

JAPAC Key Accounts & Account Based FY21 H1 Marketing Update



Our Focus

Connect

- Industry specific C-level Engagement
- Thought-provoking blog series, connection roundtables, executive sponsorship
- Success metrics: net-new relationships, re-engagement level

Create to Cloud

- High-on-premise, no/low cloud, no opportunities
- Build awareness, interest, knowledge, understanding and need for Oracle Cloud
- Success metrics: net-new cloud opportunities and pipeline

Grow

- Big Bets – high-on-premise, no/low cloud, defined opportunity
- To pursue, help educate, evaluate, build preference and select Oracle Cloud
- Success metrics: net-new cloud bookings

Consume

- Obsession – high-on-premise, growing cloud, weak opportunity
- Help transform business, drive consumption, use, renewal and adoption
- Success metrics: renewals and net cloud opportunities

Showcase

- Technology storytelling and sports experience
- Provide 'meaty' story telling platform and C-level engagement
- Success metrics: net-new relationships, re-engagement level

FY21 JAPAC Key Account Supported

AUSTRALIA	INDIA	ASEAN	H/KONG	JAPAN	KOREA
Communications	nbn	Singtel	PLDT	docomo	SK
Financial Services	ANZ	HDFC BANK	Westpac	SBI	ICICI Bank
Manufacturing, Engineering & Construction	Reliance Industries Limited	CK HUTCHISON	TOYOTA	SAMSUNG ELECTRONICS	SAMSUNG
Conglomerates					
High Technology				HITACHI	
Public Services	Australian Government Department of Social Services			防衛省-自衛隊 MINISTRY OF DEFENSE	

JAPAN

Campaign Name
Q1 NEC Journey to Cloud CX eBook Creation

Objectives:
Grow - To support Eloqua sales expansion by NEC to Toyota Car Dealers (NEC won the deal of Nagoya Toyopet)

Description:
- Created "Journey to Cloud" eBook for NEC Sales
- Approach - email distribution, DM and customer visits
- Target solution/product - Eloqua + OCI
- Timing - Q2

Target Audience:
120+ NEC tablet users of Toyota Car Dealers (Sales and Marketing decision makers)

Goal/Metrics:
0.5M\$ + SaaS Influenced PPL

Campaign Name
Q2 Toyota Hamo Sponsorship

Objectives:
Connect - C-Level and Toyota Group employees engagement

Description:
- Sponsorship for Hamo Ride Application: Hamo is one of the service of MaaS that TOYOTA is focusing on the next business resources. By joining Hamo sponsorship, Oracle can expect get a chance to propose the commercial environment for MaaS Platform
- Target solution/Product: SaaS + OCI
- Timing: Q2

Target Audience:
CEO, CXOs, LOB managers and Toyota Group employees (\$4,000+)

Goal/Metrics:
Expected Opp: 5M\$ in FY21 (\$3M ARR for SaaS for MaaS platform and spread to Smart City plus \$2M ARR for SaaS)

Campaign Name
Q1 Key Account NL for NTT Global

Objectives:
- Influence IH deals in the pipeline with impactful syndicated topics to reinforce Oracle's position in the market
- Increase account engagement
- Leverage the program in sync with APAC activities - Project Seize Campaign

Description:
- Distribute email news to the global NTT Group to convey the strengths of Oracle Cloud
- Target solution/Product: OCI
- Target Audience:
- Global NTT Customers
- Delivered 3937 by Eloqua (CXD)

Goal/Metrics:
- Communicate better Oracle's strength around themes - Industry & Horizontal (Data, Security & Innovation)
- Mindset shift : Invest in relationship
- Open rate is strong at 11.6% CTR is 4.2%

Campaign Name
Q2 Kumamoto City Blockchain Case Study for Local government

Objectives:
- Use cases to drive Cloud selling
- Accelerate pipeline in Q2
- Influenced and progressed pipe via marketing interactions with the defined set of accounts and deals.

