



ABOUT ORACLE

By eliminating complexity and simplifying IT, Oracle enables its customers – 400,000 of them in more than 145 countries around the world – to accelerate innovation and add value. Oracle's complete, open and integrated solutions offer extreme performance at the lowest cost – all from a single vendor. Learn more at www.oracle.com.

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THE CHALLENGE

IT industry giant Oracle serves more than 380,000 customers, including 100 of the Fortune 100, with deployments across a wide variety of industries in more than 145 countries around the globe. The company's tremendous success is driven in large part by thousands of global channel partners, who actively market and sell Oracle's optimized and fully integrated stack of business hardware and software systems. With such a large partner network, it was difficult to provide the right resources to support various sales efforts, particularly as partners hold diverse specializations and need to demonstrate their unique levels of expertise in order to capture and expand business opportunities. Oracle needed to be able to bring together partners interested in specific solution sets and provide the content and marketing materials required to market themselves to prospects more efficiently and effectively. They wanted to actively push partners toward a more modern digital marketing strategy, but it was important to be able to control Oracle messaging and branding, without losing the partners' own value in their campaigns.

Oracle also needed to enhance visibility in order to evaluate campaign return on investment (ROI). They wanted to be able to see exactly which resources were being used and which campaigns got the most or least amount of traction with partners. Such visibility would allow them to determine what's working and what isn't, so they could refine their approach, better invest marketing funds, strengthen partner engagement and, ultimately, help partners become more self-sufficient.

THE SOLUTION

Oracle chose Zift Solutions and is now in the process of making Zift's Through Partner Marketing Automation (TPMA), including email marketing campaigns, social media, and content syndication available to their global partner community.

Today, instead of trying to manage multiple partners individually, all of the modern marketing tools and tactics partners need to launch campaigns, reach out to prospects, leverage social media and Oracle content, are available from a single platform. Partners can easily access and utilize a wide array of content and social media posts from Oracle to repurpose or easily customize multi-touch email campaigns to nurture customers and drive business.

When Oracle saw how many leads were being generated by campaigns, they added telemarketing support to more effectively process and score leads to get the hottest opportunities to the sales force as quickly as possible. Zift

MEASUREABLE RESULTS

- ▶ Over 750 New Leads from First 4 Campaigns
- ▶ Modern Multi-Tactic Campaigns from One Easy-to-Use Platform
- ▶ Custom Content to Support Diverse Partner Community
- ▶ Improved Lead Prioritization and Follow-Up
- ▶ Enhanced Visibility into Partner Pipeline and Activities
- ▶ Empowered Partner Self-Sufficiency

Oracle can easily see into the partner pipeline to monitor lead activity and ensure that qualified leads progress through the funnel to close.

helps Oracle prioritize active leads based on partner interaction and supports partners as they move leads through the sales process, providing key insight into the best time and methods to follow-up with leads. Plus, Oracle can easily see into the partner pipeline to monitor lead activity and ensure that qualified leads progress through the funnel to close.

Zift Managed Services also provides Oracle channel partners with direct access to a team of experts to help them execute campaigns, define priorities and utilize all of the tools and tactics now at their disposal for optimal results.

RESULTS

With Zift Solutions, Oracle can now easily see and measure results of their marketing efforts, which are impressive. Oracle channel partners using Zift Solutions are capturing hundreds of new leads, including over 750 new leads from just the first four (4) campaigns.

An Oracle global partner in Sweden recently launched a 10-email campaign using Zift Solutions, which quickly generated 10 hot new leads. The partner is much more active on social media thanks to Zift, which is proving to be a huge competitive advantage and has helped the partner double conversion rates. Using Zift, it has proven much easier for the partner to expand their reach using relevant content for social media and market directly to prospects without the need for additional resources.

A French partner is currently using Zift Solutions to broaden their reach by targeting a U.K. audience and has found that Zift takes their marketing to a new level. The partner is saving time, enjoying how easy it is to manage and expand social media efforts. Moreover, Oracle can see and track the partner's marketing journey, which has created a more collaborative relationship.

Oracle is pleased by the partner self-sufficiency empowered by Zift Solutions. Not only do they have more leads, Zift supports partners in developing a more proactive approach for growing their business and the ability to be more strategic in their marketing efforts.

