

CRN TOP 100

Cooler
Cloud Vendors



CHANNEL CHIEFS Most Influential



Bill Swales
Group Vice President
North America Technology Division
Alliances & Channels

CHANNEL CHIEFS



Iain Urquhart
Group Vice President
North America Applications Division
Alliances & Channels



Forget Everything You Know About Oracle's Channel

Oracle PartnerNetwork's Continued Evolution Centers Around Partner Success With Oracle Cloud

Q. What are some of the latest innovations Oracle has made in the last year?

A. [Urquhart] Where to start! We launched the Oracle Cloud Excellence Implementer (CEI) program last October, which recognizes and differentiates partners that demonstrate ongoing expertise, successful track records and superior customer satisfaction in Oracle SaaS implementations. Partners achieve CEI status by individual geographic region(s) and cloud service module(s), which helps customers identify quality implementing partners that best align to their unique cloud transformation needs. We have also really seen the Oracle Cloud Managed Service Provider (MSP) program take off, with more than 30 North American MSPs currently involved in 200-plus MSP customer journeys. MSPs that build, deploy, run and manage both Oracle and non-Oracle workloads on the Oracle Cloud Platform can take advantage of this next-evolution program. Another game-changer is Oracle's recent announcement around flexible buying and consumption options for Oracle Cloud. Universal Cloud Credits are essentially an "easy button" that enables our partners to resell all current and future cloud platform services for one SKU, while Bring Your Own License delivers increased value through license mobility. This simplified buying scheme makes for predictable and rich channel incentives for our partners.

Q. What key trends have you noticed in the last year? Where is Oracle seeing the most success?

A. [Swales] One approach we've adopted that has been really successful is moving away from segmenting partners into classic categories or product areas, and instead focusing on where the partner provides differentiated services and intellectual property. This trend has increased our prioritization of vertically- and line-of-business-aligned solutions where Oracle and the partner can drive joint go-to-market activities. Another major success has been our VELOCITY program in North America, a regional initiative that seeks to accelerate a customer's first journey to the Oracle Cloud. The program profiles partners by customer workload and invests in partner consulting services to drive customer success. We currently have 14 partners vetted through the VELOCITY initiative that are working on 300 customer cloud journeys this year in North America, and the program is quickly setting the global standard as a best practice at Oracle.



Q. With all of the cloud vendor options available to solution providers, why choose Oracle?

A. [Urquhart] The answer is simple: The power of Oracle's full stack cloud platform is unmatched. Oracle is the only vendor that offers best-in-class services across all four layers of the stack (DaaS, SaaS, PaaS and IaaS) with three deployment model options—on-premises, Cloud at Customer, and public cloud. With this versatility comes six distinct journeys to the Oracle Cloud that meet our customers at any starting point. Need to optimize an on-prem data center before moving it to the public cloud? Or do you want to modernize with SaaS or PaaS 4 SaaS? Oracle does it all. Now, what does this mean for solution providers? Oracle Cloud allows you to provide the right cloud journey for each of your customers across all layers of the stack—without creating a mess of multivendor silos. Combine the most integrated cloud solution on the market with low pricing and simplified buying options—like Universal Cloud Credits and Bring Your Own License—and there's simply no competition!

Q. What predictions do you have for innovation and success in the next year?

A. [Swales] We are at the tip of some really exciting stuff to come. First and foremost, I expect that we'll see continued market-leading growth across Oracle Cloud offerings. As we continue to reinforce the power of Oracle's integrated cloud stack coupled with our innovative industry solutions, I also foresee more and more partners providing the full life cycle of services, with partner IP becoming the primary differentiator in the market. From the SaaS portfolio, we will see partner consulting opportunities expand across multiple SaaS pillars and through PaaS extensions in areas like IoT. From the cloud platform, we will drive mass-scale movement of Oracle database, applications and non-Oracle workloads with MSPs leveraging simplified buying for customers with predictable profitability for partners. Initiatives like VELOCITY will continue to play a key role in incenting partners to move Oracle workloads to Oracle Cloud Infrastructure or Autonomous Data Warehouses. You can also expect to see Oracle expanding to lead cutting-edge solutions —like blockchain and chatbots—to drive innovation.

Oracle PartnerNetwork Cloud Programs

AT A GLANCE

The industry's broadest and most integrated cloud portfolio, coupled with an unparalleled, modern partner program. OPN offers multiple programs that recognize and reward partner investment and expertise in Oracle Cloud.

- ✓ Four cloud designations
- ✓ Oracle Cloud Managed Service Provider Program
- ✓ Oracle Cloud Excellence Implementer Program (SaaS)
- ✓ DaaS, SaaS, PaaS and IaaS solutions

CONNECT WITH US:
oracle.com/partners



Pairing Partner Expertise with Oracle's Cloud Platform.

Join the Oracle PartnerNetwork at oracle.com/partners.