

Oracle Introduces Data Cloud Platform and Data-as-a-Service (DaaS) Offerings

Innovative Data Services Fuel Competitive Advantages for Marketing and Social

Kuala Lumpur, 30 July 2014 - Oracle Corporation (NYSE: ORCL), the world's leading IT solution provider, today unveils its new Oracle Data Cloud and two new Data-as-a-Service (DaaS) offerings for Marketing and Social.

Oracle Data Cloud is a DaaS platform, which includes the newly acquired [Bluekai Audience Data Marketplace](#), offering customers solutions for leveraging external data for marketing and social; And, Oracle DaaS offerings provide data ingestion, value extraction, rights management, and data activation services to drive enhanced insights for marketing, sales, and service teams.

Oracle Data Cloud's General Manager and Group Vice President, Omar Tawakol shares, "The Oracle Data Cloud brings together a best-in-class data platform with the world's largest data marketplace to drive smarter decisions for marketing and social, and it will eventually include other enterprise functions such as sales and service."

Oracle DaaS for Marketing and Sales

Robert Mahowald, vice president, SaaS & Cloud Software, IDC also shares, "IDC sees data as a service as an emerging category that addresses the needs of businesses in real-time to tap into a wide array of external data sources and optimize the results to drive unique insights and informed action."

"Oracle Data as a Service is addressing this need with a suite of data solutions that focus on scale, data portability, and security that help customers gain a competitive advantage through the use of data," Mahowald adds.

Oracle DaaS for Marketing is the world's largest data marketplace with access to more than 1 billion profiles globally. It helps organizations enhance the cross-channel customer experience through targeted marketing engagements by delivering relevant ads and content across online, mobile, search, social, and video.

Oracle DaaS for Social helps enterprises benefit from the vast pool of data generated across social platforms and enriches unstructured social data. The insight Oracle DaaS for Social provides by applying its sophisticated text processing on raw text from public and private sources can be combined with other structured data to offer powerful business intelligence. Oracle DaaS for Social derives insights from more than 700 million social messages daily, across more than 40 million social media and news data sites.

With Oracle DaaS offerings, customers can connect and inform smarter actions across their enterprise with external data sources bundled with the commercial, compliance, and privacy rights required for usage. The combination of external and internal data sources can be used for deeper analytics and modelling.

Lastly, Oracle DaaS for marketing is on a new subscription model and Oracle DaaS for Social is now in limited availability.

About Oracle

Oracle engineers hardware and software to work together in the cloud and in your data center. For more information about Oracle (NYSE:ORCL), visit www.oracle.com.

Media Contact

Ng Kok Han

Pi PR Consultancy Sdn Bhd

+603 – 77241710 / +6016 – 6122589

han@pipr.com.my