

“Ahead of The Cloud”

How IaaS helps companies thrive in the digital economy by letting them focus on what they do best

Overview

In today's always on, connected economy, businesses must be more focused and nimble than ever to meet rising customer demands and shifting market expectations. They can best accomplish this by concentrating on what they do best—and leaving complex IT tasks to the experts. That's where Oracle, and its world-class IaaS offering, comes in.

In a unique custom content program designed to raise awareness of Oracle's growing presence in the IaaS market in EMEA, we'll show how the company's global-scale Infrastructure as a Service frees customers to be the best they can be by focusing on their core competencies. Thus leaving it to Oracle to handle what it does best—information management.

Execution

Leveraging *The Washington Post's* world-class storytelling capabilities, we'll bring this narrative to life for our highly influential readership of CIOs, developers and other ITDMs through multimedia executions that may include:

Part 1: Rich-media narrative: A mix of engaging, snackable content highlights the critical business benefits of IaaS

Part 2: Interactive infographic: An interactive infographic clearly explains how Oracle takes the pain out of IaaS migrations

Part 3: Photo essay or documentary-style video: Readers will see and/ or hear top IT influencers and CIO-level peers explain how only Oracle can offer an IaaS cloud that's truly business class

Part 1: Rich-media narrative

“The IaaS Advantage”

Business is tougher than ever. There’s more competition and consumers have come to expect flawless products, uncompromising service and everything delivered by yesterday. Organizations, and the people who run them, are destined for obsolescence if they don’t have the right tools to keep up.

Enter the cloud. Our program begins with a highly engaging, parallax scrolling experience designed to educate readers on how IaaS can help them thrive at a time when they’re under more pressure than ever to deliver world-class results.

A journalistic narrative connects snackable, short-form elements that show how IaaS can help leaders solve today’s most pressing business problems. Content may include:

- A carousel of **interactive “flip-cards”** offers surprising Q&A insights around IaaS from top IT bloggers like Dirk Riehle, Lydia Leong and Rick Blaisdell*
- Lightly animated **data visualizations** and copy callouts reveal the latest IaaS market facts and stats
- Interspersed throughout is a compelling, **narrative through-line** that creates a sense of urgency around IaaS and how it can help businesses thrive at a time of profound disruption

*Individuals have not been approached for participation in this project; bloggers subject to availability

Part 2: Interactive infographic

“Lift & Shift”

Many organizations are not taking advantage of IaaS and all of its benefits because they believe moving applications and data to the cloud is too complex. While that may have been true in the past, Oracle’s entry into the market means IaaS adoption has never been easier.

In this highly educational and interactive infographic, we’ll chart out a typical cloud migration path and complement it with popups and hotspots that organically highlight Oracle’s full suite of cloud migration and management tools.

Interactive content offers snappy takeaways and snackable insights on how Oracle helps solve specific cloud migration pain points. Content could include:

- **Common pitfalls** on the journey to IaaS and how to avoid them
- **Integrating** cloud-based data with data stored on premises through Oracle hybrid solutions
- How migration tools like **Oracle Customer 2 Cloud** can help ensure a smooth migration

Part 3: Video or photo essay

“Engineering for Excellence”

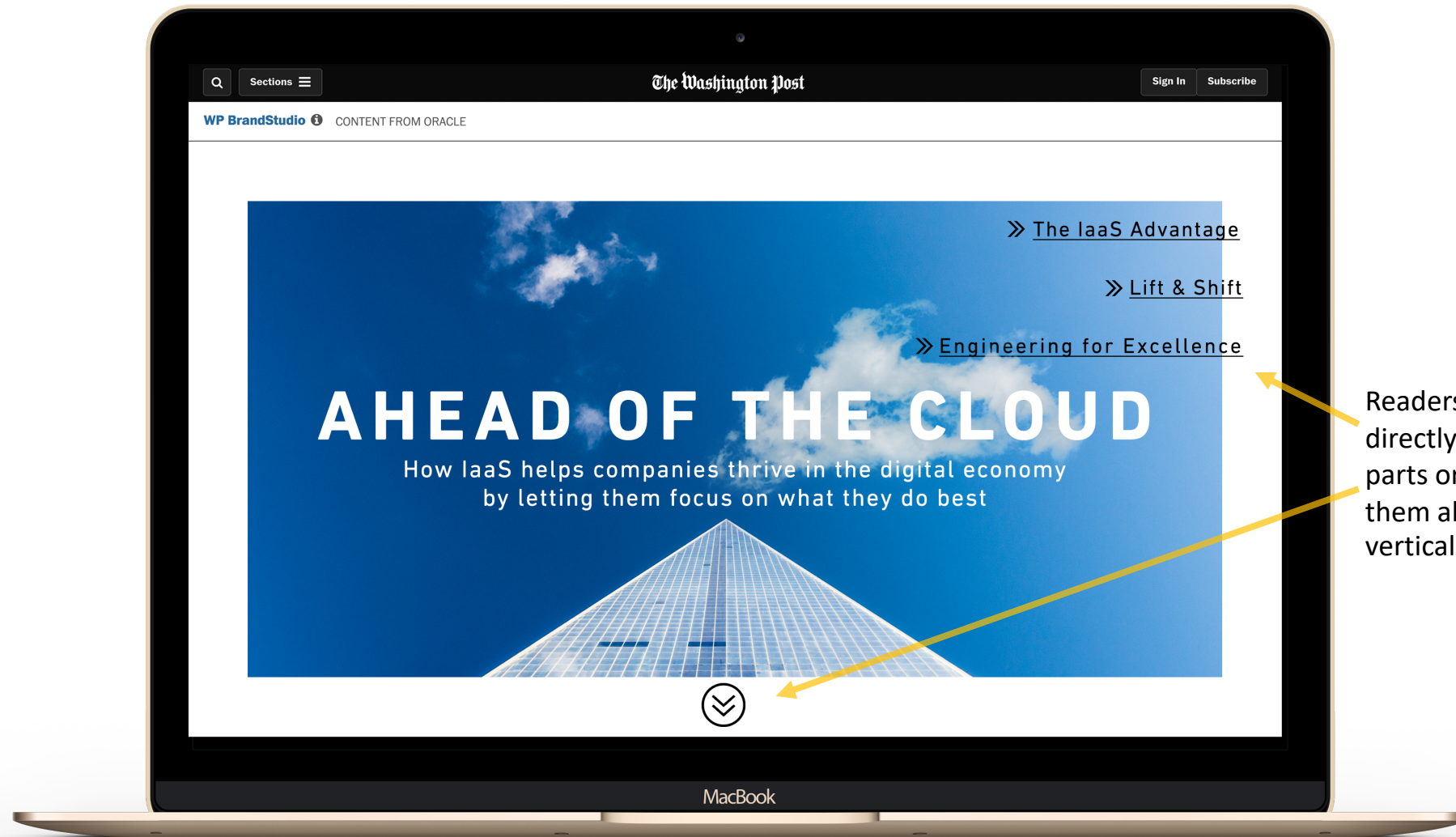
Part 1 of our program informed readers about how IaaS can help companies compete and win amid profound disruption, while Part 2 mapped out a clear migration path.

