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ARchitecting Success : Using ARchitect for Oracle's Analyst Events

A true story of logistics management.

Mike Seback and Melody Wood
Oracle Corporation | Analyst Relations Team
September 2015

Agenda

- 1 About the AR Team
- 2 About Oracle AR Team Events
- 3 About How We Use ARchitect
- 4 Summary / Conclusion

About the AR Team

- Global Team
- Communicate Oracle Story
- 4000+ different analysts



About Oracle AR Team Events

- Several events throughout the year
- Oracle OpenWorld
- Oracle Summits
- Industry Conferences



About Oracle OpenWorld

- Oracle OpenWorld is our annual Company wide conference
- Each year the AR Team runs an Analyst Program
- Our AR Team's largest and most important event



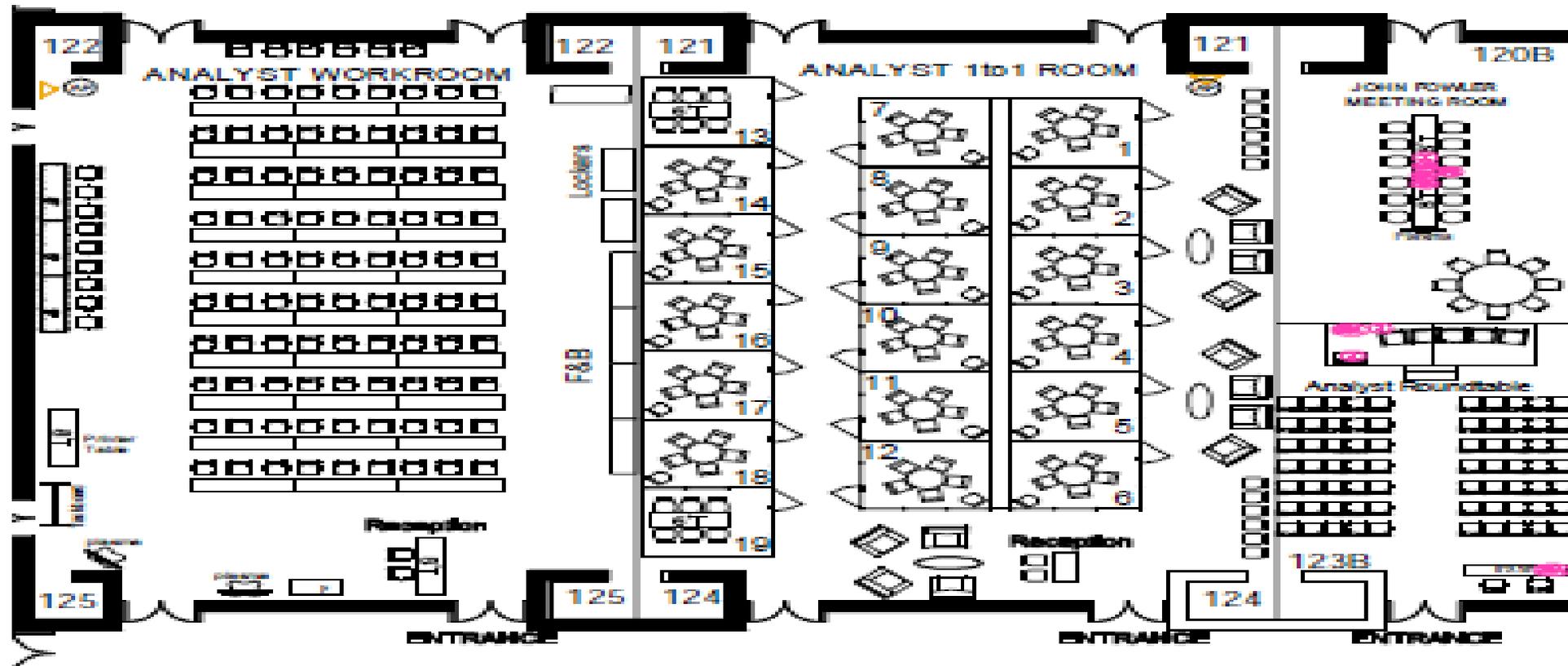
About Oracle OpenWorld

- Each year logistics management is challenge due to sheer volume

MEETING TYPE
Scheduled 1to1s (Customer, Exec)
1to1s (all)
Exec 1to1s
Customer 1to1s

