Oracle EMEA A&C FY19 Strategy: Role of Distribution in Supporting the Channel Ecosystem

Sell – Implement – Innovate

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FY19 Opportunity

▸ **Technology On-Premise and Systems**

▸ **Cloud momentum now on the cusp of exponential growth**

▸ **Partners required to scale-up and sustain growth**

The Role of Partners

SELL
MARKET COVERAGE
- Drive incremental business
- New use cases
- Market coverage

IMPLEMENT
SOLUTION FOCUS
- Implementation dictates customer success and advocacy
- Quick realisation of benefits
- Go-live quickly
- Focus on implementation success
- Driving consumption and renewal

INNOVATE
DIGITAL TRANSFORMATION
- Innovation is key to business transformation
- IP built using Oracle (i.e. AI, blockchain, IoT)
- SIs at the forefront of innovation

PARTNER VALUE CHAIN

VADs Focus on Sell

SELL

MARKET COVERAGE
- Broaden opportunity for VADs
- VADs to drive coverage, capability and capacity
- Strong resell focus targeting growth in the mid-market:
  - Tech On-Premise
  - Systems
  - Cloud

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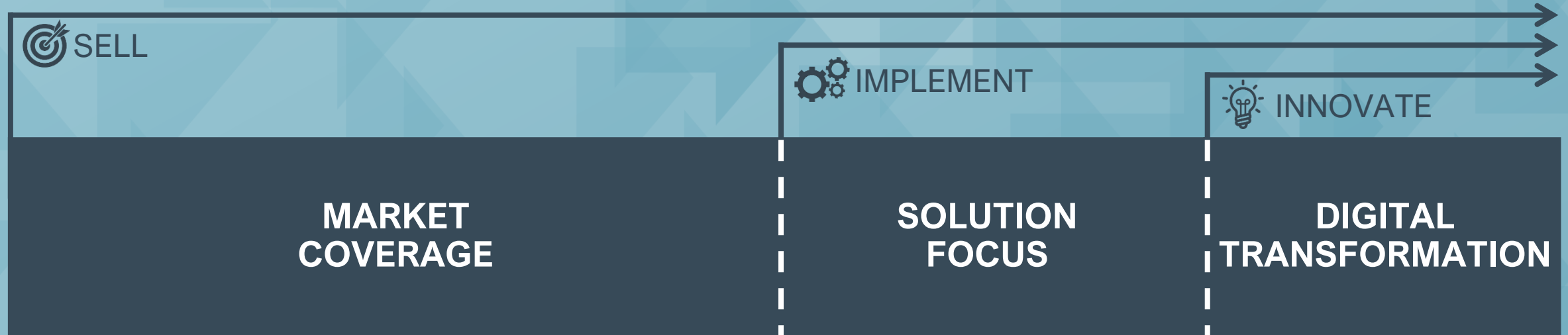- Focus on implementation success
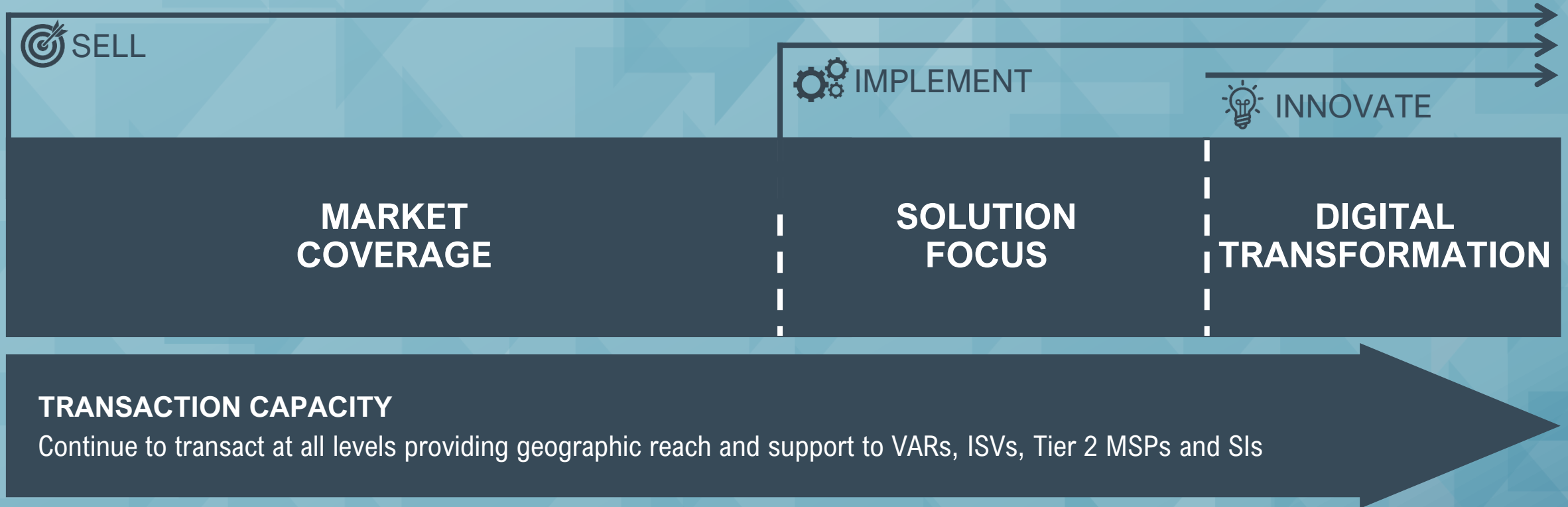- Driving consumption and renewal

