

**Social Media Plan for Oracle Marketer's 2016 White Paper**  
**Marketing Technology In the Service of CMOs**

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## **I. Organization Outline**

- **Introduction:** The Oracle Corporation is an American global computer technology corporation. Oracle provides services and products to more than 420,000 clients – including all of the Fortune 100 – across a wide variety of industries in more than 145 countries.
- **Mission:** Oracle’s industry-leading cloud-based and on-premises solutions give customers complete deployment flexibility and unmatched benefits including application integration, advanced security, high availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.
- **Vision:** From data center operations to cloud applications, Oracle dedicates to eliminate the complexity that stifles business innovation and engineers in speed, reliability, security, and manageability.
- **Products and services:** Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems and delivers integrated cloud solutions for business, IT, and development needs, including software as a service (SaaS), platform as a service (PaaS), infrastructure as a service (IaaS), and data as a service (DaaS).
- **Oracle Marketing Cloud:** It helps marketers to transform marketing by truly knowing the customer, mastering marketing automation, and achieving data driven accountability.
- **Headquarters:** Redwood Shores, Redwood City, California, United States.
- **Executive and Board of Directors leadership teams**

- Lawrence J. Ellison, executive chairman of the Board and chief technology officer
- Safra A. Catz, chief executive officer and chief financial officer
- Mark Hurd, chief executive officer
- Judith Sim, chief marketing officer
- Mark Sunday, chief information officer and senior vice president
- Mary Ann Davidson, chief security officer
- Joyce Westerdahl, senior vice president of human resources
- Jeb Dasteel, senior vice president and chief customer officer
- **Stock information**
  - Symbol: NYSE: ORCL
  - Last sale: \$38.98
  - Change: +1.16 (+3.06%)
  - Share volume: 9,293,338

## **II. Organizational Background and Needs**

- **Social Media Campaign**
  - Background:
    - Every industry today is influenced by an increasingly digital and data-driven world. CMOs and marketers have to adjust to adapt new business models and find new ways to connect with customers. Marketers in different industries are facing similar challenges in embracing technology's tools. They need to cope with increasing pressure from their

leaderships to make wise investments in marketing technologies and get high return on investments.

- In order to enable marketers to understand more about the real challenges they face in their daily roles and provide recommendations for solving them, Oracle will announce its Oracle Marketer's 2016 White Paper themed Marketing Technology In the Service of CMOs in the North American market on Jan. 20, 2016. Oracle invited 15 CMOs who are using the Oracle Marketing Cloud solution in their businesses to share their insights of marketing trends in the white paper.
- A series of social media events will be conducted to facilitate the awareness and downloads of the white paper and promote the Oracle Marketing Cloud solution to target audiences in a variety of industries.
- Campaign Needs:
  - Industry trends: The new trends of digital and big data require CMOs to take a new strategic role and take advantage of a new generation of technological tools to meet business needs. This white paper will provide marketers a bible of harnessing the latest technologies in the service of their marketing campaigns.
  - Target audiences: CMOs and Marketers work across business departments in companies with CTOs and IT staffs to align them behind a common goal. Meanwhile, CTOs help marketers to understand the

capabilities technologies can enable them to achieve and make sure marketers choose the right technology providers.

- Online download: The social media campaign can enable the target audiences to readily access the white paper and the white paper can be spread to reach a wide range of audiences on social media platforms.

- **Target Audience**

*(Note: the personas of three target audiences are included in the appendix.)*

- **CMOs:** Julia the CMO, Hi-Tech Company

- Social media habits:
  1. Preferred Platforms: Twitter, e-Newsletter, business news websites.
  2. CMOs and marketers depend on Twitter for business news coming from news outlets and journalists who are followed by marketers.
  3. Business news aside, CMOs and marketers also see Twitter and Facebook as gathering platforms for industry trends, events, speeches and more.
  4. CMOs and marketers intent on building relationships with potential local businesses and business leaders on social media platforms.

- **CTOs:** Mark the CTO, Hi-Tech Company

- Social media habits:
  1. Preferred Platforms: User groups, Twitter, trade news websites and Wikipedia.

