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EMEA Alliances
and Channels

Oracle VADs Global
Community Forum

# Welcome to the 2019 **Oracle VADs Global Community Forum**

Dubrovnik
**12th to 13th June**

RIXOSLIBERTAS – No pswd

#OraVADForum

# Oracle Cloud Strategy, POV & Channel Direction

Oracle VADs Global Community Forum

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# Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

# Oracle Cloud

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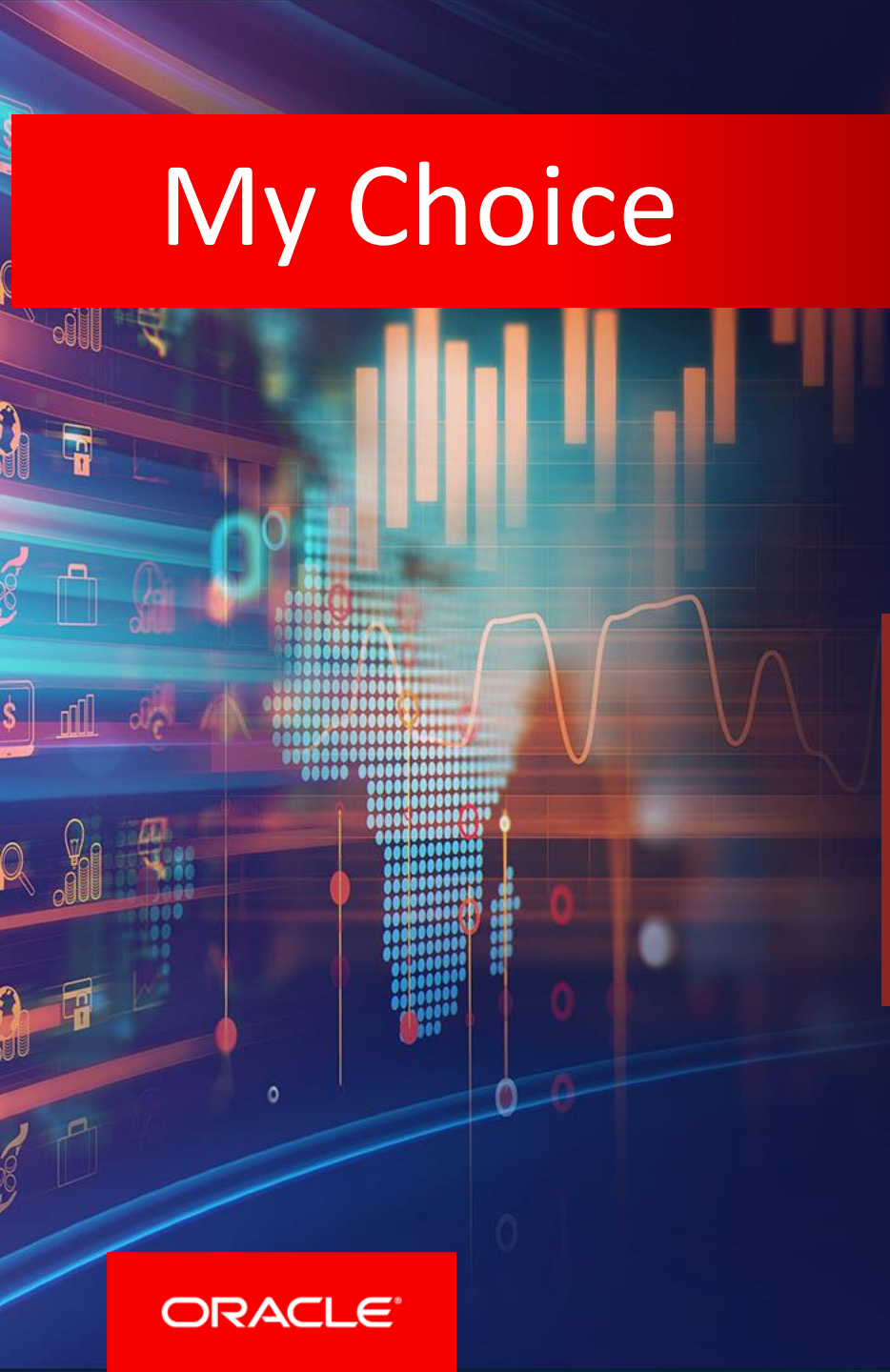
# My Choice



1. I ♡ Technology – it’s Early Days of Cloud

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# Tech Trends / Buzz Words

IoT

Open Source

Big Data
Hadoop

AI / Machine Learning

Containers

Dev Ops /
Automation

DIGITAL TRANSFORMATION DX

5/6 G

Cloud Native

Kubertnetes

SaaS

Blockchain

Cloud

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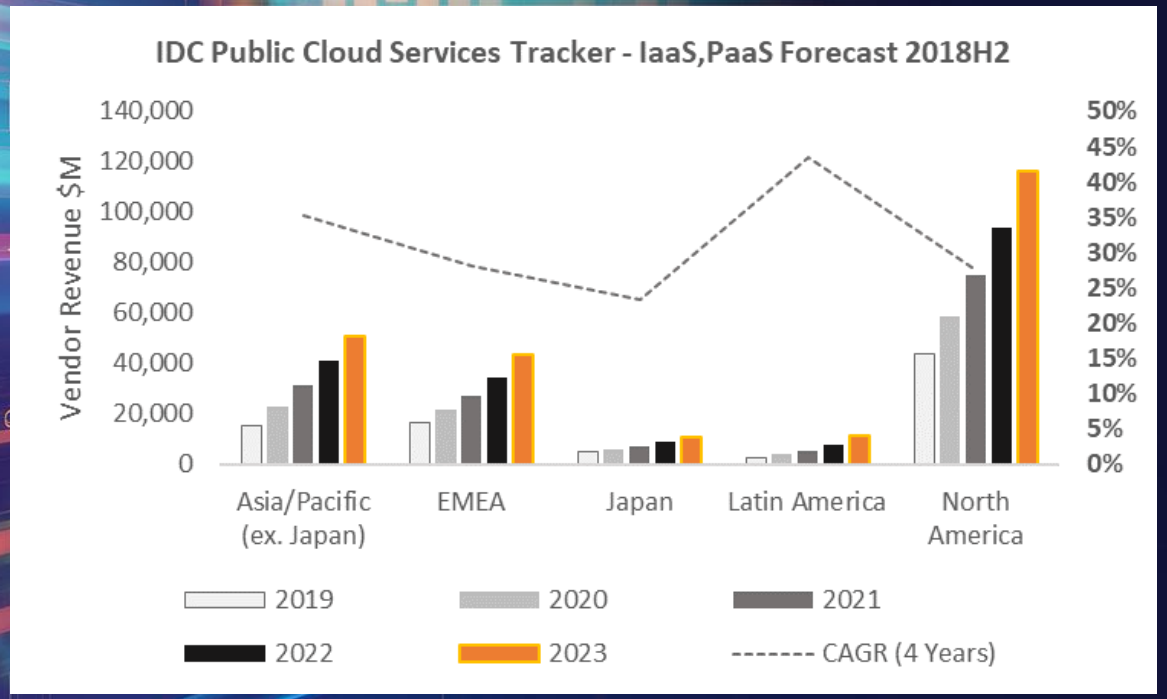


