

ORACLE®

Journey to the Cloud: From Uncertainty to Clarity and Confidence

Oracle Value Added Distributors
Global Community Forum

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Lisboa - Portugal

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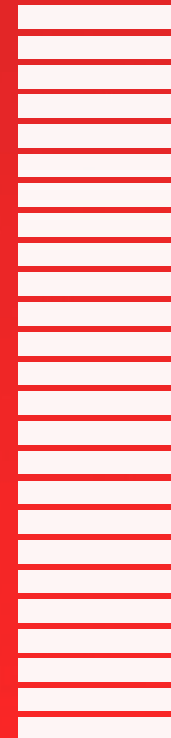
CEOs Scale Their Digital Business Growth

Digital or Die

- 42% say digital first or digital at the core is now their company digital business posture
- 56% say digital transformation has increased profits

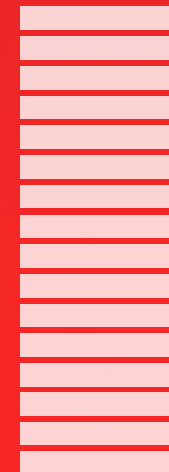
Oracle
Partner Days

58%



No. 1 Growth
Profit growth,
slightly more than
revenue growth

31%



**No. 2 IT-
Related
Highest ever**

“Please tell us about your organization’s top strategic business priorities over the next two years (2017/2018)”²²



Cloud is the New Normal for Innovation

Pace of innovation

Economics of innovation

Insights for innovation

What we have built...

The Most Complete Cloud



ORACLE[®]
CLOUD



A complete, open, secure and **AUTONOMOUS** platform that spans all layers of the cloud and provides choice

