

JAPAC Key Accounts & Account Based FY21 H1 Marketing Update



Our Focus

Connect

Industry specific
C-Level Engagement

- Thought provoking blog series, connection, management, roundtables, executive sponsorships
- Success metric net-new relationships, re-engagement level

Create

Journey to cloud - High on-premise

- Thought provoking blog series, connection, management, roundtables, executive sponsorships
- Success metric net-new relationships, re-engagement level

Grow

Big Bets - high on-premise, no/low clouds, deined opportunities

- To pursue, help, educate, evaluate build preference and select Oracle Cloud
- Success metric: net-new cloud bookings

Consume

Obsession - high on-premise, growing cloud, won opportunity

- Help transform business, drive consumption, use, renewal and advocacy
- Success metric: renewals and new cloud opportunities

Showcase

Technology storytelling and sports experience

- Provide 'meaty' story telling platform and C-level engagement
- Success metric: net-new relationships, re-engagement level

Summary

6 Regions
6 Industries
20 Clients

11 Campaigns
Key + Lead Target Accounts

C-Level & below Target Audience
\$10M Goal/Metrics

>1M Impressions to-date
>1000 engagements to-date
>150 leads created to-date



Japan

Q2 Toyota Ha:mio Sponsorship

CONNECT - C-level and Toyota Group employees engagement

- Sponsorship for Ha:mio Ride Application - a chance to propose the commercial environment for MaaS Platform
- Solution/Product - SaaS + OCI
- Timing - Q2

Target Audience: CEO, CxOs, LOB Managers and Toyota Group employees (34,000+)

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



Q1 NEC Journey to Cloud CX eBook Creation

GROW - Eloqua sales expansion to Toyota Car Dealers

- Created "Journey to Cloud" eBook for NEC Sales
- Approach - email distribution, DM and customer visits
- 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



Q1 Key Account NL for NTT Global

CONNECT - Influence 1H pipeline, increase account engagement, leverage on Project Seize Campaign

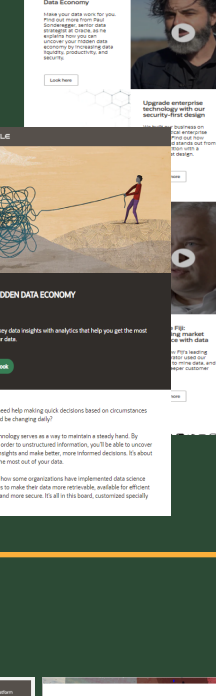
- Distribute email news to the global NTT Group to convey the strengths of Oracle Cloud
- Target solution/Product: OCI

Target Audience: Global NTT Customers

Goal/Metrics: Communicate Oracle's strength (Data, Security & Innovation)

Mindset shift : Invest in relationship

Open rate is strong at 11.6% CTR is 4.2%



Q2 Kumamoto City Blockchain Case Study for Local government

GROW - Use cases to drive Cloud selling, accelerate pipeline in Q2

- 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

Goal/Metrics: Communicate Oracle's (Blockchain & Innovation)

eDM open rate is strong at 14%



Korea

e-Magazine for C-Level

CONNECT - C-Level thought leadership program in digital

Target Audience: C-Levels, Executives, Directors Key + Lead + ODP Accounts

Results: 95% coverage Korea TOP 100 enterprise

>12K+ Email delivered Q121 June, August

>#100 Subscriptions Response: 1550

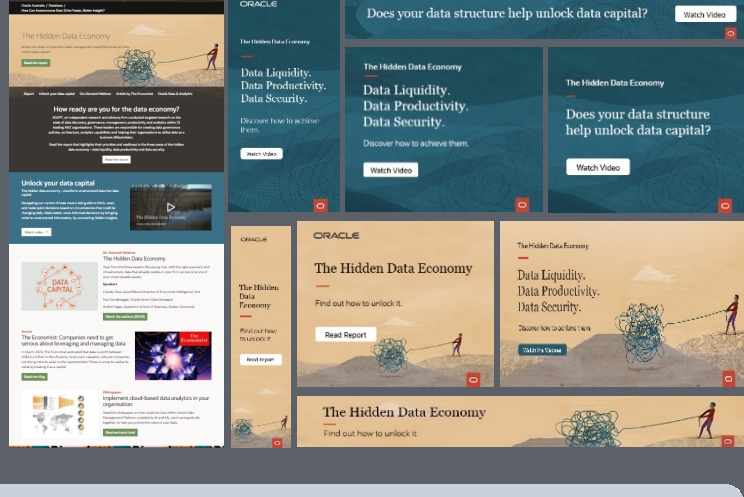
85% coverage Key+Lead+Named in installed based