# Cloud = Early Days

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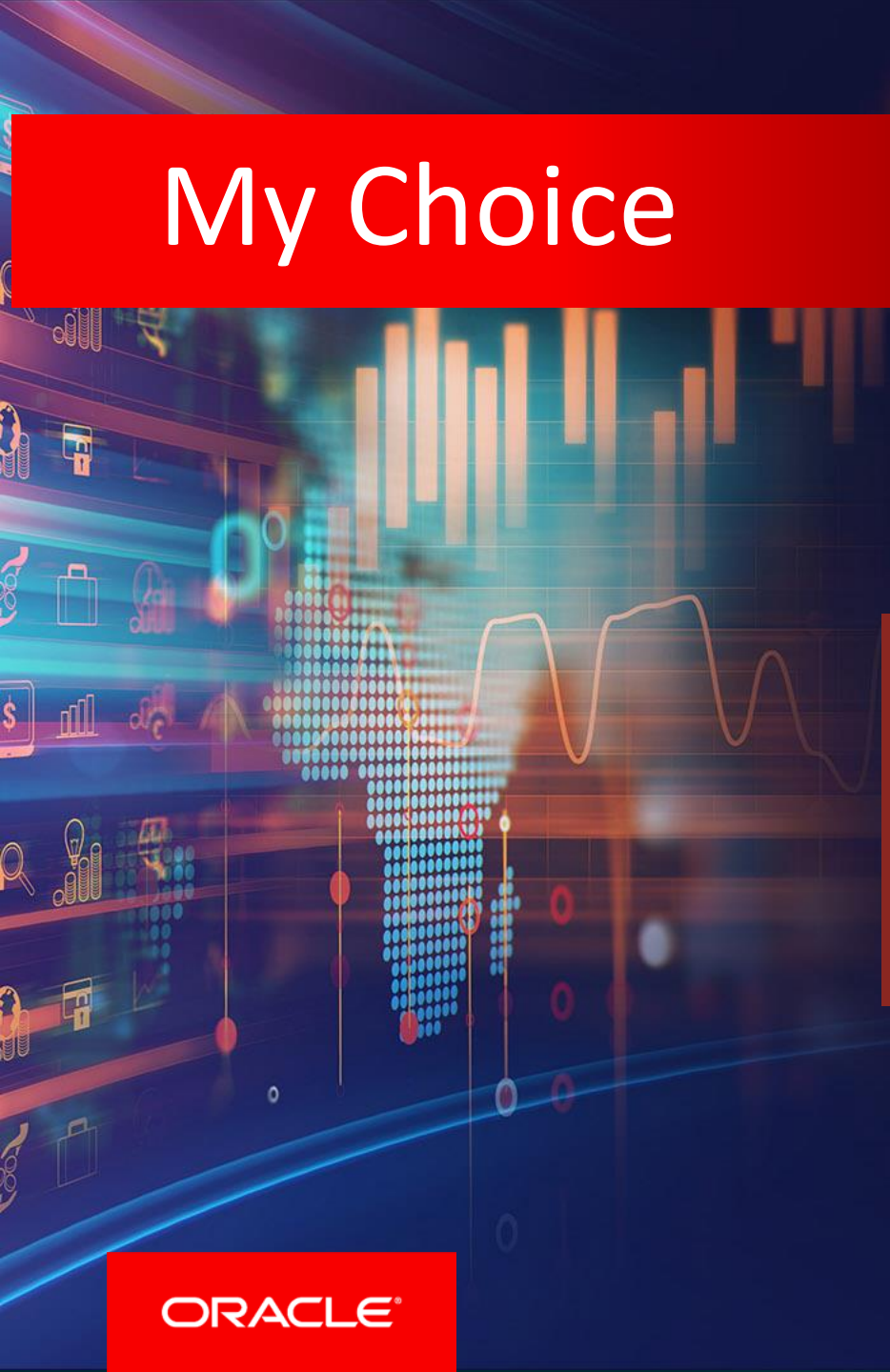
# My Choice



2. Passion for Partner… “I grew up” partner

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Due to technologies like cloud, IOT, AI – the WW productivity growth rate since 2007 has…..

