

Objectives

- Create a holistic Fusion Middleware solution promoting thought leadership and an education approach to each of Oracle's key heterogeneous application product offerings:
- Business Integration
- Identity Management
- Drive a high volume of in-target, qualified leads
- Generate awareness of Oracle Fusion Middleware solution and its offerings
- Significantly increase market share and leadership in the middleware space

Components

- Fusion Zone Microsite and Online Marketing Program: central content hub for program components
- Banners and eNewsletters targeted to support each Oracle initiative
- White Paper content development
- Lead Generation around each white paper
- Custom eSeminars: (2)
- Live SOA Leadership Roundtable
- Roundtable 2/22 event converted into a (7) Podcast Series:
- Panel Introductions, Oracle Overview, SOA Getting Started, SOA ROI, SOA Planning and Governance,
- SOA Tools and Future Role, Q & A with Closing Thoughts
- Custom registration page built, 112 leads guarantee

Results

- Ziff Davis Online Network Microsite <http://www.fusion-zone.com>
- White Paper content development
- (3) 8 page white papers
- Lead Generation Program: Business Integration, Identity Management, Portal
- Total leads: 1600, Delivered 106%
- Podcast; Estimated 112 leads, Delivered 102%
- Custom eSeminars
- Estimated leads 1200, Delivered 141%
- Live SOA Leadership Roundtable - February 22, 2006
- Estimated 2000 leads, Delivered 110%

Total Program Performance

- Estimated Leads 4912
- Delivered Leads 5721
- % of Goal 116%

