

ORACLE®

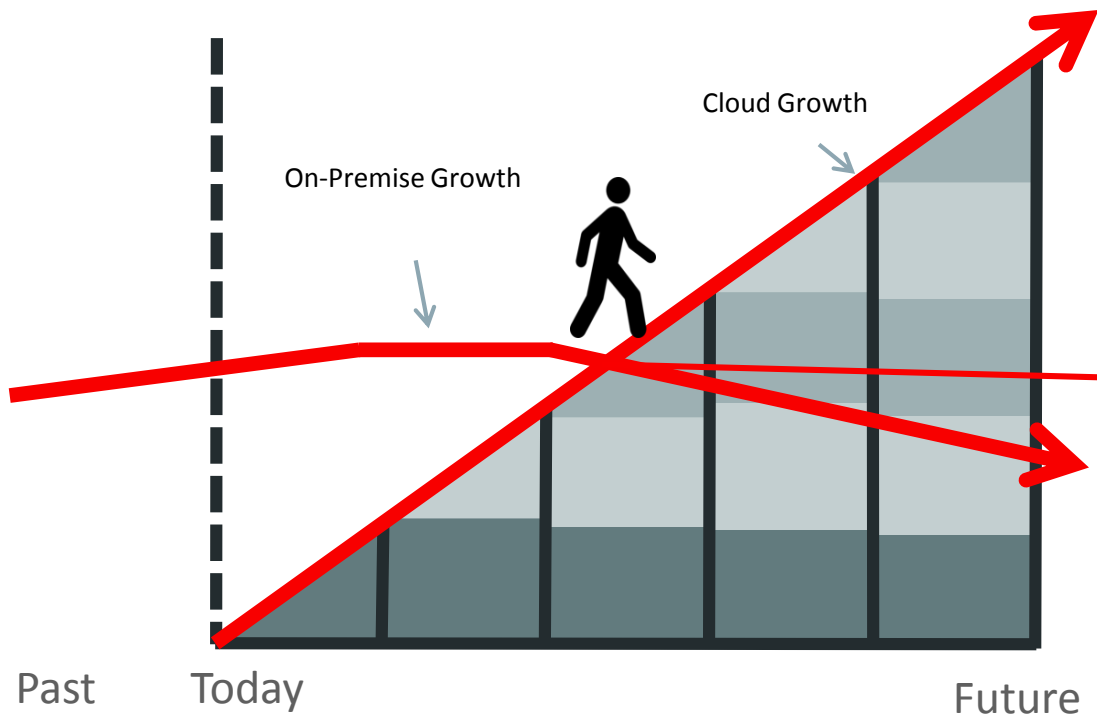
# Rejuvenate your Sales Opportunities

Maureen Perrelli

June 4<sup>th</sup> & 5<sup>th</sup>, 2018  
Lisboa - Portugal

# Opportunity to Capture Market Growth

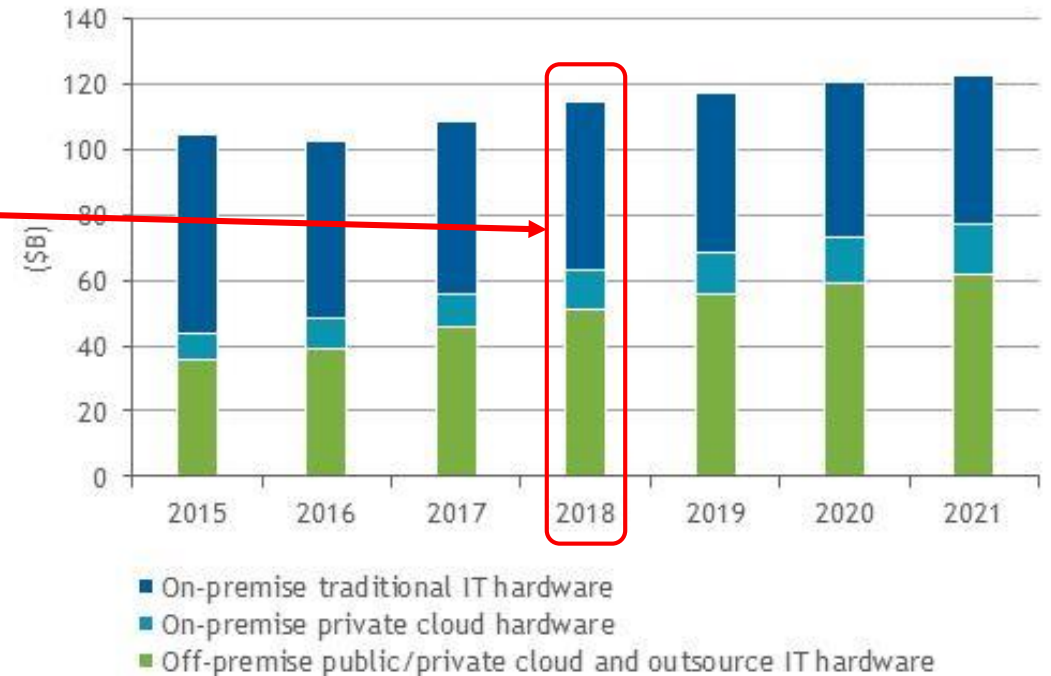
## On-premise growth lagging Cloud growth



