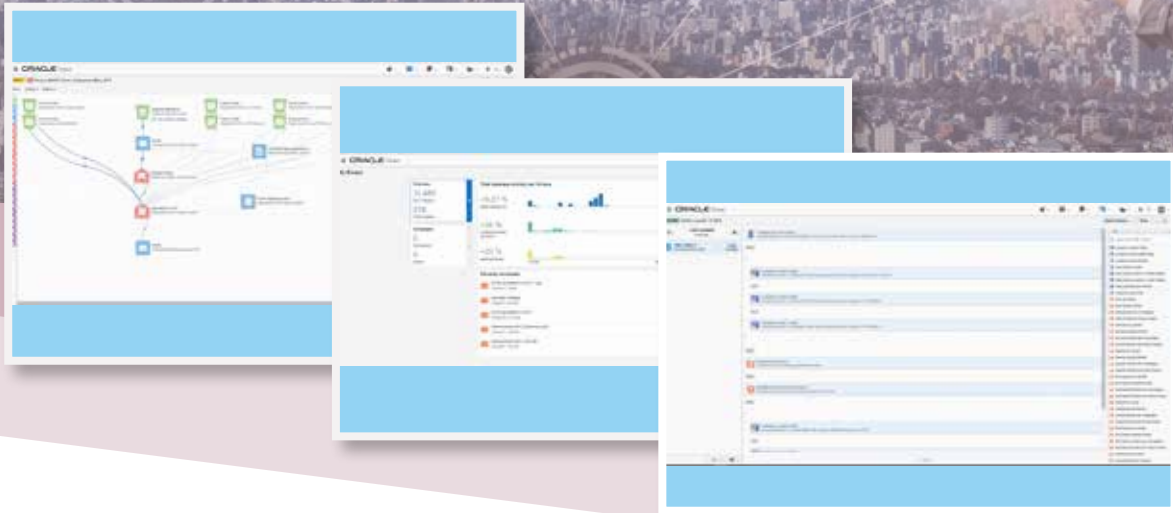


BP4Apps Marketing



Oracle Marketing Cloud Insight for Users & Application Experts

Horus BP4Apps stands for „Business Processes for Oracle Cloud Applications“ and provides comprehensive process and application knowledge for the Oracle SaaS product portfolio.

High-performance solution for the optimization and design of digital marketing processes

Oracle Marketing Cloud contains several high-performance individual solutions that support companies with the designing of digital marketing processes and create a basis for target group-oriented, networked measures. The Marketing Cloud tools contain the areas of marketing automation and testing/optimization and. From data management and optimization up to cross-channel marketing, campaigns and lead management, the Oracle Marketing Cloud offers the desired flexibility in combination with a systematic approach to perform actions on the market in a targeted, fast and efficient way.

Comprehensive process- and user knowledge for Oracle Marketing Cloud

With Horus BP4 Marketing, the user or application expert gains an easy-to-use, knowledge-based system which can be obtained as a service from the Horus Public Cloud.

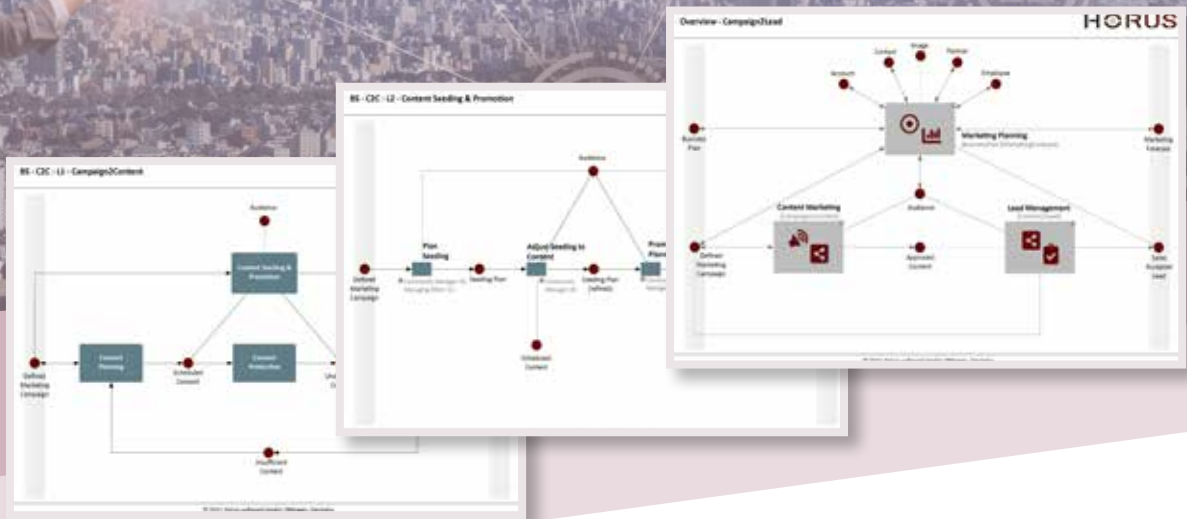
In the private Horus Community Portal, extensive business process knowledge is made available for the relevant Oracle application modules. The user community gains access to the tool in a target-group-friendly way and with regard to the possibility of exchanging invaluable knowledge within the user community.

Components of the knowledge product BP4 Marketing

An extensive knowledge base is the core of Horus BP4 Marketing and allows the user a profound insight into the functional structures of Oracle Cloud Applications. This knowledge base consists of easily comprehensible, logically linked models that provide different perspectives on the user-relevant aspects of Oracle Cloud Applications.

The core consists of the following modeling components:

- Integrated sales and marketing campaigns
- Customer data management for marketing measures
- Analysis of customer behavior in all channels



Extensive knowledge models for functional structures of the Oracle Marketing Cloud

Commercial Framework

The price of BP4 Marketing is determined according to the Oracle Marketing Cloud services licensed for the customer as follows:

Volume class 10.000 contacts	Annual subscription fee
I: ≤ 3	EUR 600,00
II: 4 - 10	EUR 1.200,00
III: > 10	EUR 1.800,00

The scope of delivery includes the respective licensed knowledge models as well as the use of the Horus repository and the Horus Private Community as a service from the Horus Public Cloud. The Horus Public Cloud is hosted in a German data center.

Licensing

BP4Apps products contain product-specific knowledge models including reference processes, user instructions and test cases. Cloud licenses of the product „Horus Private Community“ with the restriction of an exclusive use with BP4Apps are included in the distribution package.

The purchase of Horus Cloud Services is based on a cloud service contract of Horus software GmbH. The customer agrees to the terms valid at the time of acquisition. The minimum contract period is 3 years. After that, it is automatically renewed each year.

References

The listed products are trademarked and are property of the trademark owners. For our cloud infrastructure, we rely on renowned providers like Oracle (<https://cloud.oracle.com/home>) and Hetzner (www.hetzner.de).