A/ It has decreased

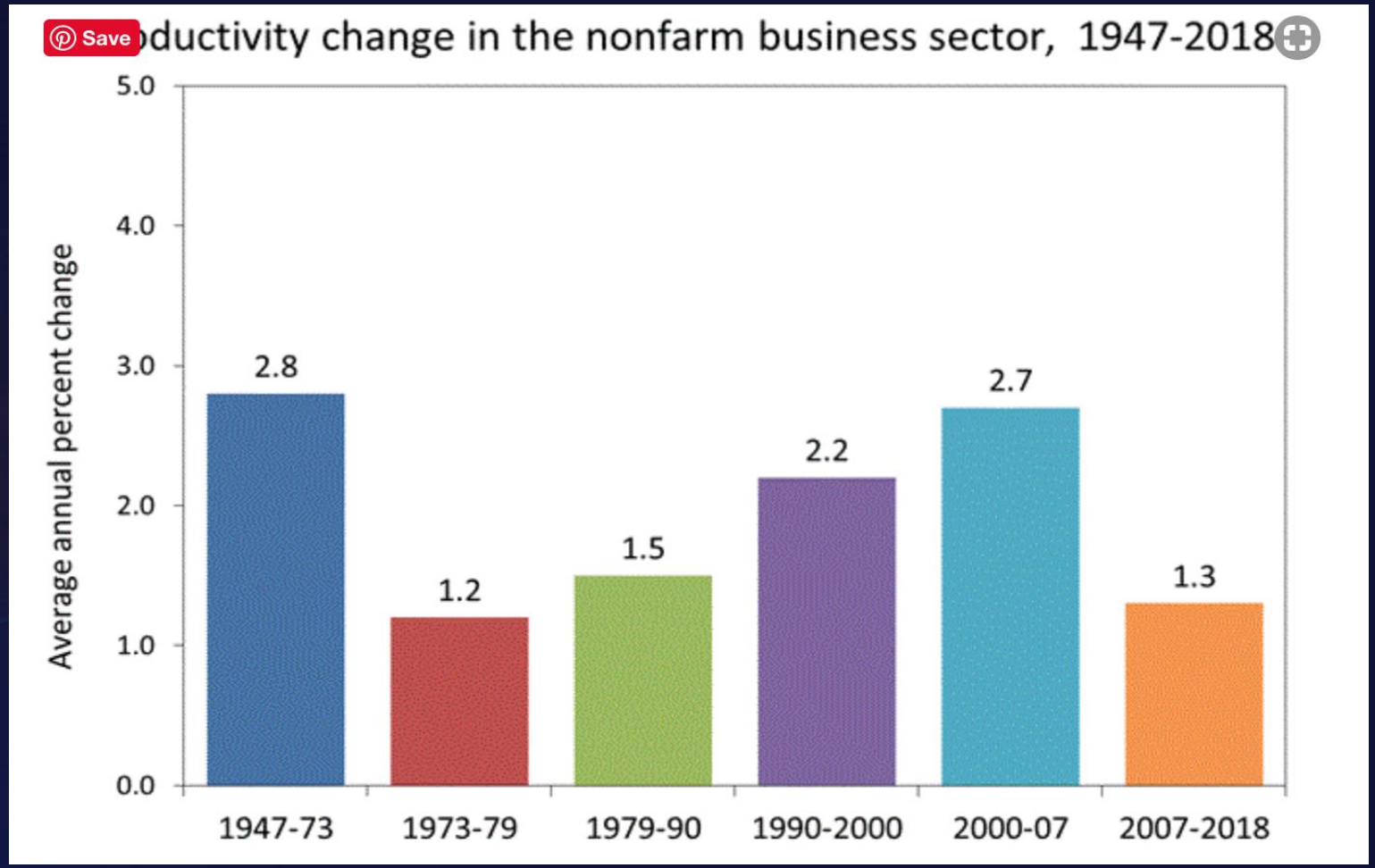
B/ It has remained the same

C/ It has Grown 10X

D/ It has Grown 200X

# Answer: Decreased

# WHY?

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# Complexity

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# Complexity = Partner Opportunity

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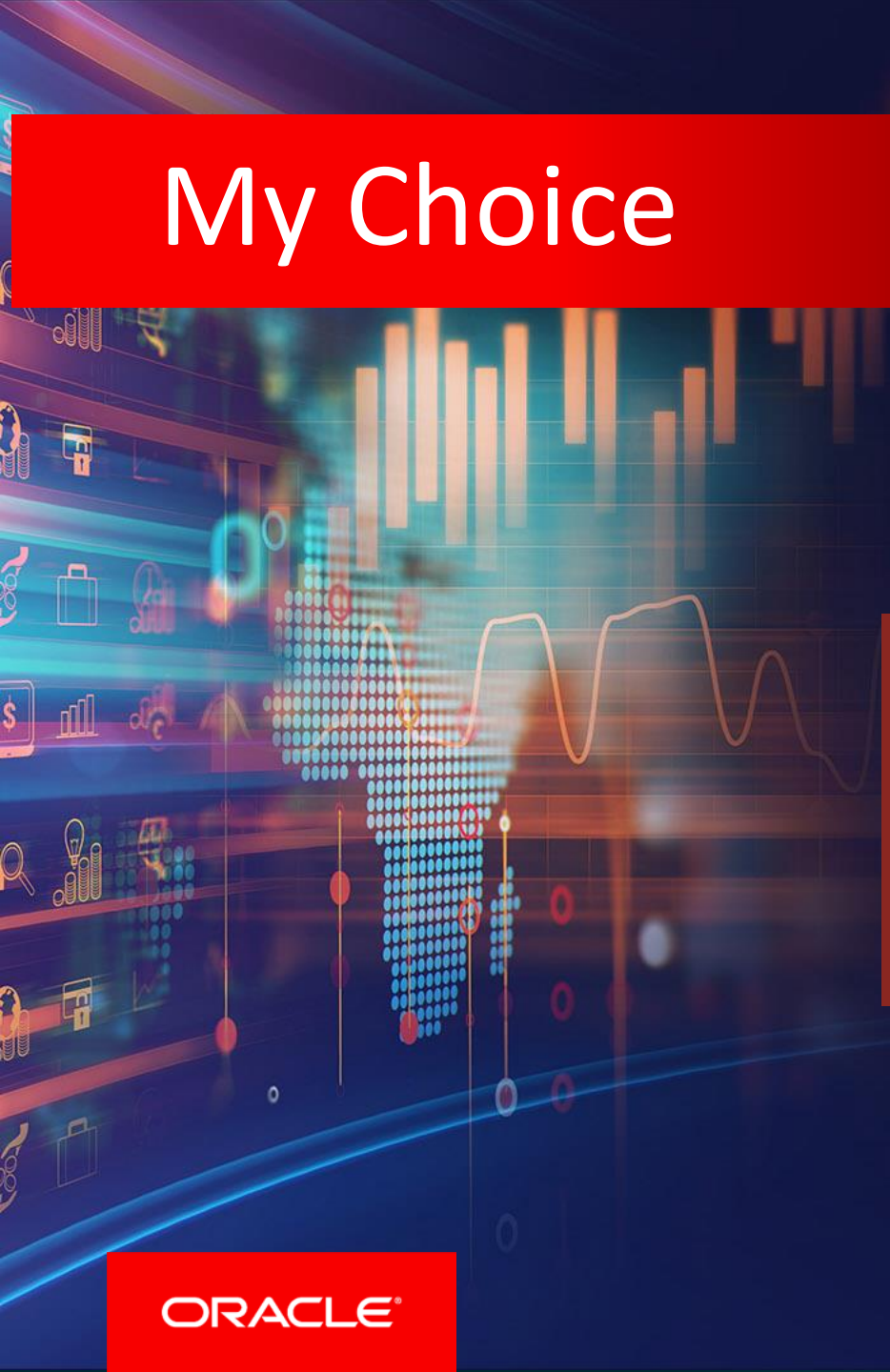
# My Choice



1. ♡ Technology – it's Early Days of Cloud
2. Passion for Partner… "I grew up" partner
3. It's the Data, Smarty Pants!

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# Tech Trends / Buzz Words

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DIGITAL TRANSFORMATION DX

5/6 G

Cloud Native

Kubernetes

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Blockchain

Cloud

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5/6 G
Applications
Big Data
Hadoop
IoT
SaaS
Blockchain
AI / Machine Learning
It’s the Data, Stupid
• Innovation
• Security
• Automation
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5/6 G
Applications
Big Data
Hadoop
IoT
SaaS
Blockchain
AI / Machine Learning
It’s the Data, Smarty Pants!
• Innovation
• Security
• Automation
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# Oracle Cloud

- Comprehensive, Customized, while reducing Complexity
- Innovation across the layers; Profound Innovation in Automation DB
- Huge opportunity for partners; albeit different than other cloud providers