## Customer adoption of Cloud at Inflection

### IDC Prediction:

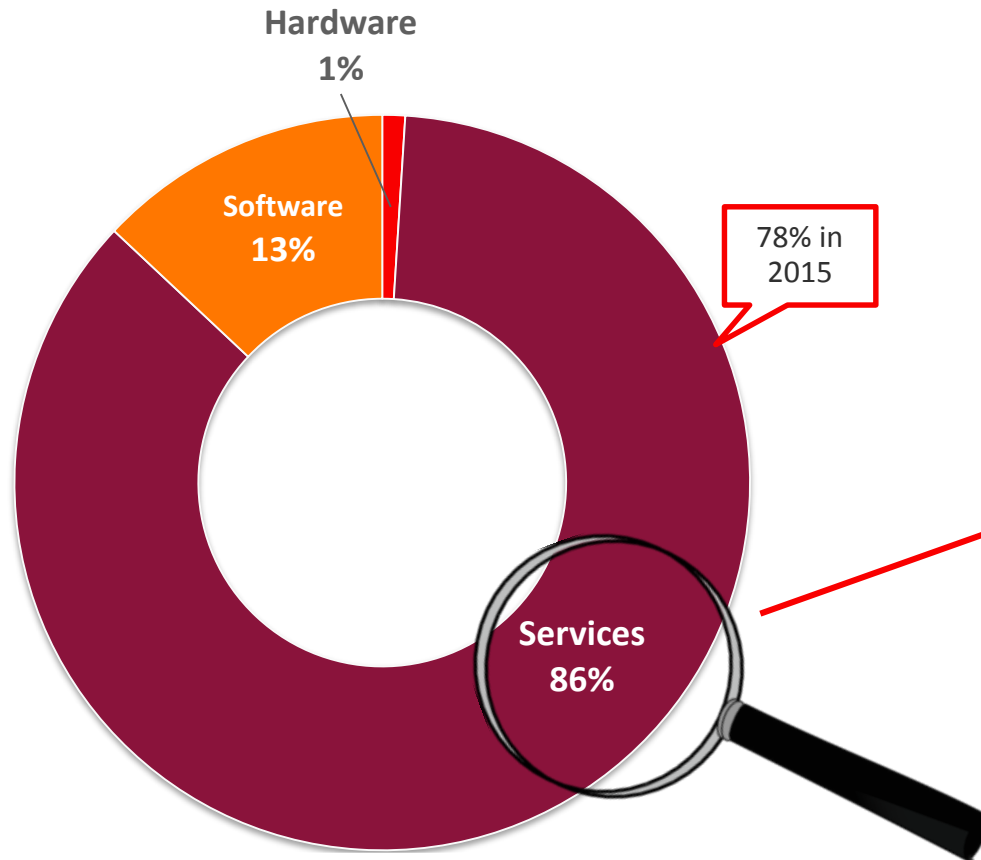
Over the next 12 months, enterprises will see a shift in IT operations spend from on premises to public cloud, with over 30% of enterprises spending more on public cloud operations than on their other datacenter IT operations combined. Source: IDC FutureScope: Worldwide Cloud 2018 Predictions, Dec. 2017