2. CTOs and IT staffs like to constantly monitor what's trending in the technology field on Twitter and Google.
  3. They separate from their personal life and professional network by using social media platforms in different functions.
  4. They most likely gain profession-related information from Wikipedia and authoritative industry online sources and trust-worthy websites, such as user groups and trade news websites.
- **Technology bloggers/reporters:** Sam the Reporter and blogger, Tech Online Media
    - Social media habits:
      1. Preferred Platforms: Facebook, Twitter and tech blogs.
      2. Tech reporters and bloggers do more than just read tweets or posts. They prefer to engage in conversation on social media platforms.
      3. They like sharing their industry-related opinions and news stories as new things happen live, and they value self-profiling on social media for boosting their reputations in particular fields.
      4. Reporters most likely keep their Facebook and Twitter pages constantly updated with their stories and offer a robust environment of content for the public with all kinds of interests to consume.
      5. They like to share and obtain image and video formats of information for new technologies and products on Instagram and YouTube.

**III. Competitive Analysis**

*(Note: three competitor companies' outline is included in the appendix.)*

| <b>Social Media Presence (One month: Nov. 6 – Dec. 6, 2015)</b> |   |   |   |
|---|---|---|---|
| <b>Company</b>  | <b>Platforms</b>  | <b>Followers</b>  | <b>Likes</b>  |
| Salesforce  | <ul style="list-style-type: none"> <li>• Twitter – Salesforce</li> <li>• Facebook – Salesforce</li> </ul>                           | <ul style="list-style-type: none"> <li>• Twitter: 275, 000</li> <li>• Facebook: 523, 403</li> </ul>               | <ul style="list-style-type: none"> <li>• Twitter: 2,688</li> <li>• Facebook: 768</li> </ul>   |
| IBM   | <ul style="list-style-type: none"> <li>• Twitter – IBM Marketing Cloud</li> <li>• Facebook – IBM Cloud</li> </ul>                   | <ul style="list-style-type: none"> <li>• Twitter: 70, 700</li> <li>• Facebook: 46,104</li> </ul>                  | <ul style="list-style-type: none"> <li>• Twitter: 716</li> <li>• Facebook: 1,132</li> </ul>   |
| Adobe   | <ul style="list-style-type: none"> <li>• Twitter – Adobe Creative Cloud</li> <li>• Facebook – Adobe Marketing Cloud</li> </ul>      | <ul style="list-style-type: none"> <li>• Twitter: 335, 000</li> <li>• Facebook: 71, 600</li> </ul>                | <ul style="list-style-type: none"> <li>• Twitter: 4,232</li> <li>• Facebook: 35</li> </ul>  |
| <b>Company</b>  | <b>Post frequency</b>   | <b>Shares /comments /retweets</b>   | <b>Content</b>  |
| Salesforce  | <ul style="list-style-type: none"> <li>• Twitter: 5 tweets/day, 5 days/week</li> <li>• Facebook: 1 post/day, 5 days/week</li> </ul> | <ul style="list-style-type: none"> <li>• Shares: 76</li> <li>• Comments: 29</li> <li>• Retweets: 4,012</li> </ul> | <ul style="list-style-type: none"> <li>• Twitter: <ul style="list-style-type: none"> <li>▪ Industry reports/trends/insights</li> <li>▪ Corporate white paper</li> <li>▪ Marketing tips for sales and marketers</li> </ul> </li> </ul> |

