

BBC.COM

Oracle Case Study

The screenshot shows the BBC News homepage as of Friday, 11 April 2008. The page features a dark header with the BBC logo, a search bar, and a 'Explore the BBC' button. Below the header is a red banner with the 'BBC NEWS' logo and a 'ONE-MINUTE WORLD NEWS' link. The main content area is titled 'News Front Page' and includes a world map navigation menu on the left. The primary headline is 'LATEST: Two Hamas militants die in Israeli air strike in Gaza, Palestinians say, More so-'. Below this is a large article titled 'Bush 'is avoiding Iraq decisions'' with a sub-headline 'Democratic opponents of President George W Bush accuse him of leaving decisions on Iraq to his successor.' and a list of bullet points. To the right, there are sections for 'OTHER TOP STORIES' and 'ALSO IN THE NEWS', each with small article thumbnails and titles. The bottom of the page shows a 'Video and Audio' section with a thumbnail for 'UN chief to miss Olympics opening' and another for 'Drug to protect against radiation'.

November 2008

Oracle – A Case Study

Objective

- Key Objective: To generate leads through whitepaper downloads (100 leads)
- Target Audience: SMEs
- Markets: ASEAN (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines)
- Duration: 4 weeks (18 October to 16 November 2008)

Solution

- A landing page was created to provide information on Oracle's CRM On Demand for Midsize companies, featuring eBooks and whitepapers for download
- The campaign comprise of banners on BBC.com and Video on Demand, which lead users to the landing page created
- URL: <http://www.oracle-crm-ondemand.com/>

Results

- Banners
 - Impressions Delivered: 750,198
 - Clicks Generated: 2,237
 - Click through rate: 0.3%
- Video on Demand
 - Streams Delivered: 232,496
 - Clicks Generated: 8,414
 - Click through rate: 3.62%
 - Companion banner (Click through rate): 1.74%
- Total number of eBooks/ Whitepapers downloaded
 - 80

Oracle CRM On Demand for Midsize Companies

INFORMATION DRIVES SUCCESSFUL CUSTOMER RELATIONSHIPS

Oracle's CRM On Demand is an affordable solution for midsize companies to give you information-driven sales, service, and marketing. Oracle CRM On Demand streamlines business processes, improves data quality, and allows all your key divisions to draw from the same source of data. With Oracle CRM On Demand, your company owns the single best tool for customer success-accurate information.

CRM THAT WORKS IN MIDSIZE COMPANIES

From precisely measuring marketing campaigns, to consolidating sales forecasts and automatically dispatching field technicians to remote locations, Oracle CRM On Demand helps you address every step of your marketing, sales and service processes. Learn how Oracle CRM On Demand can help advance your customer relationship management to the highest level.

[Click here to watch the CRM On Demand Demonstration and see how this affordable solution can help your midsize business.](#)



LEARN MORE ABOUT ORACLE'S SOLUTIONS FOR MIDSIZE BUSINESSES:

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- [CRM eBook](#)
- [CRM On Demand eBook \(CRM on Demand\)](#)

White Papers

- [Choosing a Reliable and Powerful IT Infrastructure at a Price You Can Afford](#)
- [Oracle's Accelerate Initiative - An Assessment of Oracle's Applications for Midsize Organizations](#)
- [ERP at the Speed of Light - Making Rapid Implementation Work for You](#)
- [Research Note - SAP and Oracle: Who's ready for small and medium-sized businesses?](#)

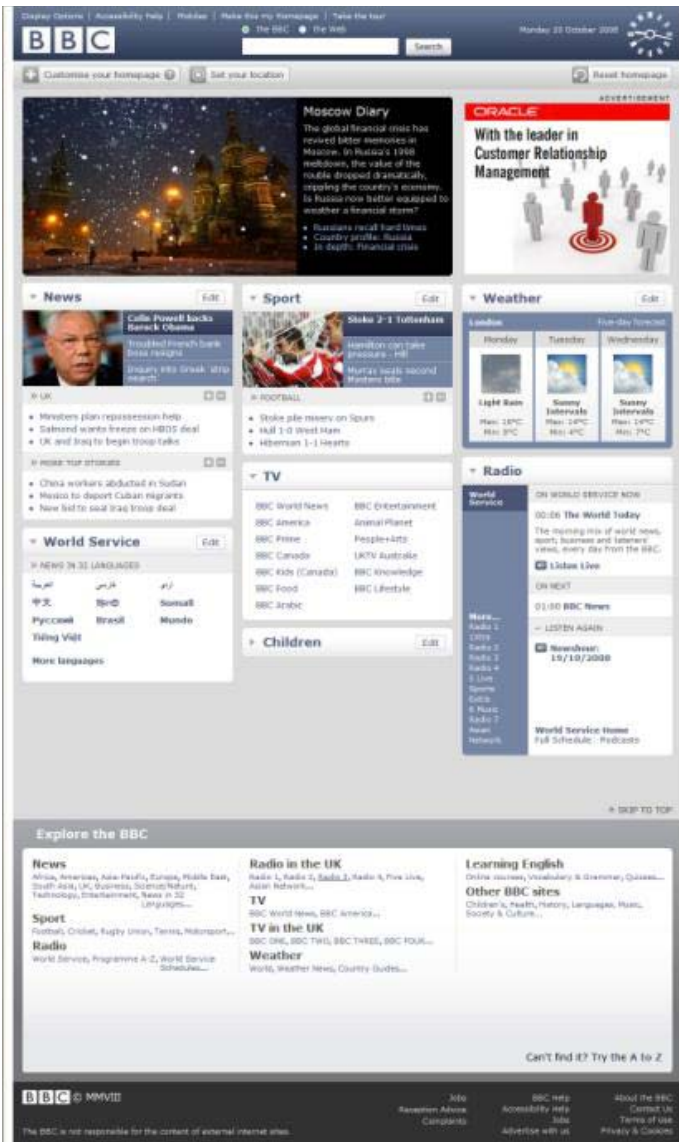
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Landing Page



