

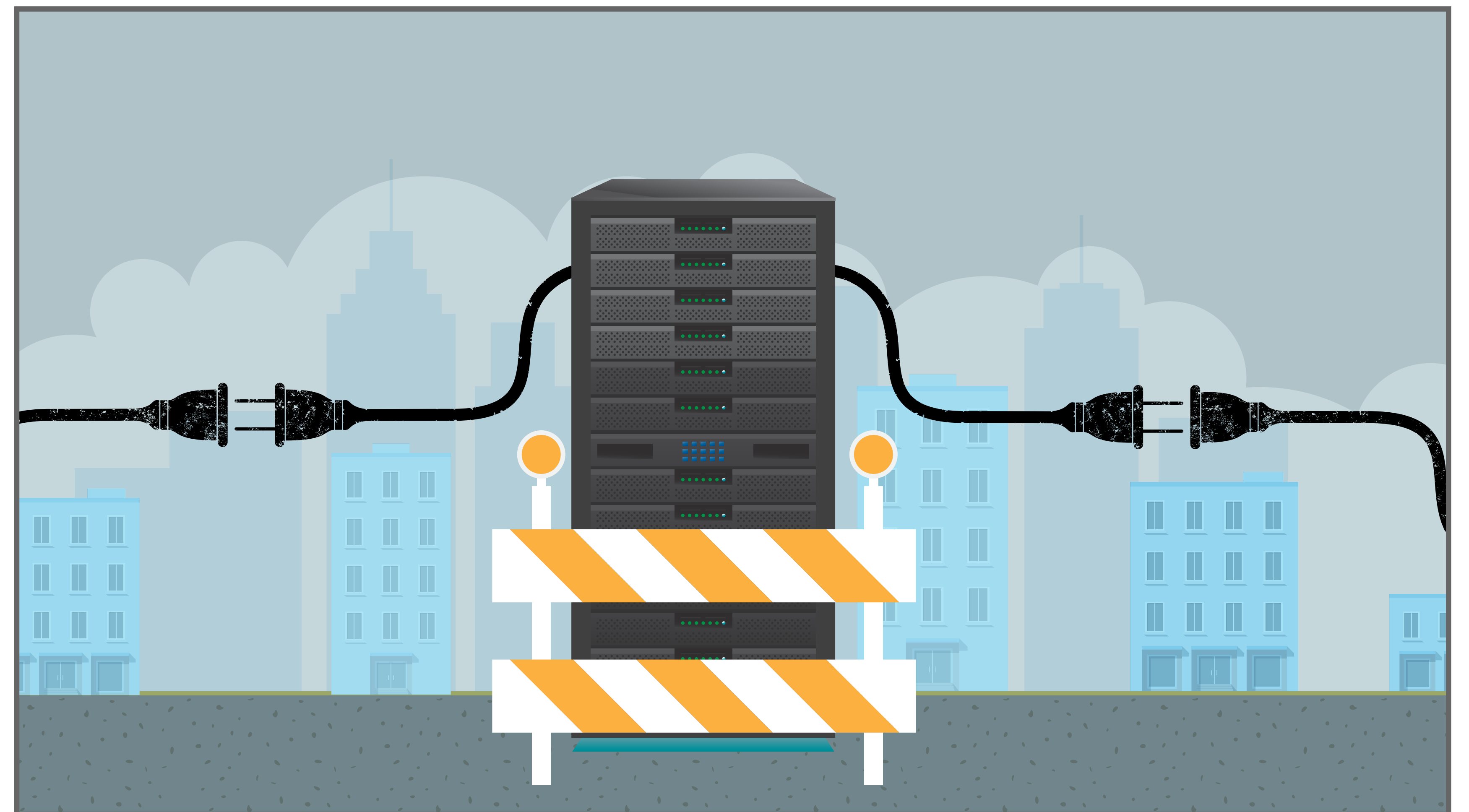
## STORYBOARD



25: "xx"

**Animation Notes:**

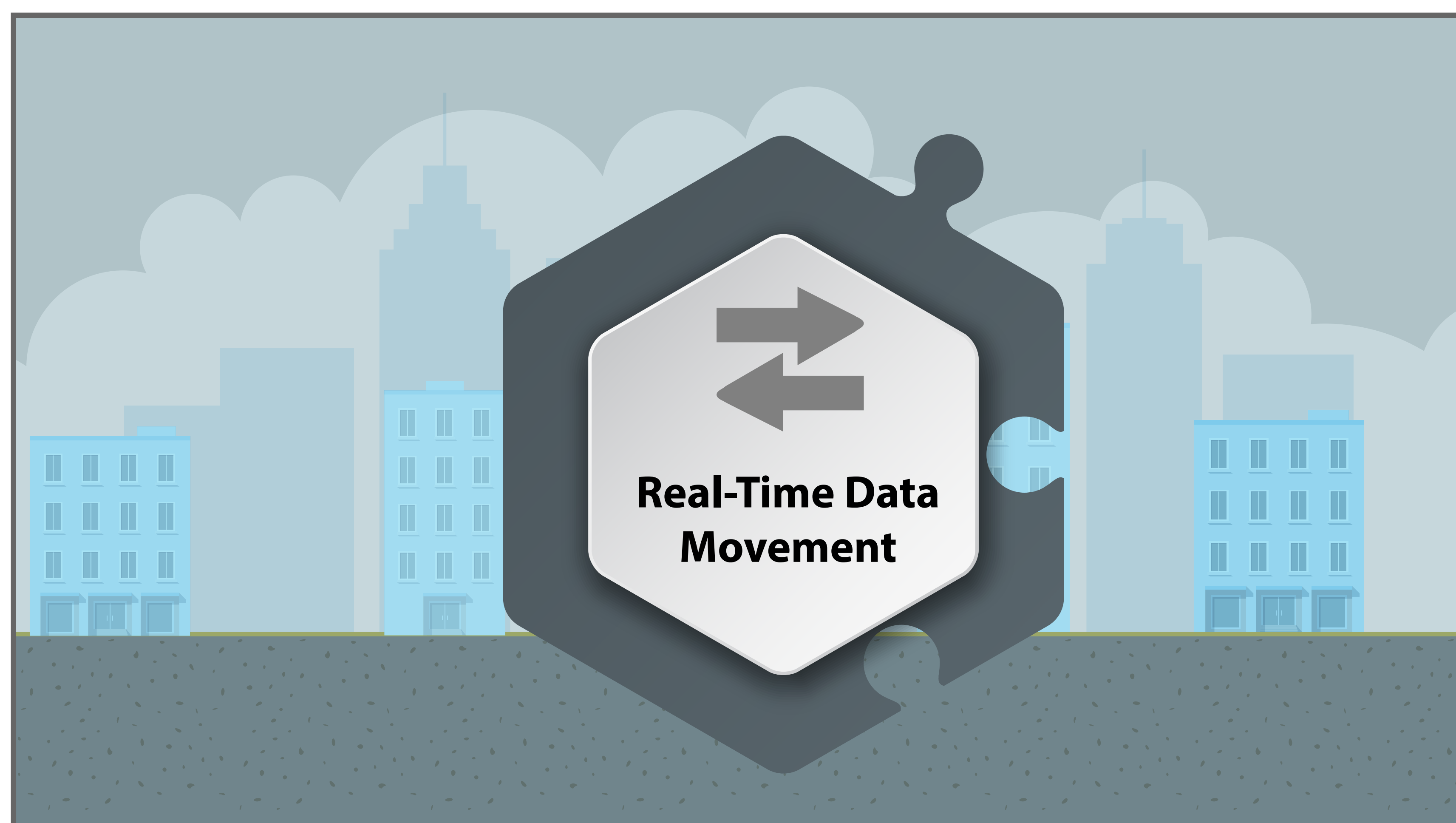
Xxxx



26: "Recent research shows that business disruption is a key challenge in moving to cloud."