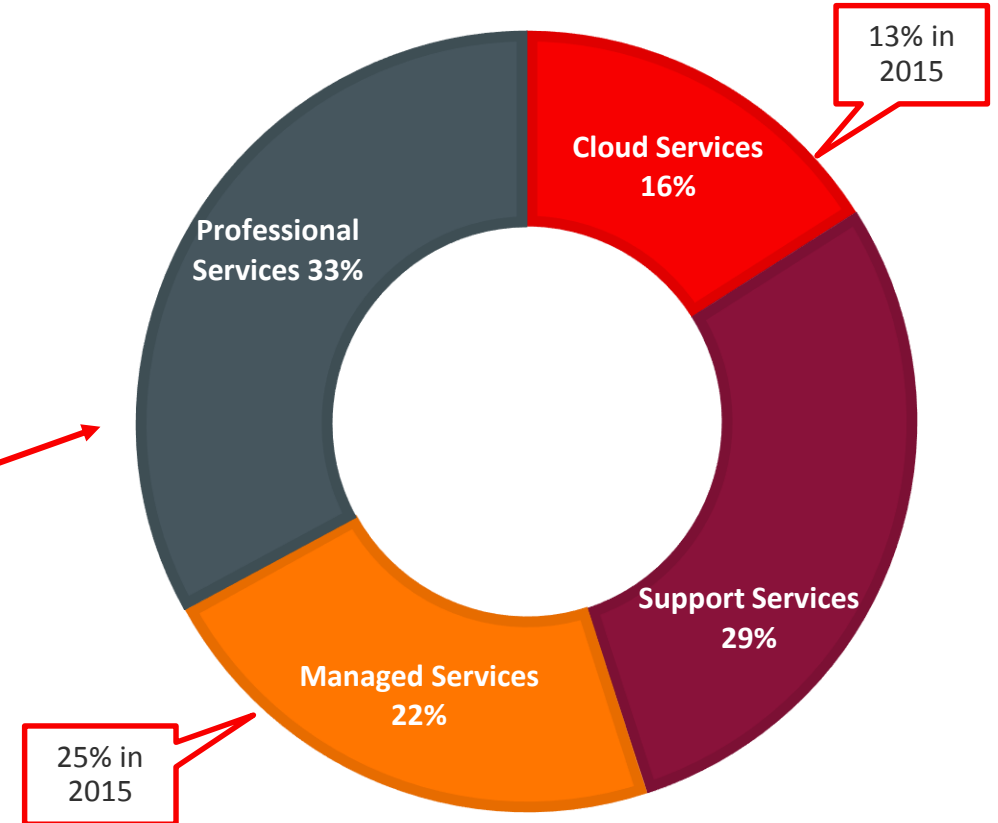
Source: IDC, Worldwide Cloud IT Infrastructure Hardware Spending Forecast, 2017-2021

