

REAL TIME COLLABORATION SOLUTIONS FOR YOUR MARKETING ORGANIZATION

SOLUTIONS FOR YOUR MARKETING ORGANIZATION

In the era of the never satisfied customer, Oracle RTC can help your marketing organization achieve real-time efficiencies through online and real-time

- Marketing events, seminars
- Product launches
- Analyst, press briefings and conferences
- Virtual Tradeshow
- Customer events, training
- Partner events, training
- Interactive Meetings

Are you concerned about increasing your brand awareness, improving brand loyalty, generating demand for your products, reducing cost per lead and gaining time-to-market advantage over your competition, and doing all this with a reduced budget?

Oracle Real Time Collaboration (RTC) provides you with a Web conferencing solution for your marketing organization that can help you realize new levels of marketing efficiency, impact, and influence.

Oracle Web Conferencing is a secure, integrated real-time collaboration platform designed to meet all the collaboration needs of your marketing organization. It improves the overall productivity by enabling you to reach out to the market more frequently and meeting with your employees, partners, and customer in real time from any location. Oracle understands that collaboration always takes place in a business context. Therefore, unlike other providers, Oracle provides a platform that integrates with your established business applications and processes to enable true business collaboration for your organization.

Benefits to your Marketing Organization

Increase Demand. Reduce Cost per Lead.

With Oracle Web Conferencing you can conduct your demand generation seminars and events online at a fraction of the cost of conducting a physical event. This can help you generate leads faster by hosting more events to more people and reducing your overall sales cycle by providing the ability to send the high quality leads directly to your sales team in an automated manner.

Increase Brand Awareness. Stay Top of Mind.

With Oracle Web Conferencing, you can increase your brand awareness with frequent online meetings with press, analysts, and industry influencers. You can instantly share news about your company, products, and services without spending a nickel on travel – while keeping in the forefront of public perception.

Better Products. Faster Time-to-Market.

With Oracle Web Conferencing, you can develop customer-oriented products by gathering valuable feedback in real time from customers and partners; collaborate with writers, agencies, internal and external teams on a regular basis, and launch your product to a larger audience through online events thereby shortening the time required to bring new products to market.

Improve Brand Loyalty. Increase Customer Satisfaction.

With Oracle Web Conferencing, you can build and maintain customer relationships by conducting frequent online customer seminars, training, meetings, surveys, and focus group studies - without incurring the expense and hassle of bringing a large group of people together in one physical location.

Above all, Oracle Web Conferencing can be integrated into your existing marketing applications and processes, so that you don't have to change your existing systems in order to start realizing the

above benefits.

SUPPORTS ALL REAL TIME COLLABORATION NEEDS IN YOUR MARKETING ORGANIZATION.



Seminar. This is a medium where one or more presenters make presentations to a large number of people. These sessions mainly have one-way interactivity, with limited interaction between participants. Examples: marketing seminars, product launches, corporate communications, etc.



Interactive. This is a medium where a small number of people meet to discuss and work collaboratively on a task that they need to accomplish. These sessions tend to have a very high level of rich interactivity.



Live Help. This is a medium where two people collaborate in order to solve a problem that is being encountered by one person. For example, working one-on-one with a customer to solve a specific problem.

REAL TIME COLLABORATION FOR YOUR MARKETING ORGANIZATION

The Oracle Real-Time Collaboration platform provides you a web conferencing solution for your marketing organization that can help you realize new levels of marketing efficiency, impact and influence. Benefits to your marketing organization include:

- Increase Demand.
- Reduce Cost
- Increase Brand Awareness
- Faster Time to Market
- Improve Brand Loyalty

RELATED PRODUCTS AND SERVICES:

Oracle Web Conferencing is a part of the Oracle Collaboration Suite, an integrated set of applications that are engineered to work together. Other collaboration suite components are:

- Oracle Mail
- Oracle Calendar
- Oracle Files
- Oracle Mobile
- Oracle Ultra Search
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Feature	Benefit
Scheduled Conferences / Events	Schedule a conference or an event with any number of participants anywhere, anytime.
Instant Conferences	Start a conference instantly with just one click and collaborate with others in an ad-hoc manner.
Document Presentation	Give presentations from anywhere by showing any Microsoft Office document from your personal Oracle Web Conferencing materials repository
Whiteboard	Draw and explain to your participants with a set of rich markup and drawing tools.
Application Sharing	Demonstrate and share your application from your desktop computer with anyone. Optionally share the control of your application with any participant.
Desktop Sharing	Show and share your entire desktop with any participant. Optionally enable participants to control your entire desktop.
Co browse	Browse through various Web pages along with the other participants in a synchronous manner. For example, this can be used to provide your customers and prospects a feel of your Web site or Web application by browsing through the Web pages along with them.
Polling	Get instant feedback from your audience by conducting ad-hoc or pre-defined polls. View polling results and publish the results to all the participants in real time.
Chat	Enable participants to chat with the host, privately with someone, or with the entire group. As the conference host, you can set up the type of chat allowed either prior to or during the conference.
Voice Streaming	Broadcast your conference by streaming voice along with your data to the desktop of all the participants.
Multiple Presenters	Grant presenter privileges to any number of participants during the conference. The conference host can set presenter privileges in advance or during the conference.
Recording & Playback	Record every aspect of the meeting with synchronized audio and data for on-demand playback of the conference.
Archives	View and optionally publish your conference materials and chat transcripts upon completion of the conference.
Preferences	Set the preferences of the web conferencing session based on the needs of the session.
Entry and Exit Surveys	Receive instant feedback by sending your customers and prospects to a customized survey page at the start and end of your conferences
Attendance Reporting	Get detailed information on all the participants for your conferences.
Integration Services	Integrate Oracle RTC into your marketing applications and processes using web services.

Marketing organizations all over the world are already realizing the benefits and gaining competitive advantage with Oracle RTC. Shouldn't you look to do the same?

Why wait? Call 1-877-866-2500 TODAY! And find out how Oracle RTC can revolutionize your marketing organization and help you gain a competitive advantage.