**Animation Notes:**

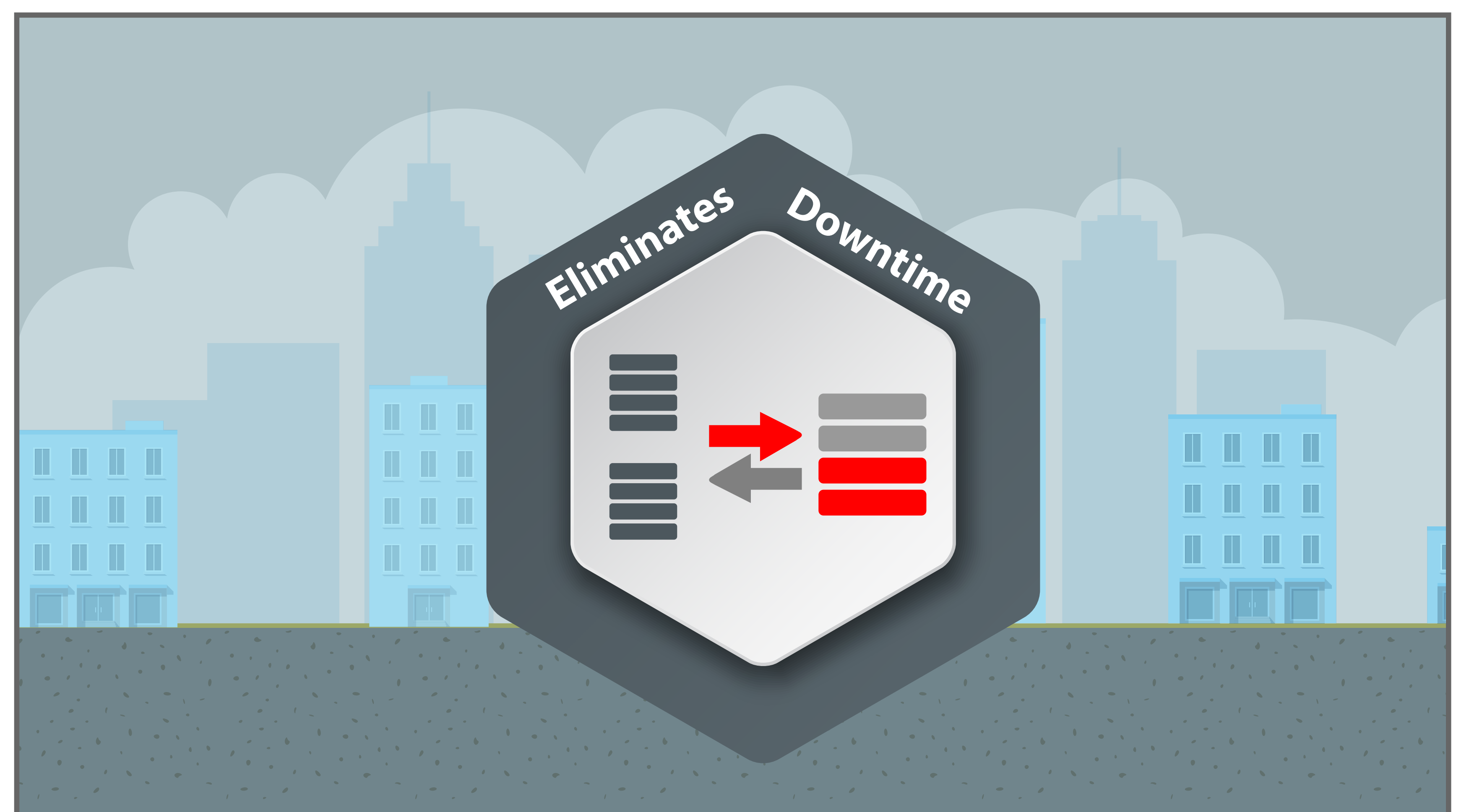
Server gets unplugged and construction sign appears



27: "Oracle's real-time data replication..."

**Animation Notes:**

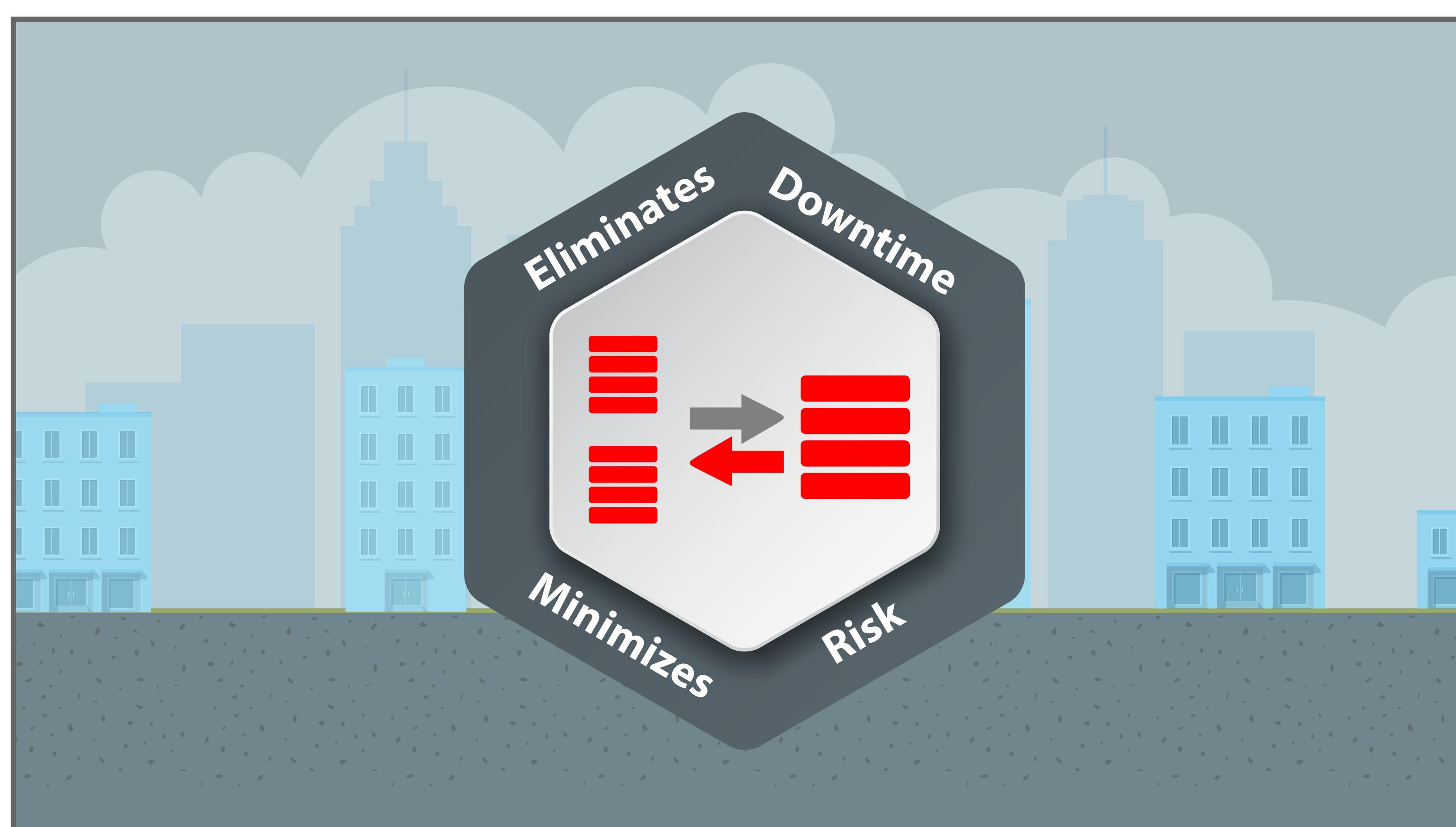
Real-Time Data Movement module appears



28: "...eliminates downtime.."

**Animation Notes:**

Red arrow shows flow of data and "fills" database on right (red flowszt up)



29: "and minimizes risk during database consolidation."

**Animation Notes:**

Flow reverses to the left and small databases fill with red



30: "Once you move to cloud, Oracle lets you integrate and synchronize on-premises databases with cloud databases..."

