

ORACLE®

ORACLE
OPEN
WORLD

Cloud Platform Journeys

Customer Panel

October 1–5, 2017
SAN FRANCISCO, CA

Pete Schutt
Senior Director
Oracle Cloud
October 2, 2017

Ray Owens
President
DX|Marketing
Intelligence. Execution.

Jochen Hinderberger
Senior Manager
Engineering &
Manufacturing
Applications



Chris Craig
IT Business
Relationship Manager



Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

It's nice to meet you, we're DX Marketing

DX Marketing
Intelligence. Execution.

Established in 2001 with offices in Savannah GA and Greenville SC, DX Marketing's core function is advanced analytics and the marketing campaigns that it informs. Using world class consumer data and custom campaign platforms - we bring the unique ability to elevate existing marketing processes with customized measurable results.



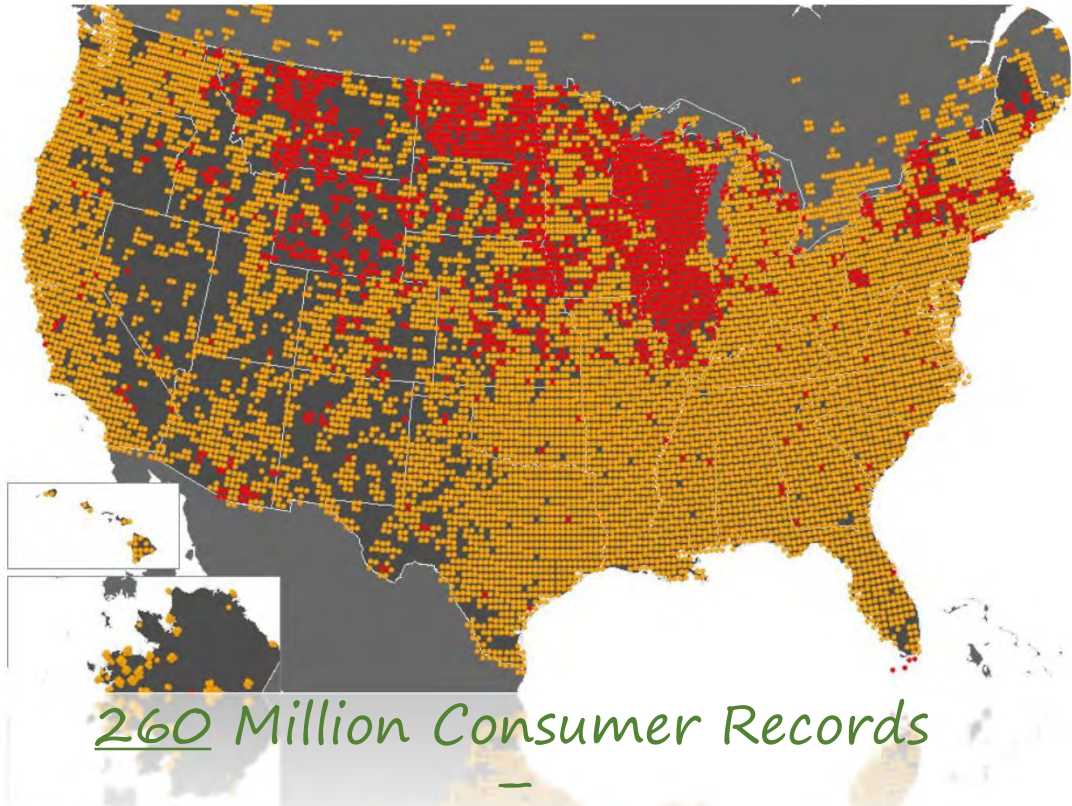
Goal to build our own Data Warehouse starting with Oracle

Cloud

Oracle able to import entire national consumer dataset and layer in Advanced Analytics under 3 weeks!

DX Marketing
Intelligence. Empowered.

Hired Data Analysts over IT Personnel and Admin Staff



260 Million Consumer Records
—
Plus Dozens of Large Client
Datasets
And Monthly Campaign Data



PaaS

OFFLINE DATA



Oracle Database Cloud


ORACLE 12c
DATABASE



- **Oracle 12c – Enterprise Edition – High Performance with the tooling option**

- Multitenant
- Partitioning
- Advanced Compression
- **Advanced Security**
- **Advanced Analytics**
- Database Vault
- OLAP
- Spatial and Graph
- Diagnostics Pack
- Tuning Pack
- Database Lifecycle Management Pack
- Data Masking Pack
- Test Data Management Pack
- Cloud Management Pack for Oracle Database