|       |   |  |  |
|-------|---|--|--|
|       |   |  | <ul style="list-style-type: none"> <li>▪ Products promotion</li> <li>▪ Corporate events</li> <li>▪ Partners news</li> <li>• Facebook:             <ul style="list-style-type: none"> <li>▪ Corporate news/events</li> <li>▪ Industry hot topics</li> <li>▪ Internal events</li> </ul> </li> </ul>  |
| IBM   | <ul style="list-style-type: none"> <li>• Twitter: 7 tweets/day, 5 days/week</li> <li>• Facebook: 1 post/day, 3-4 days/week</li> </ul> | <ul style="list-style-type: none"> <li>• Shares: 436</li> <li>• Comments: 40</li> <li>• Retweets: 700</li> </ul> | <ul style="list-style-type: none"> <li>• Twitter:             <ul style="list-style-type: none"> <li>▪ Industry trends/insights</li> <li>▪ Corporate events</li> <li>▪ Point of views from Industry experts</li> <li>▪ Marketing Tips</li> <li>▪ Corporate/products news</li> </ul> </li> <li>• Facebook:             <ul style="list-style-type: none"> <li>▪ Industry case studies</li> <li>▪ Executives profiling</li> <li>▪ Products promotion</li> <li>▪ Internal events</li> </ul> </li> </ul> |
| Adobe | <ul style="list-style-type: none"> <li>• Twitter: 10 tweets/day, 5</li> </ul>   | <ul style="list-style-type: none"> <li>• Shares: 7</li> <li>• Comments: 2</li> </ul>                             | <ul style="list-style-type: none"> <li>• Twitter:             <ul style="list-style-type: none"> <li>▪ Products promotion</li> </ul> </li> </ul>   |

|  |   |   |   |
|--|---|---|---|
|  | <p>days/week</p> <ul style="list-style-type: none"> <li>• Facebook: 1-2 posts/day, 2-4 days/week</li> </ul> | <ul style="list-style-type: none"> <li>• Retweets: 2,620</li> </ul> | <ul style="list-style-type: none"> <li>▪ Corporate news</li> <li>▪ Industry events/trends</li> <li>▪ Partners news</li> <li>▪ Technological tips</li> <li>▪ Interaction with industry experts</li> <li>• Facebook:             <ul style="list-style-type: none"> <li>▪ Industry white papers/reports</li> <li>▪ Corporate events</li> <li>▪ Holiday promotion</li> <li>▪ Infographics</li> </ul> </li> </ul> |
|--|---|---|---|

**IV. Goals**

- Achieve 1500 downloads during an initial free launch period of the 2016 Oracle Marketer' White Paper to run from Jan. 20, 2016 to Feb. 29, 2016.
- Increase the awareness of the Oracle Marketing Cloud Solution in the North American market.
- Raise sales of the Oracle Marketing Cloud Solution by 10 percent by Feb. 29, 2016 in the North American market.

**V. Tactics**

- **Social media platforms:**

- Twitter:
  - Twitter account of Oracle: **Marketing Cloud** (@OracleMktgCloud: <https://twitter.com/OracleMktgCloud>).
  - Twitter is a more news-oriented platform for breaking news and sharing comments on that news.
  - Twitter is the channel where opinion leaders and industry experts prefer to engage with other peers in the same field by sharing their opinions.
  - Twitter enables marketers to seize the opportunity to promote their industry insights, products and services to newsreaders and industry trends followers on Twitter.
- Facebook:
  - Facebook account of Oracle: **Oracle Marketing Cloud** (<https://www.facebook.com/OracleMarketingCloud>)
  - Facebook may be a better social media platform to harness word-of-mouth for brand promotion as interpersonal connections exist between industry peers.
  - Brands can use it to align their marketing content with current events to engage users on a special event page.
  - Facebook’s “Trending” sidebar allows users to use it as news feed distributor and to follow industry updates that correspond to a particular field, including politics, science and technology and more.
- Oracle Tech Blog:

- Oracle Marketing Cloud Blog: **Modern Marketing Blog**  
(<https://blogs.oracle.com/marketingcloud/>)
- Tech blog is a powerful informative platform in the technology field. It will offer company news, in-depth analysis and an insider's point of view on industry-related topics.
- Tech blog is a very important information source for CTOs, IT practitioners and tech reporters/bloggers to gain professional insights of up-to-date technologies and products constantly.
- Tech blog mainly focus on the usual news stories. It also offers product and software reviews, industry-related white paper downloads and much analysis on tech businesses and issues.
- Oracle Email Newsletter:
  - Email newsletter enables marketers to acquire target audiences' contact information and get permissions from them for future communication via email.
  - The goal of e-Newsletter distribution is to make the potential customers buy the company's products or services, and the interested prospects land on the newsletter subscriber list.
- **Timeframe:**
  - Duration: Jan. 6 - Feb. 29, 2016
    - In order to provide the latest trends of marketing to target audiences, the white paper aims to be available to the public at the beginning of 2016.