Description:
- Deliver email news to local governments to showcase the strengths of Oracle Cloud and Oracle Blockchain
- Target solution/Product: OCI/Oracle Blockchain/Platform
- Timing: Q2

Target Audience:
- Local government staff, IT department
- Delivered 1026 by Eloqua (CXD)

Goal/Metrics:
- Communicate better Oracle's strength around themes - Industry & Horizontal (Blockchain & Innovation)
- eDM open rate is strong at 14%

Campaign Name
Public Sector - ADW Direct Mail (postal) Campaign in Q4 - FY21Q1

Objectives:
Introduce ADW by postal direct mail to the General Affairs Dept., Facility management dept., and Regional Revitalization Division of 1742 local governments in Japan

Results:
- Response: 95
- Response rate: 5.5% [Created Leads: 45
- Lead created rate: 2.6%
- # Net New Contacts: 39
Compared to 125 responses from the previous time, this campaign has decreased to 95. It seems that the reaction was bad due to the influence of COVID19.

KOREA

Campaign Name
e-Magazine for C-Level

Description:
C-Level Thought leadership program in digital
Target:
C-Levels, Executives, Directors

Highlights:
- Delivered to #12K (JUN, AUG)
- Account coverage : Key + Lead + Lead : 30%, ODP 70% (Korea Key / Lead accounts have been decreased (Yoy -40%)
- 95% coverage of Korea TOP 100 enterprise
- 85% coverage of Key+Lead+Named in Installed

Results:
>12K+ Email Delivered (Q121 - June, August)
16.1% Open Rate (>5x average Korean open rate)

#84 Leads
>100 Subscriptions
Response: 1550
Form submit: 109 (10% of FY21 Target)

AUSTRALIA

Campaign Name
The Hidden Data Economy

Description:
- Themes and Pursuits: Insights and Innovation Sales Plays: Modern Data Warehouse & Analytics
Promote Oracle's data management and analytics leadership
- Product & Industry focus: Database /ADW, Data data platform: Data Science, Data /Catalog, Data Integration, OAC
- Digital campaign - mid July - end of August
Roundtables: 18th and 21st of August

Target:
CDOs, Chief Information Architects, Heads of Insights, Heads of Data Platform

Themes/Key Messages:
- To achieve greater return on data, you need to enable data liquidity, data productivity and data security
- Key enablers of these include capabilities such as converged databases like autonomous dbse, cloud (OCI) tools such as data catalog, AI and advanced analytics, data safe and data vault.

Methodology & Tactics:
- Report based on the surveys of 25 nominated customers
- InfoGraphic - condensed message + products
- Exec roundtables with Adapt
- Digital campaign: landing page, programmatic, LinkedIn, 2 x eDMs through IDG
- Potentially, in H2 - FSI version

Campaign Goals/Metrics/Forecasts:
- 1.2M Influenced Pipeline
- Digital: 20 leads; 250 web visits
- Roundtables: 12-15 per roundtable

Gen Industry: The Hidden Data Economy Program

Report: Hidden Data Economy Research (incl. KAs on data governance and productivity practices)

2x Roundtables: Hidden Data Economy with Adapt (Key /Lead Accounts virtual roundtables w. Adapt)

Educational Webinar series for ANZ Bank: Database and OCI tools for developers (Unlock the potential of Oracle database)

June | July-Sept | August | September

Digital Campaign & Website: Media campaign to drive consumption of the report and other JPAC assets

Sales enablement: Infographic & briefing Briefing call with KADs and CPDs on the concept of Data Capital (w. Paul S. and Brad T.)

FSI: Hidden Data for Banking Account-based round table with FSI Team

2x Roundtables - Results

Events:
2 x Key + Lead Accounts Roundtables in Partnership with Adapt: 18th & 21st of August

Attendees:
- Workshop 1: 16 customers, including Telstra, NBN, NAB, Coles, Woolworths, Woodside Energy, IAG, Foxtel, Treasury NSW, Toll

- Workshop 2: 18 customers, including Westpac, ANZ Bank, BT Finance, Tabcorp, NRMCA, Aus Federal Police, CIMIC

Resources:
- Replays of the workshops (scroll to the bottom of the page for recording):
18th of August
21st of August

