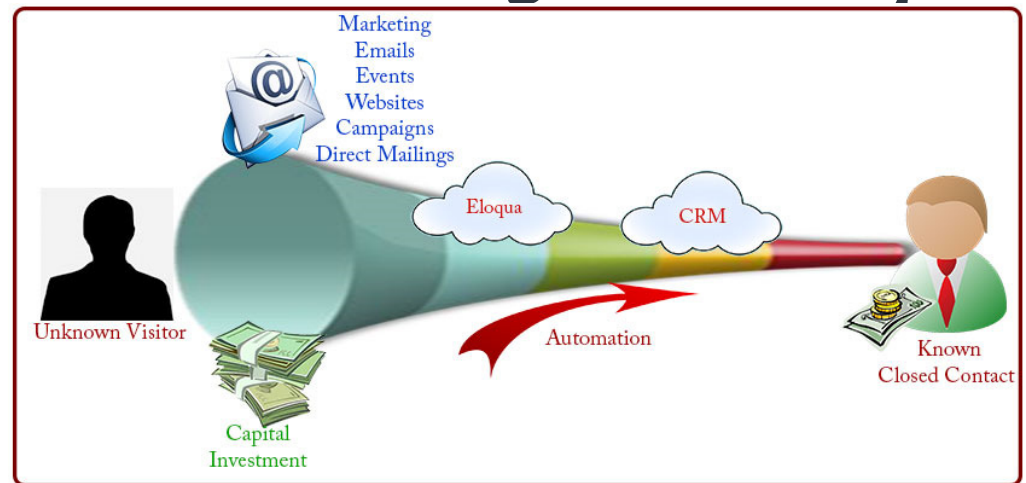




The MASYC Group, Inc.

Oracle Marketing Cloud—Eloqua



The Homebuyer Lifecycle Software Solution

The MASYC Group, Inc. has developed a portfolio of solutions for managing a Homebuyer throughout the lifecycle of homeownership. Our solutions help the Homebuilder with supporting the process of bringing buyers to communities (as a Lead), configuring the home for the Homebuyer (as an Opportunity), Managing the building the home (as a Buyer) and supporting the Buyer after the sale (as an Owner).

Leads

Capture leads from builder's web site, email campaigns including microsites & landing pages. Use this information to drive prospects to your communities.

Solution: Oracle's On Demand Marketing and CRM solution with MASYC's CRM Template for Homebuilders

Opportunities

The buyer arrives at the community, learns about the selections available, develops various configurations and works to a purchase agreement on their dream home.

Solution: MASYC HomeBuilder Sales Solution

Buyers

With a signed sale agreement Operations starts the building process. Creates purchase orders, schedules work and at escrow close of the home.

Solution: Oracle's HomeBuilder Management

Owners

Close of escrow is the end of the sales cycle, now, for the Homeowner, the Warranty Department is their key contact with the builder. This MASYC solution supports the Warranty team supporting the Homeowner.

Solution: MASYC Homeowner Warranty

Services Available

- Technical Support
- Installation and Setup
- Maintenance
- CareOne Support Plans

The modern world is advancing faster and becoming more complicated than ever. Companies and Marketing executives have more responsibility to display specific returns—profitability or loss—on every promotional campaign they invest in. **Eloqua** is a Software as a Service (SaaS) application belonging to the **Oracle Marketing Cloud** that bestows upon Modern Marketers the tools to create automated solutions along with reports that measure campaign performance, customer engagement, and closed-loop reporting. Eloqua is easy to learn but also has depth with features that are required from an Enterprise-level solution.

- Marketing Automation that increases efficiency by reducing manual tasks and errors
- Shorter development cycles through template blueprints and shared Component libraries
- An Intuitive drag-and-drop Graphical User Interface to design Campaign workflows, Emails, and Landing Pages
- Targeting and Segmentation delivers the right message at the right time to the right audience
- A Lead Scoring framework that increases the quality of Leads sent to sales
- Integration with Oracle Sales Cloud (and other CRM software) is simply populating data via configuration steps
- Application extensibility through Cloud components and 3rd party connectors

Eloqua is a proven platform for businesses wanting to obtain results-oriented success through cutting-edge technology, while allowing Marketing and Sales to align when taking on the world's increasing challenges.

ORACLE
CLOUD SOLUTIONS

Powered by Oracle Marketing Cloud

Strengths

- Easy to learn; high-level technical skills not required
- SaaS—database maintenance and software updates handled automatically through Oracle
- Multitude of out-of-box reports and Asset templates
- Open source framework allowing for 3rd party development

Differentiators

- Utilizes Marketing experts' best practice methodologies
- Rapid design and deployment of Marketing Campaigns
- Integrated Sales and Marketing funnel ensures higher Lead conversion and close rates

Innovations

- Native integration with the top CRM platforms
- Eloqua University and its social forum Topliners allow interactive learning and content





MASYC Implemented Solutions

TECHNICAL SUPPORT

MASYC consultants have years of experience working with EnterpriseOne and configuring it to meet our clients unique requirements. MASYC has a development organization to provide technical support for our solutions. The MASYC team is focused on EnterpriseOne and the HomeBuilder, Construction and Engineering industries.