- Length of the campaign: One and a half months.
- Three phases of the campaign:
  1. Warm-up: Jan. 6 – 19, 2016
  2. Launch promotion: Jan. 20 – 29, 2016
  3. Post-launch promotion: Feb. 1 – Feb. 29, 2016
- **Content calendar**
  - Days of the week content: Five days per week.
  - Times of day: One time per day in the phases 1 and 3; two times per day in the phase 2.
  - Times of each day: One time per day at 8:30 a.m. and two times per day at 8:30 a.m. and 1:00 p.m.
  - Calendar:

| Timeline                    | Content  |  |
|-----------------------------|--|--|
| <b>Twitter and Facebook</b> |  |  |
| Phase 1:<br>Warm-up         | The week of Jan. 6   | The week of Jan. 13  |
|                             | <ul style="list-style-type: none"> <li>• #WhitePaperGallery of Oracle Marketing Cloud: Post previous marketing cloud-related white paper.               <ul style="list-style-type: none"> <li>▪ White papers</li> <li>▪ Infographics of the past annual analysis on marketing</li> <li>▪ Marketing cloud-related blogs</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• #CMOprediction2016: Share point of views of 15 CMOs of Oracle’s client companies on 2016 marketing trends.               <ul style="list-style-type: none"> <li>▪ Infographic</li> <li>▪ CMO-related blogs</li> <li>▪ Oracle product-related website</li> </ul> </li> </ul> |

|                                       |   |   |
|---------------------------------------|---|---|
|                                       |   | links   |
|                                       | The week of Jan. 20   | The week of Jan. 27   |
| Phase 2:<br>Initial<br>free<br>launch | <ul style="list-style-type: none"> <li>• #OracleMarketer2016             <ul style="list-style-type: none"> <li>▪ Officially launch the 2016 Oracle Marketer White Paper on Twitter and Facebook.</li> <li>▪ Send email newsletters to customers to notify them of the download availability of the white paper.</li> <li>▪ Post the white paper on the Oracle’s blog.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• #OracleMarketer2016             <ul style="list-style-type: none"> <li>▪ Interact with famous tech bloggers and tech reporters about marketing technology trends by mentioning them on Twitter and Facebook for a wide range of retweeting and sharing.</li> <li>▪ Invite those 15 CMOs to share their insights toward the white paper and Oracle’s Twitter and Facebook will retweet and share their tweets.</li> </ul> </li> </ul> |
| Phase 3:<br>Post-<br>launch           | Feb. 1 – 29, 2016   |   |
|                                       | <ul style="list-style-type: none"> <li>• #TechnologyMattersCMO             <ul style="list-style-type: none"> <li>▪ Marketers and industry insiders can share their feedbacks and insights about the white paper.</li> </ul> </li> </ul>  |   |
| <b>Email Newsletter</b>               |   |   |
| Phase 1:<br>Warm-up                   | Jan. 6 – 19, 2016   |   |
|                                       | <ul style="list-style-type: none"> <li>• Distribute educational newsletters to existing customers and prospects</li> </ul>  |   |

|                     |  |   |
|---------------------|--|---|
|                     | <ul style="list-style-type: none"> <li>▪ Oracle’s infographic for the Marketing industry trends.</li> <li>▪ Oracle’s successful customer stories.</li> </ul> |   |
| Phase 2:            | The week of Jan. 20  | The week of Jan. 27   |
| Initial free launch | <ul style="list-style-type: none"> <li>• Make an announcement of the download availability of the 2016 Oracle Marketer’s White Paper.</li> </ul>             | <ul style="list-style-type: none"> <li>• Share the main insights and analytical data in the white paper.</li> </ul> |
| Phase 3:            | The week of Feb. 24  |   |
| Post-launch         | <ul style="list-style-type: none"> <li>• Conduct a survey to collect existing customers and prospects’ feedbacks about the white paper.</li> </ul>           |   |

**VI. Staff and Resources**

- **Staffs:**
  - One social media supervisor to overlook the campaign and control the timeline.
  - Four social media coordinators for daily social media operation.
  - Three staff members from the marketing department for managing the cooperation with 15 CMOs of Oracle’s client companies.
  - One intern for tracking social media outcomes and reporting.
- **Resources**
  - Accessible permission to the Oracle Marketing Cloud’s Facebook and Oracle Marketing Cloud Twitter account.
  - Marketing e-Newsletter distribution system.

