

CASE STUDY / ORACLE: INTEGRATED SALES CAMPAIGN

## OIC PARTNERS WITH ORACLE TO MARKET DATA STORAGE TECHNOLOGY

Electronically storing data has become a challenge. The sheer volume of information is increasing exponentially, and existing systems often can't keep up in efficiency or capacity. Oracle, a leading technology company, offers storage appliances that address these problems.



Oracle integrated marketing collateral

### CHALLENGE

Oracle asked OIC to develop a marketing campaign for its full range of SUN ZFS storage appliances, from the entry level device for small businesses to its industry-leading solution for companies with larger needs.

Oracle wanted to be represented as a potential vendor to firms that currently use competitor products, with the goal of increasing sales of additional Oracle solutions. They especially wanted to focus on customers in healthcare, financial services, media and entertainment, the federal government and telecommunications.

### SOLUTION

OIC developed an integrated marketing campaign that both generated online sales leads and provided sales support for a telemarketing effort. For Oracle's web page, OIC provided on-demand webcasts that demonstrated the superiority of the Sun ZFS storage appliances. Potential customers could provide an email address to access white papers on storage solutions, generating leads for Oracle's sales team.

OIC also created extensive sales support materials for the telemarketing team, summarizing the key selling points and showing them how to qualify leads and overcome objections to the sale. A list of the customer's pain points – the ways their current data storage was hurting them – made it easier to direct the conversation to the benefits Sun ZFS storage could provide.

### RESULTS

Results will be delivered in Q1 2012.

---

**/ OIC DEVELOPED AN INTEGRATED MARKETING CAMPAIGN TO GENERATE ONLINE SALES LEADS**

**/ OIC PROVIDED EXTENSIVE SALES SUPPORT AND STRATEGIC MATERIALS FOR THE ORACLE TELEMARKETING TEAM**

**/ OIC CREATED ON-DEMAND WEBCASTS TO PROMOTE SUN ZFS STORAGE APPLIANCES**