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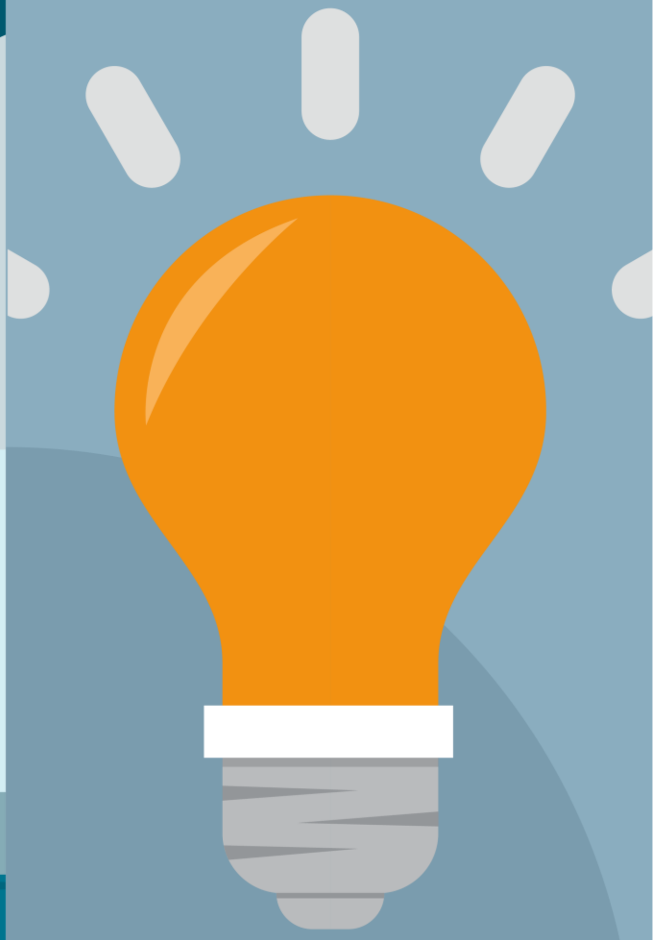
Welcome to the 2019 **Oracle VADs Global Community Forum**

Dubrovnik
12th to 13th June

Oracle VADs Global
Community Forum



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The importance of Oracle’s channel partners in the FY20 ODP systems strategy

Henny van Galen

Global Oracle Digital VP of Systems
Cloud Business Group

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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.

Agenda

1. Hyper/Converged market
2. Coverage model
3. Our joint opportunities
4. Call to Actions

Hyper/Converged Market

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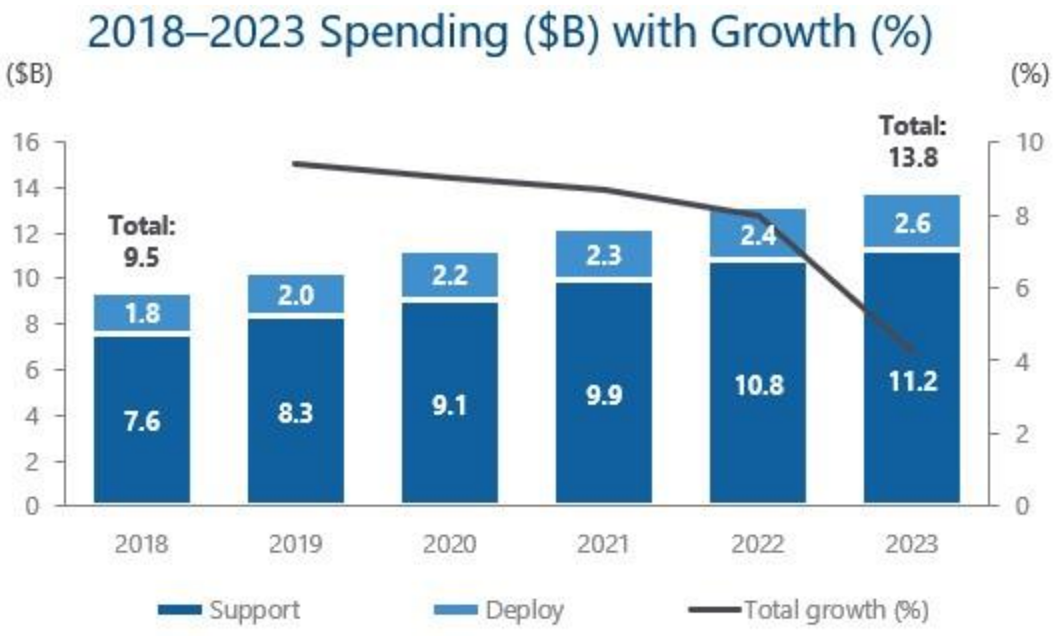