# Resale Ecosystem Revenue Adapting

## Partner Services Revenue 2017



## Partner Services Revenue 2017

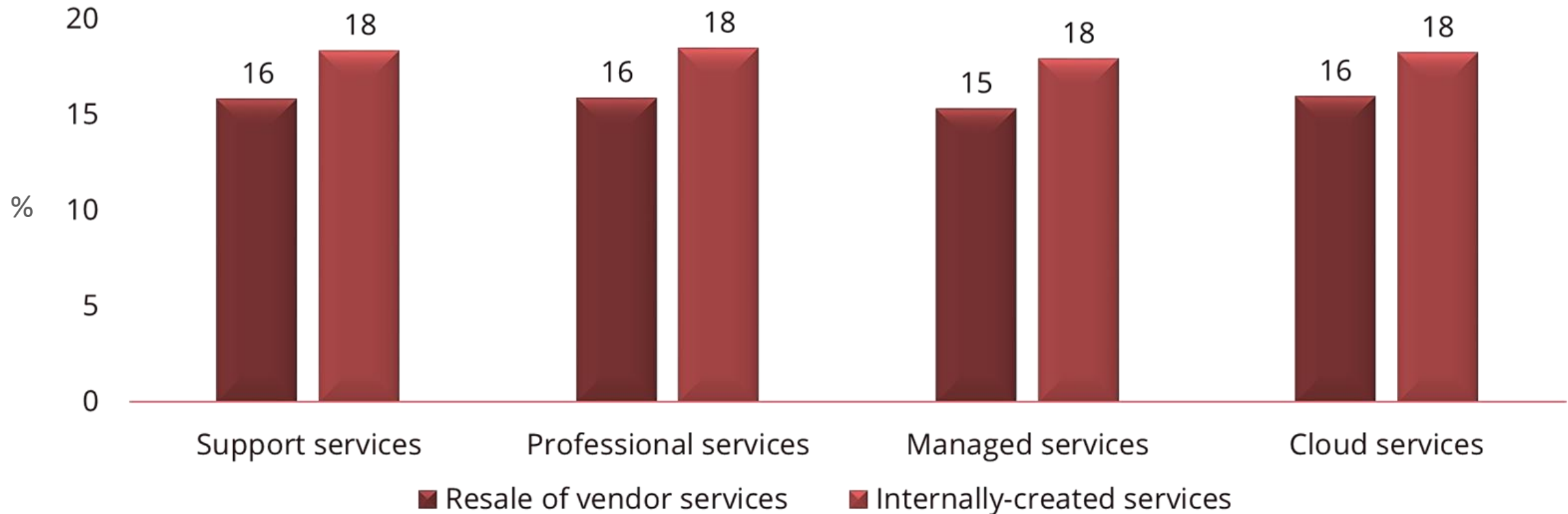


2017 Partner Profitability Study: QA5. How does your non-resale revenue break down by hardware, software, and services? (n=461)



# Relative Growth of Services

The **growth of internally created services** is consistently slightly **higher** than resale growth, helping explain why partners are more and more moving to their own services.



*“You can double your margin on your own internally created services. In vertical markets the margin opportunities are even higher” Tech Data MSP*

# Oracle Enabling the Journey to Cloud

**Complete Deployment Choice**



**Same Standards  
Same Products  
Unified Management**



**Path to Future leverages the Past**

# Six Oracle Journeys to Cloud



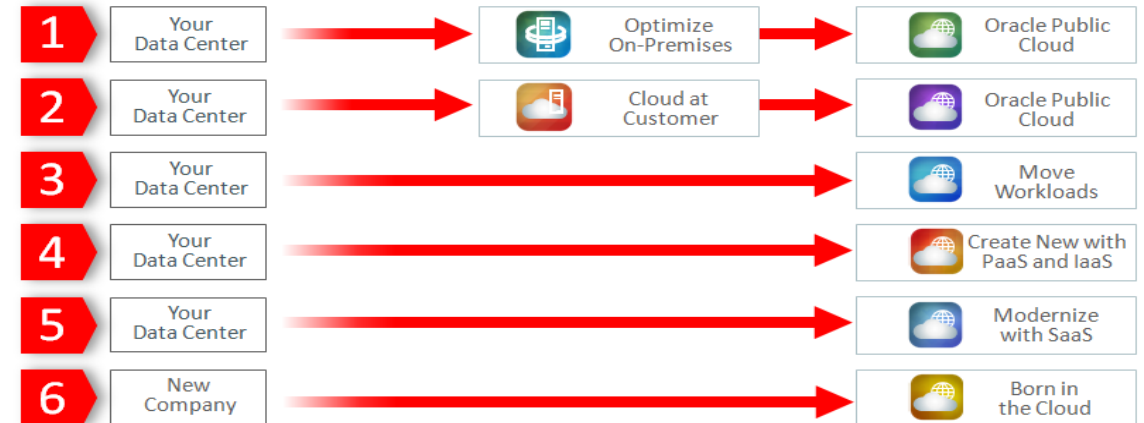
# FY19 Focus

- ✓ **Trained Partners Outperform**
  - Trained Partners are 2.6x more productive
  - Tech partners are faster to Cloud revenue
- ✓ **Enable Top Channel Sales Plays**
  - Apps Unlimited
  - Move Customer & 3rd Party Apps
  - Modernize App Development
  - IaaS Greenfield
- ✓ **Training to elevate Skill Set**
- ✓ **Drive Skilled Partners to engage in Programs that build a Pipeline**
- ✓ **Build out Cloud Marketplace**

