Jean-Marc Gottero is driving the solutions development, recruitment and enablement of Cloud Partners across the entire ecosystem. He is responsible for creating and driving Cloud sales strategy and programs as well as the engagement model to accelerate Oracle, and Partners’ success in the Cloud. With a rich history and experience in the IT industry, Jean-Marc is recognized as a thought leader on the topics of Cloud, partnering and channel development as well as go to market models.

Jean-Marc reports to David Callaghan EMEA A&C SVP and is a member of both management teams EMEA A&C, led by David, and EMEA SaaS Board led by Alain Blanc, EMEA Applications SVP.

Gottero joined from Cisco, where he was most recently Managing Director for the Strategic Partners organization across EMEA, driving more than 2B$ of business. He incubated in 2011 the Cloud business and set up the first Cloud GTM team.

Others responsibilities at Cisco included head of strategy for the Partner organization, sales leader for the financial service industry and consulting leader in the Internet Business Solutions Group.

Before joining Cisco, Gottero was founder and Partner of Andersen Business Consulting in France, driving Financial Services practice and enterprise transformation for 10 years.

Market disruptions and innovative models are linked together. Technology transitions require innovative models to fly, expand and scale, to accelerate migrations and changes. Cloud is all about a complete new way of accessing, consuming and developing technologies. It is about outputs and impacts more than features, wrapped in a new financial model. Such a disruption only happens every 10 years or so and it’s driving a secular growth opportunity for all of us.

In order to be successful and thrive in this new way of doing business, we need to start with people; it always starts with and through people. We all need to educate ourselves and get access to relevant content sooner. We need to learn from what is working and accept it as the new order, the new continent. To facilitate this very essential step of getting ourselves in the new model, we saw the need of a reference document that will aggregate and consolidate in one place everything you need and want to know about the Cloud with Oracle. This is our Cloud guide, our Cloud bible. It is now ready and available; we are taking a commitment to keep updating it so it stays as the ultimate place for Cloud education. I cannot emphasize how this is a must-have for all of us to invest the time into getting Cloud ready and to dramatically expand our relevancy in the current and future market. It all starts here.

Good training, good selling!
The Cloud Opportunity for Partners

The Market is growing fast
The Value of Cloud Adoption
What does this mean for Partners?
Adapting and Evolving Business Models?

Why Oracle?
Accelerate Your Business
Oracle Cloud Solutions Overview
Evolving Service Delivery Models
Setting Partners up for Success

Cloud Services
HCM Cloud
ERP Cloud
EPM Cloud
CX Cloud
PaaS
Digital Transformation

Your Definitive Guides to Cloud
Total Cloud: What does complete look like for Oracle?
Partner Cloud Success Guide
SaaS for Dummies
Oracle Cloud Solutions Overview

Ready to Learn More?
Join Us on This Journey
Oracle University
Differentiate with Specialization
Open Market Model
Partner Business Centre
Oracle PartnerNetwork Cloud Business Builder

Oracle Cloud Services
HCM Cloud
ERP Cloud
EPM Cloud
CX Cloud
PaaS
Digital Transformation
THE CLOUD OPPORTUNITY FOR PARTNERS
IDC FORECASTS PUBLIC IT CLOUD SERVICES SPENDING WILL REACH $127 BILLION IN 2018 AS THE MARKET ENTERS A CRITICAL INNOVATION STAGE

Among the factors driving public IT Cloud services growth is the adoption of “Cloud first” strategies by both IT vendors expanding their offerings and IT buyers implementing new solutions.

More importantly, IDC believes the Cloud services market is now entering an "innovation stage" that will produce an explosion of new solutions and value creation on top of the Cloud.

Many of these new solutions will be in industry-focused platforms with their own innovation communities, which will reshape not only how companies operate their IT, but also how they compete in their own industry.

Click here to view the full press release.

Source: IDC, Worldwide and Regional Public IT Cloud Services 2013-2017 Forecast, doc #242464, August 2013

Source: IDC November 2014
Companies of all sizes are moving to the Cloud for its many benefits:

**RAPID INNOVATION**
Rapidly build, deploy and manage rich new applications and extend SaaS apps with custom code.

**STANDARDIZATION & EFFICIENCY**
Run workloads in the Cloud for instant value, productivity and efficiencies.

**FLEXIBILITY**
Scale easily to quickly meet business demands.

**COMPETITIVE ADVANTAGE**
Empower line of business and improve the speed of decision making without CapEx investments.

The overall Cloud computing growth rate is 5x more than the overall IT growth rate!
WHAT DOES THIS MEAN FOR PARTNERS?

ORACLE CLOUD PARTNER STRATEGY

Enable Oracle Partners with a comprehensive set of programs and commercial models – across the full breadth of our Cloud application, platform and infrastructure offerings.
WHAT DOES THIS MEAN FOR PARTNERS?

THE CLOUD IS DRIVING REAL REVENUE IN THE CHANNEL

27% Average Partner revenue related to Cloud in 2014

41% Expected Partner revenue related to Cloud by 2016
WHAT DOES THIS MEAN FOR PARTNERS?

SOFTWARE-AS-A-SERVICE APPLICATION

ORACLE HAS THE MOST COMPLETE AND INTEGRATED SOFTWARE-AS-A-SERVICE APPLICATIONS

GLOBAL HUMAN RESOURCES

TALENT MANAGEMENT

ENTERPRISE PLANNING

FINANCIAL REPORTING

ENTERPRISE RESOURCE PLANNING

MARKETING

SALES

SERVICE

CLOUD.ORACLE.COM
WHAT DOES THIS MEAN FOR PARTNERS?

ORACLE SAAS AND PAAS FOR PARTNERS

WHAT’S IN ORACLE SAAS FOR PARTNERS?