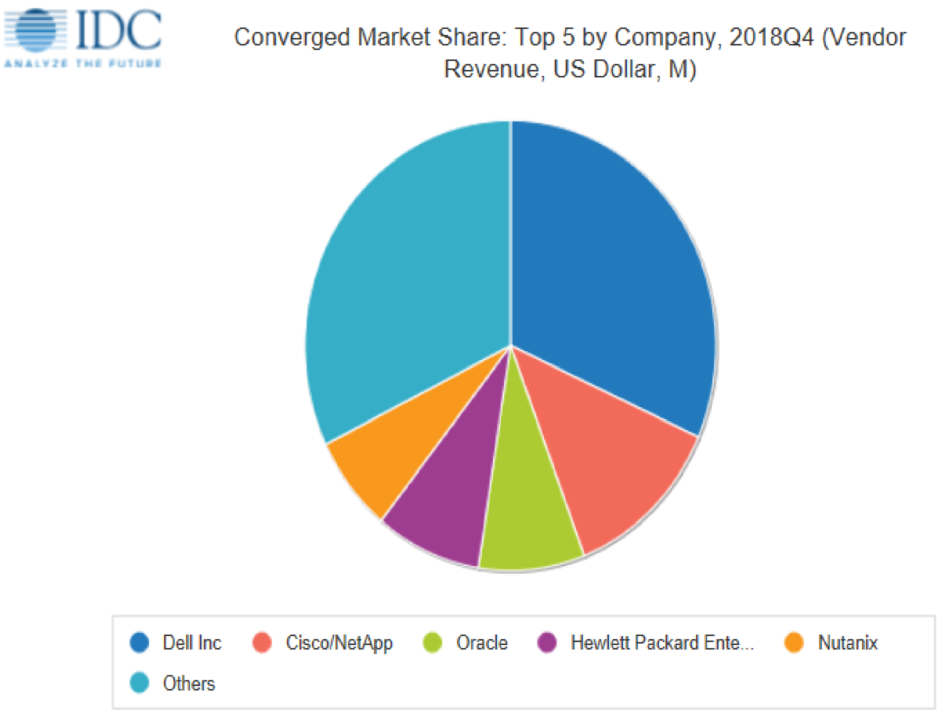

Segment Shifts

IDC stills sees very good growth in the hyperconverged system support and deployment space. Enterprises are looking for solutions to provide better and more efficient workload processing. Hyperconverged systems provide just that.

Source: IDC Quarterly Converged Systems Tracker - Final Historical 2018Q4 (For Internal Use Only)

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Evolving Coverage Model for ODP

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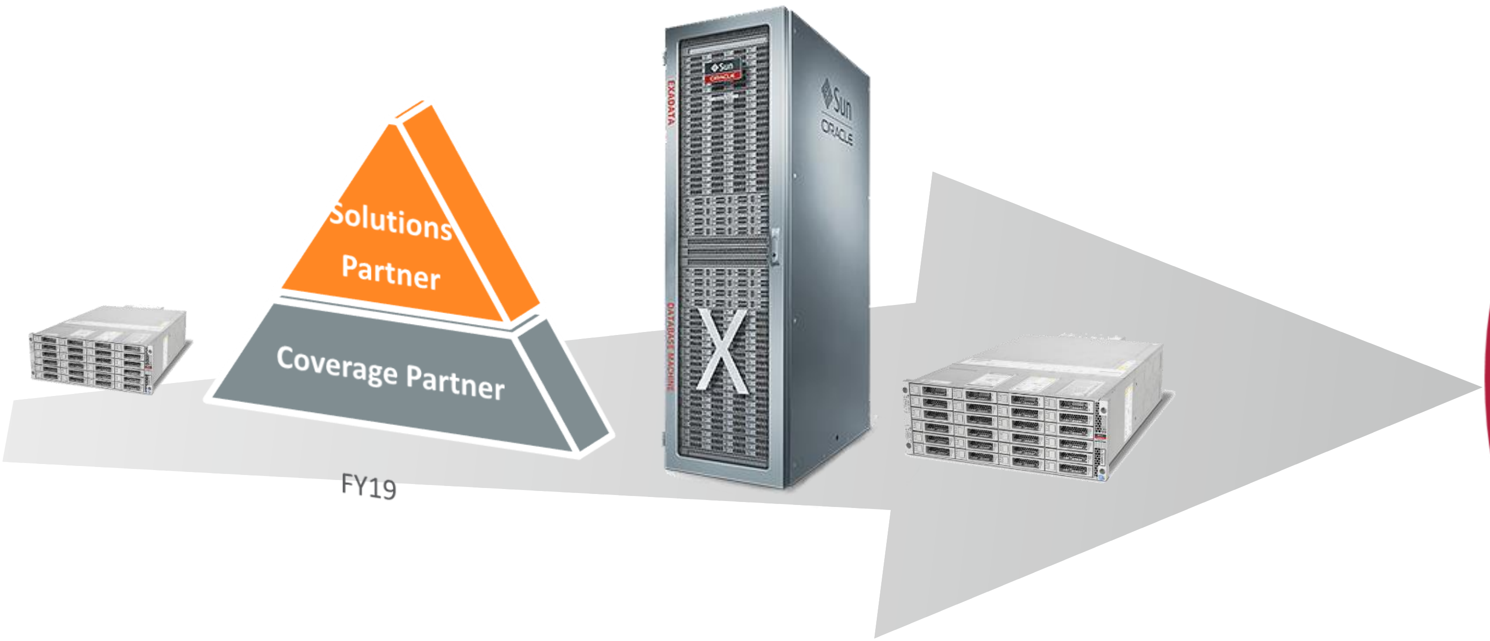