With the EMEA best ecosystem

2,920 cloud deals won over 12 months

17,000 cloud sales & pre-sales



1,100 + partners supported by cloud excellence centers

50% business through partners

2,200 + cloud specialisations

184 Fixed scope offerings



2,200 + cloud implementation specialists



15,000 members in digital communities



FY18 or 4 trailing quarters, EMEA numbers

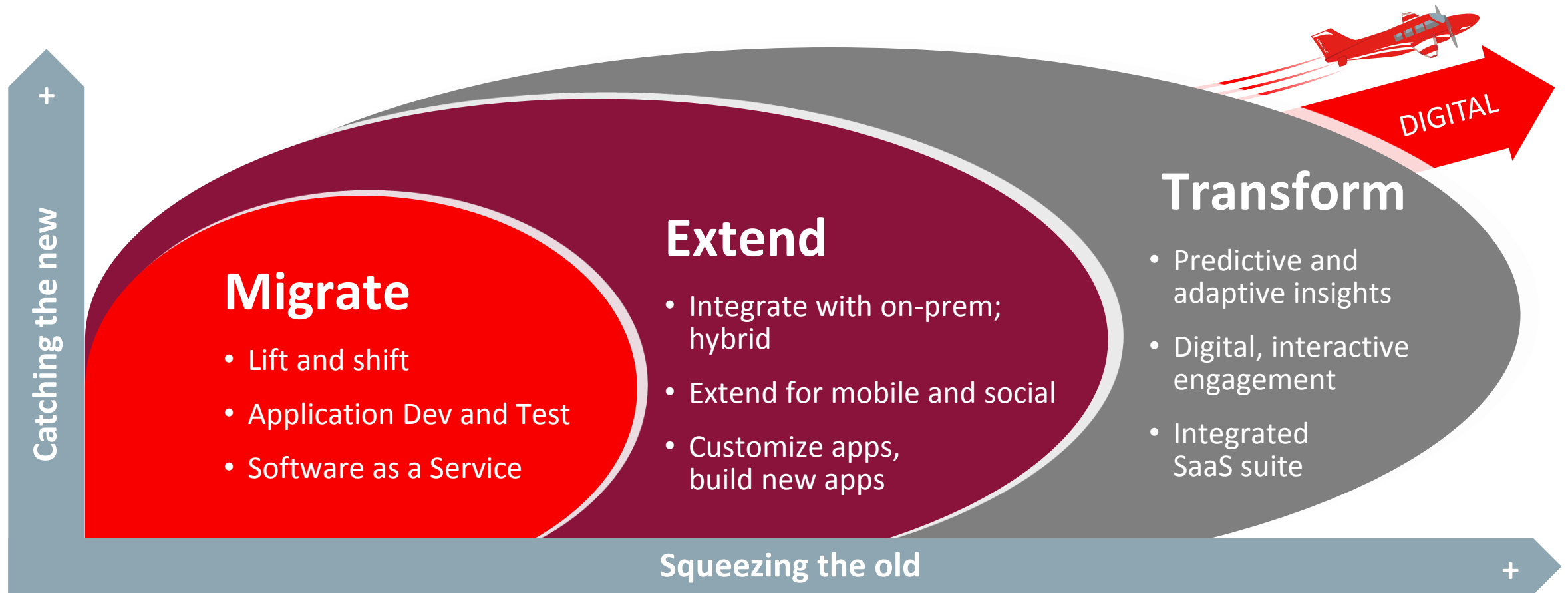


**Biggest transition
ever for the channel**

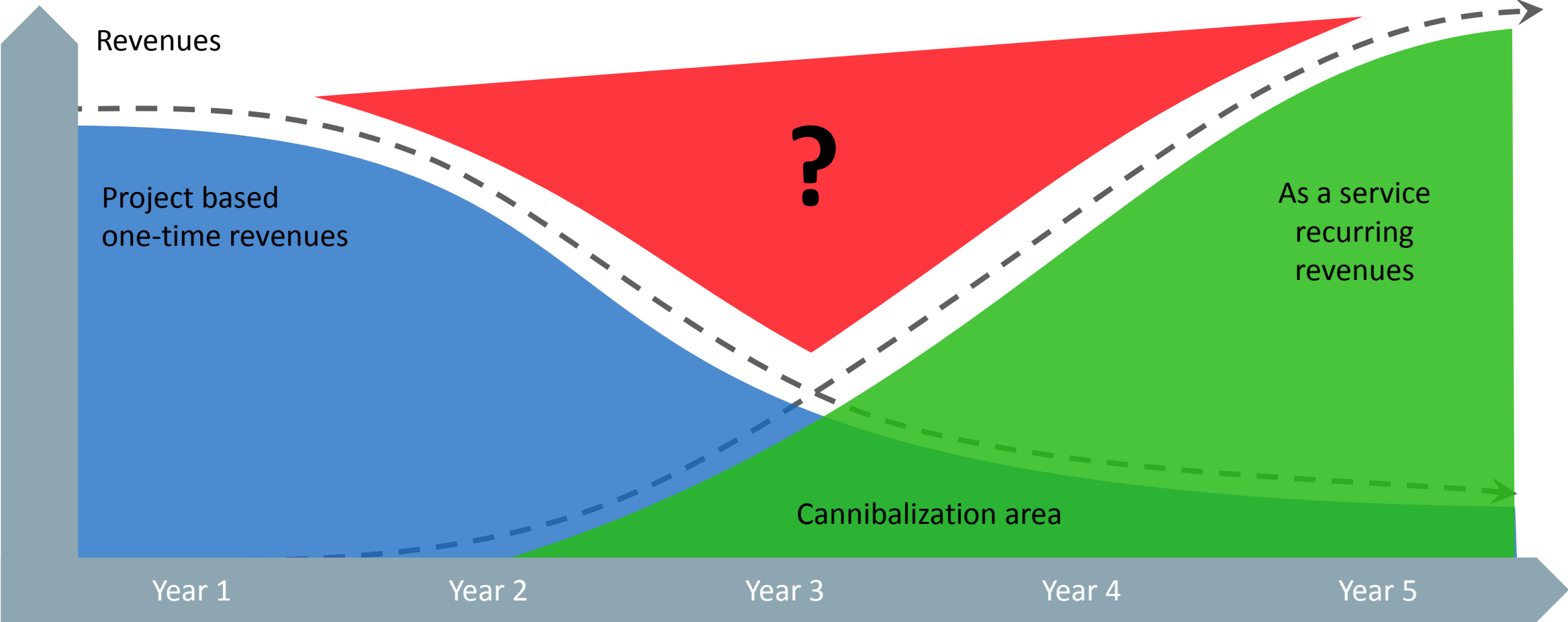
Partners moving to a cloud based model

	Traditional model	Cloud Based model
Customer	IT	Business, Digital and IT
Focus	Broad	Specialize
Sales motion	Deal	Relationship & content
Revenue	Project / package based	Monthly / quarterly recurring
Marketing	Traditional, farming	Digital, offer based
Activities	Resale Professional services	Services Managed services IP based services
Delivery model	40% On site – 60% excellence center	20% on site – 80% excellence center
P2P	Do it ourselves	Partner collaboration

Three ways to monetize the Oracle cloud



How you can manage the revenues depression?



