OpenWorld 2017
Global User Group Leader Luncheon

ORACLE
OPEN
WORLD

October 1–5, 2017
SAN FRANCISCO, CA

"Leading by Innovation –
Your Tomorrow, Today"

Global Customer Programs
User Group Team
October 2nd, 2017

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User Groups Leading By Innovation
469 Independent Groups In 97 Countries With Over 1M Members…And Growing

36%

95 Meetup

2.9Mio

Next Steps

Amplifying User Group Successes
Increasing User Group Visibility

Content & Education

User Group Events/Content

Portal

Oracle product Development

Promotional Tools

Portal

Peer2Peer (Trustradius)

Influitive

Twitter

WeChat

Members
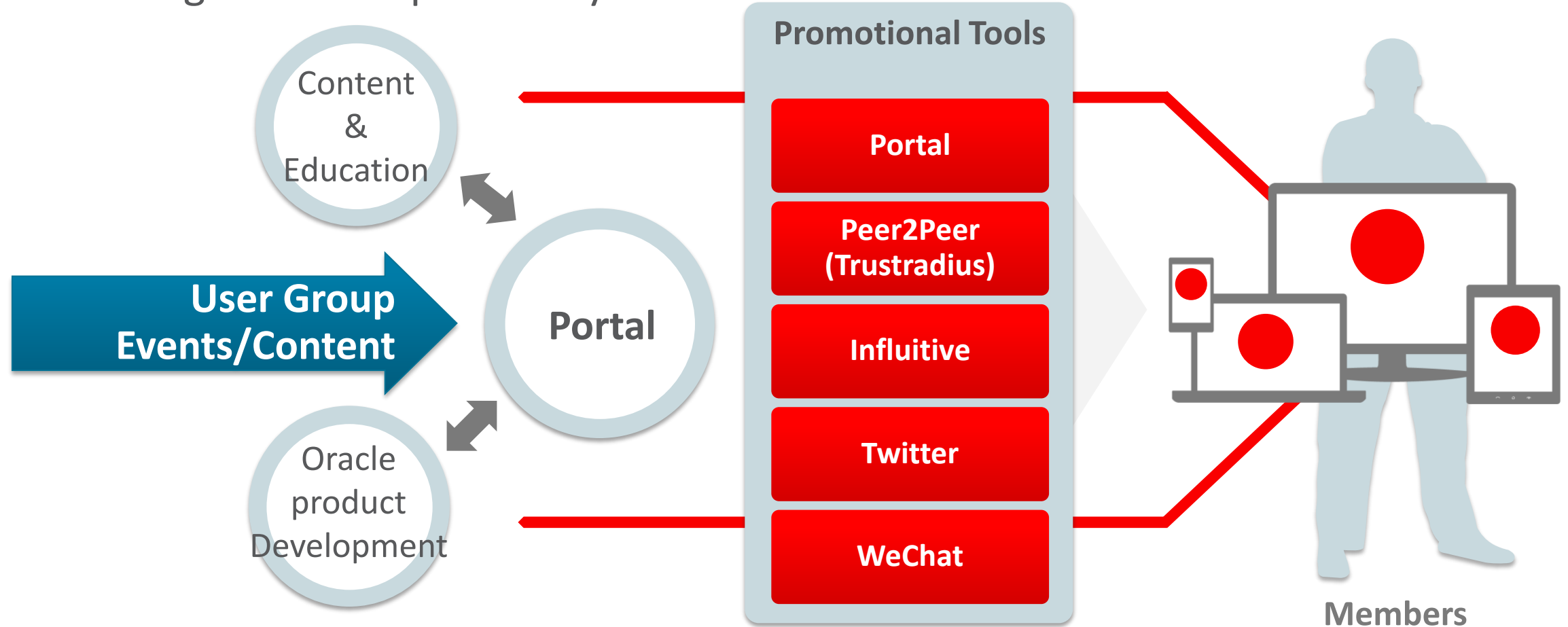
Increasing User Group Visibility On The User Group Portal
Users Hovering Over An Interactive Map