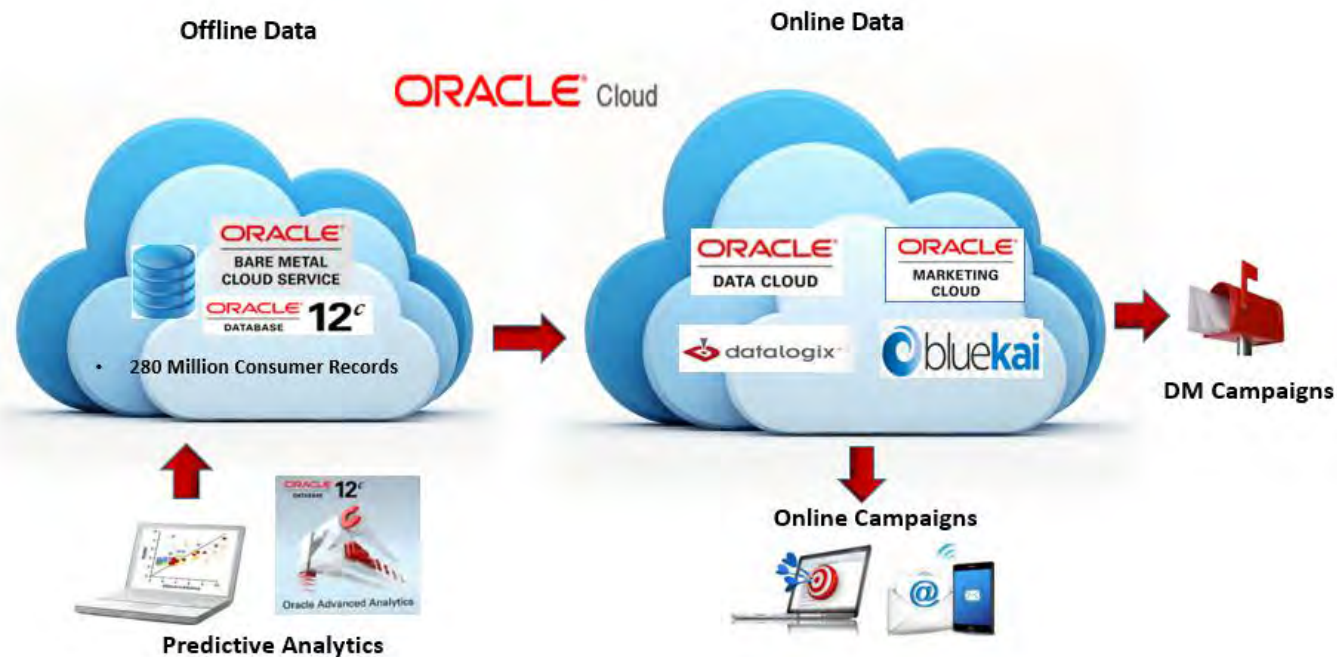
➤ **ALL included at no additional cost....**



Layering Dozens of High Volume Client Datasets,
an Entire US Refresh every 6 weeks plus
Campaign Results coming in Weekly.

Timeline – Highlighted by a Flexible Upgrade Path

- March 2015: Signed contract for metered OPC DBaaS (2 OCPU with 30GB memory).
- April 2015: The Data Warehouse went into production (under 3 weeks)
- May 2015: Connected to Oracle Marketing and Data Cloud – BlueKai and Datalogix
- May 2016: Moved the DW into non-metered OPC DBaaS (4 OCPU with 60GB memory).
- June 2017: Upgraded to new OCI – Oracle Cloud Infrastructure (4 OCPU with 512GB memory)



Oracle Cloud Infrastructure Performance Results

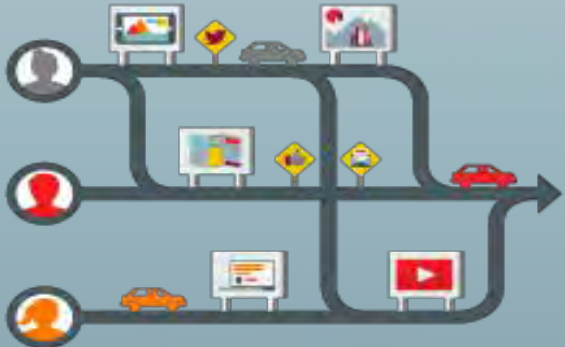
- Refreshing all US records improved 4x compared to prior OPC environment.
- Profiling and Modeling improved 7X compared to prior OPC environment.
- Provisioning OPC took approximately 30 minutes including network & storage setup.
- We are planning on spinning up customer facing applications within OCI compute instances to automate the client modeling process.
- Adding external GIS (Mapping) server to our OCI – Total US coverage at street level.

Oracle Cloud Infrastructure, Oracle Marketing and Data Cloud Back Office ERP Implementation occurring Q4 2017

OFFLINE DATA



ONLINE DATA



OCI houses our national consumer data, client datasets and campaign records.

*Largest Digital Exchange in the World
BlueKai DMP - Over 55,000 Variables,
5B Consumer Profiles*

Offline Modeling and Online Real Time Deployment – Measurable Results



212%

Lift in Conversion Rates
using **Behavioral Triggers**



\$12 to \$1

ROI gains versus
prior **\$3 to \$1**



52%

Decrease in Customer
Cost of **Acquisition**


Building your own audience allows you to follow the marketing journey for better attribution.