Secure Share of Wallet by delivering Customer Agility, Flexibility and faster ROI

- Be first to position SaaS as the “Why Not Cloud?” approach
  - Minimum Customer up front investment
  - Ongoing lower maintenance cost
  - Flexible Services tuned for Customer evolving needs
- Become expert of Packaged Fixed Scope Implementations
- Promote your own sets of applications on Oracle Marketplace
- Benefit from attractive Partner Programs
  - Training for consultants, sales and legal profiles
  - Build strong pipeline through co-funded Demand Generation

WHAT’S IN ORACLE PAAS FOR PARTNERS?

Gain Market Share with fast ROI approach

- Turn opportunities into Sales
  - Broadest SaaS offering to further integrate
  - Best Development Platform for you to deliver Services and Add-ons portfolio of your own
  - Mobile development possibilities
  - Social extension
- Promote your Services portfolio online on Marketplace
  - Innovative own-developed industry-specific SaaS extensions
  - Develop your own Cloud mobile and social solutions
- Drive joint programmatic Campaigns
ADAPTING AND EVOLVING BUSINESS MODELS?

YOUR SAAS BUSINESS TRANSFORMATION JOURNEY

WHERE ARE YOU NOW?

Profile your Customers for SaaS

Benchmark winning SaaS players

Decide what type of SaaS you are

Build and test finance model

Redefine end to end sales process

Find new Ecosystem Partners

Review resource matrix skills

New Killer SaaS Value Proposition

Metering usage to sell more

Explore new and export markets

How many from your existing Customer base are looking to move to SaaS?

What are your strategic business objectives?

What will your business look like in 4 years?

What type of Services do you want to offer?

Have you built and tested a working finance model?

What are the key changes in process and resources?

Have you identified the gaps?

What are your plans to re-skill and acquire talent?

Cloud and SaaS are everywhere. What is your unique proposition?

Can help you sell more. Have you defined a process?

Have you identified key opportunities for your business?
ORACLE CLOUD SOLUTIONS OVERVIEW

ORACLE CLOUD

19 Data Centres

200+ Countries

70M+ Users in the Cloud every day

15 years Managing Enterprise Clouds

75%+ of Fortune 100 run Oracle Cloud

9M+ Developers use Oracle Worldwide

31B+ Transactions on the Oracle Cloud every day

19 of 20 Top Cloud providers run on Oracle
One Cloud for your entire business. One standards based platform. Our Modern Cloud co-exists within an ecosystem.
## EVOLVING SERVICE DELIVERY MODELS

### WHAT IS BEHIND “CLOUD”? 

<table>
<thead>
<tr>
<th>DEPLOYMENT MODEL</th>
<th>SERVICE DELIVERED</th>
<th>OPERATING MODEL</th>
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<tbody>
<tr>
<td>PRIVATE</td>
<td>APPLICATIONS</td>
<td>CUSTOMER OWNS</td>
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<td></td>
<td>(SAAS)</td>
<td>CUSTOMER OPERATES</td>
</tr>
<tr>
<td>PUBLIC</td>
<td>APPLICATIONS</td>
<td>CUSTOMER OWNS</td>
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<td></td>
<td>(PAAS)</td>
<td>PROVIDER OPERATES</td>
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<td>HYBRID</td>
<td>APPLICATIONS</td>
<td>PROVIDER OWNS</td>
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<td>(IAAS)</td>
<td>PROVIDER OPERATES</td>
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</table>
## EVOLVING SERVICE DELIVERY MODELS

### SEPARATION OF RESPONSIBILITIES

<table>
<thead>
<tr>
<th>On-Premises</th>
<th>Infrastructure (as a Service)</th>
<th>Platform (as a Service)</th>
<th>Software (as a Service)</th>
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<tr>
<td>Applications</td>
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<td>Data</td>
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<td>Middleware</td>
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<td>O/S</td>
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<td>Virtualization</td>
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<td>Storage</td>
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<td>Networking</td>
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<td>Networking</td>
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</tbody>
</table>

### Cloud Computing

- **Resource Owners**
- **Subscriber**
- **Service Provider**
Click here to learn more about Oracle’s Cloud programs and discover the program that’s right for you. You can also join the Cloud Connection Program for the latest views and news. Click here and bookmark it today.
SETTING PARTNERS UP FOR SUCCESS

THE RIGHT CLOUD PROGRAM FOR YOU

Comprehensive array of programs meet Partner requirements based on business strategy, resources, skills and experience.
Oracle enables Partners to Build a Cloud Business within their Business.

**TRANSFORM YOUR BUSINESS**

**REFERRAL PROGRAM**
EASY PARTICIPATION IN CLOUD OPPORTUNITIES WHILE BUILDING EXPERIENCE

**SPECIALIZATIONS WITH FIXED SCOPE**
develop expertise and deliver fixed-scope offerings

**RESALE PROGRAM**
maximize return through recurring revenue over the entire life cycle

**COMPREHENSIVE ARRAY OF PROGRAMS ARE DESIGNED TO MEET PARTNER’S NEEDS BASED ON RESOURCES, SKILLS AND EXPERIENCE**
Capture early opportunities with the Referral Program
- Co-Sell and gain experience
- Validate the profit potential in your market

Specialize in your skill set based on early Success
- Gain deeper skill set and visibility through Specialization
- Deliver value-added Fixed Scope implementation services for more revenue

Maximize your Cloud opportunity through Resale
- Obtain distribution rights for add-on, upgrade and renewal revenue
- Enjoy the benefits of recurring revenue

Build custom applications with our ISV program
- Leverage Oracle’s platform and infrastructure to empower your solution