- The contact information list of the customers of the Oracle Marketing Solution.
- The official downloading website link for Oracle Marketer’s 2016 White Paper on Oracle’s official website.

**VII. Results and Measurement**

|   | Goals   | Measurement   |
|---|---|---|
| 1 | 2016 Oracle Marketer White Paper achieved 1500 downloads during an initial free launch period from Jan. 20, 2016 to Feb. 29, 2016.              | Count downloads number of the white paper during the launch period.   |
| 2 | <ul style="list-style-type: none"> <li>• Increase the awareness of the Oracle Marketing Cloud Solution in the North American market.</li> </ul> | <ul style="list-style-type: none"> <li>• Evaluate the social media performance on Twitter and Facebook by counting the increased number of likes, retweets/shares, comments and original posts.</li> <li>• Evaluate the performance of e-Newsletter by counting direct email feedbacks, the valid click rate of the email and the white paper download link.</li> <li>• Create an awareness survey for the existing customers and prospects for a comparison of their before and after perceptions on Oracle Marketing Cloud Solution.</li> </ul> |
| 3 | <ul style="list-style-type: none"> <li>• Raise sales of the Oracle Marketing Cloud Solution by 10 percent by Feb. 29, 2016 in the</li> </ul>    | <ul style="list-style-type: none"> <li>• Make a comparison of sales volume before and after the white paper launch period.</li> </ul>   |

|  |                        |  |
|--|------------------------|--|
|  | North American market. |  |
|--|------------------------|--|

**VIII. Appendix**

- **Oracle Global Marketplace**

| <b>Regions</b> | <b>Nations</b>  |
|----------------|---|
| Americas       | Argentina, Aruba, Bahamas, Belize, Bermuda, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, United States, Uruguay, Venezuela  |
| Europe         | Austria, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Kazakhstan, Latvia, Lithuania, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia & Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Switzerland, Turkey, Ukraine, United Kingdom |
| Africa         | Algeria, Benin, Botswana, Burkina Faso, Cameroon, Ethiopia, Gabon, Ghana, Guinea, Ivory Coast, Kenya, Madagascar, Malie, Mauritius, Morocco, Mozambique, Nigeria, Senegal, South Africa, Tanzania, Togo, Tunisia, Zambia, Zimbabwe  |
| Middle East    | Bahrain, Egypt, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, UAE, Yemen   |
| Asia Pacific   | Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, New Zealand, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam   |

- **Personas of Target Audiences**
  - Mark the CTO, Hi-Tech Company

|   |                    |   |
|---|--------------------|---|
|  | Age:               | 40-45   |
|   | Income:            | \$120,000 - \$150,000/year  |
|   | Education:         | Ph.D. in Computer Engineering   |
|   | Hobbies:           | Family, running, golf, small engineering projects, wine   |
|   | Media Consumption: | User groups, Twitter, Facebook, Google  |
|   | Family:            | Married with 8-12 year old children   |
|   | Need:              | Desires to have a smart and professional technology partner and purchase a cost-effective and industry-leading cloud-based solution for his company |

▪ Julia the CMO, Hi-Tech Company

|   |                    |  |
|---|--------------------|--|
|  | Age:               | 38-43  |
|   | Income:            | \$100,000 - \$130,000/year                                       |
|   | Education:         | Master's degree in business administration                       |
|   | Hobbies:           | Family, children education, reading, hiking, Yoga, gardening     |
|   | Media Consumption: | Facebook, Twitter, YouTube, Wikipedia, Google, business websites |

|  |         |   |
|--|---------|---|
|  | Family: | Married with 6-10 year old children   |
|  | Need:   | Desires to find an easy way and the best marketing IT system to solve the particular problems for her team, such as measuring marketing campaign effectiveness, obtaining prospect customers' data, facts and purchase preference and generating predictive sales lead. |