**Cost-based vs Credit-based
Attribution**

* Diagram by Patrick Soch, e-nor.com

Dialog Semiconductor Journey into the Oracle Cloud



- ...personal
- ...portable
- ...connected

Jochen Hinderberger
Senior Manager Engineering & Manufacturing Applications

Dialog at a Glance

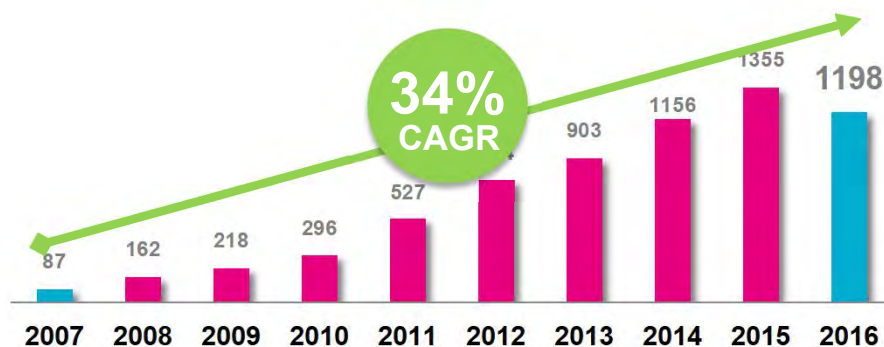
HQ: London, UK | Founded: 1981 | Listing: Frankfurt (DLG)

Company Overview

- ▶ Fabless supplier of highly integrated mixed-signal ICs, optimized for mobile computing, wearables, IoT, smart home and automotive applications
- ▶ **Manufacturing:** fabless manufacturing model, with production, assembly and packaging fully outsourced
- ▶ **Employees:** c. 1,880 (75% engineers)⁽¹⁾
- ▶ One of the fastest growing global semiconductor companies

- ▶ Best-in-class mobile PMIC platform with broad IP portfolio
- ▶ New technologies for RF wireless charging and GaN
- ▶ #1 PMIC market share for smartphones and tablets
- ▶ # 1 in rapid(fast) charging for smartphone adapters
- ▶ Industry largest custom mixed-signal design team
- ▶ Track record of solid execution with strong revenue growth and strong cash generation

Accelerated Growth (US \$Million)



Business Segments

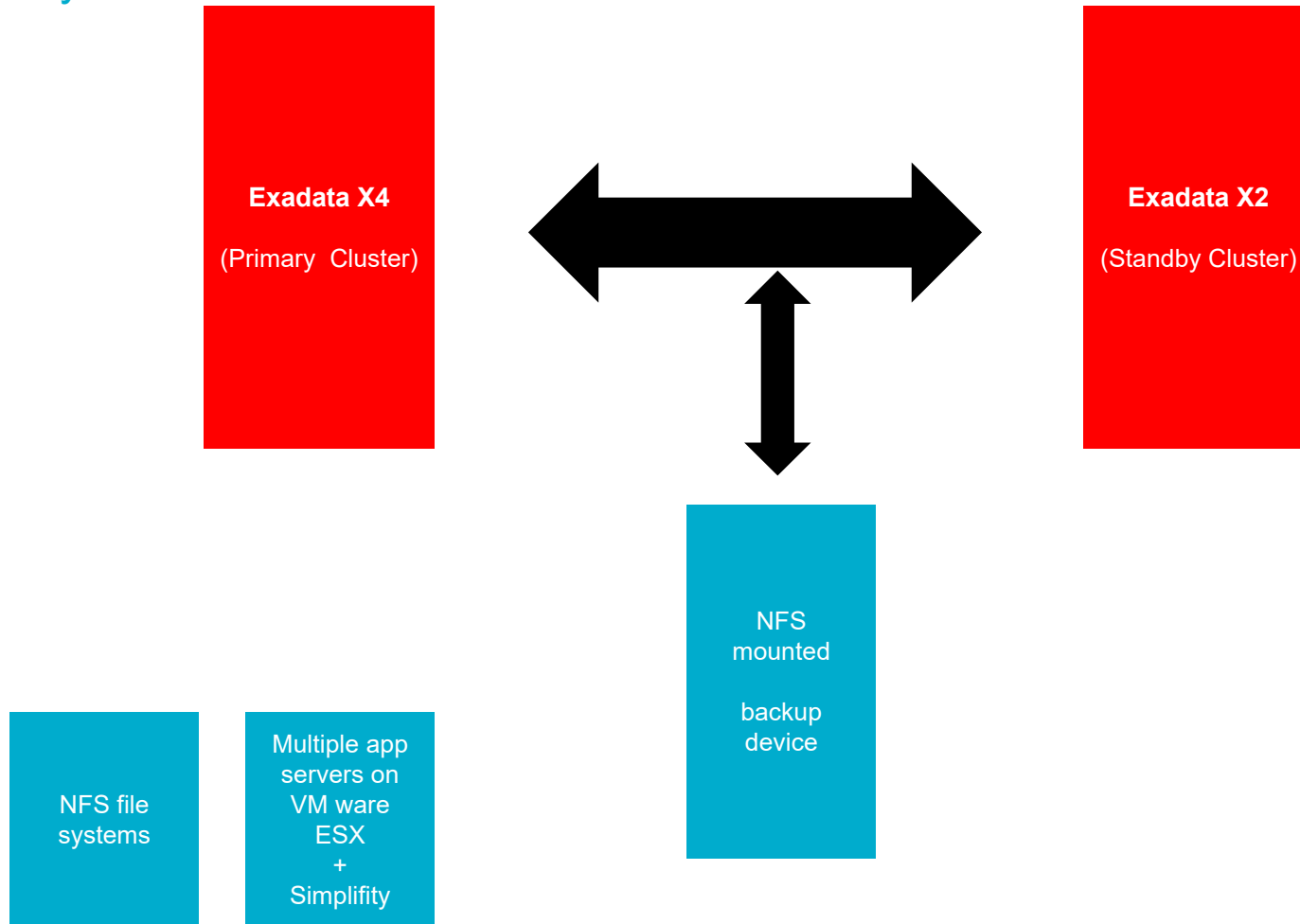
- ▶ **Mobile Systems:** Power management, charging and audio for mobile computing, portable and automotive electronics
- ▶ **Power Conversion:** AC/DC conversion ICs and LED drivers for solid state lighting and TV backlighting
- ▶ **Connectivity,** : Bluetooth® low energy for IoT and short-range wireless communication technologies



