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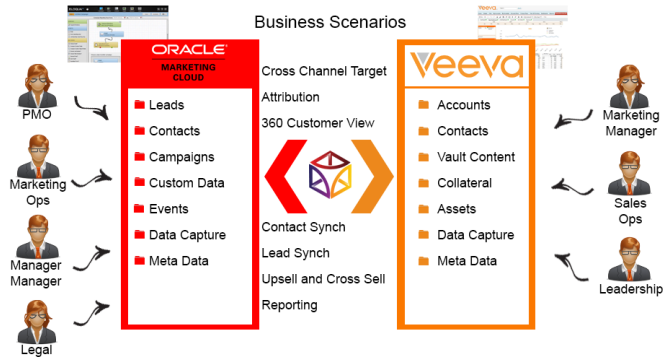The shortest path to improved marketing effectiveness, improved lead volume, increased conversion rate and low attrition is via marketing and sales data management." - Glenn Coward / Founder CS

Better Leads - Better Contacts

Put it Forward® is the solution that Oracle Eloqua® users look for help developing effective lead life cycle management through Veeva® and the Veeva Vault®. This lets a user keep both sales and the customer in the conversation and sharpen targeted marketing.

Common Scenarios:
• Enrich contacts in Veeva® with campaign information from Eloqua®
• Connect leads with contacts and content in Veeva Vault®
• Shorten the time between lead to order
• Cycle contacts back into leads if not ready yet for ordering
•Enhance forecasting models and reporting with deeper views of your lead universe
• Create a 360 degree view of customer and expand the customer value definition
• Data analysis to determine effective sales behaviors and close rates driven by marketing events
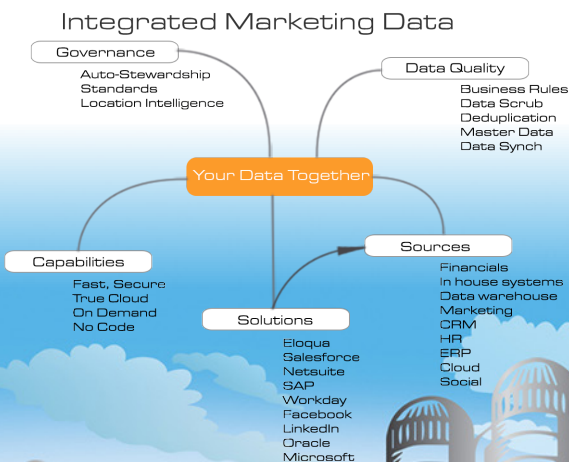• Create exposure across the customer life-cycle not just funnel development

Business Scenarios

ORACLE MARKETING CLOUD
- Leads
- Contacts
- Campaigns
- Custom Data
- Events
- Data Capture
- Meta Data

Cross Channel Target
Attribution
360 Customer View

Contact Synch
Lead Synch
Upsell and Cross Sell
Reporting

Veeva
- Accounts
- Contacts
- Vault Content
- Collateral
- Assets
- Data Capture
- Meta Data

PMO / Marketing Ops / Manager Manager / Legal

Marketing Manager / Sales Ops / Leadership

Eloqua® and Veeva® Simplified

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 application.

Pre-Built Connections from Put it Forward® enable Oracle Eloqua® users to rapidly connect to other systems such as Twitter®, Veeva®, 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.

Integrated Marketing Data

Governance
Auto-Stewardship
Standards
Location Intelligence

Data Quality
Business Rules
Data Scrub
Deduplication
Master Data
Data Synch

Your Data Together

Capabilities
Fast, Secure
True Cloud
On Demand
No Code

Solutions
Eloqua
Salesforce
Netsuite
SAP
Workday
Facebook
LinkedIn
Oracle
Microsoft

Sources
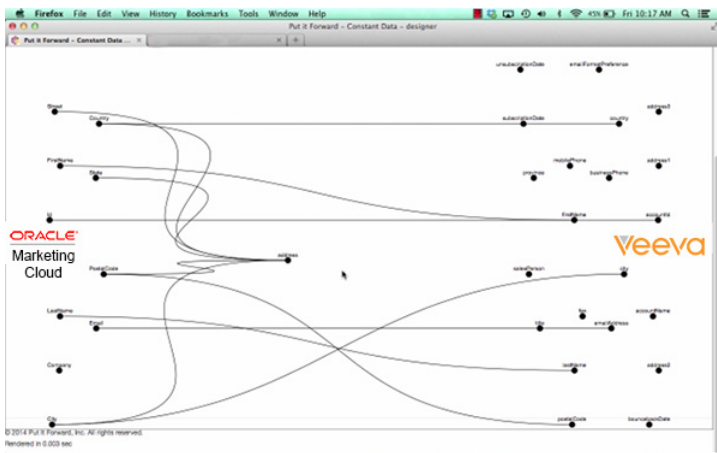Financials
In house systems
Data warehouse
Marketing
CRM
HR
ERP
Cloud
Social

Put it Forward
Constant Data

Point, Click, Get Your Veeva® Data into Eloqua

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**