- Sam the Reporter & blogger, Tech Online Media

|  |                    |  |
|--|--------------------|--|
|  | Age:               | 25-30  |
|  | Income:            | \$55,000 - \$65,000/year   |
|  | Education:         | College degree in journalism or technology science   |
|  | Hobbies:           | Blogging, online gaming, computer programming, photo sharing   |
|  | Media Consumption: | Facebook, Twitter, YouTube, Instagram, user groups, Google, Flickr, tech-blog websites   |
|  | Family:            | Single, living with friends  |
|  | Need:              | Desires to get quick access to detailed, real-time information about the latest industry trends and breakthrough technologies/products for |

|  |  |                                     |
|--|--|-------------------------------------|
|  |  | his articles and industry analysis. |
|--|--|-------------------------------------|

• **Competitor Companies' Outline**

| <b>Company Outlines</b> |  |  |   |
|-------------------------|--|--|---|
| Company                 | Mission/Vision   | Products/Service   | Headquarter   |
| Salesforce              | <ul style="list-style-type: none"> <li>• Vision:<br/>Salesforce.com is a cloud computing company that reinvents CRM in the cloud and became the global leader in CRM. It defined the era of cloud computing, and inspired a new philanthropic model for all to follow.</li> <li>• Mission:<br/>Salesforce builds more meaningful and lasting relationships with your customers — better understand their wants and needs, identify new opportunities to help, and address any problems faster with an overview of every customer interaction.</li> </ul> | <ul style="list-style-type: none"> <li>• Salesforce.com's customer relationship management service is broken down into several broad categories: Sales Cloud, Service Cloud, Data Cloud, Marketing Cloud, Community Cloud, Analytics Cloud, App Cloud, and IoT with over 100,000 customers.</li> </ul> | <ul style="list-style-type: none"> <li>• The Landmark, San Francisco, California, U.S.</li> </ul> |

|              |   |  |  |
|--------------|---|--|--|
| <p>IBM</p>   | <ul style="list-style-type: none"> <li>• Vision:<br/>International Business Machines Corporation (IBM) is an American multinational technology and consulting corporation. IBM dedicates to every client's success and brings new approaches to customers, the company and the world at large.</li> <li>• Mission:<br/>From helping transform healthcare to improving the retail shopping experience, IBM offers manufactures and markets computer hardware, middleware and software, and infrastructure, hosting and consulting services in areas ranging from mainframe computers to nanotechnology.</li> </ul> | <ul style="list-style-type: none"> <li>• IBM provides a full portfolio of products and services, including Watson Analytics, cloud solutions, commerce insights, IT infrastructure, mobile apps and Cloud Security Enforcer.</li> <li>• IBM Marketing Cloud is a cloud-based digital marketing platform that provides email marketing, lead management and mobile engagement solutions.</li> </ul> | <ul style="list-style-type: none"> <li>• Armonk, New York, U.S.</li> </ul>     |
| <p>Adobe</p> | <ul style="list-style-type: none"> <li>• Vision:<br/>Adobe Systems Incorporated is an American multinational computer</li> </ul>  | <ul style="list-style-type: none"> <li>• Adobe has focused upon the creation of multimedia and</li> </ul>  | <ul style="list-style-type: none"> <li>• San Jose, California, U.S.</li> </ul> |

|                |  |  |              |
|----------------|--|--|--------------|
|                | <p>software company,</p> <ul style="list-style-type: none"> <li>• Mission</li> </ul> <p>Adobe provides tools and services to allow its customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time and achieve greater business success. Adobe helps customers make, manage, measure and monetize their content across every channel and screen.</p> | <p>creativity software products, with a more-recent foray towards rich Internet application software development.</p> <p>It is best known for Photoshop, the Portable Document Format (PDF) and Adobe Creative Suite, as well as its successor Adobe Creative Cloud.</p> <ul style="list-style-type: none"> <li>• Adobe Marketing Cloud is the most complete set of marketing solutions available. And it enables users to get deep insight into their customers, build personalized campaigns and manage their content and assets.</li> </ul> |              |
| <p>Company</p> | <p>Global Marketplace</p>  | <p>Leadership Teams</p>  | <p>Stock</p> |

