

*“Put It Forward gives me the ability to do data magic for every department and customer.”*

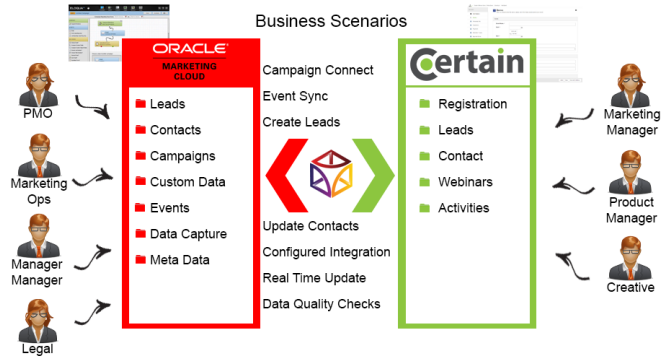
Udo Waibel - CTO Sitecore

## Better Events - Better Leads

Put it Forward<sup>®</sup> is the solution that Oracle Marketing Cloud users look to for help with effective event management through Certain<sup>®</sup>. This lets a user keep both marketing and the customer in the conversation and sharpen targeted marketing across the enterprise.

Common Scenarios:

- Complete event integration for Certain<sup>®</sup> with campaign execution from Oracle Eloqua<sup>®</sup> or Oracle Responsys<sup>®</sup>
- Capture event registration directly into Oracle Eloqua<sup>®</sup>
- Sync contact updates, changes and deletions.
- Update statuses of sends, opens, opt-outs etc.
- Data repair and quality enhancement
- Track event and session activity
- Integrate to standard and custom objects
- Enhance forecasting models and reporting with deeper views of your campaign universe
- Data analysis to determine effective sales behaviors and close rates driven by marketing events



## Oracle Eloqua<sup>®</sup> and Certain<sup>®</sup> Integration Simplified

Put it Forward<sup>®</sup> enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's<sup>®</sup> “No Code” graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same

Pre-Built Connections from Put it Forward<sup>®</sup> enable Oracle Marketing Cloud users to rapidly connect to other systems such as Certain<sup>®</sup> Oracle Eloqua<sup>®</sup>, Oracle Responsys<sup>®</sup>, Salesforce<sup>®</sup>, SAP<sup>®</sup>, Microsoft Dynamics<sup>®</sup>, Netsuite<sup>®</sup> and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today

[www.putitforward.com/partners/oracle](http://www.putitforward.com/partners/oracle)



Put it Forward  
Constant Data

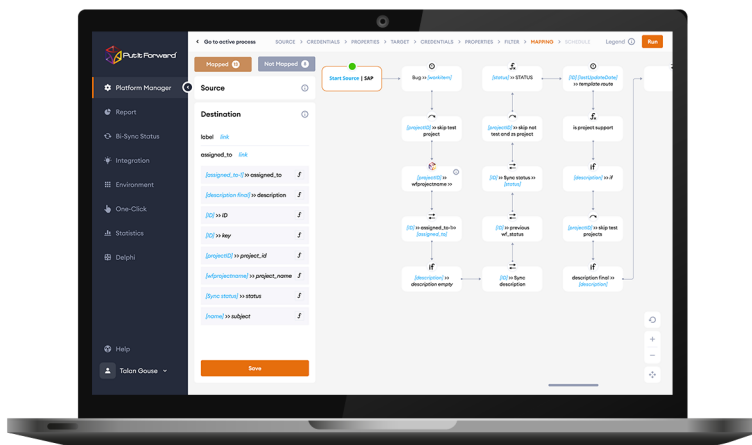
## Point, Click, Get Your Certain® Events Data into Oracle Eloqua® or Oracle Responsys®

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

## Key Deployment Benefits

- Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
- Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
- Best Price - On demand per connection pricing and low maintenance costs
- Complete suite of out of the box connectors plus data services
- Superior support model – dedicated resources for each of our customers



## Tech Features

- **Multi-frequency Integration:** real time, just in time or in batch cycles
- **Great for data loading** and long running processes like customer research to inquiry
- **Integrated data quality** and management
- **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
- **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
- **Pure cloud based** - no installation of hardware or software for you to deploy and manage
- **On demand per connection pricing** and low maintenance costs
- **Supported Trials**

## Tech Specs

**Operating Systems:** Put it Forward® is cloud based and is independent of operating systems.

**App Server:** Put it Forward® is cloud based and does not require an app server to run

**Dev Tools:** Put it Forward® has a rich integrated cloud based development environment which does not require installation.

**Transports:** HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL ... and more.

**Data Formats:** XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)



Put it Forward  
Constant Data