**Animation Notes:**

Arrows rotate to show integration and synchronization

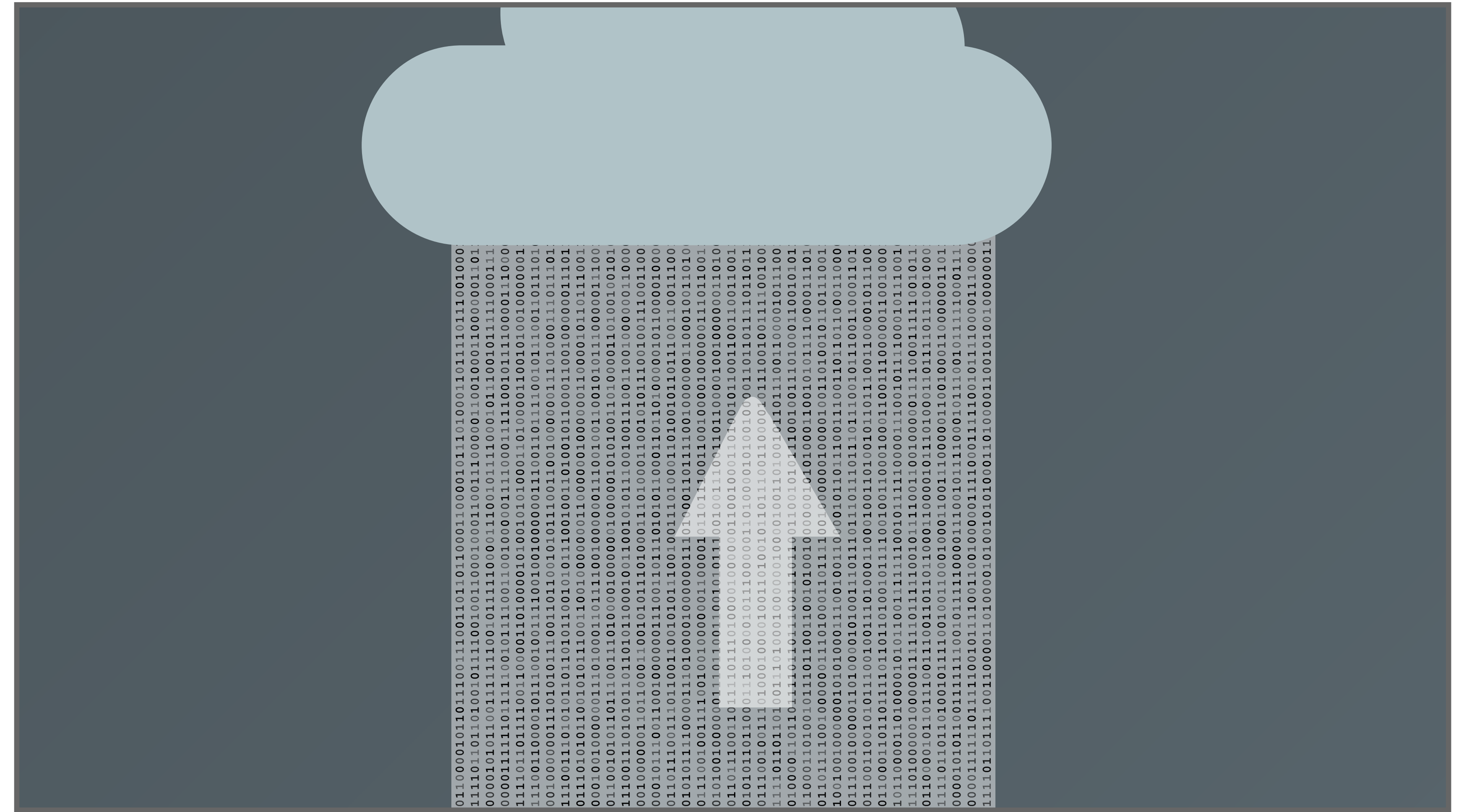
## STORYBOARD



**31:** "to ensure critical data is accessible in real time for all your end users and related systems"

**Animation Notes:**

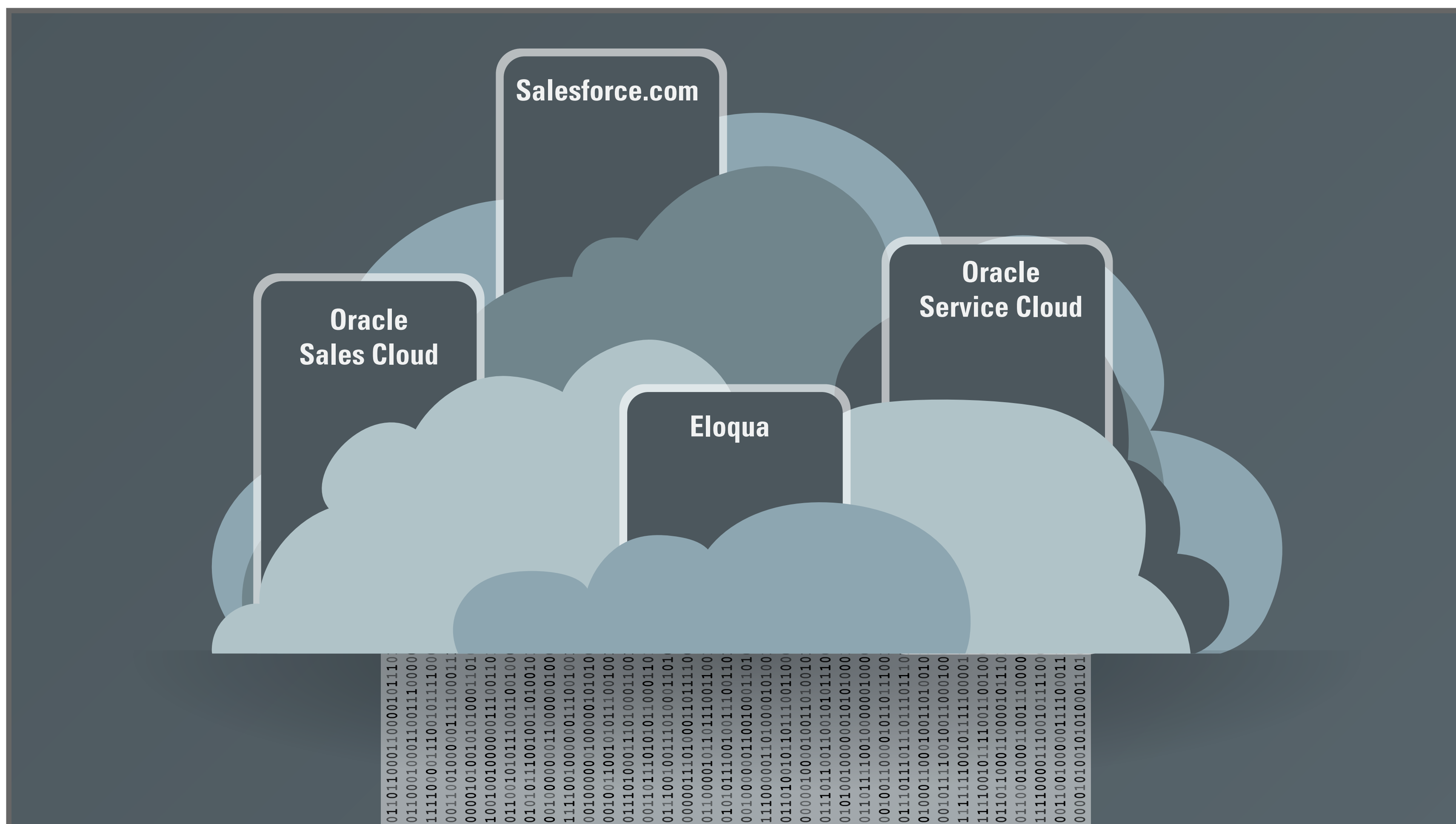
Icons appear in middle to represent users and systems



**32:** "You can load terabytes of data from on-premises systems into cloud applications "

**Animation Notes:**

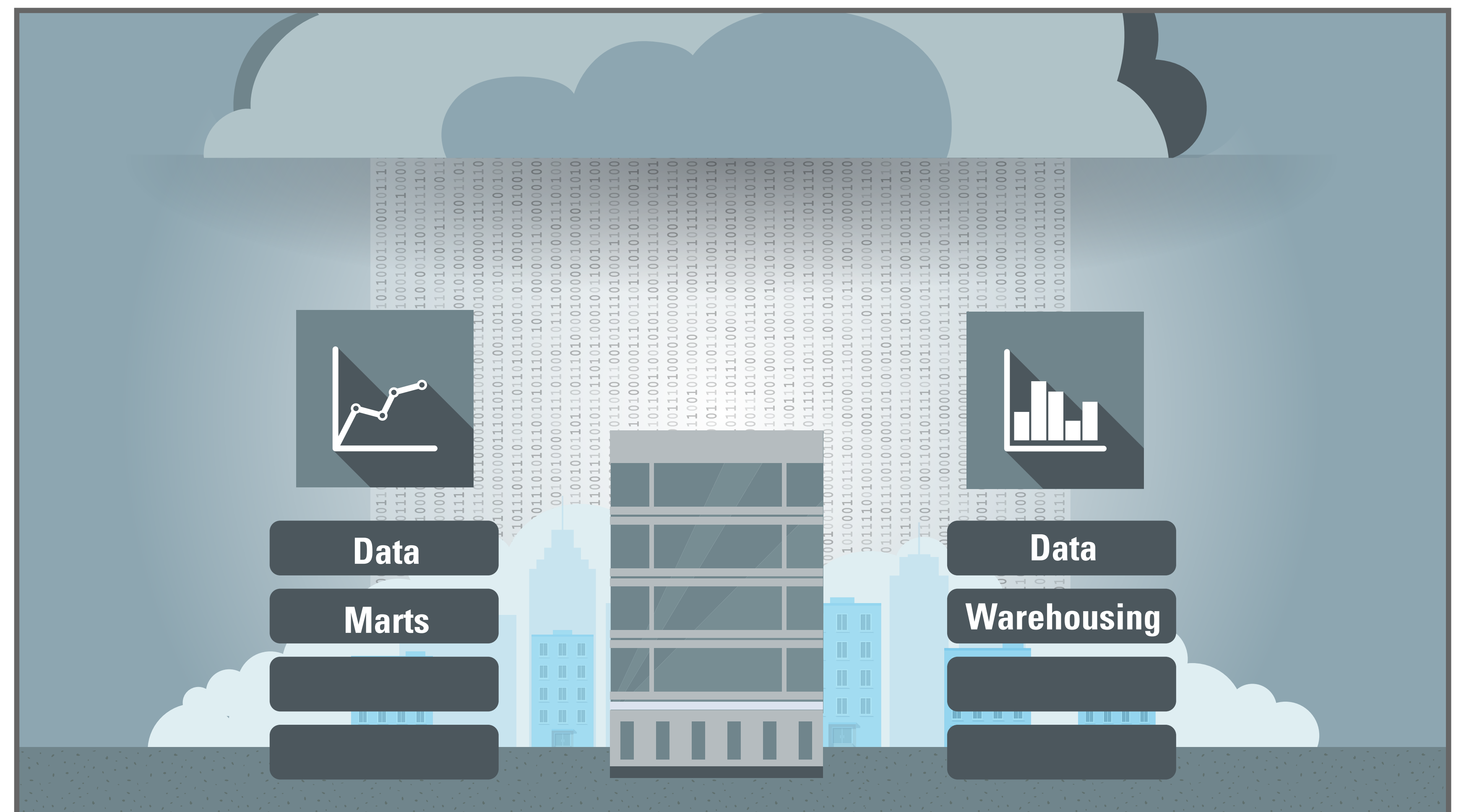
Terabytes of data flows up into the cloud (like reverse rain)