Return on Oracle cloud

Revenues

- Hypergrowth
- Best of breed integrated platform
- Packages sales plays
- Massive installed base

Margin

- Attractive discounts/rebates/programs
- Cloud proven methodologies
- Oracle investments in partners

Company IP

- Solution program
- Market place

Company valuation

- 7-10 x ebitda for Cloud vs 4-6x ebitda traditional
- Attractive company profile

Target KPIs*

50- 60%
growth

40-50%
on managed services

65-70%
on IP solutions

X2
valuation



FY19 – Fast Track Journey to cloud



Cloud acceleration - strategic capabilities



**STRATEGIC
ENABLEMENT**

CLOUD GTMs

**CLOUD
SOLUTIONS**

**ADOPTION
CENTERS**

Strategic enablement: foundation to success



- Plan and deliver **FY19 capacity and capabilities** requirements by pillar
 - 6000 new certified individuals, 600+ specialisations
 - Roll out new enablement tools: OU, badging, PREP, CEI/certification support
- Strengthen up **partner implementation skills** through implementation trainings/bootcamps, best practices and architecture capabilities
- **Systematise alignment** and engagement through Strategic & roadmap briefings & Partner showcase
- Grow **partner softskills & digital/social selling**



H1 planning for strategic enablement



STRATEGIC
ENABLEMENT



STRATEGIC
ENABLEMENT

92 sessions/ 9535 seats+

Hands on cloud implementation Workshops Remote : 39 events

- CX Engagement / Sales Cloud
- ERP /SCM
- HCM
- Analytics Integration
- Cloud Platform IaaS and PaaS

Hands on cloud implementation Workshops InClass : 19 events

- Cloud Platform IaaS and PaaS
- Autonomous DW
- Analytics
- Integration
- ERP Financials and Procurement

Architecture –In Class: 150 seats

- Application Integration

Architecture –Remote: 550 seats

- Oracle Cloud Infrastructure (OCI)
- Cloud@customer
- Analytics architecture

Executive In class: 12 events

- IaaS and PaaS partner roundtables
- PaaS for SaaS partner roundtables

Sales In class: 14 events

- Autonomous DW Sales and Presales trainings
- Accelerate your business with Oracle Platform

[EMEA Partner Enablement Calendar](#)

Cloud GTM: grow your cloud business



CLOUD GTMs

- Acceleration & build-up of pillar capabilities excellence end to end
- Drive key sales plays including new and extended to generate fast growing pipeline and deals
- Go-to-market with business and industry solutions
- Advocacy of Partner solutions & service offerings and success stories