But all IaaS platforms are not equal. Part 3 uses a mix of text, audio, photography and/ or short, documentary-style video to show how only Oracle, with its sole focus on enterprise computing, can offer an industrial strength IaaS service that’s purpose-built for global business.

Through a documentary-style video or a richly captioned photo essay, we’ll introduce readers to top industry experts and CIO-level peers and allow them to see Oracle’s business cloud engineering in action. Our audience will learn how:

- True **cloud security** starts at the chip level
- Software **experience and expertise** are critical to the development of a world-class IaaS offering
- Oracle’s **“Generation 2” data centers** represent the state of the art in Infrastructure as a Service

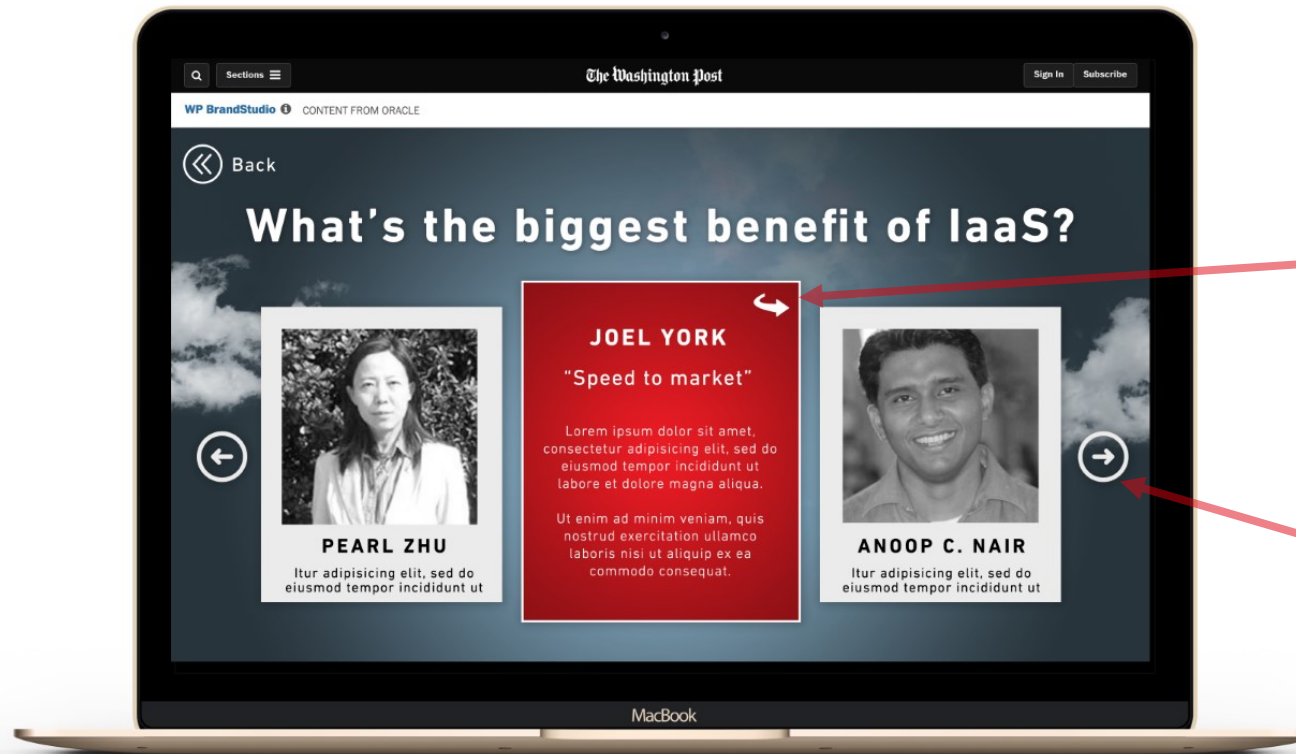
Mock of program entry point



Readers can navigate directly to any of the 3 parts or enter to read them all sequentially in vertical scroll.

Mock of flip card Q&A

We'll pose a series of questions related to laas to top IT bloggers. Readers can explore their responses by toggling through a carousel of interactive flip cards.



Each card shows an image of a blogger on the front. Readers click to reverse the card and see the blogger's response to the question on the back.

Readers click or swipe to navigate to the next question in the carousel.