**33:** "-- such as Salesforce.com, Oracle Sales Cloud, Service Cloud or Eloqua."

**Animation Notes:**

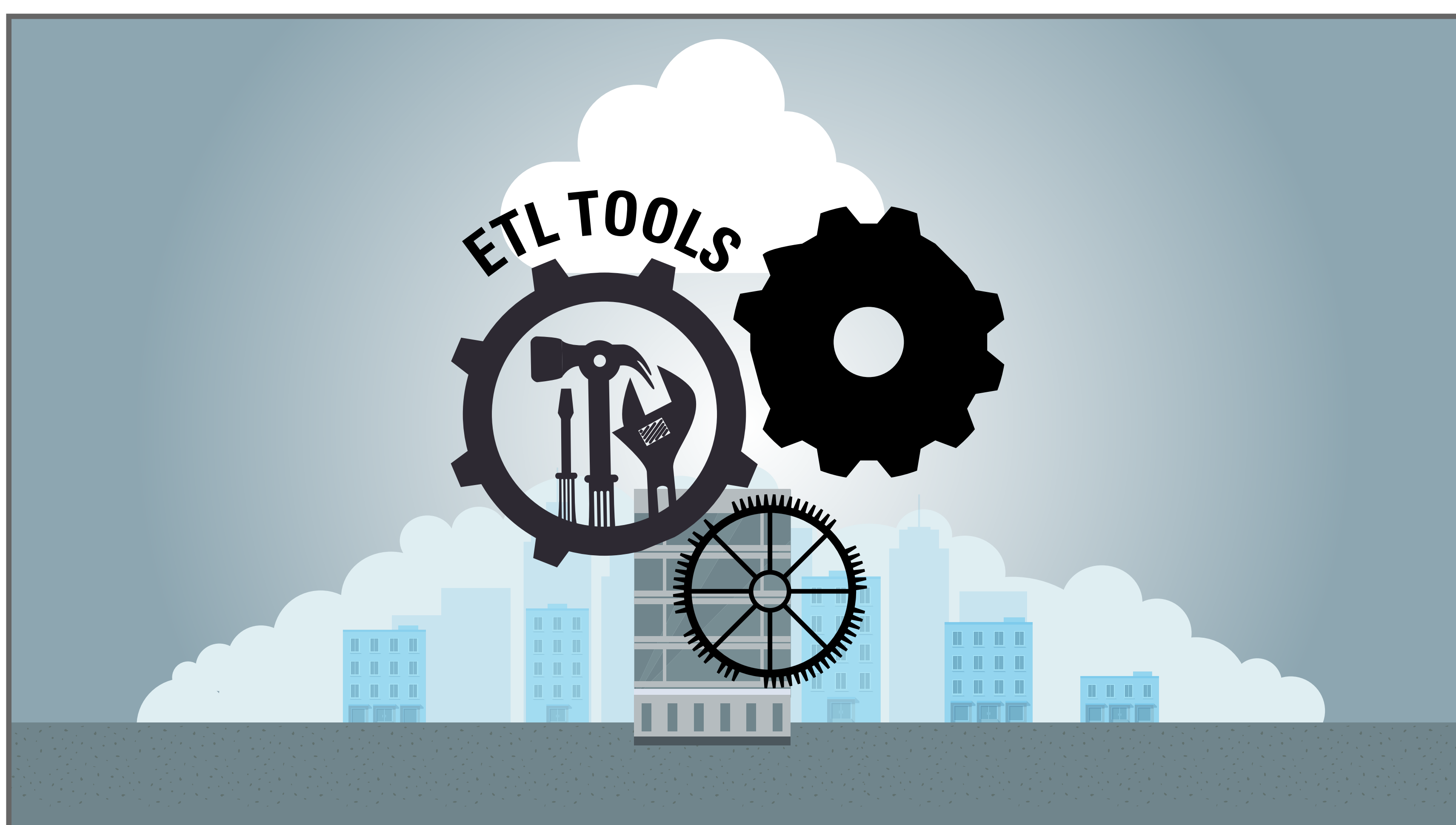
Clouds separate and icons for each app animates up



**34:** "And you can load and synchronize SaaS data to your on-premises data marts or data warehousing solutions in real time, to support rapid, enhanced decision-making."

**Animation Notes:**

Previous scene animates up to show on-premises data marts & warehousing. Charts animate up from database icons to show animated charts (i.e. real-time)



**35:** "Today's ETL tools lack a unified platform for both on-premise and cloud-based BI environments."

**Animation Notes:**

ETL Tool gears rotate but roughly as the cogs get stuck with the mismatched teeth

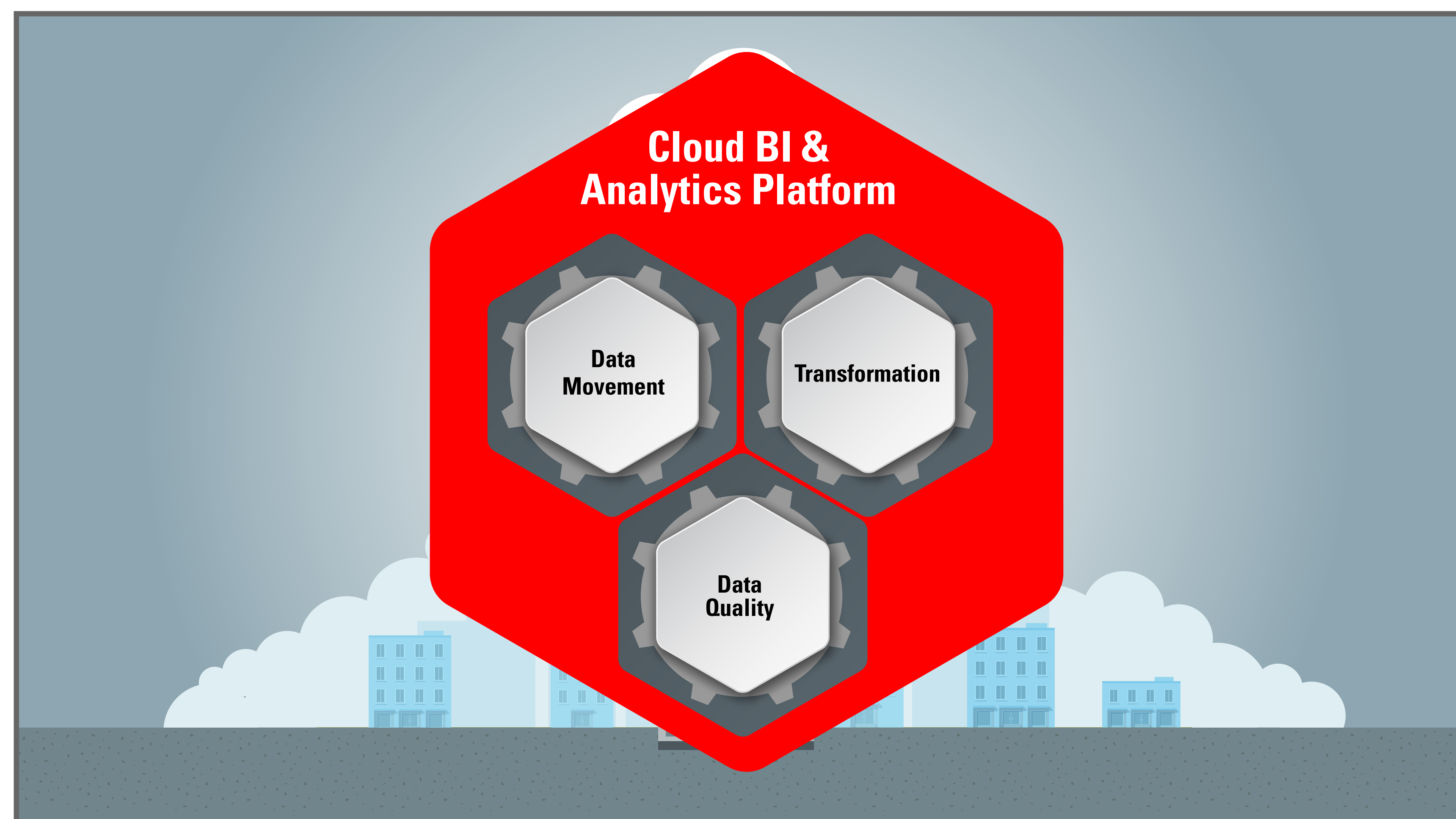


**36:** "Oracle offers a unified data movement, transformation, and data quality platform..."

**Animation Notes:**

Previous gears are replaced by Oracle's unified ETL tools. Gears in icons rotate freely