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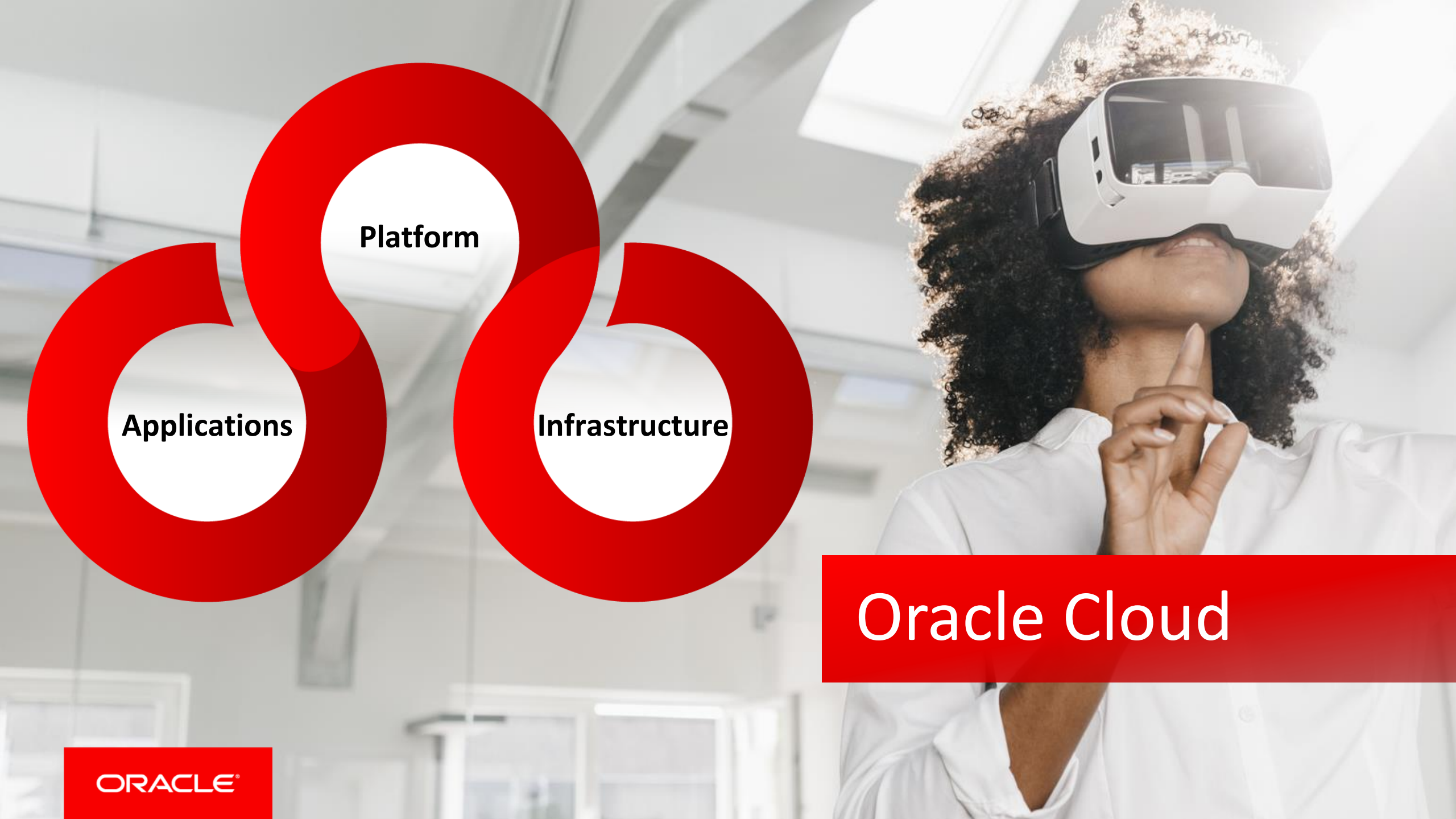


# Oracle Cloud

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Embed intelligence into our apps and cloud services

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Extend intelligence into our platform for anyone to build on

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Provide the foundation for AI and autonomous

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# Intelligent Business Applications

Applications

- Complete, integrated suite spanning every category
- Build preference, empowerment for all channels
- Improve operational efficiency, turn insights to
- AI-based intelligence for automated outcomes

ERP Cloud

SCM Cloud

HCM Cloud

CX Cloud

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Applications

# Oracle Apps + Platform

- Connect apps, orchestrate and extend capabilities
- Insights through analytics spanning apps & data
- Secure access across hybrid  and multi-cloud

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# Oracle Cloud Platform Services

Platform

## App Dev

Container-native, serverless, chatbots, blockchain, AI

## Integration

Oracle and non-Oracle apps, both on-premises and in the cloud

## Analytics

Data Ingest, reporting, analysis and visualization

## Security

Layers of defense across apps, users, data, and infrastructure

## Autonomous DB

Self-driving, self-securing, self-repairing capabilities

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Platform

# Oracle Cloud Security

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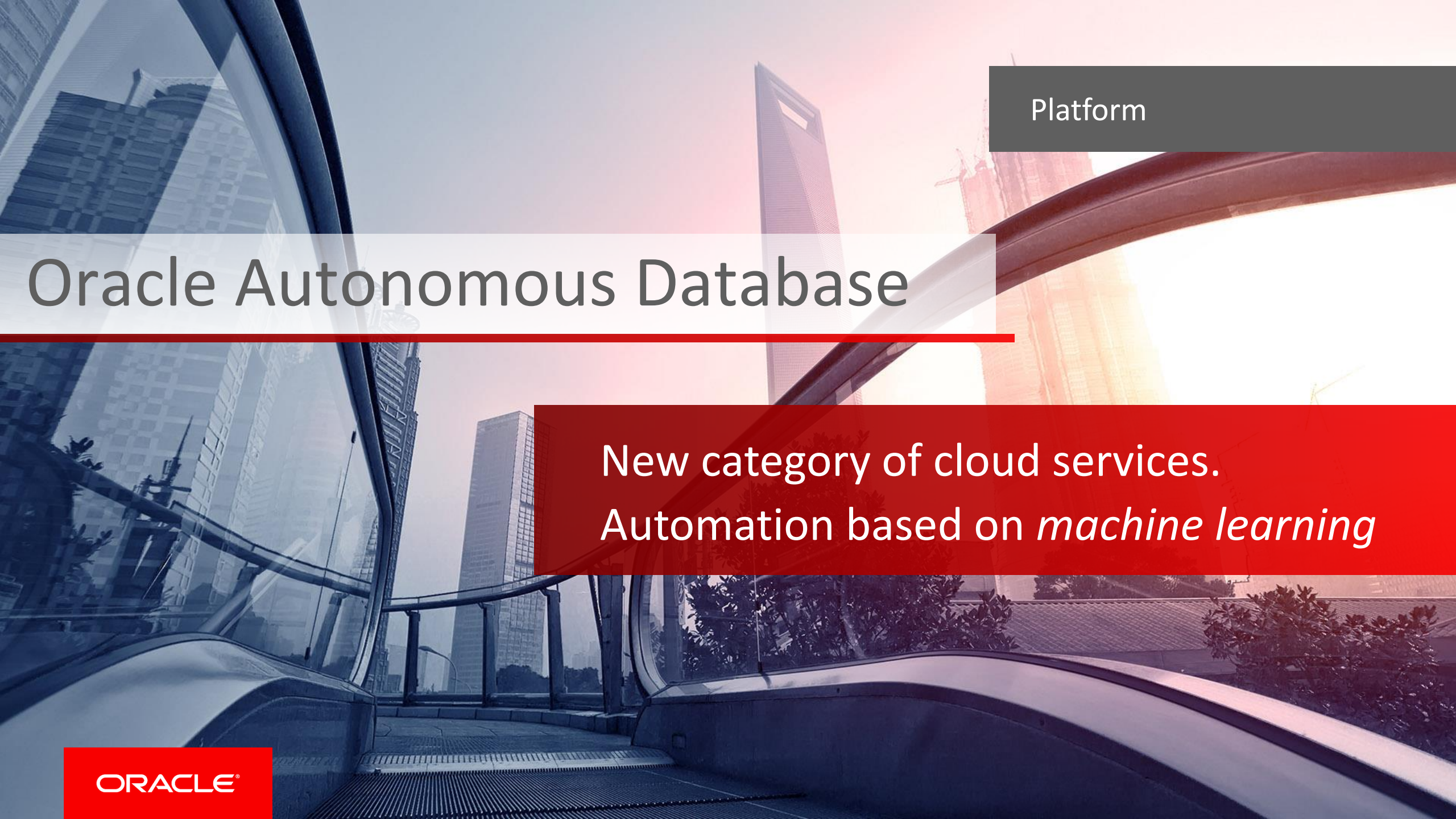