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New Go-To-Market Framework

SELL

IMPLEMENT

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New Go-To-Market Framework

SELL

IMPLEMENT

INNOVATE

MARKET COVERAGE

SOLUTION FOCUS

DIGITAL TRANSFORMATION

TRANSACTION CAPACITY
Continue to transact at all levels providing geographic reach and support to VARs, ISVs, Tier 2 MSPs and SIs

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New Go-To-Market Framework

SELL

IMPLEMENT

INNOVATE

MARKET COVERAGE	SOLUTION FOCUS	DIGITAL TRANSFORMATION

RELATIONSHIP MANAGEMENT

Supporting Partners:
- Increase capability
- Go-to-Market
- Specialise
- Position Oracle commercially

By offering:
- Structured financial programs
- Required credit provision
- Operational excellence
- Ease of closing business

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Benefits for the Partner Ecosystem

VADs

‣ Increased business (as more Partners will be routed through VADs)

‣ Oracle's commitment to enhance capabilities with support of Centers of Excellences, training programs and more…

‣ Process and automation enhancements

‣ Closer alignment with Oracle Digital Prime

‣ Demand generation support

BENEFITS FOR PARTNERS TO WORK WITH VADs

‣ Heightened level of Oracle customer support via VADs

‣ Greater access to enablement training programs

‣ Local experts who understand local requirements and needs

‣ Streamlined processes

‣ Structured financial programs

‣ Provision of required credit

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ORACLE EMEA VADs MISSION

To drive growth through the wider Partner base in Oracle's Cloud (Iaas/Paas), Tech On-Premise, and Systems propositions.

HOW?

Through a comprehensive Coverage, Capability, and Capacity model, that scales.

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Priorities

COVERAGE

- Geography (116 countries)
- Midmarket opportunity
- Oracle Digital Prime
- Partner DNAs (VARs, ISVs, Tier 2 MSPs/Hosters, SIs)

CAPABILITY

- Enablement/ specialisation in key focus areas for targeted Partners
- Online training for all Partners
- Commercial positioning (create Oracle preference)

CAPACITY

- Structured finance programs /multi country
- Provision required credit into the market
- Operational Excellence (ease of doing business)

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Oracle EMEA A&C's Commitment to You

Cloud Centres of Excellence, Development & Demo Centres to support pre-sales / architecture, training, marketing, demand generation / ISV migration

Targeted **demand generation** executed with EMEA VADs

Alignment with OD Prime to drive mid-market growth

Go Beyond umbrella initiative with packaged offerings for quick execution (target install base)

Specialised training (innovation, develop IP / services), create FSO/FPO for Cloud, and drive adoption, consumption, renewal

Large scale **enablement programs** focused primarily on Journeys to Cloud, IaaS, PaaS

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