

“C” Change

Building an AR Team for the Future

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VP of Analyst Relations
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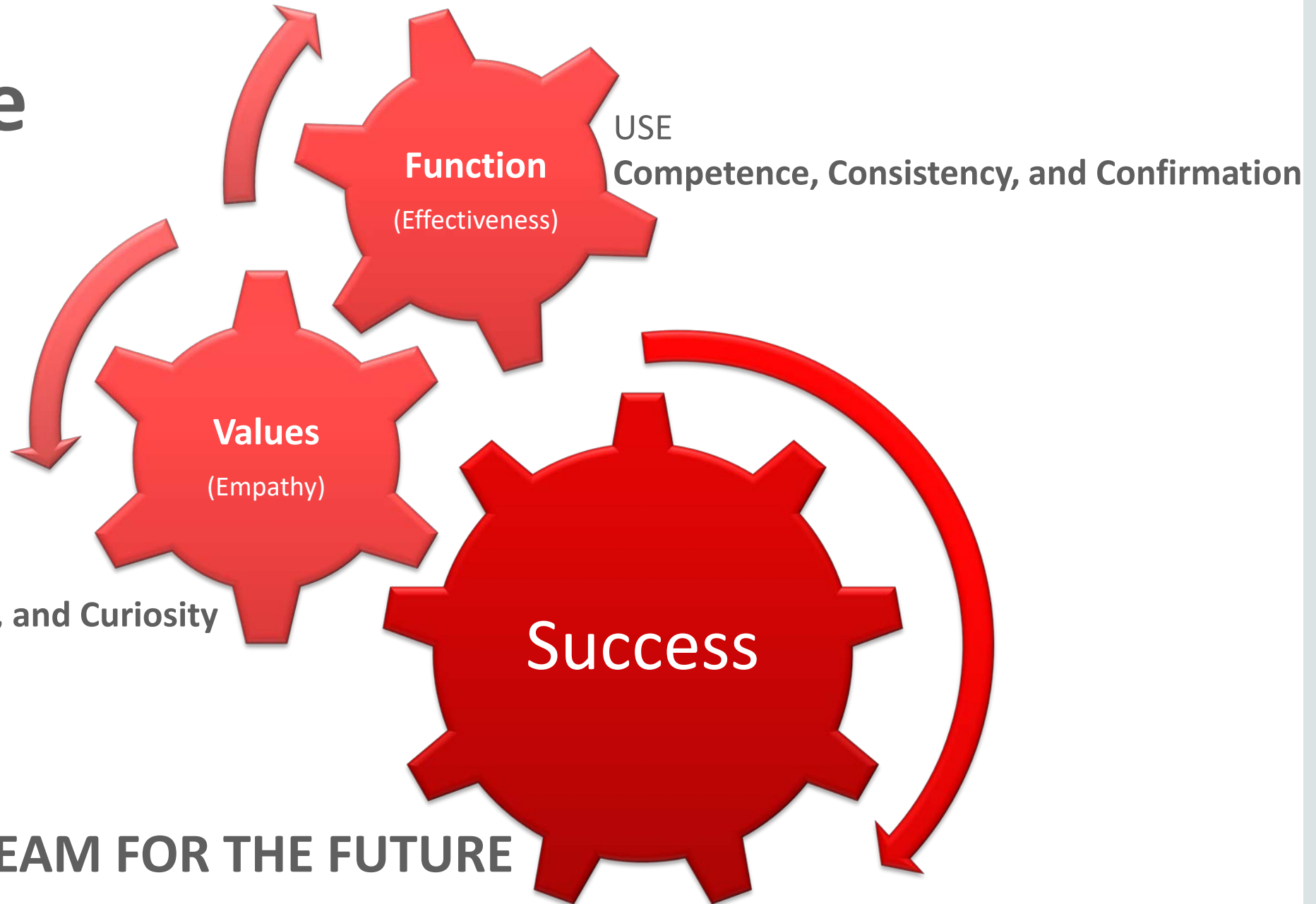
The Oracle logo is displayed in large, white, three-dimensional letters on the curved glass facade of a modern building. The glass reflects the sky and surrounding environment, creating a dynamic background for the logo.