- Why Promoting Your User Group On The Portal?
  - Home to a **Community of 2,9 million users** (User Groups/OTN/Topliners/OPN/MOSC/Java)

- Next Steps:
  - Submit your upcoming events!
  - Request a social group for your user group (website) on the Portal
  - Review the map for your details

    To update your Map listing (website, logo) or Regional Portal directory information: email – oracleusergroups_ww@oracle.com

New Social Strategy Engages User Audiences
Structured, Scalable Process To Promote User Group Member Experiences

#1

Oracle User Groups
@oracleugs

See how @QuestUserGroup member Skanska integrated @Oracle Procurement Cloud to take efficiency to a higher level - ora.cl/jy5vm

8:47 AM - 20 Jul 2017

+

@QuestUserGroup
3,236 followers

@Oracle
620k followers

=

24,215
Impressions

#2

Oracle User Groups
@oracleugs

@OAUG1 and @Oracle cloud survey found 81% surveyed view cloud as opportunity for career growth. What do you think? ora.cl/xg0uH

8:30 AM - 18 Jul 2017

+

@OAUG1
7,848 followers

@Oracle
620k followers

=

21,847
Impressions

56,146
Total impressions after one week

#3

Oracle User Groups
@oracleugs

See the path @OAUG1 member Worthington took to replace on-premise CRM with @OracleCXSales and results achieved - ora.cl/mL7ee

3:00 PM - 17 Jul 2017

+

@OAUG1
7,848 followers
@OracleCXSales
@ORCLSalesCloud
4715 followers

=

10.084
Impressions

Driving Advocacy Through Customer Success Days
Ongoing Engagement Through Joint Programs Deliver Incremental Value

Peer Reviews

- Product reviews and ratings (P2P)
- Functional guidance and recommendations
- Opportunity to increase brand awareness and impact of user groups on optimizing adoption

Communities

- Opportunity to access new members by providing differentiated value
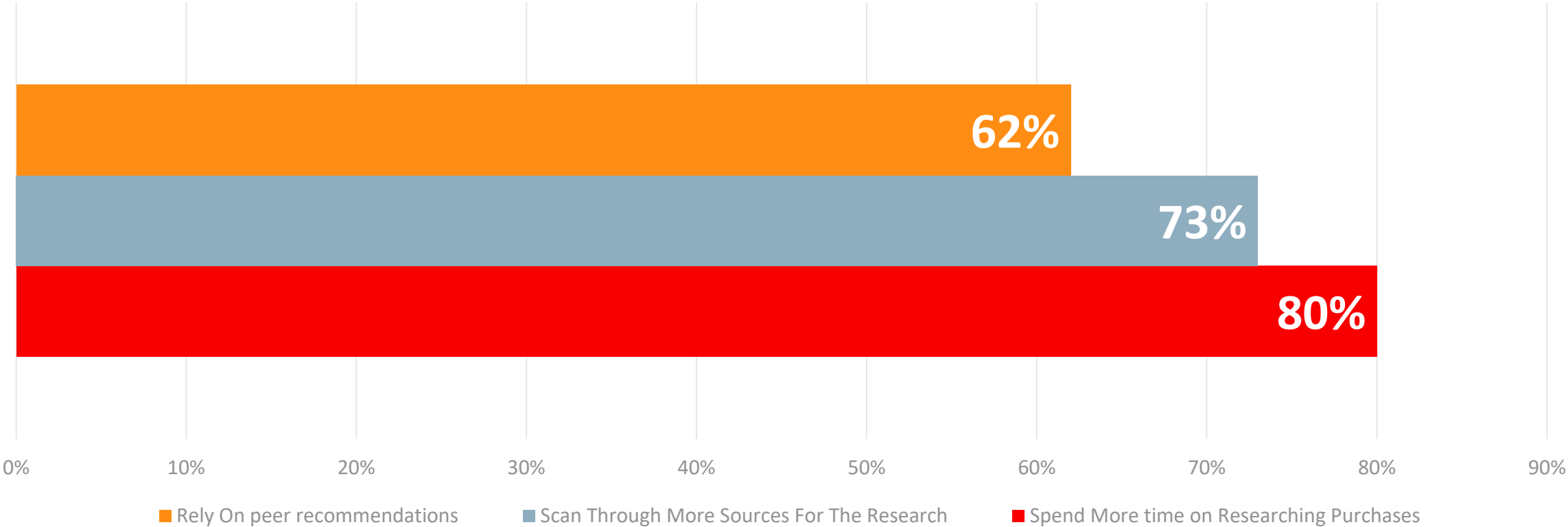- User groups offer ongoing physical and virtual events