Platform

# Oracle Autonomous Database

New category of cloud services.
Automation based on *machine learning*

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Platform

# Oracle Autonomous Database

## Self-Repairing

Maximize availability; downtime <2.5 min/mon for planned & unplanned.

## Self-Securing

Automatically apply security patches with no downtime.

## Self-Driving

Automatically provision, secure, monitor, backup, recover, tune and upgrade.

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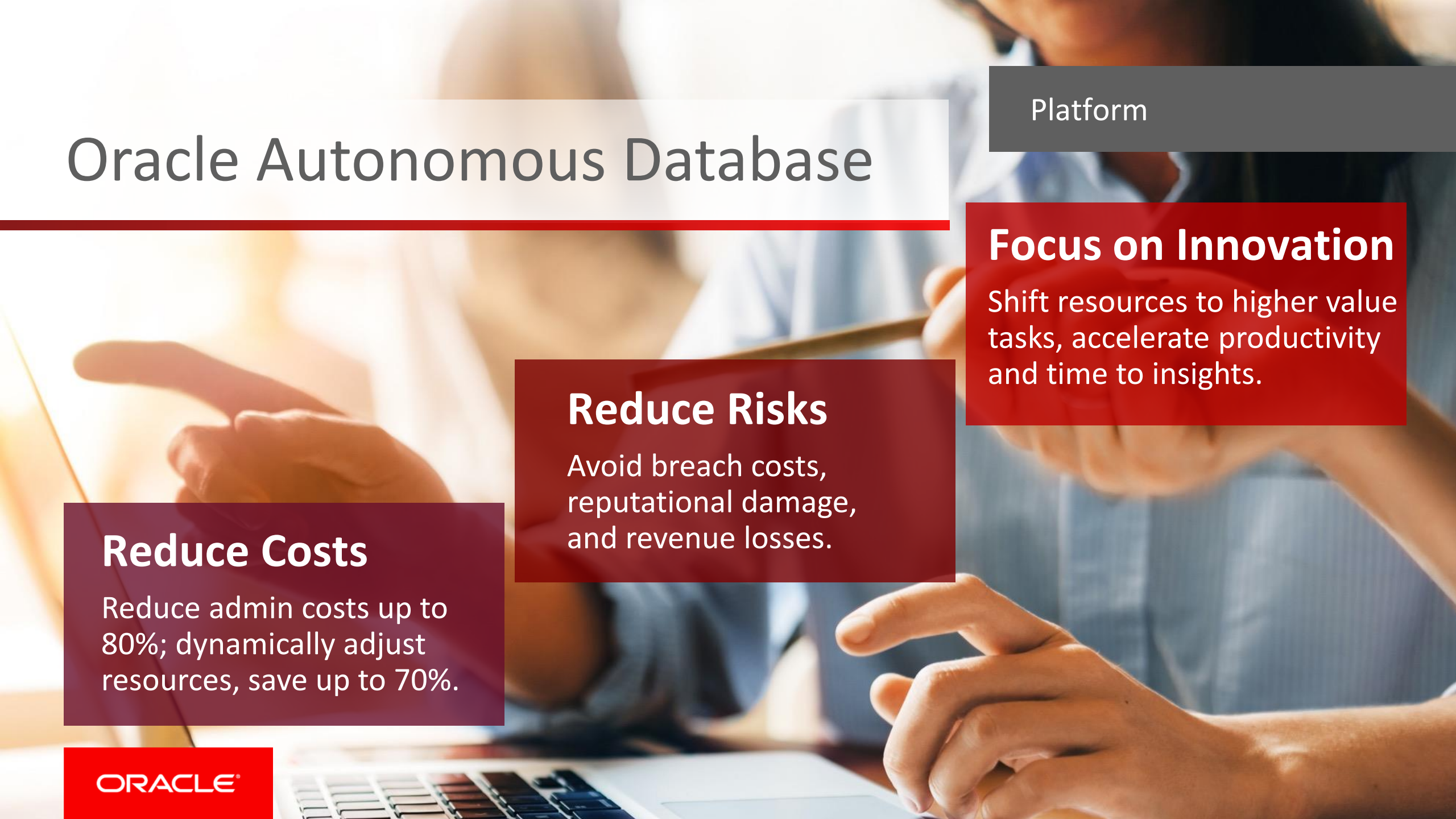

Platform

# Oracle Autonomous Database

## Focus on Innovation

Shift resources to higher value tasks, accelerate productivity and time to insights.

## Reduce Risks

Avoid breach costs, reputational damage, and revenue losses.

## Reduce Costs

Reduce admin costs up to 80%; dynamically adjust resources, save up to 70%.