UNDERSTANDING YOUR IMPLEMENTATION

As an Oracle Platinum Business Partner, *The MASYC Group, Inc.* provides complete project management and facilitation for upgrades, new implementations and post-project support.

MAINTENANCE

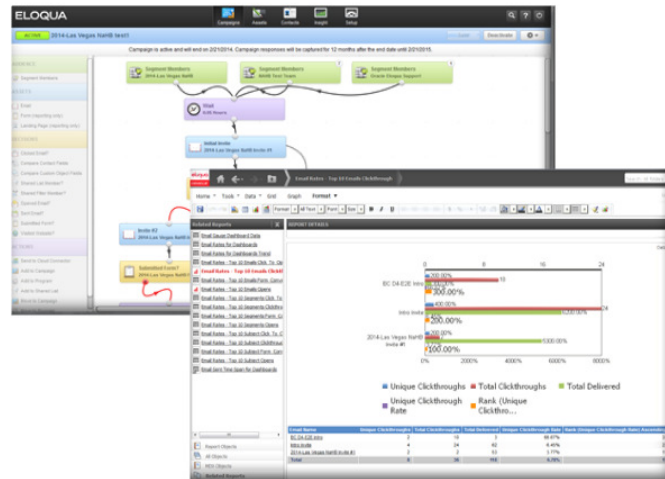
Our software solutions are constantly improving with input from our customers. New features we implement are available to all MASYC clients that are currently on maintenance.

CAREONE SUPPORT PLANS

The MASYC Group, Inc. provides several technical support plans each with a spectrum of services from basic administrative services to software upgrade reviews.

For more information on any of our products or services please visit us on the Web at:

WWW.MASYC.COM



Strengths

Easy to Learn; High Level Technical Skills Not Required

Eloqua 10, the latest version, has a sleek drag-and-drop interface that allows for construction of Campaigns, Emails, and Landing Pages all with simple clicks of the mouse. **Eloqua** also has specific Component Libraries where users can upload and store images, files, and other frequently used collateral when designing these Assets. Although some HTML coding may be useful when designing web-related Assets, it is not necessary. Additionally, all system configuration setup is done through the web user interface.

SaaS—Database Maintenance and Software Updates Automatic Through Oracle

As **Eloqua** gets updated and modified by Oracle, changes will automatically be passed down to users and their installation environments. While there is a short downtime for the major updates to the application, they usually take place over the weekend with a duration of only a few hours. The database integrity is also maintained on the backend by Oracle and users will get a notification once they approach record size or API call limitations, both of which depend on the trim level of the installation.

Multitude of Out-of-Box Reports and Asset Templates

Eloqua Insight is a powerful reporting tool that displays analytics for all things tracked in the system, including: Form submits, Email opens, Webpage visits, etc. The data can be viewed in a variety of ways—tabular or graphical displays. Reporting can also be scheduled, exported, and bursted automatically to a defined group of email addresses.

Open Source Framework Allowing for 3rd Party Development

Eloqua's cloudconnector.com website hosts applications that are developed both in-house as well as by 3rd party vendors. Companies can also develop their own in-house apps for Eloqua. These apps extend the functionality of **Eloqua** and the thriving marketplace is full of useful features, such as social integration (Facebook, LinkedIn, Twitter). Installation is a matter of selecting which apps you would like to call. And while app prices vary for 3rd party vendor developed apps, all of **Eloqua's** developed applications are free for customers to use.

Differentiators

Utilizes Marketing Experts' Best Practice Methodologies

Research has shown that marketing to customers is all about delivering the right message at the right time to the right audience. With **Eloqua**, creating a constant "drip" Campaign to nurture Leads through the integrated Sales and Marketing funnel is possible and allows companies to determine who and when to send a specific offer.

Rapid design and deployment of Marketing Campaigns

Via the elegant Graphical User Interface, using the Campaign Canvas to create and deploy Campaigns is quick and powerful with features including: Decision Points, Wait Steps, and Segmentation. Marketers can also easily follow the path of where a Contact is currently in the progression of the Campaign.

Integrated Sales and Marketing Funnel Ensures Higher Lead Conversion and Close Rates

By using a Lead Scoring model that is created by interaction between Sales and Marketing, both departments will agree that Leads being sent into a CRM system met qualifications.

Oracle Sales Cloud Eloqua

Continued

HIGHLIGHTED FEATURES

- Campaign Canvas**
Customer Segments, Decision Points, and Wait Steps all allow a Lead's progress to have defined touchpoints.
- Asset Library**
Emails, Landing Pages, Images, and Files can be uploaded, shared, and reused for a consistent collateral management.
- Lead Scoring**
Lead Scoring Models measure and track a Lead's Digital Body Language. This includes Web Visits, Form, Submits, Whitepaper Downloads, etc.
- Reporting**
Metrics measured include: Emails, Forms, Webpages, Contacts, Landing Pages as well as Industry benchmarking.

ORACLE Platinum Partner

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