Note
1. As of June 2017

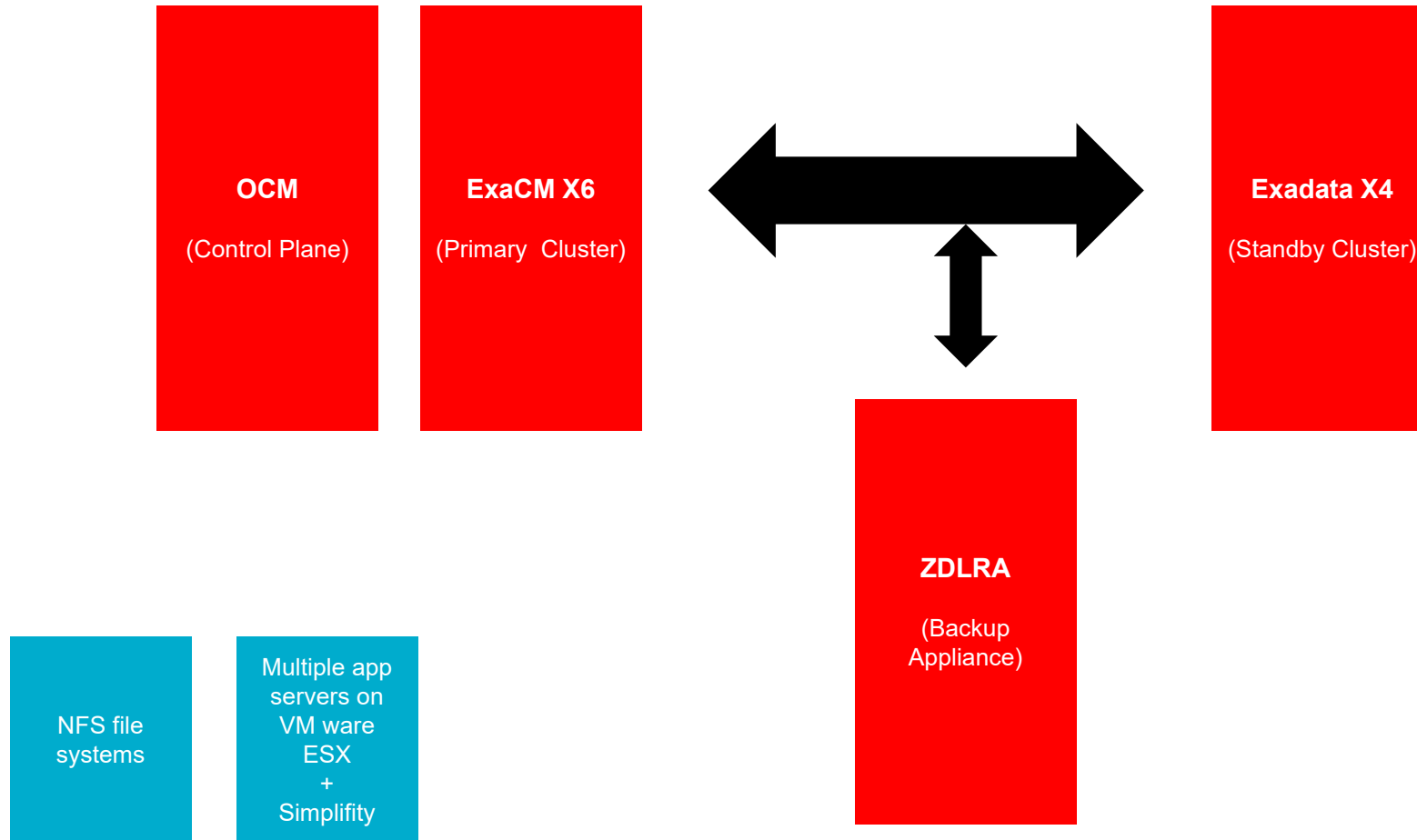
Current Oracle Engineered Systems

Today:



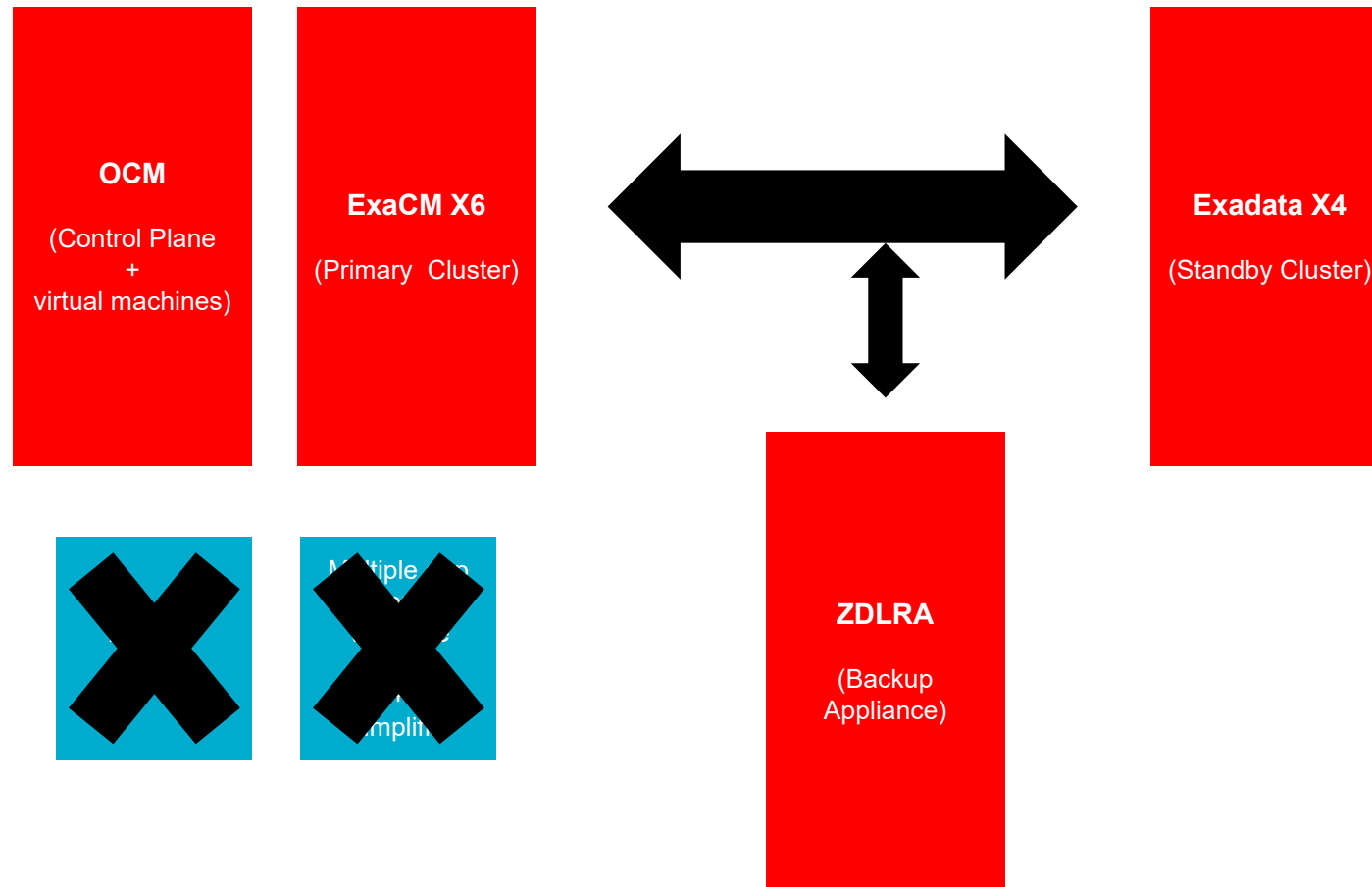
Engineered Systems by end of this year

Future Setup:



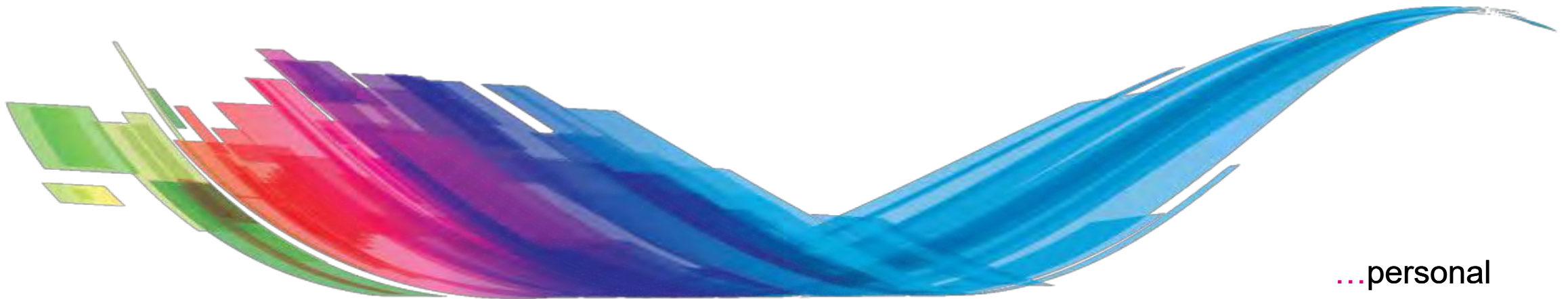
Oracle Engineered Systems in future

Goal: all services will run in the cloud (at customer) independently
...as a last step into the Oracle public cloud



Powering the Smart Connected Future

www.dialog-semiconductor.com

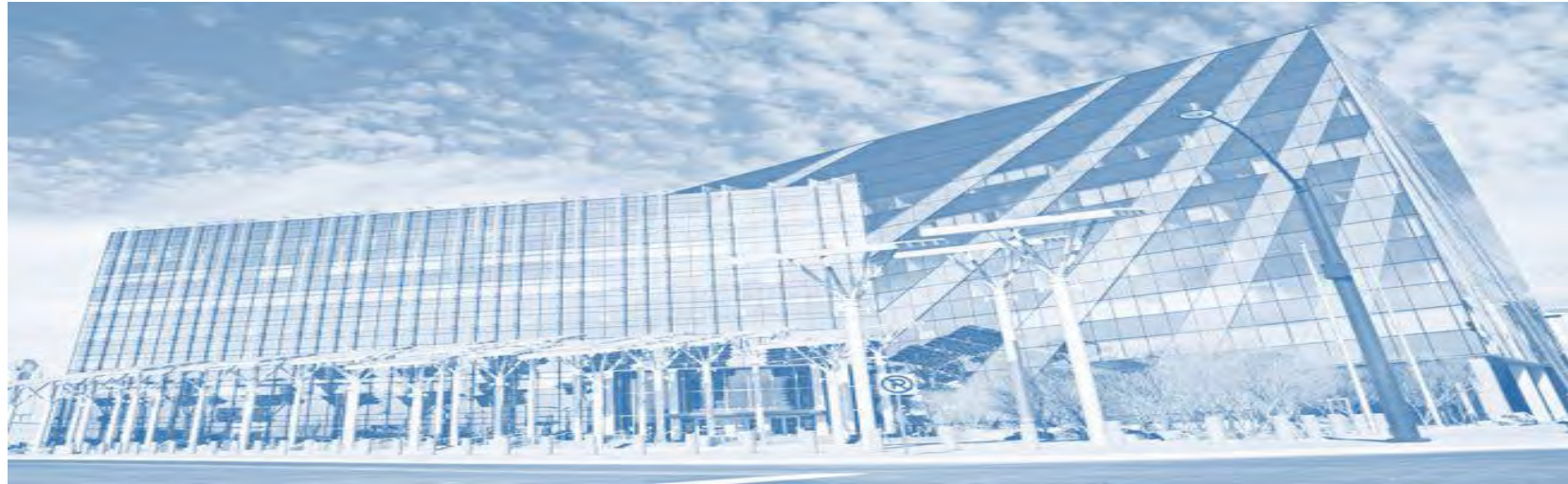


...personal
...portable
...connected



Cloud Journey:

An On-Premises Cloud Strategy for Innovation

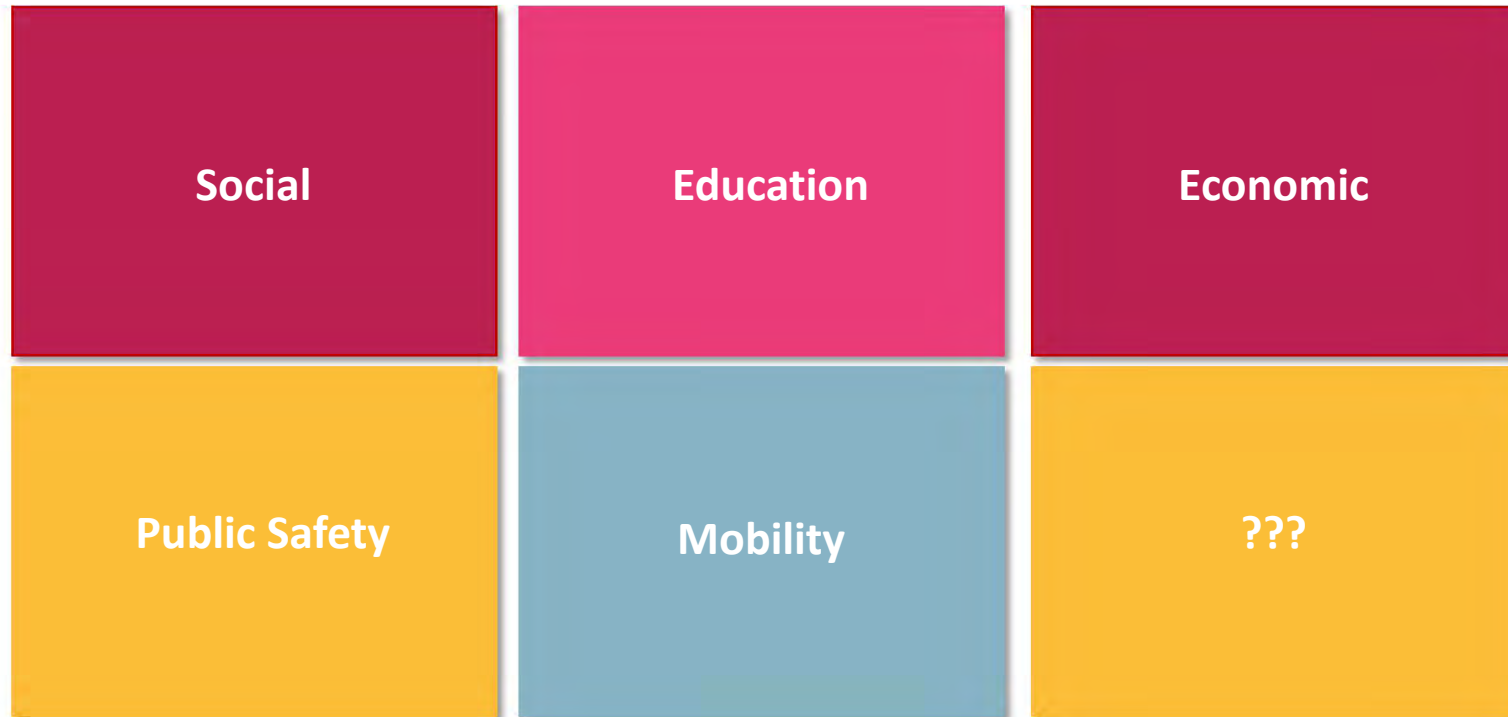


Chris Craig
IT Business Relationship Manager



- **26th Largest City**
- **40 Million Annual Visitors**
- **\$1.1B Downtown Gaming Revenue**
- **44% Work in Tourism**
- **21,000 Conventions**
- **\$700 Gambling Budget**

Using Innovation to Make Life Better



Building Community to Make Life Better
#BCTMLB

The Beginning...

“Oracle represents >10%
of CoLV’s annual IT
Budget...and”



*of IT Budgets go to
maintaining current
operations*



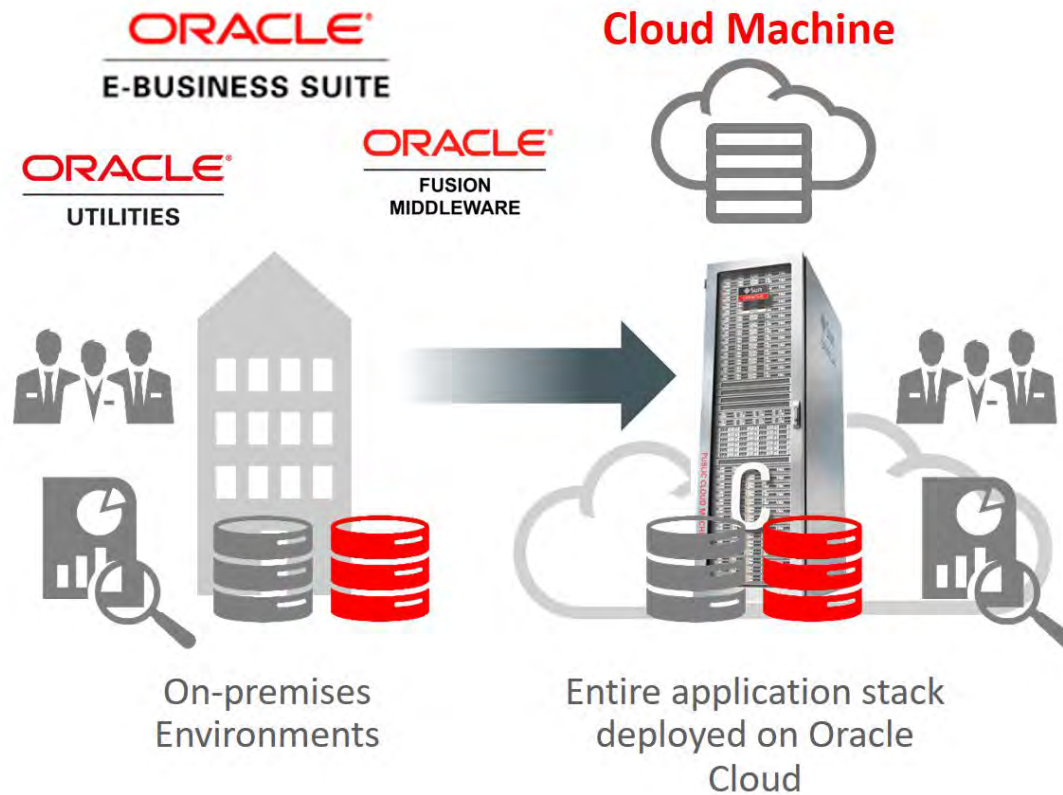
Resulting in...