Value Realization

- Sharing business outcomes and experiences
- Benchmarking and deeper-dive engagements
- Opportunity to quantify impact of user groups on value and benefits

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Peer Reviews Are The Future
62% of B2B Buyers Rely On Peer Reviews Before Approaching The Vendor

Changing Purchase Process

62%

73%

80%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

■ Rely On peer recommendations ■ Scan Through More Sources For The Research ■ Spend More time on Researching Purchases
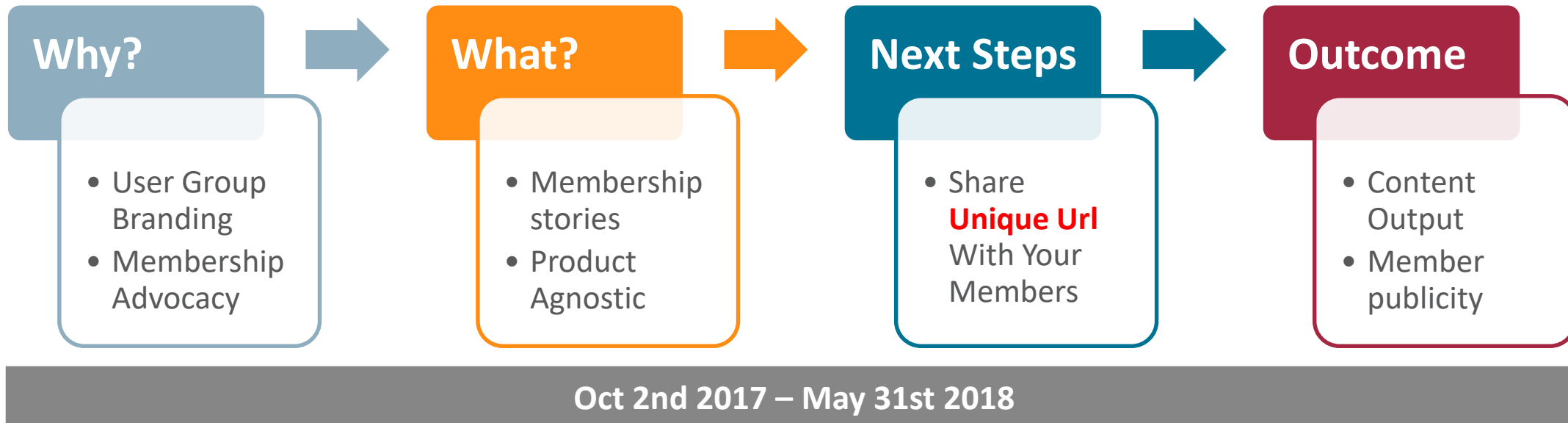
Source: B2B 2016 Buyers's Review Report

NEW Global Initiative For User Groups – Peer2Peer Reviews
Mobilize Your Members To Share Experiences on Trustradius

Why?
- User Group Branding
- Membership Advocacy

What?
- Membership stories
- Product Agnostic

Next Steps
- Share **Unique Url** With Your Members

Outcome
- Content Output
- Member publicity

Oct 2nd 2017 – May 31st 2018

Unique Url: http://go.trustradius.com/OracleUserGroups

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Why Trustradius?