## Customer Journey to the Cloud



### Six Oracle Journeys to Cloud

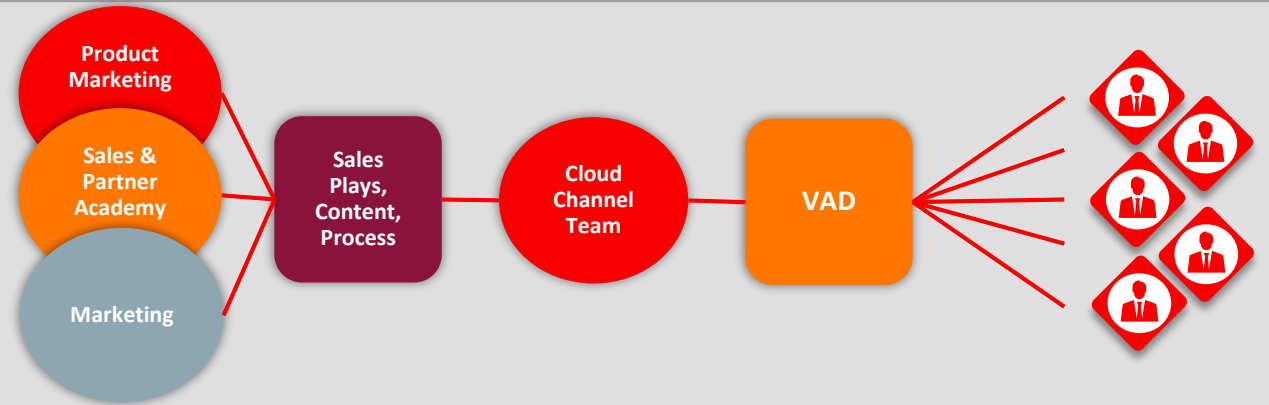




# Partner Enablement Summary

## Continuous Oracle Cloud Channel Enablement

- Scale training through our VAD partners via online and in-person workshops
- Sales Play Alignment & Engineered Sales Play Execution
- Environment access through Cloud Workbenches



## Enable

## Activate

### VAD Training Execution



#### Drive PaaS/IaaS Certification

- to rapidly grow Oracle Cloud skill set within partner base



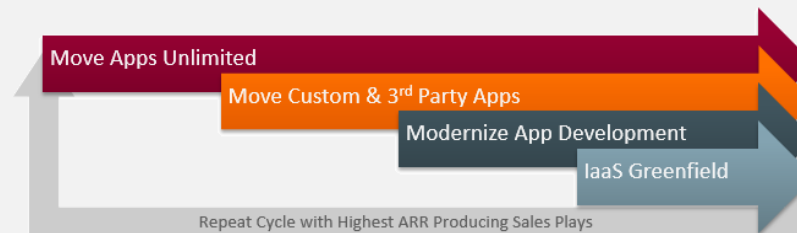
#### Grow enabled partner base by 50%

- for pipeline development, customer engagement



#### Invest in Skilled Partners

### Engineered Sales Plays through Channel



### Cloud Workbench



#### Training Labs

- to rapidly grow Oracle Cloud skill set within partner base



#### Demo Centers

- for pipeline development, customer engagement



#### Proofs of Concept

- to drive sales cycle velocity

# Go to Market Content FY19

Sales Content – rolling releases starting June

## Sales Plays (PaaS/IaaS)

- Use Cases
- Product Collateral

## Marketing Kits

- Demand Generation
- Campaigns
- Call Scripts

*Content you need to sell*



Enablement

## Knowledge Zones

- Guided Learning Paths
- Specialization/Certification

## Hands On

- Emersion Training
- Boot Camps
- Demo Environments

*Tools to be successful*

# Tool and Resources List

- [Global Sales Enablement](#) – Partner Immersion Training
- [Oracle University – Partner Technical Training \(Sales\)](#)
- [Demo.Oracle.Com](#) – demo services
- [IaaS TCO Tool](#) – Simple quick OCI conversation starter
- [Value Navigator Tool](#) - TCO for IaaS and PaaS
- [Cost Estimator](#) – Sizing tool for Universal Credits (PaaS/OCI)