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BBC Homepage
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BBC Search Explore the BBC

NEWS [Watch](#) ONE-MINUTE WORLD NEWS

Page last updated at 14:05 GMT, Sunday, 29 October 2008 13:05 UK

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UK economy 'already in recession'

The UK economy has "deteriorated dramatically" in the last three months, and is already in a recession, top forecasters have suggested.

The Ernst & Young Item Club predicts that economic growth will decline by 1% next year before recovering in 2010, when it will see 1% growth.

As the economy contracts, investment will fall and unemployment will rise.

But one "bright spot" is that inflation is likely to fall, enabling the UK to cut interest rates further, it said.

While recent actions taken by the government to shore up the banking system are welcome, the credit crunch will hit the economy "very hard", warned Ernst & Young.

Peter Spencer, chief economist for the Ernst & Young Item Club said: "Even if the asset markets stabilise and we begin to see capital flowing around the international financial system again we are still looking at a domestic and global economy that will be recession for the next 12 months."

But "with plunging interest rates, falling inflation, a fundamentally strong economy and some sort of stability in the banking system it should be a relatively short and shallow downturn," he added.

It is not alone in thinking the UK has entered a recession - which is typically defined as two quarters of negative growth.

A recent quarterly survey of 3,000 businesses by the British Chambers of Commerce (BCC) also said the UK was in a recession.

Business Investment

Companies are likely to see their profitability squeezed further, prompting firms to invest 5% less in 2009, said the Item Club.

As a result of the slowdown, widespread cuts in investment and employment are "inevitable".

While the largest job cuts so far have been in finance and housing - the sectors most closely linked to the recent turmoil - the effect will spread further.

It said it expected unemployment claims to hit 5% by the end of 2009, double what it was at the end of 2007.

The report comes after recent data from the Office for National Statistics underlined the weakening labour market.

The number of people out of work in the UK rose sharply in the three months to August by 164,000 compared to the previous quarter, marking the biggest rise for 17 years.

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Problems from the financial sector will be widespread, says the Item Club

THE UK ECONOMY

ECONOMIC INDICATORS

- Jobless rise highest for 17 years
- Consumer inflation reaches 5.2%
- Home loan numbers of record low
- House sales hit new 30-year low
- Councils 'not reckless with cash'
- Rescue plan for banks unveiled

ANALYSIS AND FEATURES

Personal inflation calculator
Find out how your personal inflation compares to the official data.

- How bad will unemployment get?
- Where now for UK inflation?
- Mood map: Do you feel the pinch?

UK RATE DECISIONS

- Interest rates cut to 4.5%

THE SQUEEZE ILLUSTRATED

Key indicators: How the economy is putting UK families under pressure

- The 'squeeze' families panel

IN DEPTH

- Budget 2009 in depth
- Global Credit Crunch
- Northern Rock Crisis

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- Rescue plan for UK banks unveiled 08 Oct 08 | Business
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NEWS **ONE-MINUTE WORLD NEWS**

Page last updated at 18:36 GMT, Sunday, 19 October 2008 18:36 UK

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Colin Powell backs Barack Obama



Colin Powell backs Barack Obama (video courtesy of NBC Meet the Press)

US President George W Bush's first Secretary of State, Colin Powell, has endorsed Democratic election candidate Barack Obama for the White House.

Backing Mr Obama over John McCain, the Republican Party's choice to succeed Mr Bush in November, he said the Democrat had the "ability to inspire".

"All Americans... not just African-Americans" would be proud of an Obama win, he argued.

Mr McCain said he was not surprised at his "long-time friend's" decision.

He pointed out that other former secretaries of state had backed his own candidacy, naming them as Henry Kissinger, James Baker, Lawrence Eagleburger and Alexander Haig - all Republicans.

Addressing a rally in Fayetteville, North Carolina, Mr Obama said he was "deeply humbled" by Mr Powell's support.

"We know, as we do, that this is a moment where we need to come together as one nation - young and old, rich and poor, black, white, Hispanic, Asian, Native American, Republican and Democrat," he added.