Who am I?

- Ricarda Rodatus
- America-born German
- Head of Oracle Analyst Relations Team
- >4 yrs at Oracle, previously 2.5 yrs at SAP as Head of Product Comms, 3 yrs at Microsoft as Windows Business Group Lead Germany, prior 18 yrs of Product Marketing jobs in the hardware business in the US and Germany
- What am I proud of...
My Oracle Team 2 relay group came in #4 of all corporate groups during the 2nd most iconic race in the world! We finished the Escape from Alcatraz Triathlon in 2:48hrs!!



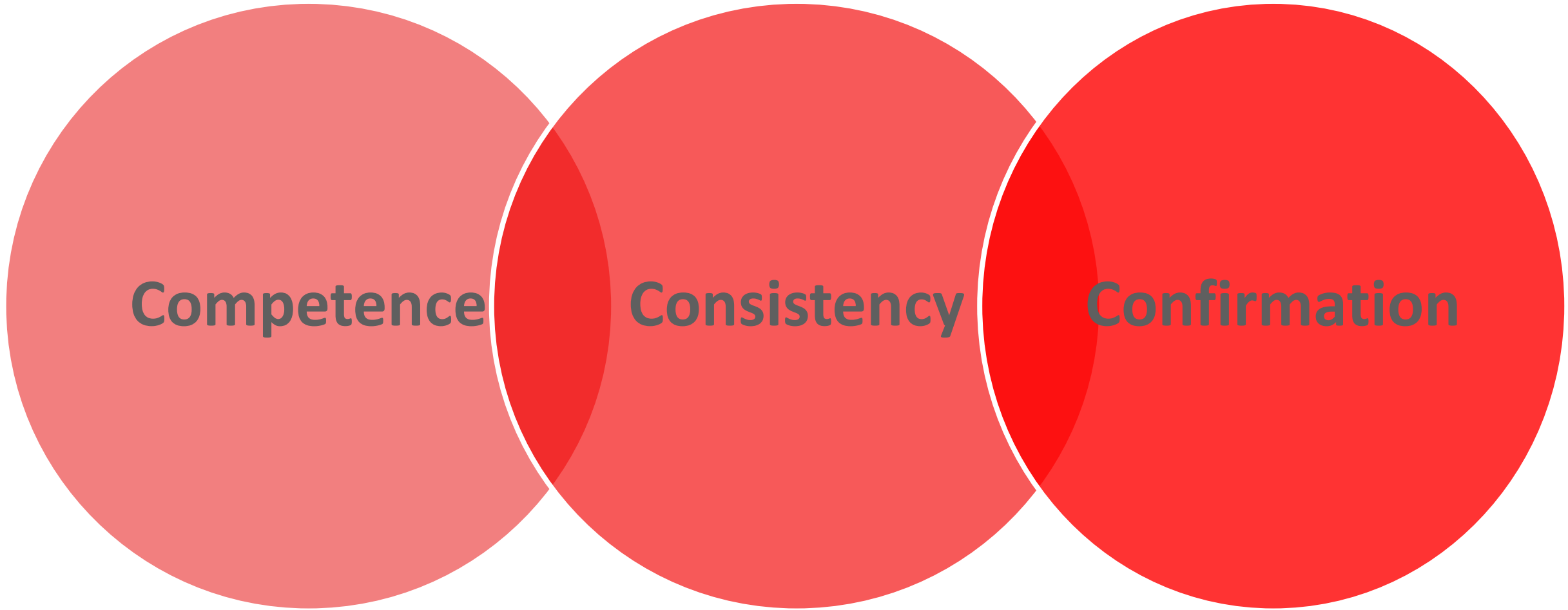
"C" Change



PLUS
Collaboration, Courage, and Curiosity

TO BUILD AN AR TEAM FOR THE FUTURE

Function



Function

- **Competence**

- Understand company strategy
- Build AR strategy and game-plan around company strategy
- Align internally, collaborate x-teams, and provide strategic advice
- Engage externally, and nurture strong relationships
- Help sales sell, and creatively use customers across the board
- Provide meaningful metrics

