

CRN TOP 100

Coollest
Cloud Vendors



CHANNEL CHIEFS Most Influential



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

CHANNEL CHIEFS Most Influential



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



Oracle PartnerNetwork Cloud Program Continues Exceptional Momentum

Oracle Cloud Adoption Drives Innovation and Business Transformation to New Levels

Q. The cloud is changing everything. What are the most significant changes you've seen in the last year?

A. [Swales] We continue to see explosive cloud adoption with more and more organizations of all sizes turning to Oracle Cloud to build, deploy and extend game-changing applications and run business-critical workloads in low-latency, highly available, more reliable and secure cloud environments. What's really interesting is that the decision-making process itself is changing. In this new cloud paradigm, enterprise IT and the business units are involved in the process and both of their needs must be satisfied.

A. [Urquhart] The cloud has changed the way we work, the way businesses are run and the way we communicate as a society. The growth of cloud computing has led to a fundamental transition in the evolution of IT. The rapid pace of enterprise cloud adoption continues to accelerate and it's making the channel sit up and take notice. Cloud-based solutions and services are abundant and evolving and channel partners need to fully embrace this change right now in order to stay relevant.

Q. What makes Oracle Cloud offerings unique?

A. [Urquhart] Oracle has a holistic view of our customers and the problems they are seeking to solve. We're the only vendor that delivers a complete, integrated offering for the cloud. Our full stack of SaaS, IaaS and PaaS offerings combined with our ability to map to our customers' needs, on-premise and in hybrid environments, delivers Oracle's enormous advantage—choice. It's this choice that provides the benefits of best capability as well as superior functionality across the board.

A. [Swales] Only Oracle delivers a private cloud solution that's fully compatible with public cloud offerings, enabling extensibility on a customer's journey to cloud. I think this is definitely one of the greatest strengths in the Oracle Cloud offerings: We provide a whole range of integrated solutions, bringing our software stack to bear and making it available in a variety of options that allows customers to build a best-in-class cloud environment for their business.

Oracle PartnerNetwork Cloud Program

AT A GLANCE

The industry's broadest and most integrated cloud portfolio, coupled with an unparalleled partner program. The OPN Cloud Program recognizes and rewards partner investment and expertise in Oracle Cloud.

- ✓ Four cloud designations
- ✓ Reseller and MSP programs
- ✓ SaaS, IaaS and PaaS solutions
- ✓ 70 million Oracle Cloud users

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Q. It's been one year since the Oracle PartnerNetwork Cloud Program launched. How has the OPN partner community evolved?

A. [Swales] Over the course of the last year, our partner community has grown at an unprecedented rate—Oracle now has more than 8,000 cloud-focused partner firms representing over 28,000 Cloud Specialists worldwide. The SMB space is growing rapidly and we've seen over 2,000 net new cloud partners join our community. In addition, our regional and global systems integrators are now offering workshops, road maps and blueprints to assist customers in their cloud journeys.

A. [Urquhart] Partner evolution has been undeniable. To date, several thousand OPN members have met the criteria to achieve one of the OPN Cloud Program's four tiered cloud designations—that's 60 percent growth in partners meeting the cloud designation criteria since the February 2016 launch. Our partners are changing the way they sell and implement Oracle solutions to align to the realities and opportunities of the cloud. Together, we're focused on delivering superior customer outcomes that drive higher satisfaction and additional growth opportunities. Specifically, partners are bundling their services around SaaS, IaaS and PaaS offerings to re-establish their reputation as trusted advisers and drive new revenue streams.

Q. What's ahead for the Oracle PartnerNetwork Cloud Program?

A. [Urquhart] The OPN Cloud Program puts our cloud strategy into action and better positions our partners to accelerate their customers' journey to the cloud. As we enter the second year of the OPN Cloud Program, our focus is on building awareness around the value we offer, expanding our list of cloud specializations available and continuing to offer exceptional tools, services and incentives to partners. Oracle will remain committed to focusing on high-impact cloud partners to ensure the quality of the OPN Cloud Program remains top notch.

A. [Swales] As more and more enterprises migrate to the cloud, we'll continue to see managed services become more diversified, which means the portfolio of managed services for workloads running Oracle IaaS and PaaS will continue to grow. In response to this trend, we recently rolled out the new Oracle Cloud Managed Service Provider program. OPN members will be able to buy Oracle Cloud Platform based on the needs of the customer, receive sales and go-to-market support, and promote their offerings with Oracle MSP branding. We're looking forward to seeing this new program take off in the coming months.

Pairing Partner Expertise with Oracle's Cloud Platform.

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