Uninspired
partnership and
maintenance fatigue



Licensing and system
complexity

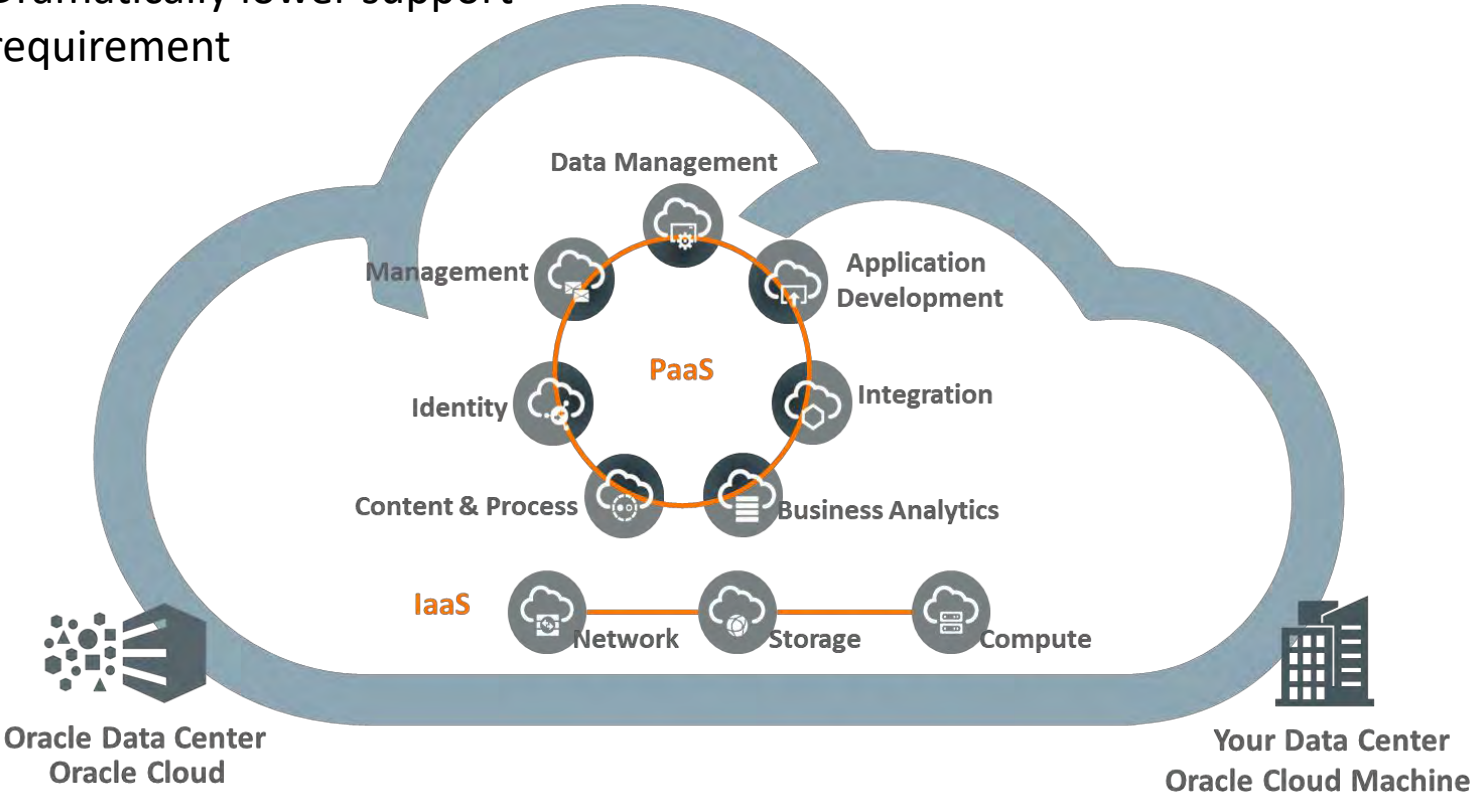
Project & Workloads



- Targeting 6 month project
- Moving
 - EBS
 - FMW
 - CC&B
- Multiple 3P Apps
- Upgrading DB to 12c DBCS EE and HP
- Establish DR
- DBCS
- JCS
- SOACS
- IAAS

Oracle Cloud Machine - Value

- Shift Oracle maintenance spend to actual value
- Oracle Cloud in your data Center
- Dramatically lower support requirement
- No issue with security
- No network latency concerns
- No issues with interfaces and networks





City of Las Vegas Cloud Machine Value

- Staff can now support Innovation and Transformation
- No more hardware to maintain
- Shifted Oracle Software Maintenance Spend to get more value per \$
- Compute, Storage, Network, Operations instead of just service requests and software downloads
- ROI less than 2 years
- A pathway to the Public Cloud
- Variable Oracle Spend and Workloads

Integrated Cloud

Applications & Platform Services

ORACLE®