|            |  |   | Information  |
|------------|--|---|--|
| Salesforce | <ul style="list-style-type: none"> <li>• United States: Atlanta, Boston, Chicago, Herndon, Indianapolis, Louisville, New York, Santa Monica, Seattle, Spokane, Tampa</li> <li>• Canada: Toronto, Vancouver, Montréal</li> <li>• Latin America and Caribbean: Brazil, Mexico</li> <li>• Europe: Belgium, Denmark, Finland, France, Germany, Ireland, Ireland, Italy, The Netherlands, Spain, Sweden, Switzerland, United Kingdom</li> <li>• Middle East: Israel</li> <li>• APAC: Singapore, Australia, China, Hong Kong, India, Japan, Korea</li> </ul> | <ul style="list-style-type: none"> <li>• Executive team: Marc Benioff, chairman &amp; CEO; Keith Block, vice chairman and president; Alex Dayon, president of Products; Mark Hawkins, chief financial officer and executive vice president; Lynn Vojvodich, executive vice president and chief marketing officer; Randy Kern, executive vice president and chief infrastructure officer; Srinivas Tallapragada, president of Technology.</li> </ul> | <ul style="list-style-type: none"> <li>• Symbol: NYSE: CRM</li> <li>• Last sale: \$80.68</li> <li>• Change: - 1.46 (- 1.78%)</li> <li>• Share volume: 1,178,078</li> </ul> |
| IBM        | <ul style="list-style-type: none"> <li>• IBM go to market across more than 160 countries in 17 key</li> </ul>  | <ul style="list-style-type: none"> <li>• Executive team: Virginia M. Rometty,</li> </ul>  | <ul style="list-style-type: none"> <li>• Symbol: NYSE: IBM</li> </ul>  |

|              |   |   |  |
|--------------|---|---|--|
|              | <p>industries, including financial markets, healthcare and life sciences, telecommunications and more.</p> <ul style="list-style-type: none"> <li>Regional markets: North America, Latin America, Europe, Middle East and Africa and Asia Pacific.</li> </ul> | <p>chairman, president and CEO;</p> <p>Colleen Arnold, senior vice president of IBM Sales and Distribution;</p> <p>Michelle H. Browdy, senior vice president of Legal and Regulatory affairs, and general counsel;</p> <p>Jon Iwata, senior vice president of Marketing and Communications;</p> <p>Diane Gherson, senior vice president of Human Resources.</p> | <p>Corporation</p> <ul style="list-style-type: none"> <li>Last sale: \$139.55</li> <li>Change: - 0.880 (-0.627%)</li> <li>Share volume: 3,279,376</li> </ul> |
| <p>Adobe</p> | <ul style="list-style-type: none"> <li>North America: San Jose, Seattle, San Francisco, Utah, Boston, Minnesota, New York, Washington, D.C., Ottawa, Mexico City;</li> <li>Asia: China, Japan, Korea, India,</li> </ul>                                       | <ul style="list-style-type: none"> <li>Executive team: Shantanu Narayen, president and chief executive officer;</li> <li>Mark Garrett, executive vice President and Chief Financial Officer;</li> </ul>   | <ul style="list-style-type: none"> <li>Symbol: NYSE: ADBE</li> <li>Last sale: \$89.60</li> <li>Change: - 2.98</li> </ul>                                     |

|  |   |   |   |
|--|---|---|---|
|  | <p>Singapore, Hong Kong;</p> <ul style="list-style-type: none"> <li>• Australia and New Zealand: Melbourne, Sydney;</li> <li>• Europe, Middle East and Africa: Belgium, Italy, Poland, Spain, Denmark, France, Romania, Sweden, Republic of Moldova, United Kingdom, Netherlands, South Africa, Germany, Austria, Switzerland, Scotland;</li> <li>• South America: Brazil.</li> </ul> | <p>Matt Thompson, executive vice president of Worldwide Field Operations;</p> <p>Ann Lewnes, senior vice president and chief marketing officer;</p> <p>Abhay Parasnis, senior vice president and chief technology officer;</p> <p>Bryan Lamkin, senior vice president and general manager of Digital Media.</p> | <p>(-3.22%)</p> <ul style="list-style-type: none"> <li>• Share volume: 3,958,684</li> </ul> |
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