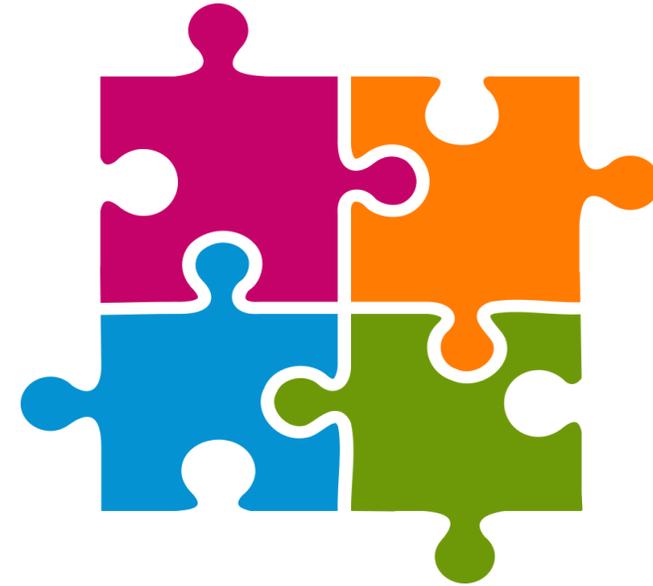
About Oracle OpenWorld

- Biggest logistical challenges is the 1to1 meeting room



Event Requirements

- 1:1 Meetings, Sessions
- Analyst Itineraries
- Executive Agendas
- Briefing Books



- Coordinate Meetings with Email
- Extract Briefings From Excel
- Get Bios, Research, Reports
- Create Itineraries

Events Made Simple

- 1:1 Meetings, Sessions
- Analyst Itineraries
- Executive Agendas
- Briefing Books



ARchitect
✓ One Touch and Done

Analyst Itinerary

Analyst Agenda Prepared for: Alexander Drobik Sunday, September 28, 2014

Start Time	End Time	Interaction Type	Summary	Location
1:45 PM	1:45 PM	OpenWorld - Flight arrival/departure	Arrival details: United Airlines Flight #900	
3:30 PM	5:00 PM	OpenWorld - Social	Oracle Analyst Relations' Industry Analyst Reception	The Cavalier Restaurant, 360 Jessie St, San Francisco
5:00 PM	7:00 PM	OpenWorld - Keynote	Oracle OpenWorld Sunday Welcome Keynote [KEY10426] Larry Ellison	Moscone North, Hall D

Executive Agenda

Wednesday, October 01

Start Time	End Time	Meeting Summary	Oracle Spokesperson	Customer Spokesperson	Location	Meeting With	Attendees	Firm
12:00 AM	12:30 AM	Executive Meeting with Amit Jasuja and Peter Utzschneider	Amit Jasuja, Peter Utzschneider		Moscone North, Section 134-135, Room EM 69		Alfonso Velosa	Gartner Inc.
							Amit Jasuja	
							Dennis Macneil	
							Henrik Stahl	
							Peter Utzschneider	
							Rita Manachi	
8:45 PM	9:15 PM	Customer 1:1 with Telus		Jimmy Kwan, Manager IS Systems, Telus	Saint Regis Hotel Conservatory Room - 4th floor	Telus	Dennis Macneil	
							Jimmy Kwan	
							Rita Manachi	
							Tim Jennings	Ovum

Briefing Book

Briefing Information

Wednesday, September 03

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Start Time	End Time	Meeting Type	Oracle Spokesperson	AR Lead / Host	Location	Attendees	Firm
10:00 AM	10:30 AM	OpenWorld - Executive 1:1	Michele Casey, Chris Kawalek	Melody Wood	Moscone North Room 124	Melody Wood	
						Al Gillen	IDC
						Elaina Stergiades	IDC
						Peter Rutten	IDC

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Mr. Al Gillen, Program Vice President, IDC

Al Gillen is responsible for overseeing ...Research portfolio includes tracker products including ...

Recent Meetings:

MiniCluster Inquiry – 6/16/2015
Oracle Cloud Platform Pre-Briefing Call – 7/2/2015

Recent Research:

Healthcare Provider Effects Cost Containment for Life-Critical Systems - 8/26/2015
Software-Defined Infrastructure Executive Interview Report -7/27/2015

BRIEFING OBJECTIVE:

3

Topics for Discussion:

- X

Areas of Concern for {FIRM}:

- X

Possible Questions:

- X

General Tone of {FIRM}:

Event Insights



Analysts

Analyst Full Name	Firm	Followers	Following	Twitter	LinkedIn	Blog
Susan Etlinger	Altimeter Group	9357	5605	http://twitter.com/setling	http://www.linkedin.com/in/s	http://www.susanetlinger.com
Charlene Li	Altimeter Group	100115	399	http://twitter.com/charle	http://www.linkedin.com/in/c	http://www.altimetergroup.com http://www.charleneli.com
Larry Goldman	Analysys Mason	463	106	https://twitter.com/Larry	http://www.linkedin.com/pub	
Mark H. Mortensen	Analysys Mason	644	189	http://twitter.com/DrMar	http://www.linkedin.com/in/r	

Wide Range of Events

- Inquiries, Briefings
- Consulting Days
- Analyst Sponsored Events
- Industry Conferences
- Regional Corporate Events
- Industry Corporate Events
- Oracle OpenWorld



Moving Forward

- Event management simplified
- More time to focus on analysts
- All there and more
- Event analytics
- Small, medium, large events
- ARInsights - best partner !



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