# Global Sales Enablement – Partner Immersion Training

## Uses

- Training and Enablement

## Benefits

- Free to partners
- All online, complete at your one pace
- Sales and technical tracks
- Receive personal Badge for completion

The screenshot displays the Oracle OPN Competency Center interface. At the top, there is a red header with the text 'OPN | COMPETENCY CENTER' and 'The Fast Track to OPN Education'. Below the header, there are navigation options: 'Training Plan', 'Find Training', 'Credentials', and 'Internal Access'. A red 'Access PREP' button is visible. The user's name 'Tim Dwyer' is shown in the top right corner. The main content area is titled 'Cloud Platform - Partner Sales Immersion 2018'. On the left, a vertical progress bar shows a list of completed items, each with a green checkmark and a duration: 'Required Elements Completed!', 'Oracle Partner Immersion Confidentiality Terms and Conditions' (1 mins), 'Cloud Platform Gold Standard Message' (60 mins), 'Cloud Platform Business Value Conversation' (20 mins), 'Cloud Platform Competitive Differentiation' (60 mins), and 'Cloud Platform Understanding Personas'. On the right, two course detail cards are shown. The first card is for 'Cloud Platform Gold Standard Message', which is a required online course lasting 60 minutes with a 4-star rating. It includes a 'Course Details' section with a description of the course content and a 'Take Again' button. The second card is for 'Cloud Platform Business Value Conversation', which is a required online course lasting 20 minutes with a 4-star rating. It also includes a 'Course Details' section.



# Demo.Oracle.Com – demo services

## Uses

- Training – Partners learn by doing
- End Customer Demos

## Benefits

- Instant environments available for hands on training use by partners
- Many scripted demos to help position and prepare
- Partner managers can request dedicated environments for partner to deliver specific customer demos



### Demo Tips

click for...



### What's New? [View All >](#)

#### **CX Chatbot Demos for Sales Manager and Sales Rep**

Wow your customers with these two new demo flows and chatbots.



# IaaS TCO Tool – Simple quick OCI conversation starter



## What do I need to know?

We will ask you to input your requirements for compute, storage, and networking.



## What does the tool offer me?

We will offer you a TCO of Oracle Cloud Infrastructure vs On-Premises.



## How will this help me?

Armed with a financial comparison, you will be able to make an informed decision about the best solution for your organization.

## Uses

- IaaS TCO Conversation starter
- Quick End Customer Cost comparison for Compute and Storage

## Benefits

- Very easy to use
- Leads to more, better discovery of opportunity
- Very nice output that can be co-branded to give to customer

## Tell us a little bit about your organization

ORACLE®

Please provide some profile information so we can begin the assessment

What use cases are driving your decision to move to cloud?

(hover over for more detail and select all that apply) \*

Name of your organization \*

Timco

Industry \*

Oil and Gas

Location \*

United States

Currency (please choose)

United States Dollar



Migrating Your Data Center



Lifting and Shifting Infrastructure Operations



Managing Development Operations



Adopting A Cloud Native Perspective

# Value Navigator Tool - TCO for IaaS and PaaS

## Uses

- Complete TCO Calculator for full cost comparisons

## Benefits

- Very complete TCO analysis
- Fully editable and configurable
- Starting templates for partners to help start
- Really nice business output that can be co-branded. A “one page” option as well as a full presentation

W VALUE NAVIGATOR Oracle IaaS vs. Amazon AWS timothy.dwyer@oracle.com

Product Selection | Inputs | TCO | Benefits | Business Summary

Step 1: Select Products and Add Sub Components to modular products (SERVERS, DISKS, TAPE LIBRARIES)  
 Step 2: Map Hardware Licensed Software last. After updates navigate to TCO page to recalculate case.