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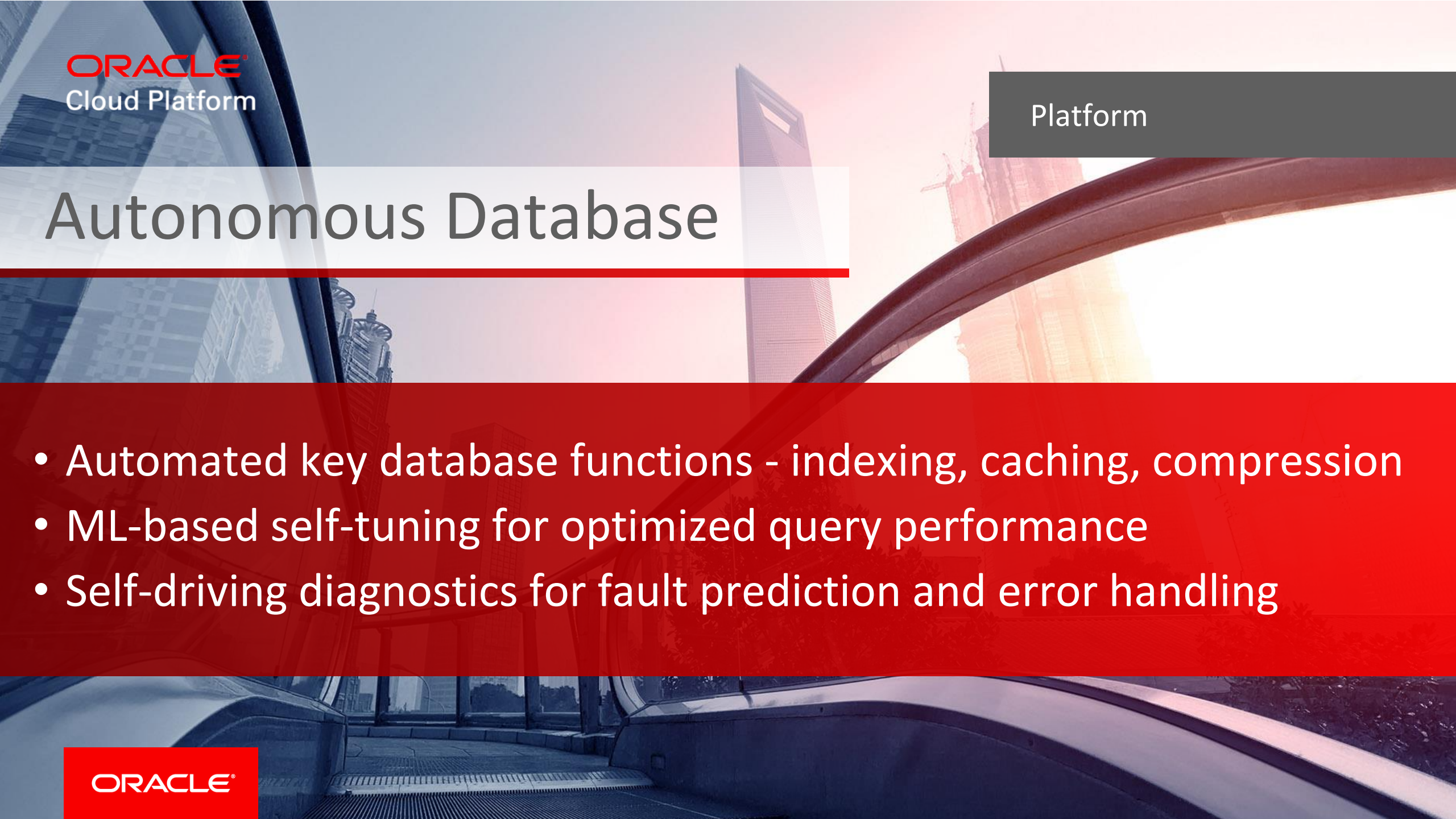
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Cloud Platform
Platform
Autonomous Database
• Automated key database functions - indexing, caching, compression
• ML-based self-tuning for optimized query performance
• Self-driving diagnostics for fault prediction and error handling
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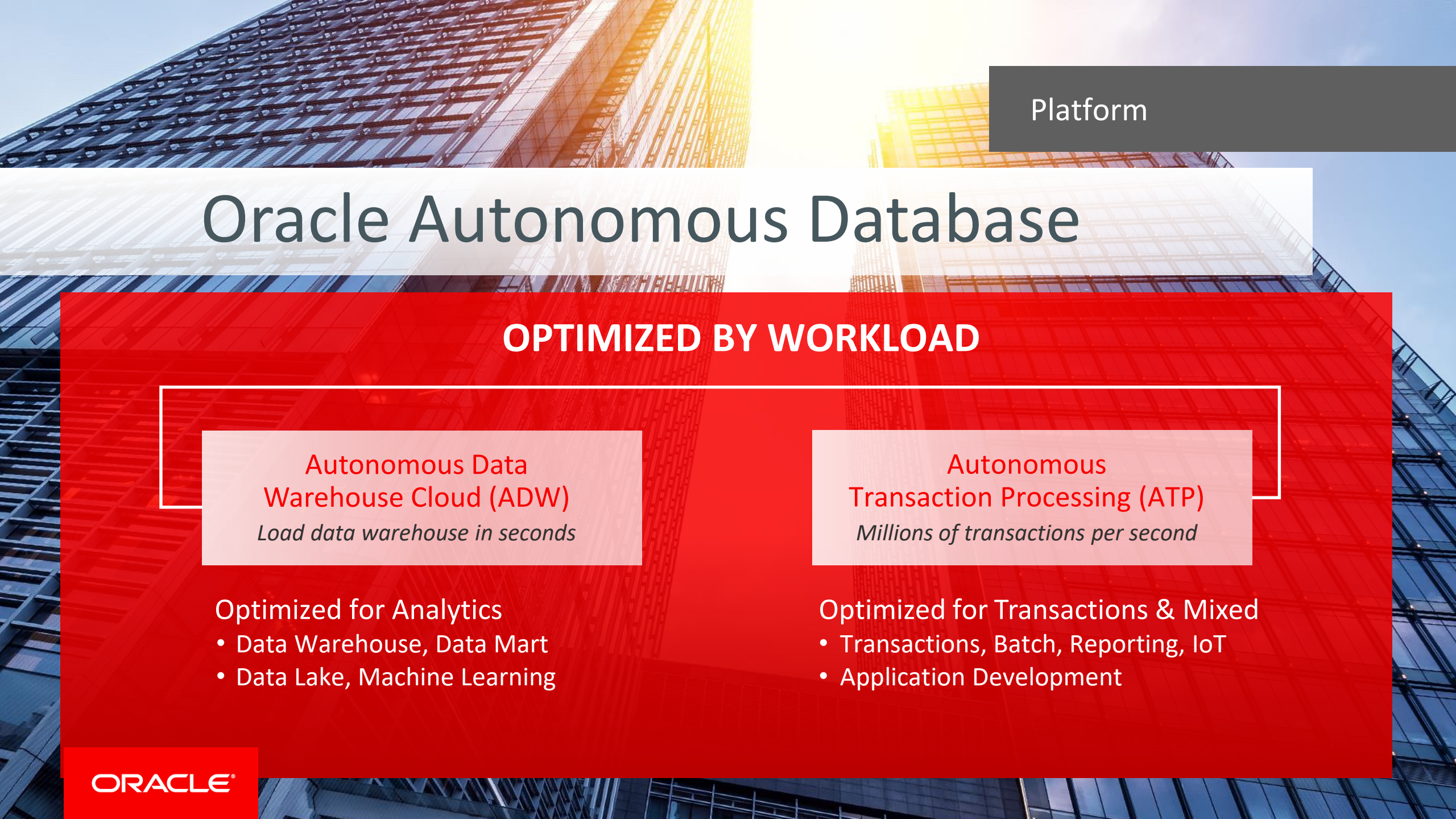