His campaign said earlier that the two men had spoken for 10 minutes by telephone.

The Obama campaign also announced it had raised a record monthly total of more than \$150m (£86m) in September, reaching a total of \$60m and dwarfing the total of Mr McCain, who chose to stay within the public campaign financing system.

Important moment

The Powell endorsement is an important moment in the campaign, BBC North America editor Justin Webb says.

Colin Powell does not bring a state and he probably does not bring many additional supporters, our correspondent says.


“It [an Obama victory] would not just electrify our country, it would electrify the world.”

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US ELECTIONS 2008

KEY STORIES

- Colin Powell backs Barack Obama
- Obama breaks fundraising record
- White House rivals swap tax bars
- Court blocks Ohio vote challenge

FEATURES AND ANALYSIS

Bitter blow
Colin Powell's support for Obama is more bad news for John McCain




- Pain plays it safe on US comedy
- How foreign policy went AWOL
- Kirk Douglas urges young to vote
- Faisty McCain meets calm Obama

DAILY UPDATES

Justin Webb's America
Campaign trail - McCain
Campaign trail - Obama
Talking America: On the BBC bus

BACKGROUND

McCain v Obama polltracker
Find out who's ahead and follow key events in the election battle



- First presidential debates in video
- Guide to the battle

CAMPAIGN CATCH-UP

17 October

VIDEO HIGHLIGHTS

- Tin from Krypton: Obama jokes about his identity [Watch](#)
- McCain's 'underdog' joke brings laughs at charity dinner [Watch](#)
- Both sides accused of negative, dangerous adverts [Watch](#)
- Screen legend Kirk Douglas urges young to vote [Watch](#)



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ONE-MINUTE WORLD NEWS

Page last updated at 11:44 GMT, Friday, 17 October 2008 12:41 UK

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Handsets to become crime targets

The risk of spam and viruses that attack mobile devices is set to rise, says a report.

Security experts suggest current risks are small, and that attacks will take the same form as PC spam and scams.

End-user protection like anti-virus software is not yet mature in the mobile market, so the issue is being addressed by the network operators.

Mobile users are urged to employ the same safe behaviours familiar from PCs to reduce risk.

New threat

The annual Emerging Cyber Threats Report from the Georgia Institute of Technology Information Security Center (GTISC) in the US has identified mobile devices as particularly vulnerable platform.

It said that as more and more people adopt smartphones, more applications will allow financial and payment infrastructure that employs them, and the availability of such sensitive data will prove to be a drag for cybercriminals.

The growth of mobile spam and viruses has been reminiscent of the early days of PC spam and scam, says Simon Coney of Adaptive Mobile, a firm that tracks malware and provides security software for mobile firms.

"One of common types we see now runs amok on the Symbian platform," Mr Coney told BBC News. "These viruses work their way through the contact book, sending themselves out to every subscriber who has been called or has called that handset."

Mr Coney says that network operators receive 100,000 virus incidences a day, nearly a 50% rise on last year. However, most subscribers are not infected - in part because mobile viruses are comparatively unsophisticated at present.

"The first generation of these were fairly easy for mobile operators to detect," Mr Coney said.

"Just like the first PC viruses came across as screen savers, in the mobile instance they came across as executable files. No-one was ever sending executable files themselves so it was easy to detect and block that."

"But in the last four months, the majority of viruses we now see are of a new type that either masquerade as an MP3 file, a picture file, or a media file."

Adaptive Mobile has identified one particular virus called Symba that spreads via SMS or by searching for nearby Bluetooth devices - a blue "airborne virus".

For a typical network operator, they find, the virus is responsible for a rise in spam from 0.5% of traffic to 6% over the last 12 months.

The simple solution for users, Mr Coney says, is to employ the same behaviours familiar from computing.



More powerful phones will become targets for hi-tech criminals



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- First mobile phone virus created
- 16 Jun 04 | Technology
- Cyber criminals to target mobiles
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- GTI Security Summit
- Adaptive Mobile
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- Fraudsters' website shut in swoop
- Europe delays its EuroHubs mission
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2. Colin Powell backs Barack Obama
3. Palin joins her name on US show
4. Jamaica puzzled by theft of beach
5. Dubai hotel urged to free shark

• Most popular now, in detail

“People should start to exercise that same caution with their mobile devices that they do today on their PC”

Simon Coney, Adaptive Mobile

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NEWS **TV** **ONE-MINUTE WORLD NEWS**

Page last updated at 16:00 GMT, Saturday, 18 October 2008 17:00 UK

Secret tunnels up for sale

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A network of secret tunnels built in 1940 as deep air-raid shelters 100ft under central London has gone on sale.

The current owners of the Kingway Tunnels, British Telecom, hope the sale could attract offers of about £5m.

Kasia Madera reports.

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Secret tunnels up for sale

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A network of secret tunnels built in 1940 as deep air-raid shelters 100ft under central London has gone on sale.

The current owners of the Kingsway Tunnels, British Telecom, hope the sale could attract offers of about £5m.

Kasia Madera reports.

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