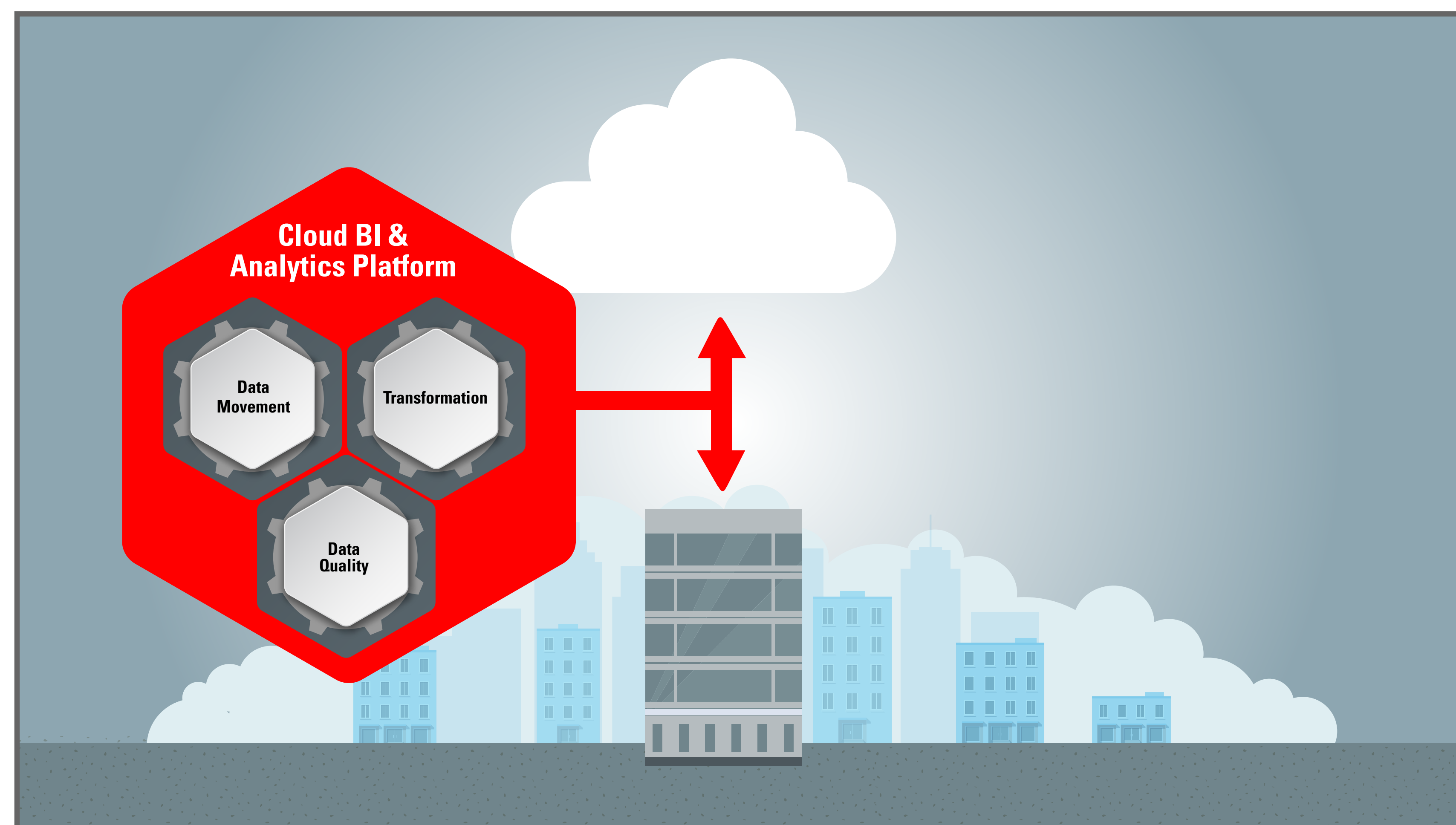
## STORYBOARD



37: "that runs natively on Cloud BI & analytics platforms"

**Animation Notes:**

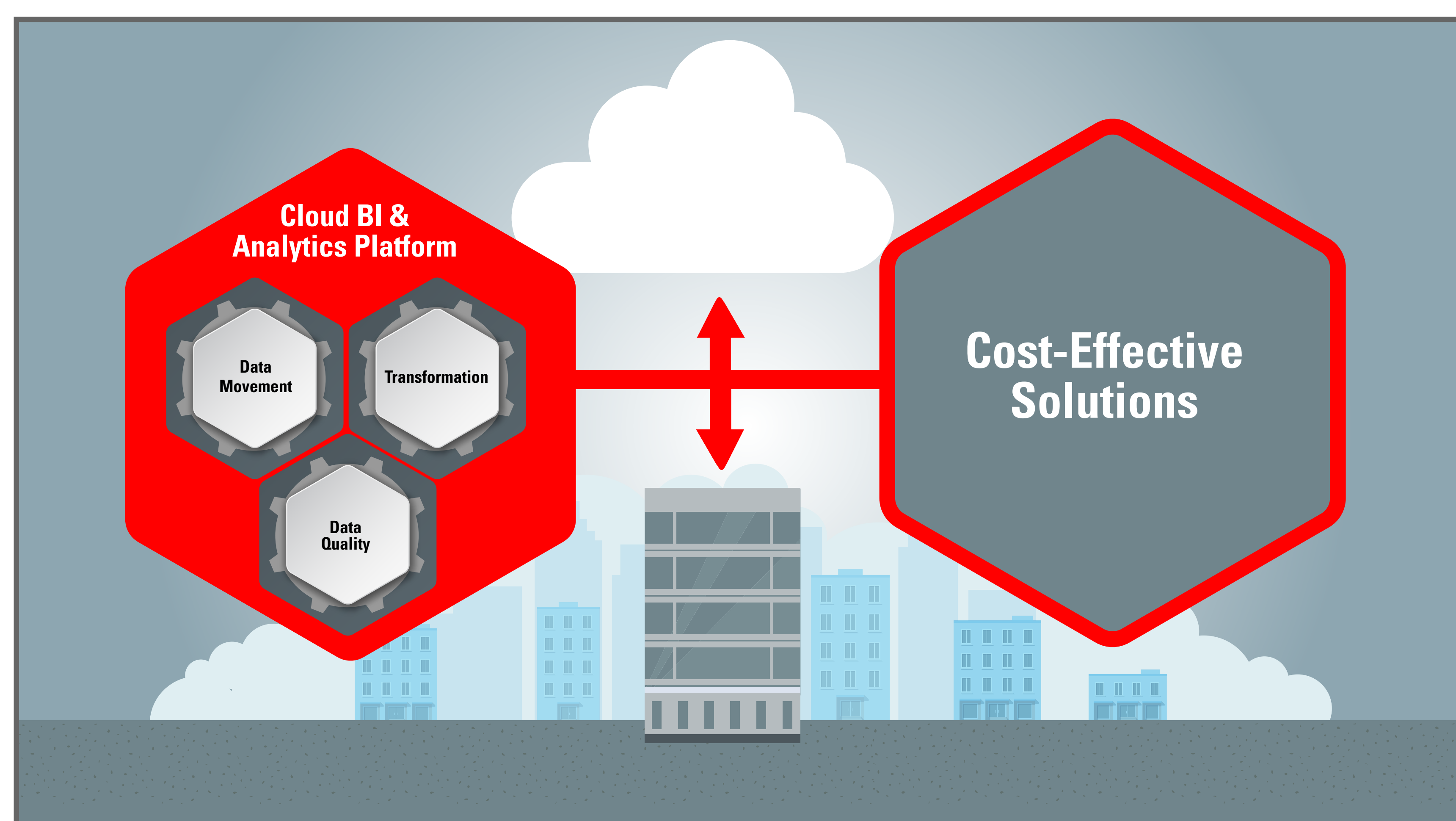
Cloud BI & Analytics Platform appears in red



38: "-- and lets your organizations standardize on a single data integration platform for both on-premises and cloud BI environments."