Platform

# Oracle Autonomous Database

## OPTIMIZED BY WORKLOAD

### Autonomous Data Warehouse Cloud (ADW)

*Load data warehouse in seconds*

Optimized for Analytics

- Data Warehouse, Data Mart
- Data Lake, Machine Learning

### Autonomous Transaction Processing (ATP)

*Millions of transactions per second*

Optimized for Transactions & Mixed

- Transactions, Batch, Reporting, IoT
- Application Development

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Configuration, tuning, scaling
Provisioning, patching, backups
Waiting weeks, months for data
Outpaced by competition
Platform
Data Administrator
Data Professional
Rapid, data-driven business insights
Manage the information lifecycle
Faster time-to-market
Overtake the competition
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Platform
Maintenance
Innovation
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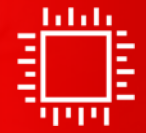
# Oracle Cloud Infrastructure

- Migrate and deploy workloads; auto-
- Bring app dev platforms & containers
- Build and run performance intensive, cloud native, and ML-based apps
- Multiple layers of protection, attack detection

Infrastructure


Compute

Networking

Storage

DNS

Security

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# Oracle Cloud Infrastructure

Infrastructure

## Compute

Supports AI, traditional, and HPC workloads

## Networking

Predictable, low latency, isolation, and availability

## Storage

High-performance local, block, and object storage

## DNS

Resiliency, and Reliable DDoS protection

## Security

Network architecture, secure sensitive data, mitigate breaches

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Infrastructure

# New Innovations: Oracle Cloud

- Enterprise Cloud and multi-cloud core-to-edge security
- Dramatically lower compute costs & new high performance workloads via new enhancements and partnerships
- Expand OCI data center coverage

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# Customer Outcomes

- Simple path to cloud and autonomous
- Complete, integrated cloud spanning all layers
- Pervasive implementation of emerging technologies
- Automate business processes while reducing risk
- Increase productivity – administration to *innovation*

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Cisco Tetration Analytics™

## High Performance Computing

- Hybrid cloud workload protection platform protection using AI/ML
- Moved SaaS offering from AWS to OCI
- 15X increase CPU-utilization
- 60X performance improvement versus on-premises appliance

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# Partner Cloud Sales Plays

1

***Move & Improve Oracle Apps to OCI***

*Tier 1: EBS, PSFT, JDE, SEBL*

*Tier 2: Hyperion, Agile, Primavera*

2

***Move Custom or Third Party Apps to OCI***

3

***New Analytical Data Marts - Analytics for LOB For Oracle Apps***

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# Partner Strategy for Cloud FY2020

## *Mission*

***Accelerate Tech Cloud sales and customer success through and with partners***

- The “best” partners
- Focused on adding value below the Oracle 2000 customers
- Primary focus on Autonomous

Recruit & Activate

Sales Wins

Customer Success & Services

Eco-Solutions & IP

Sales Motion Alignment

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# Partner Strategy for Cloud FY2020

Recruit & Activate

## VAD Guidance

- Recruit:
  - Oracle Apps Partners for Cloud
  - Non-Direct / mid-market coverage
  - Domain & Industry Experience SI's (cloud first)
  - partners with CSP mind-set

## WW Investment

- Cloud Deep Dive Days (intensive 3-day training)
- Live Partner training, hands-on labs, workshops
- Sales Play kits (leveraging Immersion)
- Top Partner Enablement (via OCI product group)
- New Data Management and ADW certifications
- Simplified Certification / Training path
- MDF for "Activate " programs

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# Partner Strategy for Cloud FY2020

Sales Wins

## VAD Guidance

- Enable your teams on Sales Plays (Train the Trainer) – focus on Autonomous
- Build Centers of Cloud Excellence
- Leverage customer data for campaigns – eg. Customers w/ Oracle DB past purchase
- Stitch solutions for customer operational / payment ease – hang tight for APIs

## WW Investment

- Sales Play Kits , Content, Customer references
- Easier / cheaper cloud POC & Showcase for partners (PAYG Q1)
- Incentives (Q2) for priority areas / workloads
- Breadth strategy for mid-market (Q2/Q3)
  - Marketplace / APIs (H2)

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# Partner Strategy for Cloud FY2020

Customer Success / Services

## VAD Guidance

- Product / Customer feedback to Oracle
- Help us find the “right” regional services partners!
- Encourage partners to build vertical expertise.
- Enable CSP / mid market solutions

## WW Investment

- Verticalized References / Customer successes
- Investment in ”incentives” for customer success in 2020, movement to consumption- based incentives in 2021
- CSP program clarity / program updates Q1
- Mid-market breadth CSP program H2 2020