- **Consistency**

- Be consistent with your AR Managers and spokespeople
- Be consistent with your reliable high-end messaging
- Be consistent with your high-quality touch-points
- And then again
CHANGE
 - Add social components
 - Re-imagine your events
 - Explore alternative customer proof-points

- **Confirmation**

- Identify and build a relationship to your top executives and analysts
- Communicate the appropriate content, in the right way, at the right time to your top executives and analysts
- Get confirmation from your top executives and analysts on
 - What works, is appreciated
 - What needs improvement

To become more effective functionally – we got help from the ARchitect

- **Competence**

- Meaningful metrics
 - Customized reporting for tracking and documenting results aligned with corporate initiatives
 - Track AR-generated customer “touches” and interactions
 - Premium Content demonstrates social impact and tracks coverage /sentiment
 - Article Tracker function collects top quotes and analyst takeaways

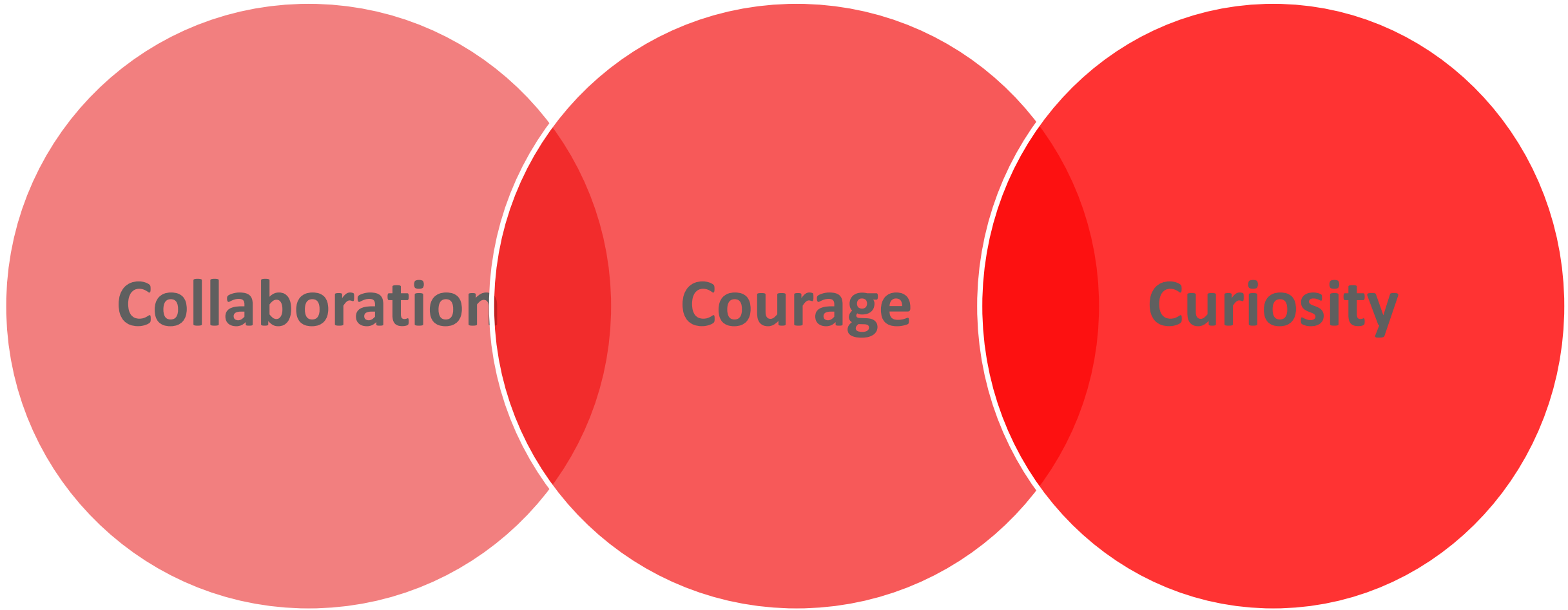
- **Consistency**

- Re-imagine events
 - ARchitect Event Management provides on-demand, birds-eye view of entire event
 - Real-time venue scheduling eliminates conflicts with analyst agendas & locations
 - Session catalog integrated into event management module; updates dynamically
 - Consistent briefing books

