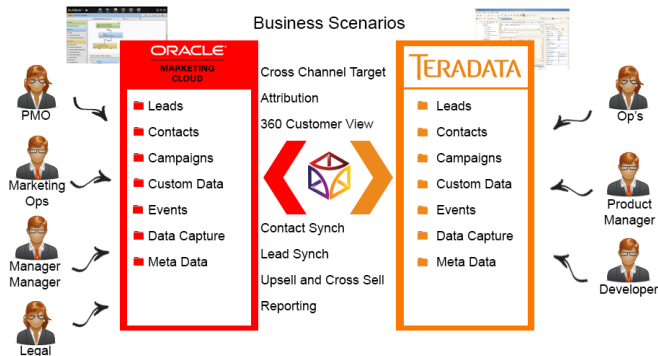ORACLE® **MARKETING CLOUD** + TERADATA by Put It Forward®

"The shortest path to improved marketing effectiveness, improved lead volume, increased conversion rate and low attrition is via marketing and sales data management." - Glenn Coward / Founder CS

Better Data - Better Campaigns

Put it Forward® is the solution that Oracle Marketing Cloud users look to for help with effective data warehouse and analytics integration through ®. This lets a marketer develop deeper understanding or their customers and deliver comprehensive messaging.

Common Scenarios:
• Cross channel marketing with Teradata® with multiple marketing automation systems including Oracle Eloqua® and Oracle Responsys®
• Performance attribution that spans marketing, sales and service activities
• Deeper customer experience management across their entire life cycle
• Data quality and list management
• Increase conversion rates with testing
• Cross channel attribution
• Get a complete 360 degree view of the customer and how they interact with you
• Find more and better customers

Business Scenarios

Cross Channel Target Attribution
360 Customer View

Contact Synch
Lead Synch
Upsell and Cross Sell
Reporting

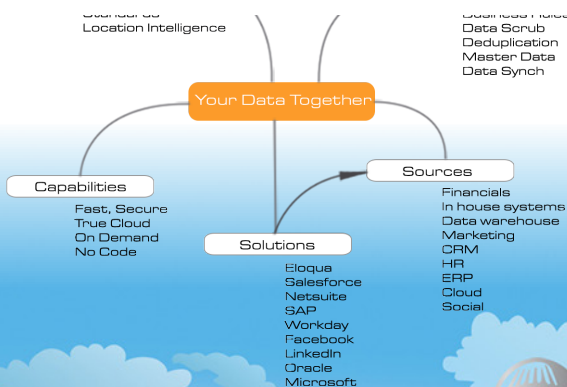## Teradata® and Oracle Marketing Cloud Integration

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® "No Code" graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same

Pre-Built Connections from Put it Forward® enable Oracle Marketing Cloud users to rapidly connect to other systems such as Cvent® Adobe®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today

www.putitforward.com/omc

No download or Installation Software

Put it Forward
Constant Data

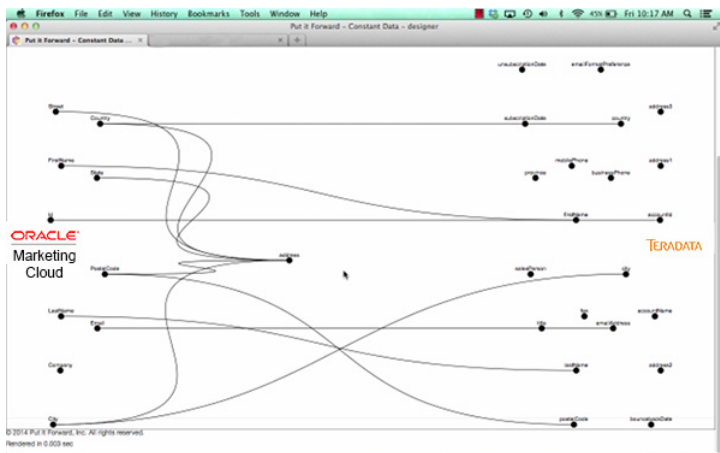# ORACLE® MARKETING CLOUD + TERADATA by Put It Forward®

Point, Click, Get Your Teradata® Integrated with Oracle® Marketing Cloud

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.

App Server: Put it Forward® is cloud based and does not require an app server to run

Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation.

Transports: HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL … and more.

Data Formats: XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)

Key Deployment Benefits

• Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
• Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
• Best Price - On demand per connection pricing and low maintenance costs
• Complete suite of out of the box connectors plus data services
• Superior support model – dedicated resources for each of our customers

Tech Features

• **Multi-frequency Integration:** real time, just in time or in batch cycles
• **Great for data loading** and long running processes like customer research to inquiry
• **Integrated data quality** and management
• **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
• **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
• **Pure cloud based** - no installation of hardware or software for you to deploy and manage
• **On demand per connection pricing** and low maintenance costs
• **Supported Trials**

Put it Forward
Constant Data