Enable a business process with BPS
- Provide best in industry solutions and technology to provide better business processes
ORACLE CLOUD SERVICES REFERRAL PROGRAM

- Referral Compensation for closed subscriptions to Oracle Cloud
- Any Oracle Partner Network Member
- Easy and Simple: Refer by registering deals at Oracle Partner Store
- Got Questions? Click here

ORACLE CLOUD SERVICES RESALE PROGRAM

- Recurring revenue from on-going Cloud Service Subscription
- Own the relationship; add-on, upgrade and renew the service
- Expertise through Cloud Service Specialization
- For more details on the Oracle Cloud resell program click here
## FULL HCM CLOUD SUITE

### Key Message
Digital Workforce Experience:
The war for talent is won by treating the employee as customer. Oracle rethinks employee experience and delivers contextually meaningful experience on the preferred device and leverages social and gamification to improve engagement and efficiency.

Universal Insight:
To take right decisions, you need full visibility on your HR data and on all meaningful data from other sources and systems. Only Oracle can deliver the full picture for the past, present and future, and provide real time and sophisticated intelligence mixing data from our solution and external sources.

Agile HR Cloud:
With a unified HR platform in the cloud, everyone in your organization can enjoy a consistent user experience with a system that is simple, flexible, and intuitive. The flexibility and depth of our solution optimize your operational efficiency and allows you to extend your experience at every layer of the cloud.

### Target Audience
- **LOB:** VP of HR, CHRO
- **IT:** HRIS

### Products
- **Lead With:** Oracle HCM Cloud
- **Pull In:** PaaS, OPA, Helpdesk, OTBi

## TALENT ACQUISITION

### Key Message
Treat candidates as Customers:
Proactively connect and engage with the highest quality sources of prospective talent using social and mobile enabled processes, all while enhancing your employer brand.

“one size fits all” does not work:
Simple, yet flexible to meet even the most complex, global recruiting and business requirements, with the ability to extend functionality further through PaaS and the largest Partner eco-system available.

Insight across your entire process:
Our solution is complete, end-to-end, including sourcing, recruiting, and onboarding, backed by analytics and reporting to give insight across the entire talent acquisition process.

### Target Audience
- **LOB:** VP of Talent Management, VP of Talent Acquisition

### Products
- **Lead With:** Oracle Recruitment Cloud
- **Pull In:** Talent management, Core HR, PaaS

## TALENT MANAGEMENT

### Key Message
Talent reviews drive succession plans:
Performance reviews, goal alignment, career development, talent reviews transform your talent into a competitive advantage through efficient and collaborative processes.

Predict performance and Attrition:
Look into the future to determine exceptional performers, potential talent losses and develop plans for organizational effectiveness.

Social is embedded throughout:
Social is not an app, it’s how work gets done. Users can collaborate anywhere, about anything, in the context of their daily activities.

### Target Audience
- **LOB:** VP of Talent Management

### Products
- **Lead With:** Oracle Talent Cloud
- **Pull In:** PaaS, Core HR, Talent acquisition, OTBi
SALES TACTICS: TARGET BUSINESS LEADERS

- Talk and sell to business lines not to IT
- If existing legacy HCM solutions (EBS, PSFT, JD, SAP, etc.)
  - Articulate the SaaS Business Case (maintenance vs. subscription) and Time to Market
  - Position innovations (Work Life Solutions) and flexibility at a lower cost
- If Green Field: talk time to deploy public Cloud solutions (EBS, PSFT, JD, SAP, etc.)
- In front of innovators: Establish Oracle’s advanced solutions: Work Life Solutions, PaaS
- Choose a pilot for quick wins, start small, describe a journey

SALES TACTICS: LEVERAGE IT

- Leverage IT: Sell to Business but don’t underestimate the IT role and potential support
- Think forward: Engage with TA or TM and expand with Full HCM Cloud
- Oracle Cloud suits very well any existing application blueprint
- Start small, choose a pilot for quick wins
Knowledge Zones are solution-focused pages designed to jump start your path towards Specialization while guiding you to detailed information on how to develop, sell, and implement Oracle solutions. Dive into the Oracle Knowledge Zones today and discover the potential opportunity for your business.

Oracle Fusion HCM Cloud Service Solutions give Customers the power of Oracle’s rich HCM and talent management solutions—through the Oracle Cloud. Partners have tremendous sales and implementation opportunities with Oracle Fusion HCM Cloud Service Solutions, as Customers need guidance for this fast and powerful deployment model.

Leading organizations worldwide use Oracle Taleo Enterprise Cloud Service to hire the best people, align them to corporate objectives, and develop their skills to drive superior business results. Oracle Taleo Enterprise Cloud Service meets the talent management needs of the largest and most demanding enterprises with global consistency and local flexibility.

Visit the Fusion HCM Cloud Knowledge Zone for more information.

Visit the Taleo Enterprise Cloud Service Knowledge Zone for more information.
# ERP CLOUD

