

# TOP 100 Executives

## Oracle's Agent for Channel Change Swales is Shaking Things up and Making Things Happen for Partners



### Top 25 Sales Leader



**Bill Swales**  
GVP, North America  
Alliances & Channels

*Partners can now expect a heightened level of advanced support starting with pre-sales solutions consultants for enhanced technical selling capabilities, new 'Cloud Ninja' teams charged with helping partners compete more aggressively, and new product specialists who can provide deeper knowledge of strategic hardware products.*

### The Difference A Year Makes

In just his first year as Oracle's Group Vice President of North America Alliances and Channels, Bill Swales has infused new energy and introduced exciting new changes to Oracle's Partner Program. After spending countless hours on the road meeting with Oracle partners, Swales took immediate action and implemented sweeping changes. The response from partners was overwhelmingly positive, as evidenced by a nearly 200 percent increase in attendance at the recently held FY17 North America partner sales kickoff meeting.

The agenda for the meeting included an array of new program elements, a cloud boot camp for new partners, and a first-ever Partner Advisory Board meeting. The messaging that resonated most clearly was Oracle's commitment to build stronger relationships with partners by reinvigorating the channel around Oracle cloud solutions and opening new lines of communication that enhance training and enablement.

### Oracle Partners Are Seeing the Changes

Mission No. 1 for Oracle's channel team is to position the company and its partners collectively for growth. Partners can expect to see an increased level of investment and engagement from Oracle toward achieving this goal. Ron Zapar, CEO, Re-Quest, Inc. and Partner Advisory Co-President, sees the difference and says, "Over the last year, Bill has created a completely different dynamic in the Oracle channel. As a boutique partner, this is the first time we feel relevant."

Oracle cloud-based solutions, created for a partner-led go-to-market approach, will be the predominant growth driver. For the first time, new features and functionality will be introduced in cloud-based solutions—and only be made available in the on-premise versions of the same solutions at a later date. For starters, the new database capabilities in the Oracle Database Appliance will be the first product in Oracle's history to be brought to market by Oracle's channel partners, as opposed to its direct sales team. Furthermore, Oracle partners will now receive 60 days advance notice and lead time on all new product launch announcements.

### Bring in the Ninjas

Oracle's channel strategy under Swales' leadership aligns to where the industry is heading. He has invested in new channel resources to help partners evolve their business models and guide customers along their cloud journey. By interlocking his team with other Oracle support teams, partners can now expect a heightened level of advanced support. This starts with increased partner access to pre-sales solutions consultants for enhanced technical selling capabilities. "Cloud Ninja" teams are in place to help partners compete more aggressively. New product specialists are available to provide deeper knowledge of strategic hardware products, and new Oracle Database Appliance teams provide dedicated support on-site at partner locations. Most significant are the investments made into the SMB segment where the cloud and Oracle Database Appliances can have the greatest impact on partner sales.



Partner growth is our priority. See how we're shaking things up at [Oracle.com/partners](http://Oracle.com/partners)