ERP / SCM

HCM

SaaS Layer

CX

Integration and apps dev

Analytics and big data

Autonomous DB

Paas Layer

IaaS

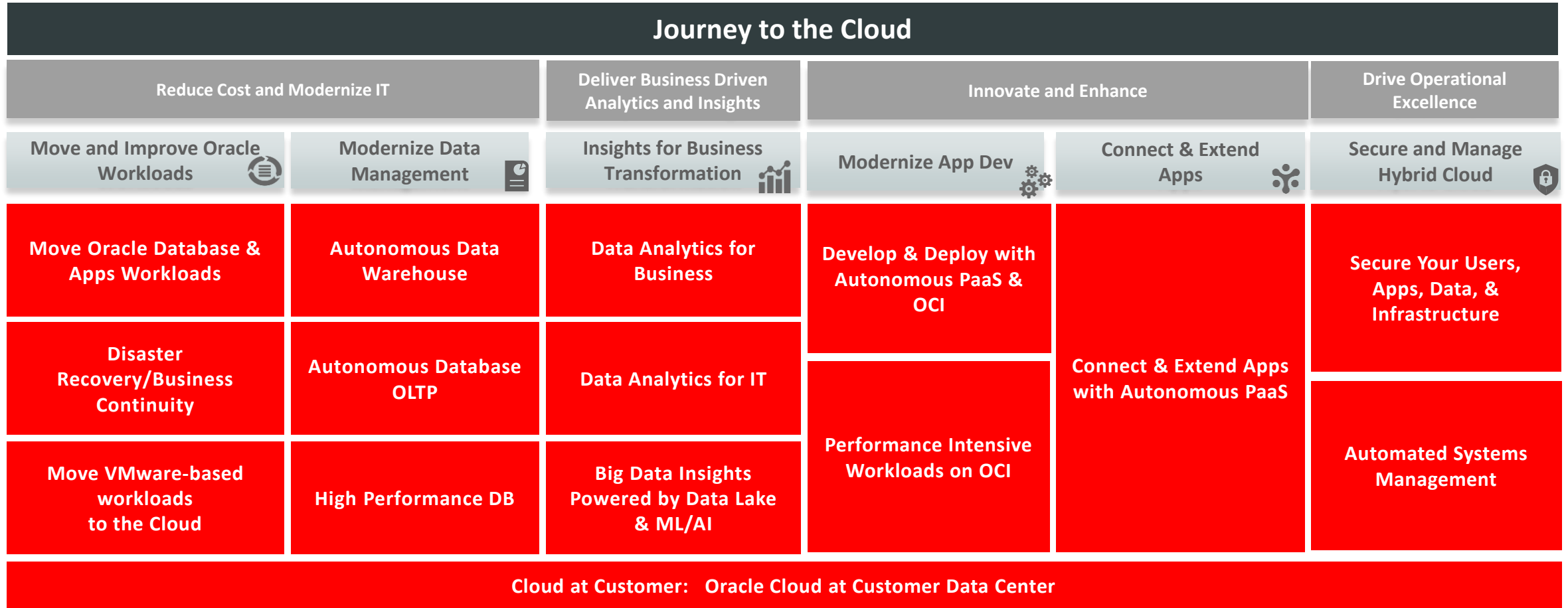
Cloud @ customer

Security / Management

FY19 GTM Platform Sales play



CLOUD GTMs



Hero Partners transformation program



CLOUD SOLUTIONS

FY18 Digital Accelerator results



3x
More faster to create & launch solutions

81%
Success rate of launching a new cloud offer

95%
Average partner satisfaction

86%
Partners creating more pipeline

HERO PARTNERS Cloud Solutions Program

OFFER DESCRIPTION

QUICK ON CLOUD
Improve your leads quality, your conversion rate, your campaigns impact, your innovation process, your employees performance, with Quick-On-Cloud Sales, Marketing, Finance, Innovation & HCM.
<http://quickoncloud.com>
Video success story in progress

PAYNOW
PayNow provides a complete end-to-end payment system gateway which supports most popular payment methods for eCommerce (credit cards, and PayPal) with low-cost transactions-tier charges.
<http://paynowsystem.com>

EFFICIENCY
Efficiency provides you with the full modern marketing capabilities by combining Eloqua software (with implementation), essential training & ongoing best practice support into a fixed monthly paid package.
<https://efficiencyengagementfactory.com>
Discover our offer on YouTube: <https://youtube.be/1nDgh000shg>

WHAT DID THIS PROGRAM BRING YOU ?

“With Quick-On-Cloud we’re helping our customers on their transition to the Cloud with faster and easier projects.”
Hugo Amann, General Manager, Spain

“This program demonstrates Oracle full commitment to its partners during their journey of cloud transformation.”
Mohamed Abdel Moneim, Professional Services Director, Saudi Arabia

“This program gave us the opportunity to create & market a whole new proposition enabling...”

HERO PARTNERS Cloud Solutions Program

FLY TO ORACLE CLOUD
Accelerate and simplify your transition to Oracle Cloud IaaS & PaaS with our packaged services: agility, security and moderate costs.
avantic <https://cloudservices.avantic.com>
Video success story in progress

DB Cloud360
DB Cloud360 is the best and easiest way to migrate your databases to Oracle Cloud Infrastructure. Using 4 best practice cloud patterns to meet your business SLAs, 24x7 Management, and migration included, it makes the journey to cloud simple and complete.
dsp <http://content.dsp.co.uk/oracle-cloud-price>

ENCOMPASS
For organisations looking for a fast, predictable and cost-effective route to the Cloud, Encompass offers outstanding security, compliance and scalability for growth without compromising on the capabilities of the solution.
NAMOS <https://www.namosolutions.com/encompass>

MINIRIS CLOUD
Simple and reliable Time and Attendance registration businesses. Easy to export the data to...