## FY16 ERP CLOUD SALES PLAYS FOR PARTNERS

<table>
<thead>
<tr>
<th>Targets</th>
<th>ERP for Net New Single Pillar Service Industries</th>
<th>ERP for Subsidiaries</th>
<th>ERP Modernization for Install Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Drivers</td>
<td>Confident growth: Enabling expansion globally or in new markets, IPO preparation, or acquisitions or divestures</td>
<td>Digital excellence: Allowing a higher level of productivity, addressing the gap in user experience by embedding social collaboration into existing business processes, leveraging mobile applications, or providing a consumer-like user experience</td>
<td>Agile operations: Simplifying, standardizing and automating for more agile operations: reducing the number of ERP instances to minimize the investment and eliminating upgrades; standardizing processes through shared services initiatives or using a subsidiary to test-drive a Cloud implementation</td>
</tr>
<tr>
<td>Modern: Native social collaboration, mobile, and image scanning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Audience</td>
<td>• LOB: CFO / Controller:</td>
<td>• Run operations using a low-cost, quick to deploy modern business platform</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IT: CIO / VP of IT / VP of Applications:</td>
<td>• Provide users with self-service, real-time information from across your enterprise</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Experience a secure Cloud without compromising functionality, control and flexibility</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>• Eliminate costly upgrade cycles / be current with the latest software capabilities</td>
<td></td>
</tr>
<tr>
<td>Products</td>
<td>• Lead With: Oracle Finance Cloud</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Pull In: Oracle Project Portfolio Cloud, Procurement Cloud, PaaS for SaaS for extensions and integration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ERP CLOUD

ERP CLOUD SALES BEST PRACTICES

SALES TACTICS: TARGET BUSINESS LEADERS

- Avoid IT: Talk and sell to business lines
- If existing legacy ERP solutions (SAP, Microsoft, NetSuite, QuickBooks, Epicor, Infor, Lawson, Sage, etc.)
  - Articulate the SaaS Business Case (maintenance vs. subscription) and Time to Market
  - Position innovations (e.g. Social Collaboration, Mobility, Embedded Multi-dimensional Analytics, etc.) and flexibility at a lower cost
- Talk time to deploy public Cloud and related quick ROI

SALESTACTICS: LEVERAGE IT

- Talk “Business Strategy & Adaptation”, then “innovation,” “integration,” “open standards,” “performance,” ...
- Think forward: Engage with speed & agility, speed of implementation, ability to embrace more value propositions, stop loosing time & money with upgrades, refocusing from maintenance workload
- Oracle Cloud suits very well any existing application blueprint
- Start small, choose a pilot for quick wins
Knowledge Zones are solution-focused pages designed to jump start your path towards Specialization while guiding you to detailed information on how to develop, sell, and implement Oracle solutions. Dive into the Oracle Knowledge Zones today and discover the potential opportunity for your business.

Customers today have more options available to them than ever before. Not only are Partners required to keep pace with changes to Financial requirements and localizations, but every Partner also needs a solid foundation in the Cloud deployment options. The Oracle Fusion Financials Cloud Service Solutions Knowledge Zone is a one stop shop for information, events and news relating to deploying the Oracle Fusion Financials application products in the Cloud. Visit the Oracle Fusion Financials Cloud Knowledge Zone here.

Oracle Fusion Project Portfolio Management Solutions dramatically improves the way project-driven organizations and project professionals work. It provides access to information and collaboration between team members to enable efficient and effective project management while ensuring smarter business decisions. Visit the Oracle Fusion Project Portfolio Management Cloud Knowledge Zone here.

Oracle Fusion Procurement-Solutions (PRC) are next generation applications that build upon Oracle’s best of breed Procurement product suite to address today’s newest business challenges. Oracle Fusion Procurement Solutions, a component of the Oracle Fusion Applications suite, is a revolutionary new approach to collaborative, optimized procurement operations of any organization. Visit the Oracle Fusion Procurement Cloud Knowledge Zone here.

Oracle Fusion Supply Chain Management Solutions (SCM) are next generation applications that build upon Oracle’s best of breed SCM product suite to address today’s newest business challenges. Oracle Fusion Supply Chain Management Solutions can transform your business operations by delivering: a single view for order and supply and fulfillment plans across the entire enterprise. Visit the Oracle Fusion SCM Cloud Knowledge Zone here.
# FY16 EPM CLOUD SALES PLAYS FOR PARTNERS

## NEW GUIDANCE SYSTEM

<table>
<thead>
<tr>
<th>Value Proposition</th>
<th>Fast Adoption:</th>
<th>Intuitive role based interface, mobile ready. Virtually zero training with built-in starter kits and online tutorials. Create once consume on Web, Mobile and MS Office.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Best in Class Functionality:</strong></td>
<td>Intuitive web interface with full MS Office integration. Built-in management reporting capabilities. Extensive spreadsheet integration for efficient data entry and set up.</td>
</tr>
<tr>
<td></td>
<td><strong>Flexible Deployment:</strong></td>
<td>Integrate data from Oracle and other ERP systems. Move easily across on-premises and Cloud models. Leverage existing IT investments.</td>
</tr>
</tbody>
</table>

## CONFIDENT SALES MANAGEMENT

<table>
<thead>
<tr>
<th>Increase Forecast Accuracy and Predictability:</th>
<th>Align management targets, bottoms-up forecasts, and quotas. Develop evolving forecast using trend analysis and run flexible what-if analysis at any level.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Align Resources to Optimize Performance:</strong></td>
<td>Robust allocation rules for top-down target setting. Add new accounts or hires on the fly &amp; optimize assignments based on capacity.</td>
</tr>
<tr>
<td><strong>Enhance Visibility Throughout the Enterprise:</strong></td>
<td>Full picture reports across multiple source systems &amp; trending and comparative reporting capabilities.</td>
</tr>
</tbody>
</table>

## WORKFORCE PLANNING

<table>
<thead>
<tr>
<th>Achieve Greater Accuracy, Predictability, and Accountability:</th>
<th>Centralise all workforce planning activities. Empower decisions at all organisational levels &amp; locations.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assess the Impact of Workforce Expenses in Real Time:</strong></td>
<td>Link workforce data and visualize how changes to workforce impact general expenses. Make workforce decisions quickly.</td>
</tr>
<tr>
<td><strong>Minimize Workforce Planning Cycle Time:</strong></td>
<td>Automate workforce planning processes eliminate manual steps, duplication and unnecessary reconciliations. More time for strategic analyses.</td>
</tr>
</tbody>
</table>