**Animation Notes:**

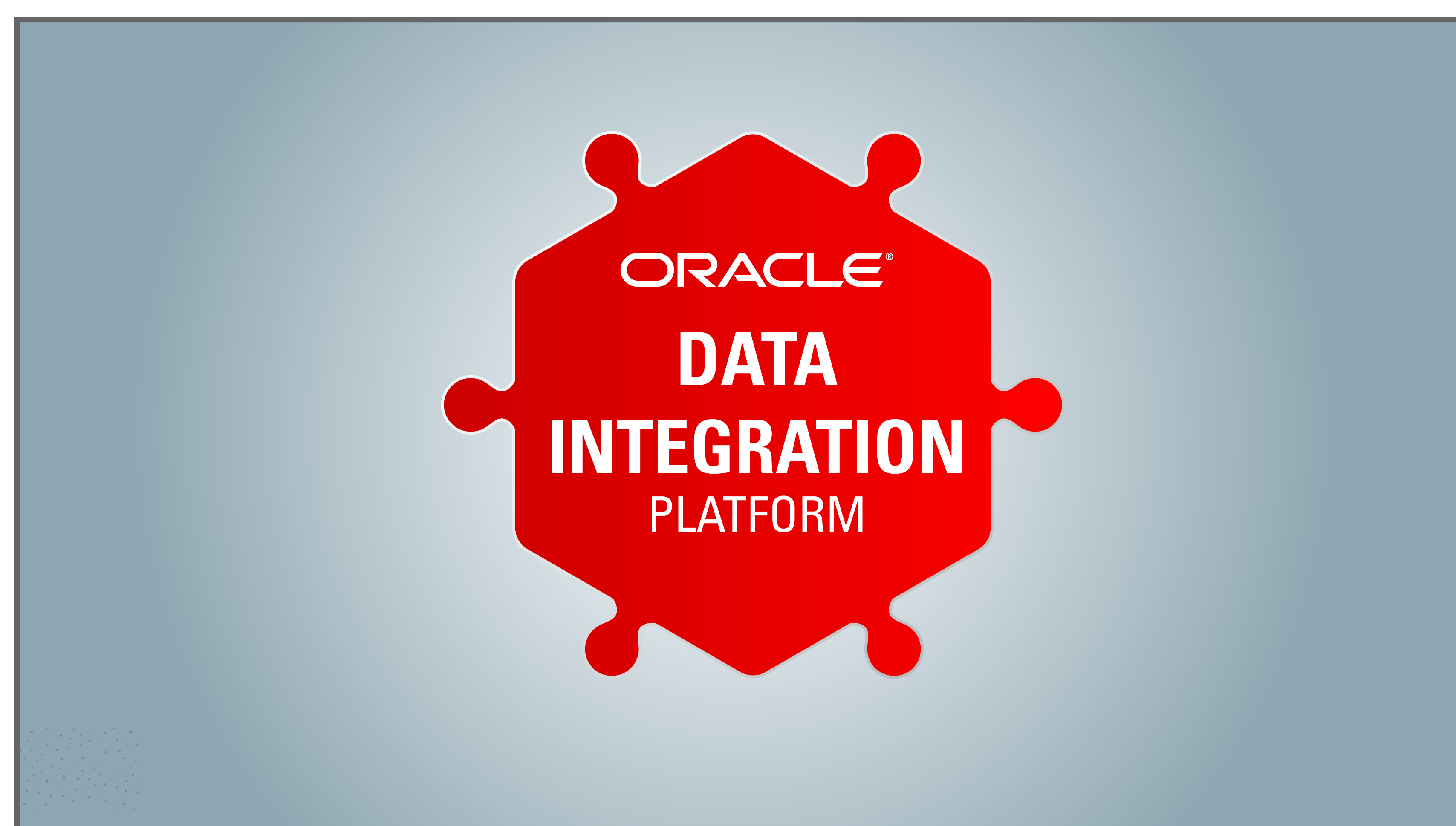
Specify if this is the best way to visualize the integration platform for cloud and on-premises.



39: "You get faster, more cost-effective solutions."

**Animation Notes:**

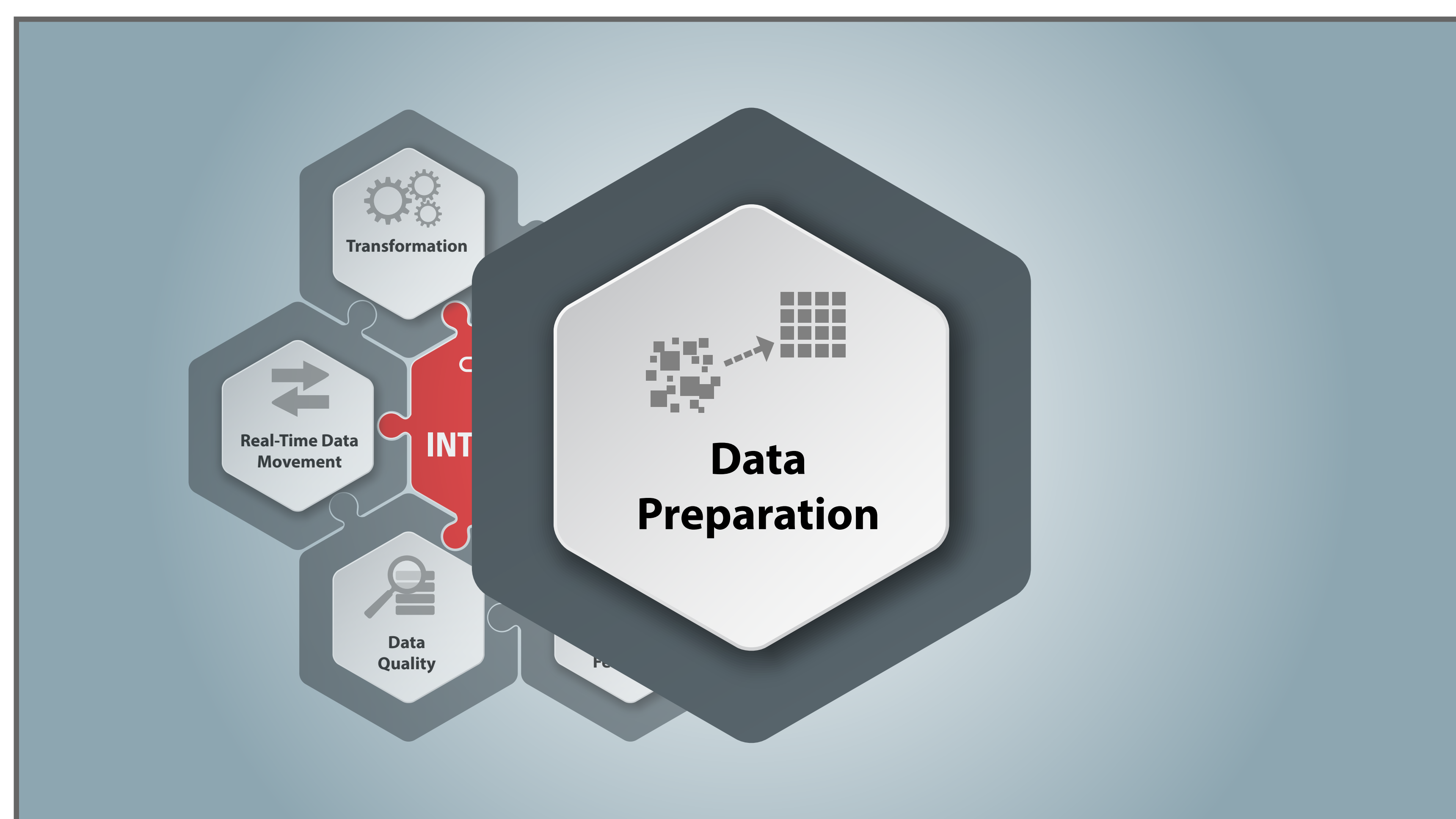
Please specify what can be shown for cost-effective solutions



40: "Oracle also offers..."

**Animation Notes:**

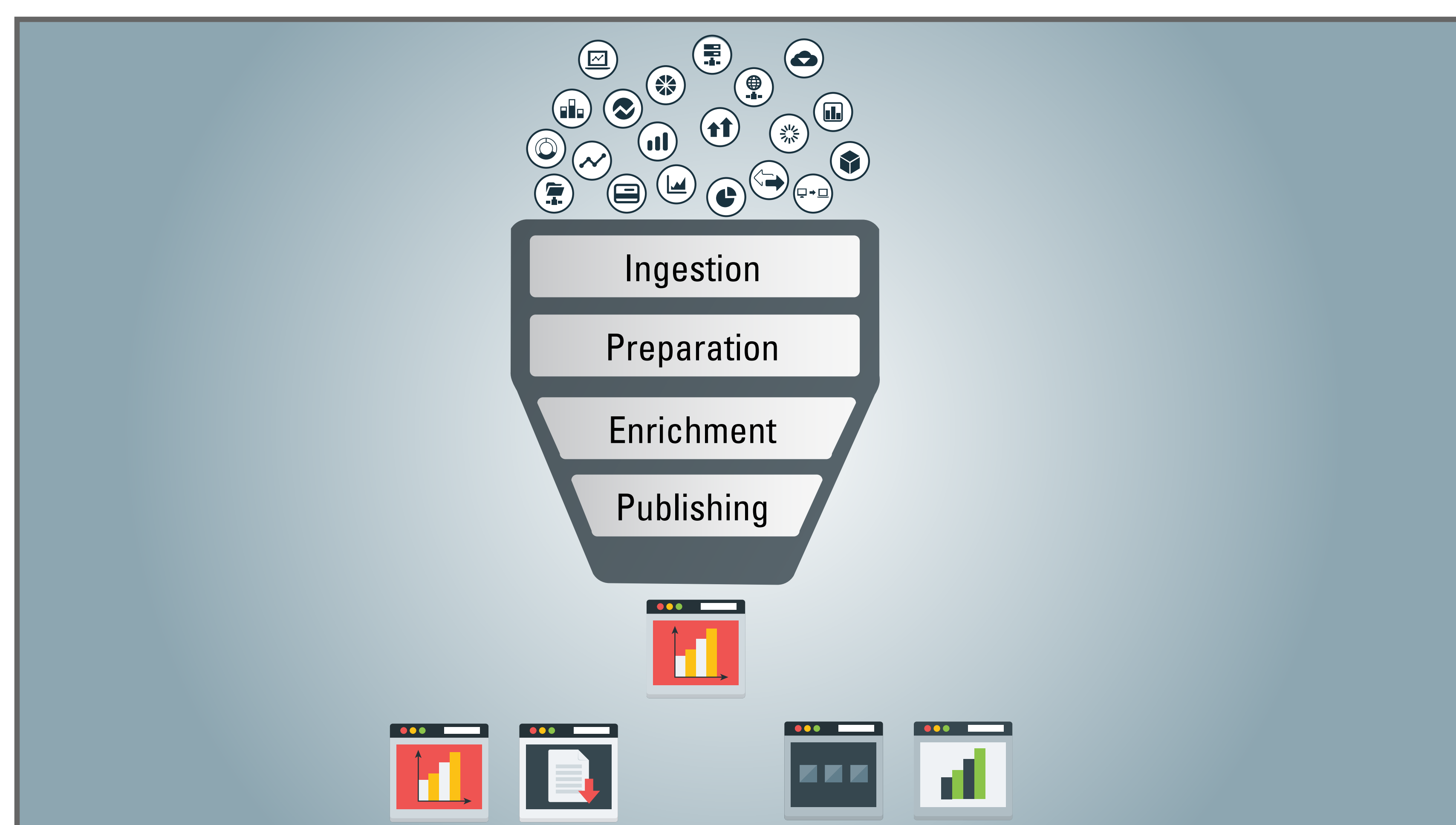
Both hexagons in previous scene come together to animate this platform icon