“We have designed more than 20 Cloud Packs based on the most common requests from companies like yours.”
Javier Barrio, Partner Sales Director, Spain

“The Cloud Solution Program was like an incubator of innovation and expertly facilitated some great ideas from brainstorm to service launch. The program massively accelerated the launch of our DB Cloud360 service which leads the industry in migrating Oracle databases to the cloud.”
Dev Nayak, Managing Director, UK

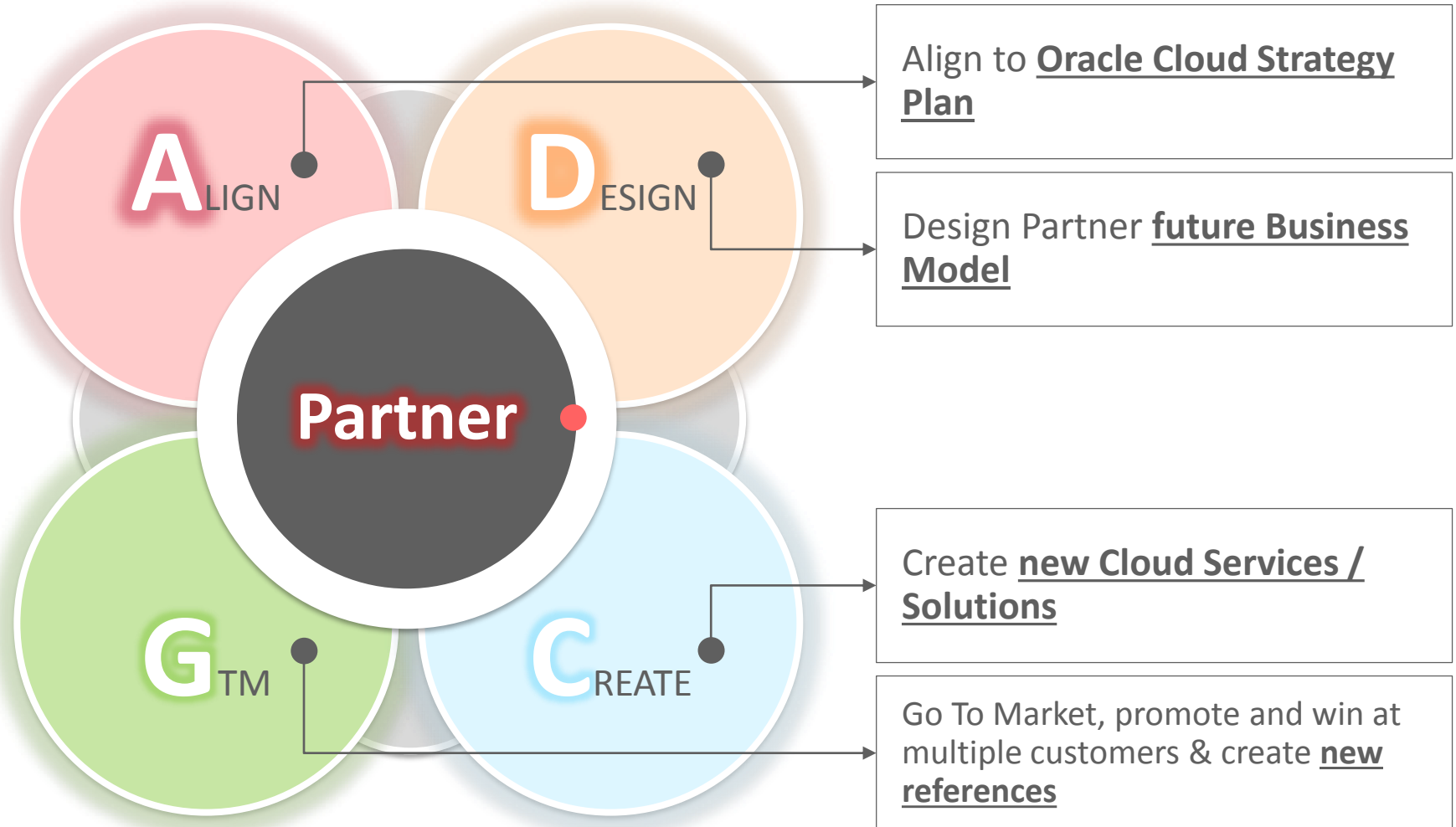
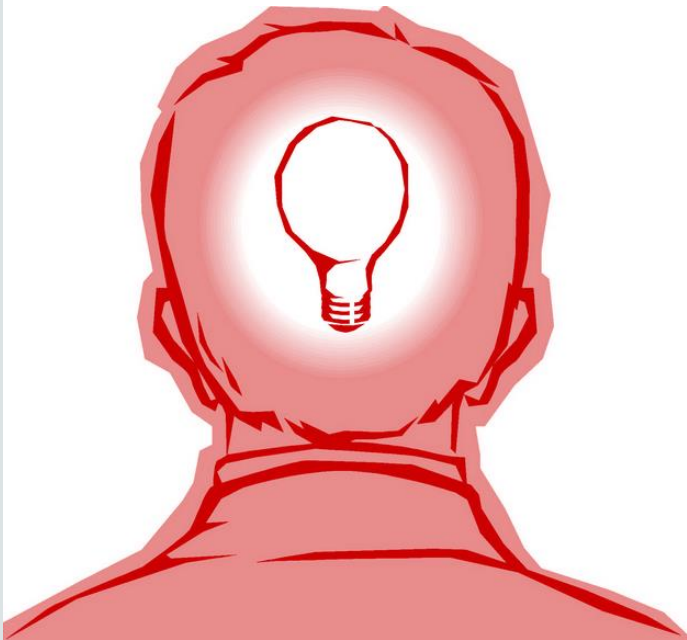
“Energised by the resources on offer, the program provided us with a new opportunity to deliver a value-added service and custom solution that helps customers accelerate their transition to the cloud, realising business value faster.”