### Target Audience

- **Finance:** CFO, Head of FP&A
- **IT**
- **LOB:** Head of Sales, Sales Director
- **IT**
- **LOB:** HR Director, Chief HR Officer
- **IT**

### Products

- **Lead With:** Oracle Planning & Budgeting Cloud Service (PBCS)
- **Pull In:** PBCS Enterprise (when available)
- **Lead With:** Oracle Planning & Budgeting Cloud Service (PBCS)
- **Pull In:** Oracle CX Cloud
- **Lead With:** Oracle Planning & Budgeting Cloud Service (PBCS)
- **Pull In:** PBCS Enterprise with Workforce Planning module included
EPM CLOUD SALES BEST PRACTICES

SALES TACTICS: TARGET BUSINESS LEADERS

- Avoid IT: Talk and sell to business lines
- If existing legacy EPM solutions (Old Hyperion, IBM Cognos/Adaytum, SAP Bobj, Infor/Comshare etc.)
  - Articulate the SaaS Business Case (maintenance vs. subscription) and Time to Market
  - Position market leading EPM products and maximum functionality & flexibility at a lower cost
- If Green Field: talk time to deploy public Cloud and related quick ROI
- In front of innovators: Establish Oracle’s EPM Cloud solutions: PBCS, EPRCS
- Start small, choose a pilot for quick wins

SALES TACTICS: LEVERAGE IT

- Leverage IT: Sell to Business but don’t underestimate the IT role and potential support
- Build on the ‘Hyperion’ reputation in finance and re-iterate leading market position
- Oracle Cloud suits very well any existing application blueprint
- Start small, choose a pilot for quick wins
Knowledge Zones are solution-focused pages designed to jump start your path towards Specialization while guiding you to detailed information on how to develop, sell, and implement Oracle solutions. Dive into the Oracle Knowledge Zones today and discover the potential opportunity for your business.

Oracle Planning and Budgeting Cloud Service (PBCS) helps organizations adopt world-class planning with the simplicity of the Cloud. Oracle PBCS builds upon the robust and proven functionality of Oracle Hyperion Planning. As the most robust financial planning application in the Cloud, Oracle PBCS opens up opportunities for organizations of all sizes to quickly adopt a world-class planning and budgeting solution with no CAPEX infrastructure investments with flexible deployment options and virtually no learning curve.

Visit the **PBCS Knowledge Zone** for more information.

Enterprise Performance Reporting Cloud Service (EPRCS) is a purpose-built Cloud offering for narrative-driven management reporting and financial performance reporting. It uniquely combines system-of-record data from enterprise systems with commentary and insights authored by business users. It provides a secure, collaborative and process driven approach to define, author, review and publish report packages for internal and external stakeholders.

Visit the **EPRCS Knowledge Zone** for more information.
## FY16 CX CLOUD SALES PLAYS FOR PARTNERS

### MODERN SALES CLOUD

<table>
<thead>
<tr>
<th>Value Proposition</th>
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<tbody>
<tr>
<td><strong>Sales Productivity:</strong></td>
<td>Improving revenue productivity of the new untenured reps, improving win rates and shortening cycle times.</td>
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<tr>
<td><strong>Demand Generation:</strong></td>
<td>High quality, nurtured leads that are waiting for a phone call by the rep.</td>
</tr>
<tr>
<td><strong>Customer Intelligence:</strong></td>
<td>Complete insight into the customer and their journey to ensure a relevant, personalized and valuable buying experience.</td>
</tr>
</tbody>
</table>

### MODERN MARKETING CLOUD

| Knowledge Everywhere: | Infuse every Customer interaction with knowledge. |
| Service Anywhere: | Meet the Customer at the point of need, whether it be online, mobile, social, call center or in the field. |
| Intelligent Service: | Deliver a relevant and compliant service experience aware of the Customers unique needs. |

### MODERN SERVICE CLOUD

| Connect & Analyze Data: | Unify all data sources to improve customer acquisition & increase revenue by identifying correct audience. |
| Create Engagement: | Increase customer conversion rate with targeted & relevant content. |
| Orchestrate Experience: | Cross-Channel Marketing will increase customer engagement & campaign response rates delivering greater conversions, increase in qualified sales leads and higher sales revenue. |

### Target Audience

- **LOB:** VP of Sales, COO, Chief Digital Officer
- **IT:** CIO/CTO, Apps IT, Apps Architect

### Products

- **Lead With:** Oracle Sales Cloud
- **Pull In:** CPQ Cloud for sales productivity, margin protection, compliance and repeatability, PaaS for SaaS for customization

- **Lead With:** Oracle Service Cloud
- **Pull In:** Oracle Field Service, PaaS for SaaS for customization

- **Lead With:** Oracle Marketing Cloud (Eloqua, Responsys, Bluekai, Compendium)
- **Pull In:** Oracle Social Cloud
## SALES TACTICS: TARGET BUSINESS LEADERS

- Avoid IT: Talk and sell to business lines
- If existing legacy CRM solutions (Siebel, PSFT, SAP, Microsoft, etc.)
- Articulate the SaaS Business Case (maintenance vs. subscription) and Time to Market
- Position innovations (e.g. Collaborative CRM, Mobility, Social CRM, etc.) and flexibility at a lower cost
- If Green Field: talk time to deploy public Cloud and related quick ROI
- In front of innovators: Establish Oracle’s advanced solutions: Social CRM, RTD, Mobile, etc.
- Start small, choose a pilot for quick wins

## SALES TACTICS: LEVERAGE IT

- Leverage IT: Sell to Business but don’t underestimate the IT role and potential support
- Talk “Business Strategy & Adaptation”, then “innovation”, “integration”, “open standards”, “performance”, ...
- Think forward: Engage with Social, Customer Experience and Multi-Channel challenges
- Social Cloud, Marketing Cloud, Sales Cloud, and Service Cloud can deliver quick value in any B2C industry
- Oracle Cloud suits very well any existing application blueprint
- Start small, choose a pilot for quick wins
Knowledge Zones are solution-focused pages designed to jump start your path towards Specialization while guiding you to detailed information on how to develop, sell, and implement Oracle solutions. Dive into the Oracle Knowledge Zones today and discover the potential opportunity for your business.

