

## Infosys Oracle Marketing Cloud Offering

### A paradigm shift to modern marketing

There is a paradigm shift in the way organizations are viewing their marketing activities. With rapid increase in digitally connected customers and short product cycles, there is a real need to engage customers across multiple channels with a consistent message. With disappearing sales processes, marketing is now seen as a revenue driver with the expectation of higher ROI from the marketing spend.

Modern marketing teams are choosing Oracle Marketing Cloud solutions to deliver compelling and personalized multi-channel customer experience. Oracle Marketing Cloud offers a full spectrum of marketing functionality supported by an ecosystem of hundreds of apps and data partners. Oracle Marketing Cloud enables marketers to engage customers, publish social content, launch personalized campaigns and integrates information from across channels.

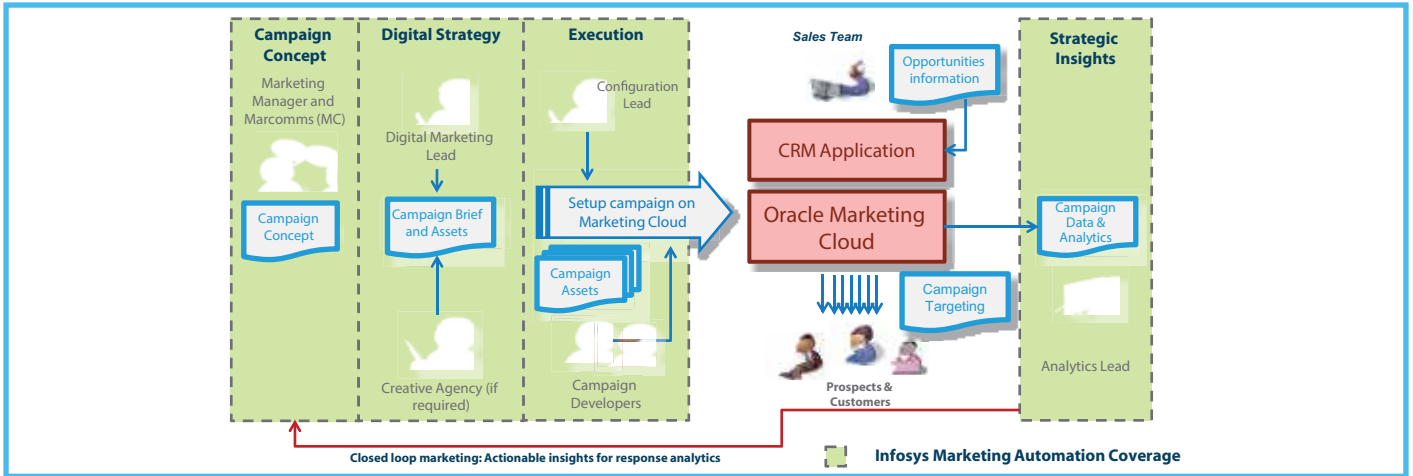


### Infosys solution to address marketing challenges faced by organizations today

Infosys offers an entire spectrum of services that help organizations derive maximum ROI for their Oracle Marketing Cloud investments. Infosys provides the following business consulting and SI (system integration) services:

Assessment, roadmap and business case preparation	Implementation, integration and training	Marketing automation and support services
In-depth experience of marketing domain	Infosys proprietary Rapid Start Methodology for implementation within 4 weeks	Complete support coverage
Knowledge of digital marketing domain	Implementation templates and accelerators	Effective solution for marketing automation
Experienced professionals for best in class assessment	Key user and end user training sessions	Minimum or no involvement of business and IT teams

Infosys participates in the marketing process right from campaign conceptualization up to measurable revenue performance. Infosys acts as a 360 degree marketing partner to spearhead strategy and execution of marketing campaigns and deliver strategic insights.



**Infosys Rapid Start Methodology** for Oracle Marketing Cloud provides rapid implementation with lower TCO. The Rapid Start Methodology uses out of the box functionality, accelerators, tools and templates for faster and cost effective implementation.

On Time

- Fixed time implementations
- Short implementation cycles -6 to 8 weeks

On Budget

- Fixed price implementations
- Approach of leveraging vanilla functionality

Value to Business

- Lower price implementations
- Faster ROI
- Rapid implementation