business challenges," said Terri Hall, Group Vice President, NAS Alliances

We have delivered proven solutions in the following industries:

- Financial Services: Managed consumer and aggregate identities across complex products and multiple channels
- Hospitality: Cross-branded loyalty opportunities, consolidated data across brands and locations
- High Tech: Tailored content by consumer, managed vendor relations
- Medical: Privacy & physician's registry compliance, interstate & multi-national compliance
- Real Estate: Regional customer segmentation, rental history for prospect enrichment
- Retail Sales: List consolidation, brand-loyalty building, use buyer behavior to build customer segmentation

Please don't hesitate to inquire about supplemental information detailing each of these use cases and more!

7 PLANNING THE IMPLEMENTATION

When creating a strategy and road map for moving marketing to the cloud, it is key to understand the critical importance of quality data, as well as enabling components. Master data and data quality tools are analogous to the foundation and plumbing of a building, providing stability and critical functionality for the entire structure.

Unlike brick and mortar construction, however, modern software solutions offer great flexibility and a myriad of options when it comes to sequencing the build.

Sequencing

Starting with Eloqua, MDM & DQ is an excellent, proven way to kick-start the migration to the Marketing Cloud. However, some customers find that introducing the BlueKai DMP has the most immediate impact on their bottom line. Many factors, such as the current Business and IT investment slates, projects currently in flight, availability of effective executive sponsorship, etc. can influence the road map. The key is to have a sound strategy that is designed to enable flexibility with regards to the tactical execution of that strategy.

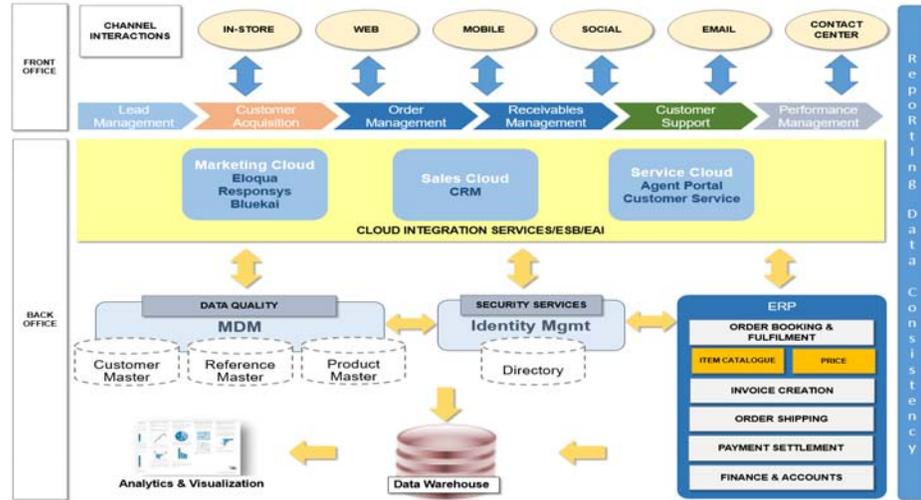
There is no better way to ensure the validation of a sound strategy and execution plan than to work with an implementation partner with a proven track record of success. This partnership can range from engagement to aid in formulating the strategy to verification of an internally-developed plan, but a conversation with the experts is always worthwhile.

Architecture

Numerous architectural patterns and options are available. Determining the best path is like a mixture of art and science, and practical considerations often play a major role.

In general, net new implementations rarely have inhibitors to implementing directly in the cloud, whereas large, heavily-customized systems require more effort with increased risk.

The following high-level architectural approach depicts a customer that had already made a significant investment in on-premise ERP, Identity Management (IDM), Master Data Management (MDM) and middleware.



The customer chose to implement all Oracle Customer Experience products in the cloud, leaving the other on-premise systems intact. This choice made sense, and Serene was there to help them from concept to evaluation to deployment and beyond. Let us bring our experience to help you determine the best investment path to marketing excellence!



About the Author: Naren Truelove

Naren has nearly two decades of success helping Fortune 100 clients implement data management solutions for a variety of industries. He currently leads Serene's practices for the financial, analytic, and product master data domains. Naren's passion for leveraging master data to drive both operational and business intelligence improvements has benefited dozens of enterprise implementations.

Prior to joining Serene, Naren held management positions at Oracle and Hyperion, where he led consulting services practices, helped drive product strategy, and briefed industry analysts. Former members of his practices now hold management positions at Oracle in the consulting, sales, engineering, and product management areas. Naren has a Bachelor's degree in Management Information Systems from Oklahoma University.

Fifteen years ago, Naren was part of the development team for Oracle's Hyperion Data Relationship Management product, making him one of the few recognized MDM subject matter experts with two decades of experience in this growing space.

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With global clients and worldwide operations, Serene Corporation is a leading systems integration company and consulting firm that specializes in the implementation of business applications, including CRM, MDM, EAI, BI, and SaaS.

The company provides a full range of IT services customized to meet each client's specific needs and business objectives. Serene consultants work collaboratively to share their extensive industry experience and superior technical expertise with clients in industries ranging from high technology, real estate, and biotechnology & pharmaceuticals to financial services, manufacturing, and communications & media. Serene is dedicated to the cost-effective delivery of integrated IT solutions that achieve outstanding business success.



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