The best CRM systems enable buyers to extend capabilities as their business demands and to customize the solution to their industry. Oracle designed its Sales Cloud Service solution, providing technology that allows reps to sell more, managers to know more, and companies to grow more.

Gartner expects SaaS sales to account for 33% of the total CRM market by 2015. Visit the Oracle Sales Cloud Knowledge Zone Modern Sales Cloud for more information.

By 2017 the CMO will spend more on IT than the CIO. [Gartner January 2012] As the leader in modern marketing, Eloqua is the centerpiece of Oracle’s Marketing Cloud. Our innovative marketing automation and revenue performance management solutions help modern marketers target the right buyers, easily execute campaigns, get the best leads to sales and deliver the highest return on your marketing investment. Now, more than ever, marketers are challenged to deliver relevant and engaging content across multiple channels and throughout the Customer lifecycle. Oracle’s data-driven Content Marketing platform aligns relevant content with Customer data and profiles to help companies more effectively attract prospects, engage buyers, accelerate conversion of prospects to opportunities, increase adoption, and drive revenue growth. Visit the Oracle Marketing Cloud Knowledge Zone Modern Marketing Cloud for more information.

Oracle RightNow CX Cloud Service delivers exceptional Customer experiences (CX) across the web, social networks and contact centers, via the Cloud. Give clients the power to manage the three channels that matter most in their Customer’s journey. Partners focusing on RightNow CX will realize growth by driving Customer satisfaction through delivery of highly configured and customized experiences for the client’s agent and end Customers. Visit the Oracle Service Cloud Knowledge Zone Modern Service Cloud for more information.

Register now to join the EMEA CX Partners Community and receive the latest product and event news Oracle Sales Cloud Knowledge Zone.

Join the EMEA CX Partners blog by visiting Oracle Sales Cloud Knowledge Zone.

Want to know more?
## FY16 CLOUD SALES PLAYS FOR PARTNERS

### Value Proposition
- **Full continuous delivery platform for enterprise class web/mobile apps**
- **Deep vertical integration for higher performance, reliability, productivity**
- **PaaS platform to enrich Oracle SaaS**
- **Lowest Ops cost -> fully auto setup/lifecycle management**
- **Deployment choice -> public/private**
- **Single pane of glass to manage across public & private Cloud**

### Target Audience
- **LOB:** IT Marketing, Sales, Customer Service
- **IT:** CIO/CTO, Chief Digital Officer, VP of IT, Engineering, Apps IT, Apps Architect, DevOps

### Deal Size
- **Small – Medium (Large with Exalogic)**
- **3-6 months**

### Products
- **Lead With:** JCS, JCS-SX, MCS, Node, JS, Java SE, DevCS, ABCS, Exalogic
- **Pull In:** ICS, SOACS, DoCS, IDM, QAM, (IDCS), IoT CS

### HYBRID INTEGRATION
- **Connect SaaS to SaaS, SaaS to On-premise and On-premise to On-Premise with:**
  - Point & click integration for LOB
  - Business-driven zero-code process design & automation
  - Interactive dashboards, rich alerts, guided troubleshooting
  - Reduce TCO and improve agility with one consistent integration platform

### QUICKER TIME TO VALUE WITH ORACLE MOBILE
- **Simplify and reduce cost of mobile applications development with enterprise grade mobile backend services**
- **Write code once to run across multiple OS, form factor and channel**
- **Reduce risk & legal exposure by separating personal & corporate data on BYOD, security identity and content**

### REDUCE TCO BY CONSOLIDATING OPERATIONS
- **Reduce operation costs due to the platform standardization and simplifying and standardizing IT management**
- **Improve availability and performance**
- **Increase density of deployments**

### Lead With
- **Cloud:** ICS, SOACS
- **On-Prem:** SOA Suite, Adapters, API Mgmt, Enterprise Security
- **Pull In:** B2B, MFT, StreamExplorer, IoT CS, DIS, PCS, BPM, Identity Cloud Service

### Lead With
- **MCS, OMSS**
- **Pull In:** PaaS Services, SOA

### Lead With
- **Weblogic Suite, HA + Multi-Tenant Options, SOA Multi-Tenant, In-Memory Options, Exalogic**
PAAS CLOUD SALES BEST PRACTICES

WHO TO TARGET, PROSPECTING QUESTIONS

**WHO TO TARGET**
- CIO
- CTO
- DEVELOPERS
- ARCHITECT

**PROSPECTING QUESTIONS**
- How long are your development cycles and how is that impacting your business? What are your biggest concerns in this area?
- How quickly is IT able to stand up/tear down environments for Dev/Test?
- What kind of self-service capabilities do your developers and administrators have to procure, setup, use and manage environments?
- To what extent are you able to reuse your existing standards and resources for Cloud and Mobile projects? What skill gaps are you experiencing for these projects?
- What is the overall number of dev test environments compared to production environments?
- How are you supporting the need move workloads between on-premise and Public Cloud?