41: "...a new cloud-based service to prepare big data for analysis."

**Animation Notes:**

Xxxx



42: "With an interactive set of services that automate, streamline, and guide the process of data ingestion, preparation, enrichment and publishing, it accelerates time to insight from your big data."

**Animation Notes:**

Icon transforms into Big Data Preparation system.

## STORYBOARD



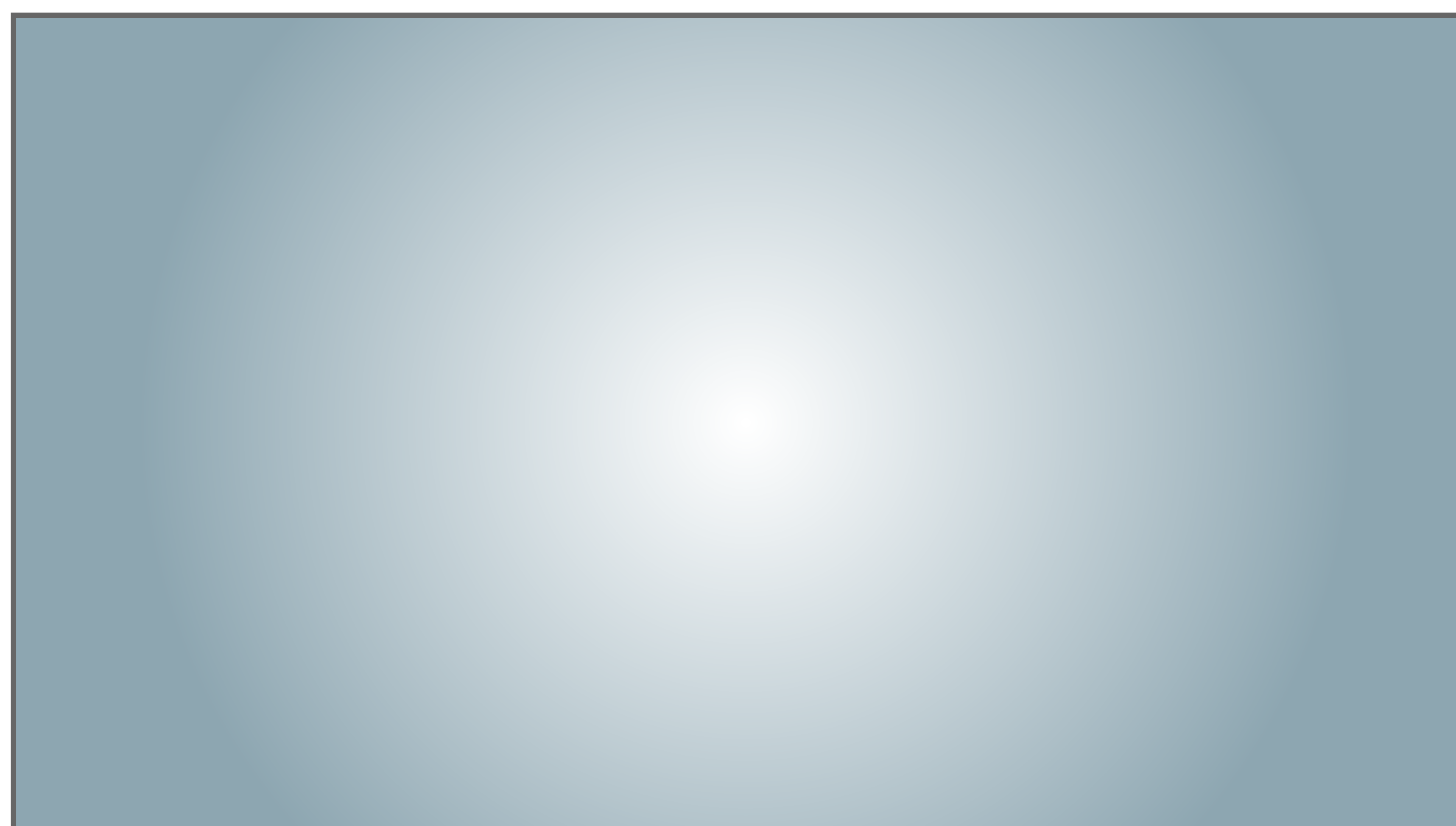
43: "Reduce the risk of moving to Cloud..."

**Animation Notes:**  
Repeat the intro



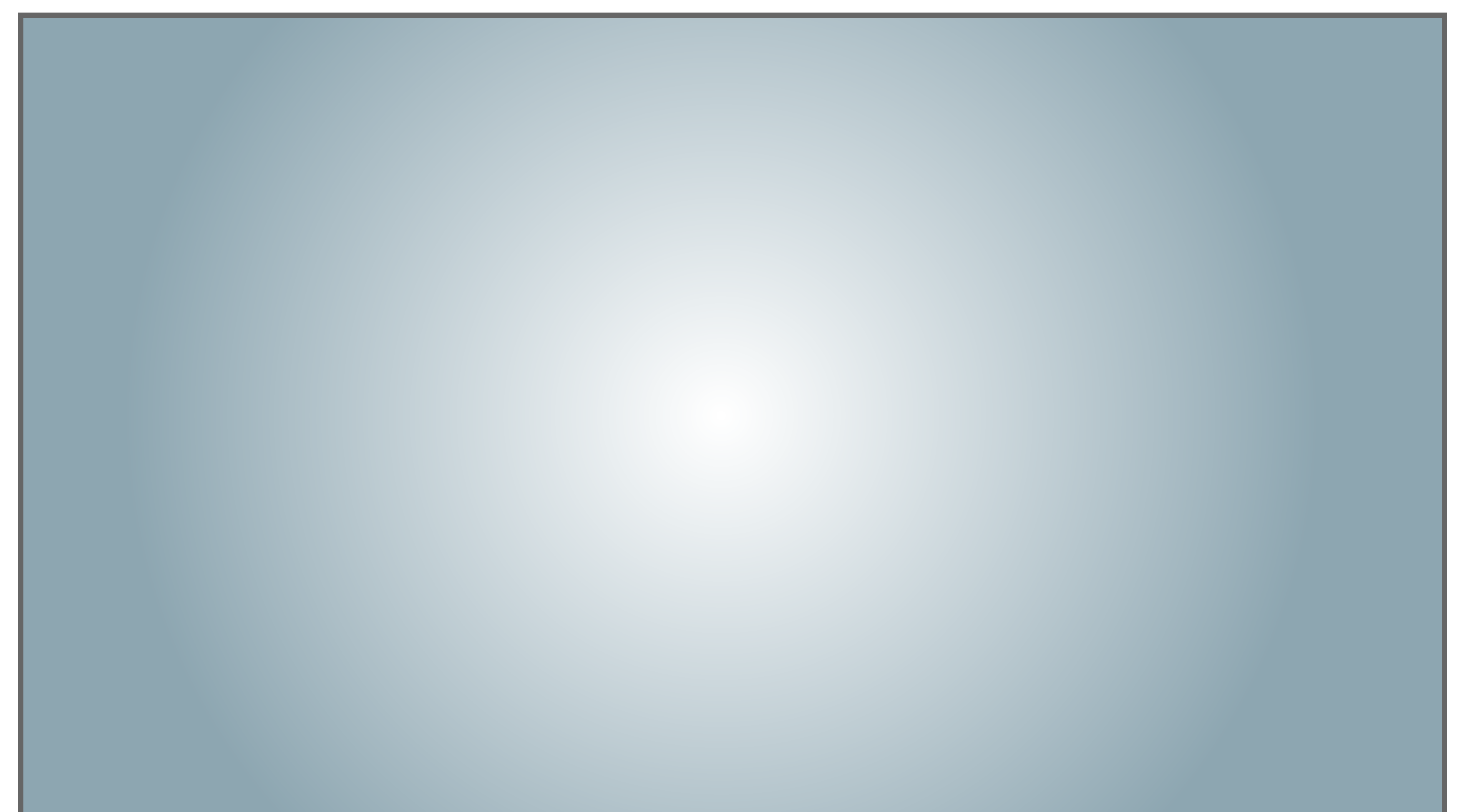
44: "Maximize the value of your existing cloud database or SaaS investments. And reduce implementation time and costs "