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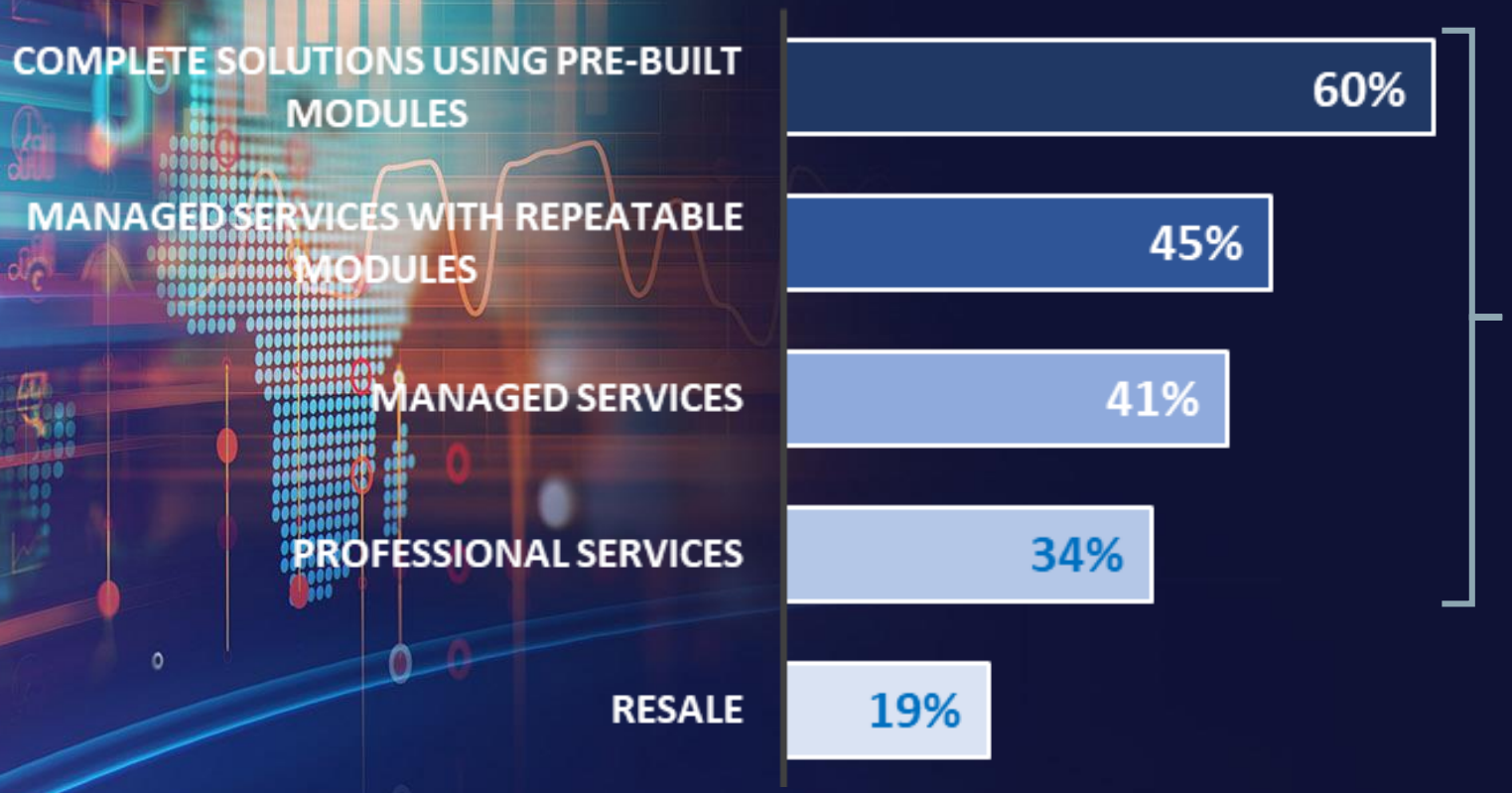
# Partner Strategy Cloud FY2020

Average Activity GM




Customer Success /& Services

Partner's own Services

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# Partner Strategy for Cloud FY2020

Eco & IP

## VAD Guidance

- Marketplace solutions on OCI and Autonomous – modernize and secure campaign
- Build direct sales plays for ISV on OCI
- Highlight / encourage verticalized solutions from partners

## WW Investment

- ISV Regional Sales Rep support
- Enablement / Direct Product Group support for ISV deals
- Sales incentives (normally for SI) available for VADs in direct ISV sale
- Marketplace API & Solution Buildout (H2)

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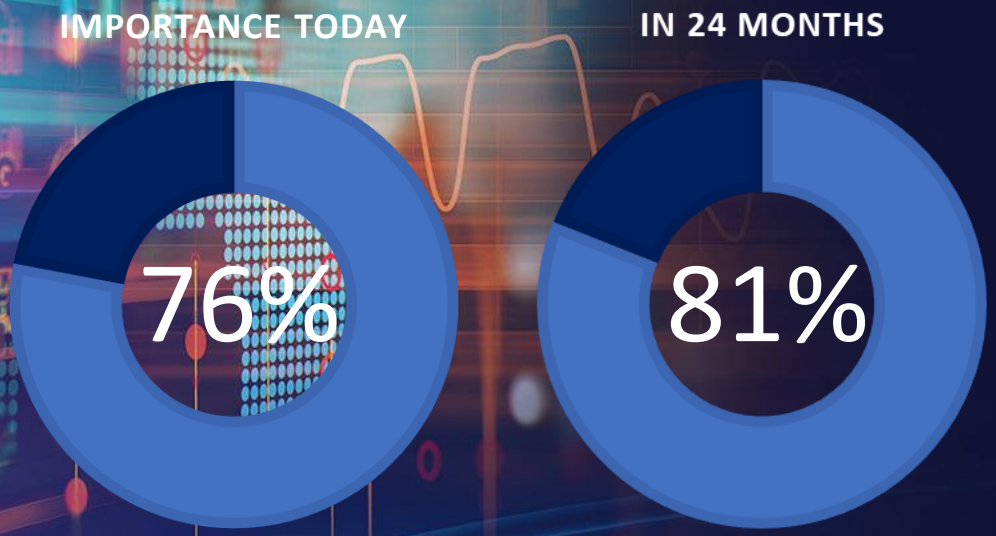
# Partner Strategy for Cloud FY2020

Eco & IP

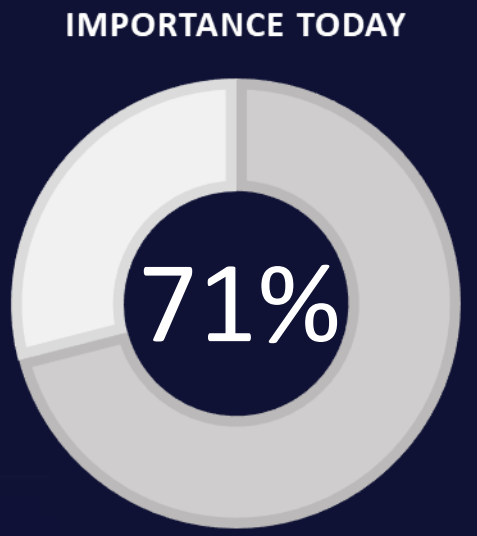
SP / SI Partners are increasing their investment in IP:

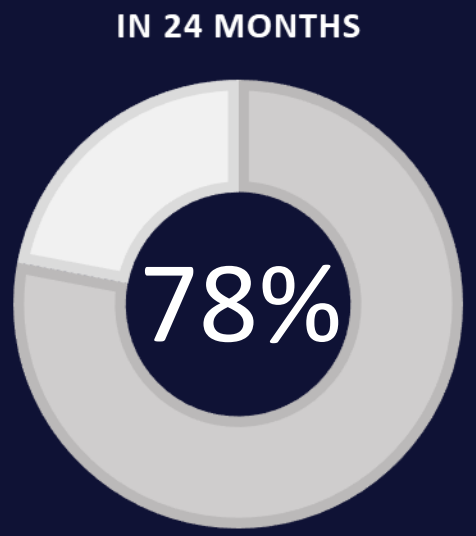






Cloud Infrastructure Ownership




Own Software Development

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# Partner Strategy for Cloud FY2020

Sales Motion & Alignment

## VAD Guidance

- Centers of Excellence
- ODP
- Sales Territory Planning

## WW Investment

- Geo Specific Initiatives (Heavy Focus in NAD)
- Data on Capacity & Best Practices

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# In Conclusion……

Market: Strong Oracle Opportunity

Oracle Strategy:  Lead With Innovation, Create Value

Partner Growth: Invest in Cloud

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# Thank you

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