**BEST INDUSTRIES TO TARGET**
- TELCO
- ENERGY/UTILITIES
- FINANCIAL SERVICES
- PUBLIC SECTOR
- RETAIL AND CONSUMER GOODS
- PHARMA HEALTHCARE

**TOP SALES TIPS**
- Start small, choose a pilot for quick wins
- Grow to Enterprise wide Dev/Test deals
- For every Database Service add Java Cloud Service
- Identify cost of Lifecycle/DevOps in Development
- Look for synergy with upper stack – SOA, OSB, WC, BPM
Knowledge Zones are solution-focused pages designed to jump start your path towards Specialization while guiding you to detailed information on how to develop, sell, and implement Oracle solutions. Dive into the Oracle Knowledge Zones today and discover the potential opportunity for your business.

For Oracle Partners familiar with the Oracle Database, the Oracle Database Cloud Service provides you and your Customers another database deployment choice and can help simplify and accelerate development of applications on the world’s #1 enterprise database. Visit the Oracle Database Cloud Service Knowledge Zone for more information.

Oracle Java Cloud Service offers a complete solution for building and deploying enterprise Java applications in the Cloud. It provides access to the industry’s best application server, Oracle WebLogic Server running on top of Oracle Public Cloud’s Infrastructure.

The Oracle Java Cloud Service provides multiple options for cluster size, compute instance size and shape, value added services and licensing options. Visit the Oracle Java Cloud Service Knowledge Zone for more information.

Oracle Documents Cloud Service provides secure document sharing across devices and outside the organization. When used with Oracle WebCenter and BPM, Documents Cloud Service offers organizations with a rich content platform for hybrid ECM that extends business applications and processes with secure content sharing. Visit the Oracle Documents Cloud Service Knowledge Zone for more information.

Oracle Business Intelligence Cloud Service is the industry’s first BI platform in the Cloud that makes analytics available to everyone, from the workgroup to the enterprise. BI Cloud Service empowers users of any skill level, from any department, to easily combine data from diverse sources and quickly create rich, interactive analytic applications and reports. Visit the BI Cloud Service Knowledge Zone for more information.

WANT TO KNOW MORE?
DIGITAL TRANSFORMATION

FY16 DIGITAL TRANSFORMATION CLOUD SALES PLAYS

1. MOBILE
   Focus on high value applications with specific line-of-business proven industry value. Use these “wedge” solutions to drive an MCS & DBP pull-through discussion.

2. IOT
   Drive a connected products discussion into asset and service intensive industries. Build a particular proposition around Industry 4.0. Connect with Analytics, MCS and CX propositions.

3. INTERACTIVE
   Build comprehensive horizontal solutions focused on how people interact, how products are discovered and how people buy. Focus proposition on global new media agencies.

HOW THINGS ARE CONSUMED
- MOBILE CLOUD SERVICE
- MOBILE SALES & SERVICE
- CONNECTING PEOPLE

HOW THINGS CONNECT & INSIGHT IS CREATED
- IOT PAAS
- BIG DATA
- CONNECTING CUSTOMER AND INFRASTRUCTURE ASSETS

HOW THINGS ARE DISCOVERED AND SOLD
- CONTENT, SOCIAL, MARKETING
- COMMERCE
- SALES

ENABLED BY THE CLOUD

POWERED BY ENGINEERED SYSTEMS
3 SALES ATTACK PROGRAMS

**KEY ACCOUNT THEME**
Agree on a joint approach to specific named accounts where both the Partner and Oracle are strong. We position our end-to-end Digital Business Platform and seek specific line of business issues to drive product.

**INDUSTRY THEME**
Grow and position x-pillar industry specific solutions in partnership with our ISG organisation. Build a deep GTM with our Partners industry organisations.

**SOLUTION THEME**
Build x-industry high value solutions in partnership with the ISG organisation. Take to market through our Diamond Partner’s or as part of an X-Industry consortium.

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**X-PILLAR INDUSTRY FOCUSED OFFERINGS AND X-INDUSTRY HIGH VALUE SOLUTIONS WILL BE THE KEY DRIVERS BEHIND DIGITAL BUSINESS REVENUES WITHIN THE PARTNER COMMUNITY**
YOUR DEFINITIVE GUIDES TO CLOUD
TOTAL CLOUD: WHAT DOES COMPLETE LOOK LIKE FOR ORACLE?

The rise of IT Cloud models is a tidal force on the ICT world. The notion of a static, hardened stack for applications — operating system, database, application server, and associated middleware and connectivity — is no longer the centerpiece of datacenter operations. These infrastructure stacks are frequently virtualized today, and there are massive decisions to make about which applications are truly useful and worthy of being replatformed for Cloud, and which applications will be killed off. This thing called "The Cloud" is pervasive and is seemingly the cause of — and the solution to — many of the woes facing IT.

This IDC white paper sponsored by Oracle looks at opportunities and challenges related to Cloud technology and services, as well as the market situation from both the Customer side and the provider side of the equation. The white paper also compares and contrasts the current and near-term planned Oracle portfolio of Cloud. This perspective provides only a very high-level view of that discussion however. Readers are urged to look at more detailed and extensively available IDC industry models, market analyses, and vendor research in the various Cloud market subsets.

PARTNER CLOUD SUCCESS GUIDE

Cloud is a powerful force in our industry. Spending on public IT Cloud services is growing at five times the rate of overall IT spending, and spending on Cloud applications is growing at seven times the rate of spending on traditional apps. The Cloud is changing the way business is being done — for both Customers and IT solution providers (VARs, SIs, MSPs, ISVs, and more). The shift to the new economics of recurring revenue is having a profound effect on large IT vendors and is impacting their business partners across the board.