**Animation Notes:**  
Clouds & databases in previous scene merge to center and the Oracle data integration platform animates to center



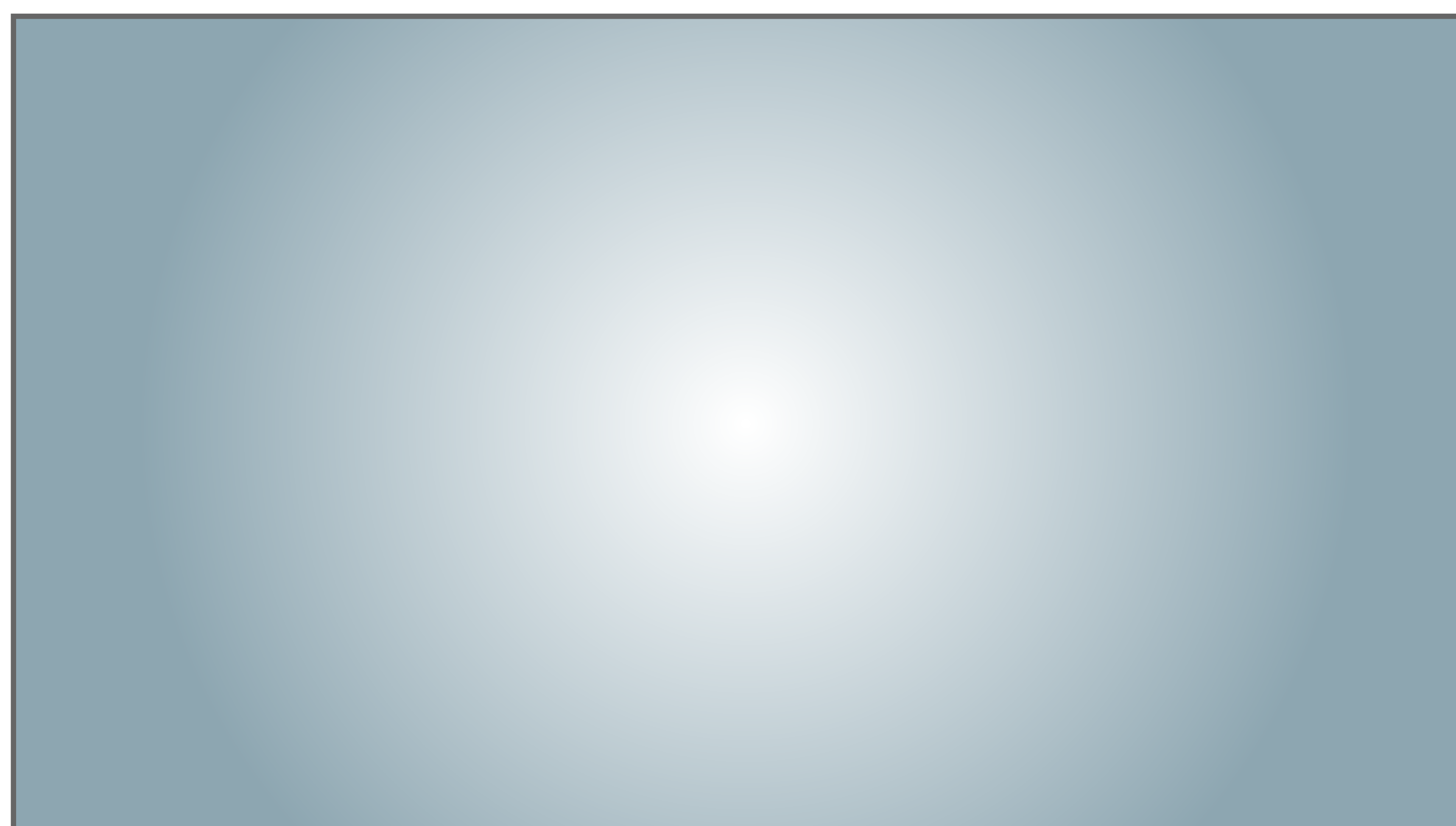
45: "xx"

**Animation Notes:**  
Xxxx



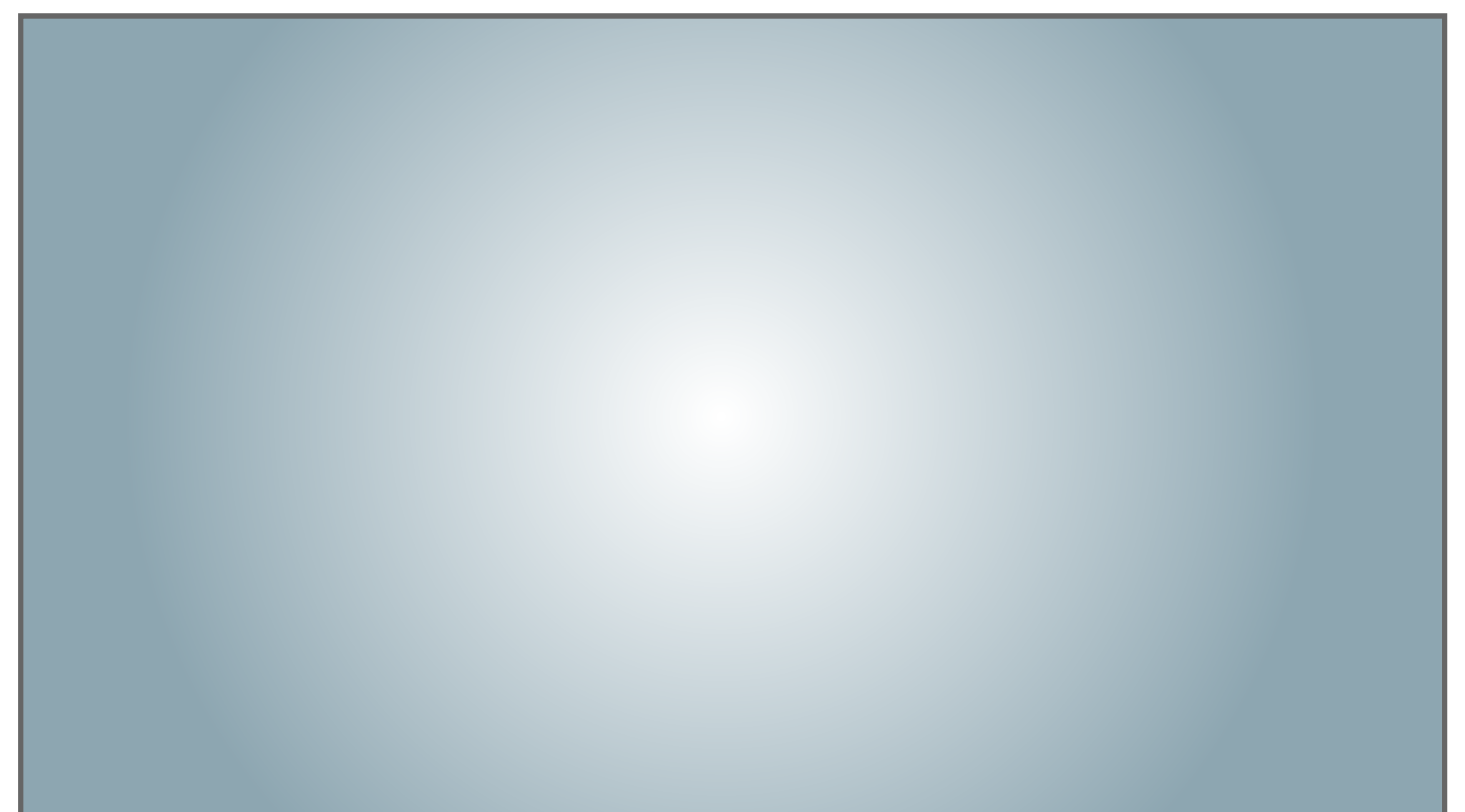
46: "xx"

**Animation Notes:**  
Xxxx



47: "xx"

**Animation Notes:**  
Xxxx



48: "xx"

**Animation Notes:**  
Xxxx