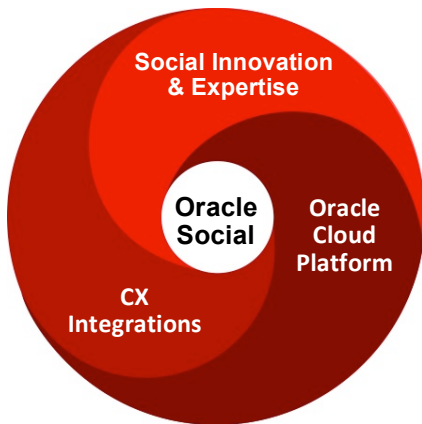# ORACLE

SOCIAL

ORACLE SOCIAL CLOUD
# **SOCIAL RELATIONSHIP MANAGEMENT**

ORACLE SOCIAL CLOUD

- Social Relationship Management
- Social Marketing
- Social Engagement & Monitoring
- Social Network
- Social Data
- CX & Enterprise Integrated

Oracle Social Relationship Management (SRM), an Oracle Social Cloud business solution, is the industry's first unified social platform that 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. By integrating two of Oracle's powerful social products—Social Marketing (SM) and Social Engagement & Monitoring (SE&M)—Oracle delivers a unified, complete and integrated social business solution. Oracle SRM is integrated with key Oracle Customer Experience (CX) applications, including marketing, service, sales and commerce. Only Oracle can deliver the critical social management tools organizations need today, while enabling them to innovate and extend social across their enterprises for the future. Successful businesses will be social businesses. Oracle will help organizations get there.

Socially Enabling the Enterprise: *A Digital Innovation Strategy*

Oracle's strategy to socially enable the enterprise began with the strategic acquisitions of leading social innovators Vitrue, Collective Intellect and Involver. These cutting-edge technologies, along with Oracle's enterprise Social Network solution and Social Data, have become the core components of Oracle Social Cloud. With social's importance rising across all business units, Oracle is pursuing an aggressive and ongoing strategy of integrating social throughout its CX applications to reach, listen, learn and engage with customers at every touchpoint, regardless of channel or device. For example, Oracle Marketing Cloud seamlessly integrates social technologies to deliver the industry's only fully integrated digital and social marketing solution. Similar social integrations are available across Oracle's other CX solutions like RightNow, ATG, Siebel, and more. Innovative businesses have the customer at the center. That requires a collaborative and connected strategy across people, processes and technology. Oracle is driving innovation for customers' CX strategies daily.
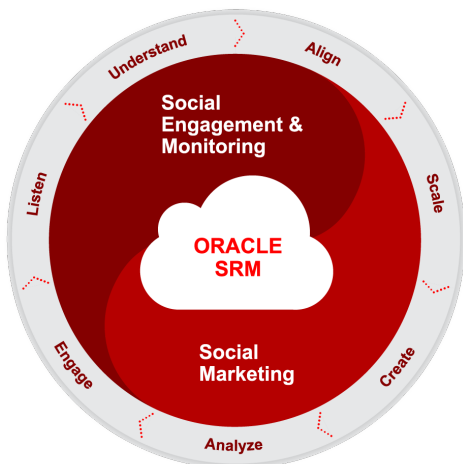
Industry Landscape: *Moving from Silos to Connected Technology*

Increasingly consumers across the globe turn to social channels to learn, engage and share information about organizations and businesses. Oracle takes a long-term strategic approach to social media – understanding that businesses want a range of best-of-breed social media capabilities, working in concert together, while integrating with other business systems.

The social technology space can be overwhelming. Today, there are many social media management vendors in the marketplace all claiming to meet marketing and business needs. The reality is most of the solutions are point solutions, meaning they offer one piece of the social solution. Businesses are then left to piece together three or four of these solutions to create a software suite that meets all their social media needs. A few enterprise software providers have attempted to piece together smaller point solutions to create a social media suite to handle a variety of social media activities. In reality, the tools within these suites are neither unified with each other nor integrated with other critical CX business solutions.

As a unified and integrated platform, Oracle SRM is the only solution ready to meet today's social media management needs, with an eye towards the future, as organizations evolve to extend social across every customer touch point and throughout their enterprises.

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SRM DIFFERENTIATORS
- Unified Platform
- Deeper Listening
- Global Social
- CX Integrations
- Mobile

SRM CAPABILITIES

LISTEN
- Advanced, LSA Technology
- 700+ Million Messages Daily
- Routing & Auto-Categorization
- Influencer Identification
- Custom Topics & Indicators
- Global Languages & Data

ENGAGE
- Respond in Real-time
- Enterprise Routing
- Customer Service Response

ANALYZE
- Interactive Dashboard
- Dynamic Link Tracking
- Integrated w/ Third Party
- Multichannel ROI
- Multiplatform View

PUBLISH
- One-click Multiplatform Publishing
- Drag & Drop Content Creation
- Library of Content & Apps
- UI & Publish in 31 Languages
- Paid Media Capabilities

WORKFLOW & AUTOMATION
- Enterprise Resource Management
- Flexible Roles & Permissions
- Advanced Workflow Approvals

Deeper Listening: Eliminate Dirty Data for Precise Insights

At any moment, there are millions of social conversations flying across the ever-expanding social web. The vast majority won't matter to an organization, but many listening products deliver that non-essential data as results—creating a dirty data dilemma. Oracle SRM listens across paid, owned and earned media content on social media networks, message boards, blogs, consumer review sites, and video sites across the globe—with access to more than 700 million messages daily. Only Oracle offers Latent Semantic Analysis (LSA), an advanced technology that cuts through the noise to expose contextual meaning. It delivers more accurate, precise and relevant insights. Oracle SRM capabilities go well beyond keyword and Boolean to reveal actionable insights like consumer intent, product likes/dislikes, and customer service issues. Oracle delivers the insights that are most important to an organization so they can act at the speed of social—and eliminate the dirty data dilemma.

Global Social: Global UI, Advanced Language Listening & Data

Social media has broken through regional, country and cultural boundaries to reveal a globally connected world. For many businesses, their customers span the globe and are interacting across various social networks, in different languages, and from different locations. To succeed in today's global world, an organization's social solution has to listen, engage, publish and learn with no location or language barriers. Oracle Social delivers robust global capabilities, including localized UI in 31 languages; advanced listening in 19 languages, including Chinese, Russian, Spanish and Portuguese; growing global data sources including networks like China's Sina Weibo and Baidu; and Latin America's Reclameaqui and Vostu. Oracle Social will continue to aggressively expand its global capabilities and resources.

Social Everywhere: Integration with Oracle CX Applications

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 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.

Unified Platform: Essential Social Technologies in One Platform

Businesses require more than just social marketing or social listening or social analytics—they demand all of these and more. But individual point solutions stitched together don't provide the features and functionality to optimize social marketing. Oracle has the industry's only solution that performs listening, publishing, engagement, analytics and content creation through a single user interface. Oracle Social Cloud can replace two or three social point solutions with one integrated product giving an organization more powerful capabilities with greater efficiency and effectiveness.

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

Hardware and Software, Engineered to Work Together