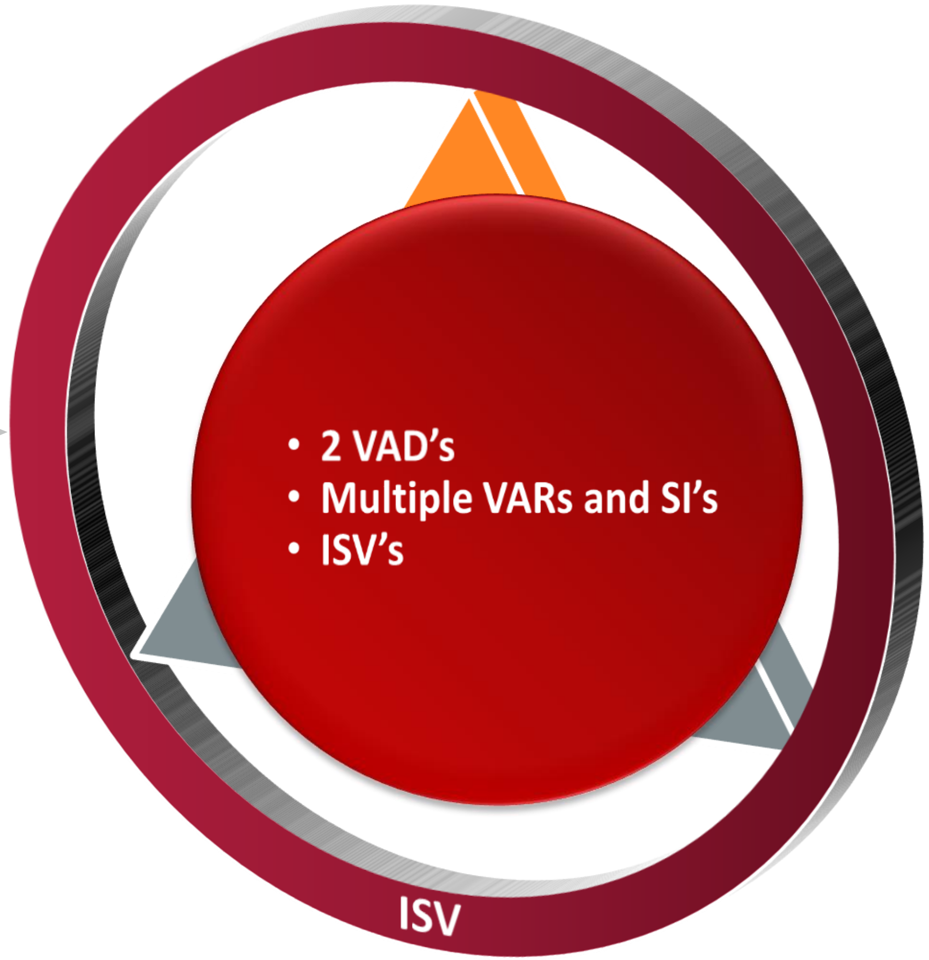

- ✓ Growing market space ODP, revenue bar up
- ✓ Focus on key markets, products
- ✓ Productivity gain
- ✓ Indirect model, need partners

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Our joint opportunities

Installed HW base

Oracle DB customers

ISV's

- HW refresh
  pr

lmost

- 100% Installed Database customers
- 5.4% ODA installed
- Over 1500 Systems are older than 3 years
- 5.1% Exadata installed
- 89.5% No EXA/ODA installed within DB customer base
- 74% No Oracle HW installed at all
- 3% ISV use Oracle HW
- <90% ISV do not sell the HW and overall system integration