- Recording of our Internal Briefing by Paul Sonderegger - message and products
- Scripts of customers' discussions

Digital Campaign - Results

Landing page, Programmatic, LinkedIn ads, 2 x solus eDMs

862,000 impressions
1,405 clicks
2700 eDM sends
189 web page lands

LinkedIn - 831 engagements, 27 lead forms

25 Executives Talk About Data Management Priorities

The Hidden Data Economy - User Journey

Key / Lead Accounts

UNWARE: Build Familiarity

AWARE: Drive Urgency & Need

Generate: LinkedIn (Lead Gen Forms)

ADAPT Report

Webinar

O.Com

DB AU

Content (Gated & Ungated)

HONG KONG

Campaign Name
Account Based Marketing program for CK Hutchison

Description:
- Marketing activities in support of pipeline around OCI, CX, Digital Transformation in the Retail, Telco and at the Group/Conglomerate level
- To grow relationships across the group and keep Oracle top of mind with the C-suites.

Target Audience:
C-Levels, Executives, Directors

CX Video in support of A.S. Watson

"Digital Customer" - To be used in a CX focused C-suite discussion with AS Watson Group, mid Nov.

CKHH and Oracle Cloud Deal workshop on ERP, HCM, EPM, Nov 2020

Deep dive into usage - the agreement, benefits and consideration
Relationship building with CIO and his team of users

CKHH customized microsite

Highlights - joint message from Group CIO alongside KAD, placed on CKHH's intranet.

AS Watsons - CX Customer Journey

CKH & ORACLE CLOUD DEAL WORKSHOP - November 2020

ASEAN

Campaign Name
Account Based Marketing program for Singtel

Description:
- Continuous effort to rebuild and improve relationships since May 2020.
- Engagement with business users and their CMO/CHRO/COO to showcase the depth and breadth of our solutions and offerings
Target:
C-Levels, Executives, Directors

Singtel customized microsite and quarterly thought leadership newsletter (Sept)

Highlights - 250 emails sent, 289 visits to the microsite + 72 clicks on the content

Events Engagement newsletter (Oct)

Highlights - 250 emails sent, successful engagement opportunity where Allen Lew, CEO, Group Strategy and Business Development and Country Chief Officer Thailand, registered and attended Oracle's sessions at TM Forum's Digital Transformation World.

Upcoming Events for Singtel

Join Oracle Communications at Digital Transformation World Series 2020

Engagement

Engaged | Engagement ... All Identities All Accounts Clear filters 01/01/2020 - 09/26/2020

Engaged People: 289
Interacted People: 72
Engaged Accounts: 6 (6 Accounts)

Known: 5
Unknown: 284
Avg Time on Page: 2min 24sec
1h: 38min Total Time

Engagement Over Time (Line graph showing peaks in May and Sep 2020)

Engagement Breakdown (Pie chart: 289 People, 0 Invites)

Boards | Emails

INDIA

Campaign Name
Celebrating HDFC Bank-Oracle 25 Years Partnership

Description:
- Commemorate our partnership journey by co-creating partnership assets - coffee table book, website & CXO video series.
- Acknowledge the Bank's contribution in transforming the FSI and bringing more citizens into India's digital economy through progressive digital banking
- Express our gratitude to have played a role

Target:
HDFC Bank & Oracle employees. Banking Industry globally

Highlights:
Gearing up for a November launch!

1. Coffee Table Book

2. Partnership Website on O.com

3. HDFC Bank Insights: Banking for the future

Campaign Name
The rise of the adaptive insure. xLOB insurance point-of-view

Description:
- Create a pull for Oracle by driving awareness for Value we deliver to insurance companies: through our differentiated and complete capabilities & showcasing our industry understanding & expertise
- Go-to-market Assets : Positioning paper on Oracle's PoV on Insurance, Content Hub-home for all created & curated assets on insurance, Animated 'art of all possible' video, Blog post articles & eDMs & Eloqua-emailers

Target:
Insurance subsidiaries of KAs

Highlights:
Launching November!

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