- **Confirmation**

- Build Analyst relationships
 - Platform for coordination across global team of
 - 35 AR Managers
 - Representing 57 businesses
 - Analyst search function identifies the most strategic influencers at any given time
 - AR teams share upcoming events

Values





Collaboration

Listening really deeply

Ask (clarifying) questions intensively...Assert, talk, speak up, discuss, exchange!

One conversation

PARTICIPATE

BALANCE

Take initiative

Bring fresh ideas

Agree or agree to disagree

Not being afraid of conflict

Be supportive

HEARING

Everyone has a voice, everyone needs to get heard – get the best out of each other...



Collaboration is...

Content

- Facts
- Opinions

- Actively engaging
 - Communicate
 - Contribute
 - Iterate

Process

- Techniques
- Tools

- Adopting brainstorm rules
 - Exhaust all ideas
 - Go wild
 - No judgment
 - Be creative

Dynamic

- Engagement
- Mood

- Applying good practices
 - Data, data, data
 - Define the problem first
 - Assign roles
 - Get structured

...creating a whole greater than the sum of its parts

"Be fearful, take a plunge anyway"

-Jay

"Do something you've never done before"

-Gerry

"Explore the unexplored"

-Brenda

"Dig deep, go for broke if necessary"

-Dennis

"Have butterflies in your stomach"

-Tim

"Stay true to yourself"

-Katie

"Be open to experiencing something truly new"

-Vanessa

"Push the limit"

-Paul

"Choose the hard way"

-Peter

"Do it everyday"

-Carolyn

"Embrace other cultures"

-Tucker

"Learn something new every day"

-Scott

"Get past the little sh*t and have a common goal"

-Kris

Courage

"Have the guts to reach out"

-Terri

"Be genuine"

-Michele

"Do your best, put your capabilities to the test"

-Stephen

"Step out of your comfort zone"

-Christine and Monica

"Be your own cheerleader"

-Carey

"Determination"

-Krista

"Suck it up and be brave"

-Christine

"Push yourself"

-Helen

"Speak up"

-Ricarda

"Believe in yourself"

-Mike S and Toshi

"Face your fears"

-Jun

ORACLE

Courage is...

Risk

- Challenge
- Opportunity

- Enjoying challenges and taking advantage of opportunities...
 - be curious, go on an adventure, take risks, push harder, keep going, and improve the outcome

Agility

- Action
- Reaction

- Acting and reacting quickly...
 - our thinking and behavior, rapidly course correct, turn on a dime, respond immediately, and adapt fast

Change

- Confidence
- Empowerment

- Being confident and empowered to...
 - navigate the world, the unexpected, deal with uncertainty, and constantly renew – all is always new, new, new

...stepping outside your comfort zone



“Setting new courses.”

“Motivation to dig into the unknown.”

“Trying new places and new adventures.”



“Going out of ones comfort zone.”



“Learning how things work.”

“Sparked by watching and observing.”



“Opening our minds to what is possible.”

“Using the imagination to make a prediction.”

Curiosity



“A yearning to see the future before it happens.”

“Rooted in our past, is growing in our today, and will affect our tomorrow.”

“Staying hungry to engage in new experiences.”