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ISV Success model implementation

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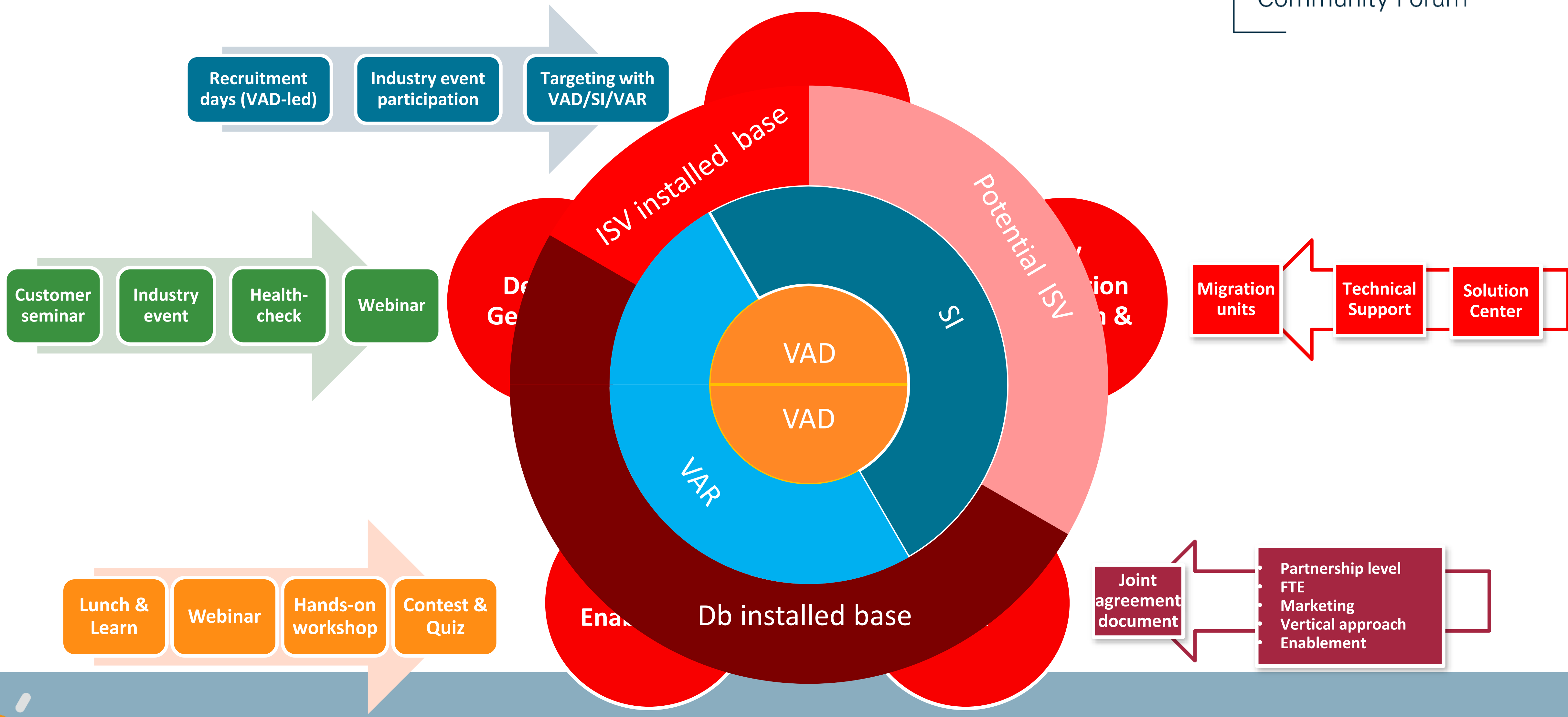

Call to action

- ✓ Work with your regional ODP counterparts
- ✓ Look into upcoming trade in programs
- ✓ Work on up/cross sell opportunities in existing installed HW
- ✓ Analyze the Oracle installed DB base and plan sales campaigns
- ✓ Work on ISV success model and be in the middle of it.
- ✓ Use MDF

• 5.4% ODA installed
• 5.1% Exadata installed
• 89.5% No EXA/ODA install
• 74% No Oracle HW

• 2 VAD's
• Multiple VARs and SI's
• < 3% ISV in DB installed
• > 97% growth opportunity of new ISV's within the DB installed base

Which of the following HW vendors do you see as Converged competitors of Oracle

A/ Dell/EMC

B/ Cisco/NetApp

C/ HP

D/ Others

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Thank you

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