- Last 12 Months:
  - 2.5 Million unique site visitors to trustradius.com (just over 200k / month)
  - 13 Million syndicated impressions (just over 1 Million / month)
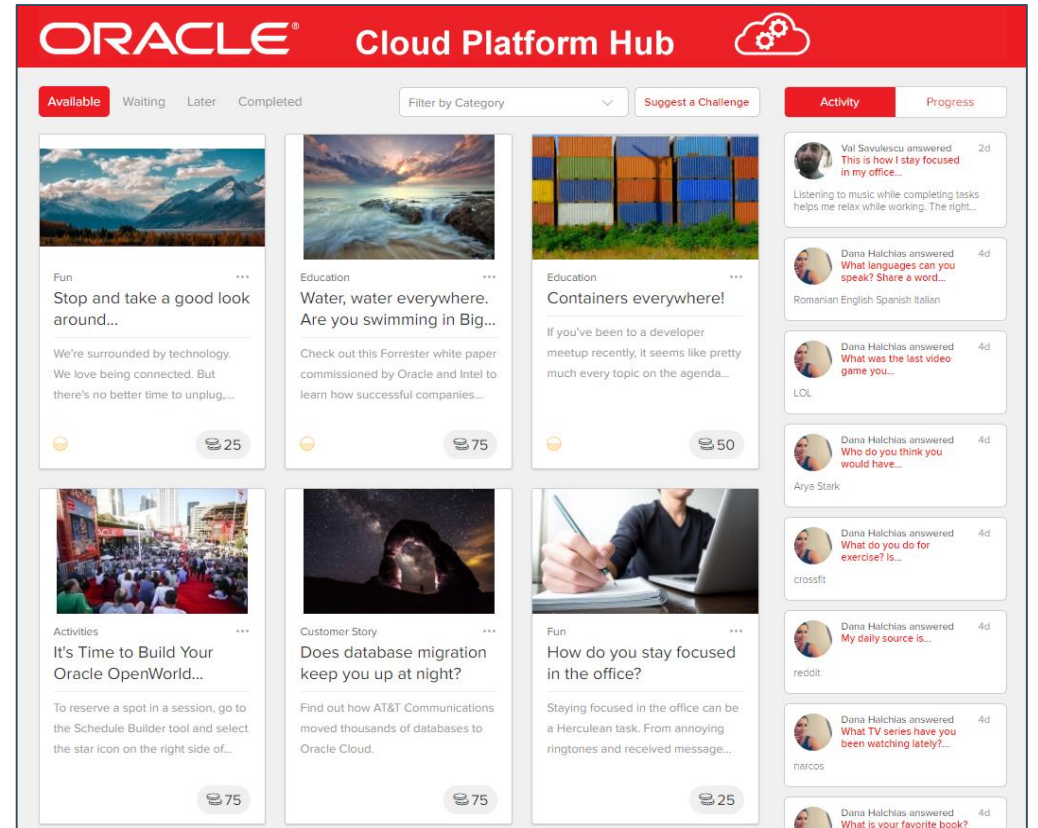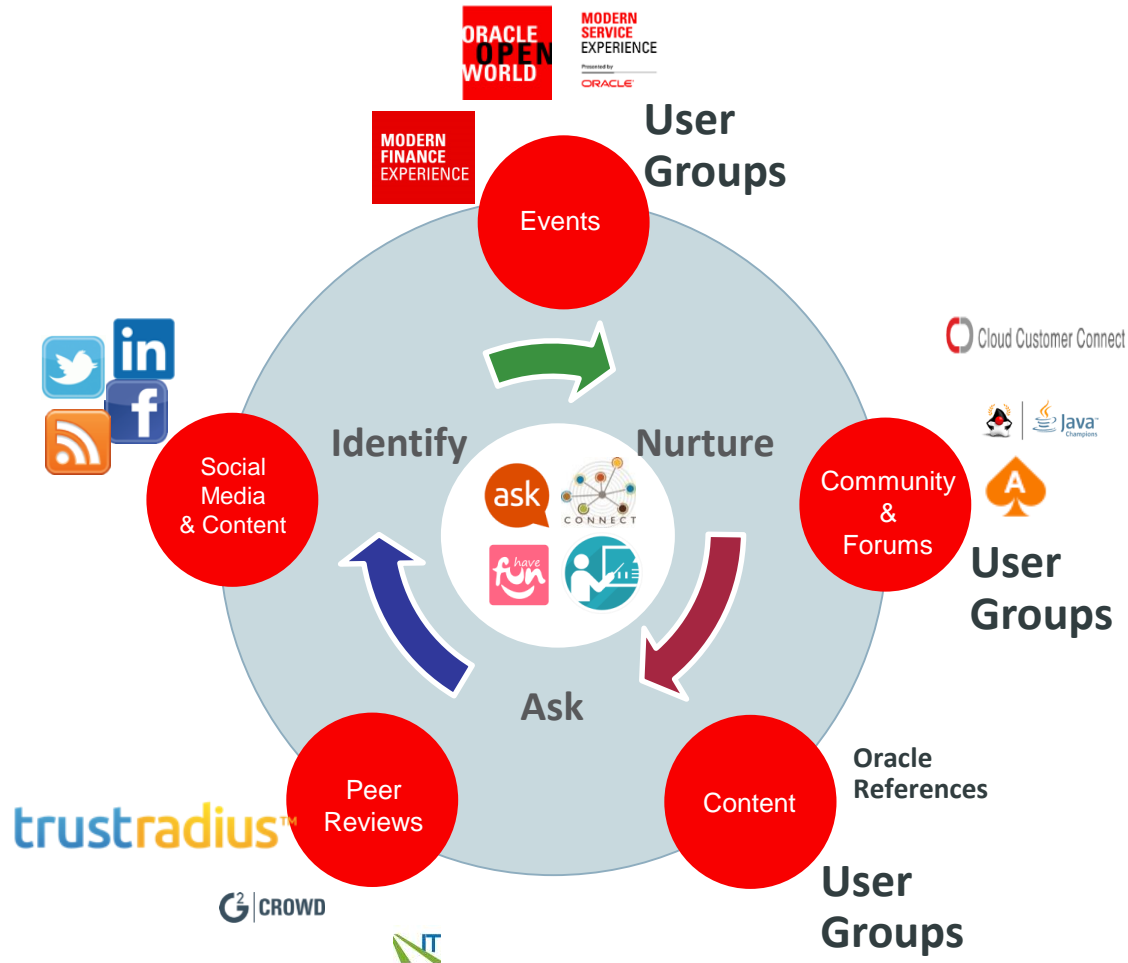
15 Million B2B Tech / Software Buyers

24%   **55%**   **21%**

Oracle Cloud Customer Hubs
Engaging Your Members - A Gamified Advocacy Program

oracle.influitive.com & oraclefinance.influitive.com

User Group Resources and Team Members

Supporting Resources

- User Group Portal

- User Groups on oracle.com

- @oracleugs

- Forms supporting user group requests and addressed by our team
  - Request Oracle speakers
  - Request event posting on o.com and user group portal
  - Request a social group on user group portal

Points of Contact

Area	Team Member
APAC	Tony Chen
EMEA	Tom Scheirsen
LAD	Tatiana Pellon
NA	Nichole Scott
Comms & Marketing	Wincy Ip
Portal & Systems	Leigh Burke
Meet-Ups	Filippo Zucchetti
Team Lead	Jeremy Whyte

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Integrated Cloud
Applications & Platform Services

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