SVT Products | SVT Product Details (New!) Modeling x86 servers  
Quantity metric by product type

1. Select the Scenario: Compare two proposals  
 2. Add Selected Products Into: Select environment  
 3. Add Products: Manually

Product Category: Select Product Category | Vendor: Select Vendor | Product Name: Select Product [ADD]

Show quantity detail | Required Quantity:  | Name:

**Competitive Proposal Environment** Delete Competitive Proposal Environment

Product/Subcomponent - Vendor	Product Category - Click for details!	Name	Required Quantity	Add Sub Component	Delete
<input checked="" type="checkbox"/> AWS EC2 -General Purpose - On-Demand - m4.large - 2vCPU/Hour - Amazon EC2 - On-Demand	PaaS, IaaS, NUP	On-Demand - Average 2vCPU's/Hour	8		<input type="button" value="Delete"/>
<input checked="" type="checkbox"/> AWS EC2 -General Purpose - Reserved - m4.large - 2vCPU/Hour - Amazon EC2 - Reserved		Reserved - Average 2vCPU's/Hour	0		<input type="button" value="Delete"/>
<input checked="" type="checkbox"/> AWS-EBS -Throughput Optimized HDD (st1) volumes - GB/Month - Amazon EBS		Block storage GB's/Month	6000		<input type="button" value="Delete"/>

Competitive Proposal Software Mapping - No Data Found

**Proposed Environment** Delete Proposed Environment

Product/Subcomponent - Vendor	Product Category - Click for details!	Name	Required Quantity	Add Sub Component	Delete
<input checked="" type="checkbox"/> Oracle Cloud Infrastructure - Block Storage Classic - Non-metered - TB/Month - Oracle Cloud Infrastructure - Storage	PaaS, IaaS, NUP	Non-metered - block storage TB's	6		<input type="button" value="Delete"/>
<input checked="" type="checkbox"/> Oracle Cloud Infrastructure - Compute Classic - Compute Capacity - Non-metered - OCPU/Month - Oracle Cloud Infrastructure - Compute		Non-metered - Average OCPU's per hour	0		<input type="button" value="Delete"/>
<input checked="" type="checkbox"/> Oracle Cloud Infrastructure - Compute Classic - Virtual Compute - Metered - OCPU/Hour - Oracle Cloud Infrastructure - Compute		Metered - Average OCPU's per hour	8		<input type="button" value="Delete"/>

# Cost Estimator – Sizing tool for Universal Credits (PaaS/OCI)

## Uses

- Size and configure customer need
- Determine price options and benefits between PayG and Monthly Flex
- Common configurations provide easy starting point

## Benefits

- Discounts automatically calculated
- PDF output that you can send to a customer
- File export to share with other team members working on the quote
- Managed by Oracle so always up to date

Cost Estimator

Pay As You Go \*  
\$15,263 /mo

Buy

Monthly Flex \*  
\$9,552 /mo

Buy

USD - US Dollar (\$)

- Infrastructure
- Data Management
- Autonomous Services
- Application Development
- Integration
- Management
- Content and Experience
- Analytics
- Security
- Cloud Entry Packages

**Oracle Database Cloud Service**  
Database Service for Development, Test and Production of Enterprise Applications

Add

**Oracle Database Cloud Service - Dedicated**  
Deploy Oracle databases quickly and easily in a highly-available cloud environment, and benefit from the performance of dedicated hardware, proven RAC reliability, data security, and granular controls.

Add

**Oracle Database Exadata Cloud Service**  
Oracle Database Cloud Service for mission-critical, enterprise-wide production applications, with demanding requirements around scalability, availability, storage capacity, I/O bandwidth, consolidation, and performance

Add

Configuration

Save as PDF Export Import

Need Help? Video Documentation

Monthly Flex Discount	2 Year Term	Cloud Credits \$10,613 /mo	Your Discount 10%	Your Price \$9,552 /mo
-----------------------	-------------	----------------------------------	----------------------	------------------------------



ORACLE®

# Integrated Cloud

## Applications & Platform Services