16.1% Open rate >3x average Korea open rate

109 Form submit 10% of FY21 target



Australia



The Hidden Data Economy

CONNECT - Insights and Innovation Sales Plays: Modern Data Warehouse & Analytics. Promote Oracle's data management and analytics leadership

- Product & Industry focus: Database/ ADW; OCI data platform: Data Science, Data Catalogue, 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

Goals/Metrics: - 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 local ANZ market, incl. KOs on data governance and productivity practices

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

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

Sales enablement: Infographic & briefing Briefing call with KADS and CPBs on the concept of Data Capital (w. Paul S. and Crad T.)

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

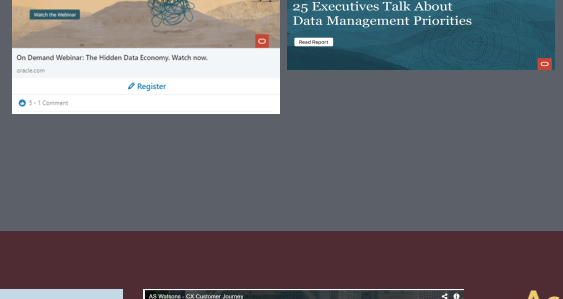
Educational Webinar series for ANZ Bank: Database and OCI tools for developers Unlock the potential of Oracle database

Results from Digital Campaign

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

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

LinkedIn - 831 engagements, 27 lead forms



Results from 2x Roundtables

THE HIDDEN DATA ECONOMY - HOW TO TAP INTO OUR DATA CAPITAL

Aparna Sundararajan Senior Research Strategist at Adapt "Research: Priorities and capabilities in data management in Australia"

Paul Sanderreger Oracle Senior Data Strategist "Hidden Data Economy"

Adam McLeod CEO Outcome Health "Empowering primary healthcare data for many users, back Covid-19 research"

Key & Lead Accounts Roundtables in Partnership with Adapt: 18 & 21 August

- Session 1 - 16 customers, including Telstra, NBN, NAB, Coles, Woolworths, Woodside Energy, IAG, Foxel, Treasury NSW, Toll
- Session 2 - 18 customers, including Westpac, ANZ Bank, BT Finance, Tabcorp, NRMA, Aus Federal Police, CIMIC

Hong Kong



Account Based Marketing program for CK Hutchison

GROW - pipeline SUPPORT around OCI, CX, Digital Transformation in the Retail, Telco and at the Group/Conglomerate level

Target Audience: C-Levels, Executives, Directors

CX Video in support of A.S. Watson "Digital Customer" Engagement

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.

ASEAN



Account Based Marketing program for Singtel

GROW - Continuous effort to rebuild and improve relationships since May 2020.

- Engagement with business users and their CMO/CHRO/CFD to showcase the depth and breadth of our solutions and offerings
- Singtel customized microsite and quarterly thought leadership newsletter (Sept)
- Events Engagement newsletter (Oct)

Target: C-Levels, Executives, Directors

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

Oct - 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.

Engagement: Singtel | Engagement: 289 | All Identities: 72 | All Accounts: 6 | Cx: 4 | Cx Filters: 5 | Unknown: 284 | Avg Time on Board: 2min 24sec | Last updated: 9/24/2020 2:10pm

Engagement Over Time: Line graph showing engagement from Sep 2020 to Nov 2020.

Engagement Breakdown: Pie chart showing breakdown by account type.

India



Celebrating HDFC Bank-Oracle 25 Years Partnership

GROW - 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



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

GROW - 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 possible' video, Blog post articles & eDMs & Eloqua - emailers

Target: Insurance subsidiaries of KAs

Highlights: Launching November!