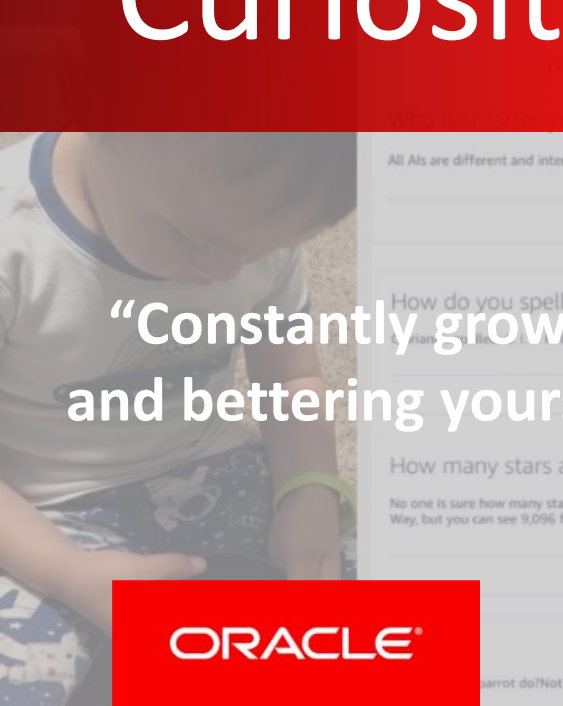


“What will remain constant?”



“What will change?”

“Willingness to research, and then fix problems on your own.”



“Constantly growing and bettering yourself.”

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Curiosity is...

Exploring

- Interest
- Seek

- Encountering the unknown
 - Having the interest and ability to change something ordinary into something spectacular
 - Seeking out the next thing, and not worrying about failure, being judged, or being silly

Questioning

- Interest
- Persistence

- Transforming the unknown to the known
 - Being open and interested in new experiences, ideas, thoughts, concepts, people, places, and ways of being in the world
 - Really wanting to know things and having the persistence not to stop until you do

Learning & Understanding

- Interest
- Engagement

- Applying the known
 - Keeping life interesting, meaningful, fun and somehow making a difference in this world
 - Engaging in new experiences and through that constantly grow and better yourself

...what makes us unique as people

To be more effective implementing and living our values – we got help from ARchitect

- Collaboration

- Replaces several disparate systems, processes and reporting dashboards
- Allows global team to seamlessly share information anytime / anywhere
- Project and Coverage Group reporting encourages and showcases cross-team collaboration
- Consistency provides common, dynamic platform

- Courage

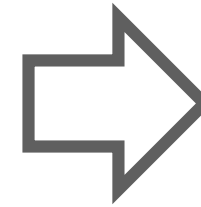
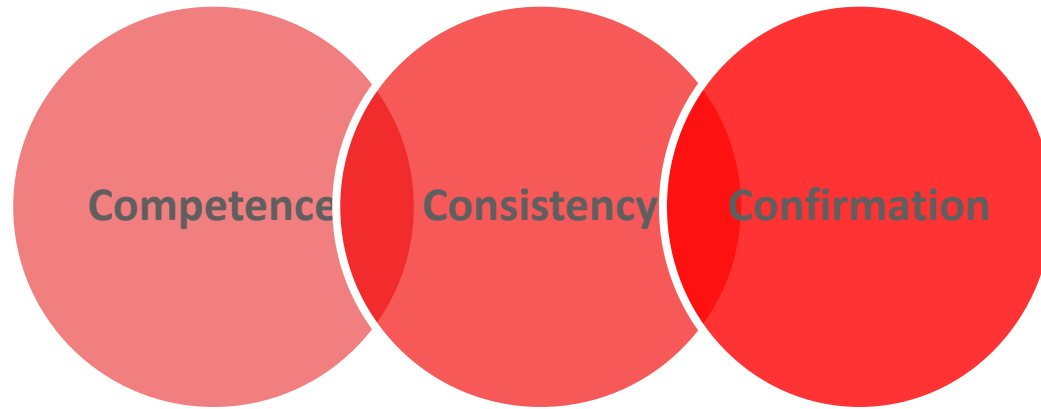
- Secures support and funding for new system and process to re-imagine events; first vendor to use ARchitect Event Management
- Enables acting and reacting to analyst sentiment in an agile way
- Challenges past assumptions by using metrics-based decisions

- Curiosity

- Platform for discovery: continually asking questions, what are we counting, what are we tracking and why?
- Easy access to stats provides platform for friendly team competition
- Social media tracking function provides a snapshot into Oracle / competitive sentiment

Summary

FUNCTIONS



VALUES