FY19 Cloud Accelerator Program



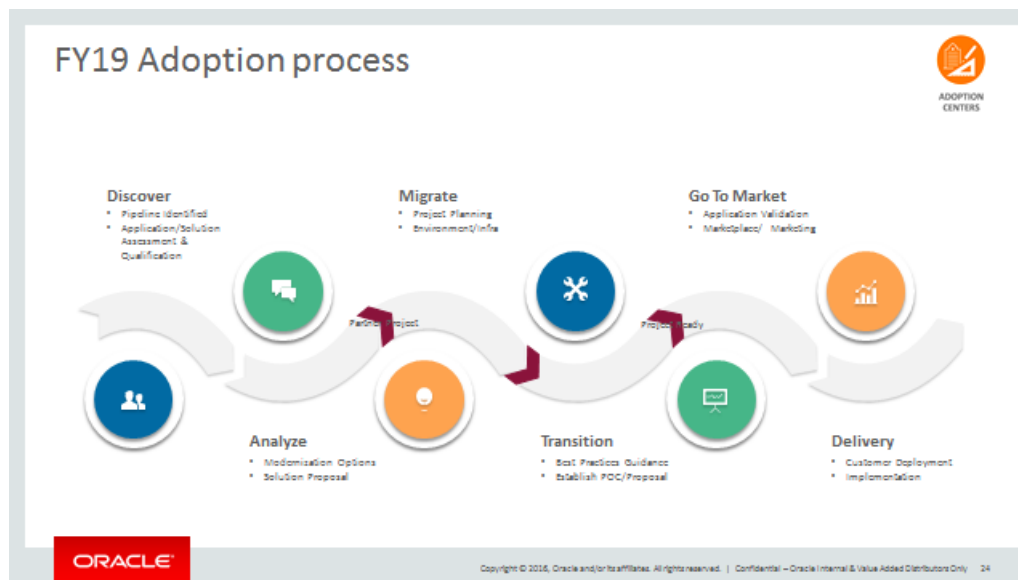
Partner: "I want to accelerate my journey towards the cloud, how Oracle can help?"





Cloud Adoption Centers

- Build-up implementation capabilities of partners at solution and product level
- Focus on implementation providing partners with implementation best practice @scale
- Deliver migration services & consultations to accelerate customer success
- Spearhead the creation of awareness for adoption and migration to Oracle Cloud Services
- Support VAD transformation to cloud



Journey to the Cloud: From Uncertainty to Clarity and Confidence

Jean-Marc Gottero
VP Cloud GTM



Play to win,
act NOW!

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