This white paper outlines the tremendous opportunities for Partners around Cloud, challenges for Partners, and practical suggestions on how to best pursue the opportunity as a Partner. The document provides an explanation of why the Cloud sales model is so different and why fundamental business model changes are needed.

It may not come as an easy decision, but solution providers need to build a Cloud practice. The shift will not be easy, but the long-term future of your business is riding on it.
SAAS FOR DUMMIES

Businesses that invest in new technology are ultimately providing themselves with a solid platform to stand out against their competitors, giving them a huge advantage. With increasingly powerful implications for businesses, the biggest and most respected names in technology, including Oracle, are offering amazing solutions in the Cloud, ranging from sales and marketing to human resources and finance to customer service.

Every productive thing we do on our computers is done through a software application. The concept of software as a service, or SaaS, provides you with the use of the software on a subscription basis, with the application residing elsewhere, loading onto your device when you launch it. That “elsewhere” has become popularly known as the Cloud, bringing the application and any necessary data to wherever the user might be.

SaaS For Dummies is the optimum tool to help get your head in the Cloud, with content that will give you a feel for the place you’ll want to be in the digital world. With SaaS, the sky is the limit.

Click here for full industry report

ORACLE CLOUD SOLUTIONS OVERVIEW

Oracle’s Cloud strategy is the most comprehensive, modern and secure offering of Cloud products and services. Cloud computing delivers great benefits in terms of greater business agility and responsiveness, less risk, and lower costs; but realizing those benefits depends on the vendor you choose.

This guide showcases a view of Oracle’s end to end offering in the Cloud space. Oracle’s Cloud strategy is to offer choice and flexibility with the most comprehensive, modern, and secure offering of Cloud products and services for your business, IT infrastructure, and development needs.

Organizations are embracing the Cloud for its potential business transformational impact. Beyond just lowering up-front costs, the Cloud promises to deliver greater business agility, so you can respond quickly to new business opportunities.

You need a Cloud computing strategy that incorporates leading hardware and software solutions with a range of enterprise and industry applications. You need technology that will work with—and enhance—your existing IT environments. And you need a vendor with experienced professionals who can support you no matter where you are in the lifecycle.

Click here for full industry report
READY TO LEARN MORE?
JOIN US ON THIS JOURNEY
UNDERSTANDING
ORACLE CLOUD IMPLEMENTATION

24/7 ACCESS FOR 12 MONTHS
On-demand training videos, product demonstrations and practice lab

END-TO-END TRAINING
Across the entire lifecycle of your Oracle Cloud Application or Platform Service

EXPERT DELIVERED
Created and delivered by Oracle experts

CONTINUOUS UPDATES
Regular updates for product enhancements and new releases

FLEXIBLE AND SCALABLE
To meet your business needs

CLOUD OFFERINGS KEEP GROWING
8 Saas Subscriptions; 2 PaaS Subscriptions
More Cloud Learning Subscriptions in development and coming soon

View “Getting Started” to explore.
Click here to visit

SAAS PRODUCT INTRODUCTIONS, PROCESS OVERVIEWS
Hands-on implementation training
Administration tasks and processes
Step-by-step videos of each task
Business Intelligence and Management reporting
Integrating with other Clouds and on-premise applications

PAAS PRODUCT INTRODUCTIONS, PROCESS OVERVIEWS
Migration, Deployment and Administration
Security
Performance, Scaling, Monitoring and Tuning
Showcase your expertise and differentiate yourself in the market by becoming specialized in one or more of our 200+ product or solution specializations.

**BE PREFERRED BY CUSTOMERS:**

Customers want to partner with experts who can work with them to implement solutions specific to their business needs.

**DIFFERENTIATE YOUR BUSINESS:**

Stand out from the competition through your proven in-depth expertise in Oracle solutions and investment in certification.

**GET RECOGNIZED BY ORACLE:**

Get increased visibility with Oracle Sales Reps, who seek out Partners with proven skills in Oracle’s products and solutions.

- Review the list of current Specializations
- Become Specialized

In order to support your Specialization journey, we offer a number of In-Class and Web training seminars across EMEA. Please click here to visit to view our latest offerings and register on-line.
REGISTER OPPORTUNITIES WITH ORACLE

Register opportunities on the Oracle Partner Store (OPS) and leverage key benefits including:

- Engagement with Oracle's sales organization
- Rebates on eligible transactions and compensation for referring business to Oracle

NEXT STEPS

1. Learn more about the Open Market Model here
2. How to submit Deal Registrations
3. Open Market Model FAQ
4. New OPN Incentive Program Cloud Rebates
70 TEAM MEMBERS COVERING OVER 130 EMEA COUNTRIES SUPPORTING OVER 10,000 PARTNERS IN THE REGION

- Assist new Cloud Partners joining OPN
- Assist Partners renewing their OPN membership
- Assist Partners with Specialization
- Run Cloud business development campaigns for the Partners
- Assist Partner to sign Cloud Distribution Agreements and attain the necessary Resell Rights
- Answer any Cloud Partnership-related queries

USEFUL LINKS

Contact Us
Solutions Catalog
OPN Benefits Table
Oracle Partner Portal
Oracle’s PartnerNetwork Cloud Business Builder enables you to both develop and monetise your Oracle PartnerNetwork (OPN) membership through three simple, user-friendly solutions.

**REFER AND RESELL**
Capitalise on business growth and revenue generation through Oracle's Cloud. The Cloud Referral Initiative is the simplest means to channel opportunities to prepare your business for the future, enabling you to generate recurring revenue from reselling PaaS (Platform as a Service) and SaaS (Software as a Service) services.

**DEVELOP AND INTEGRATE**
Oracle’s PaaS gives you the opportunity to develop, deploy and scale your applications in the Cloud, offering an expansive service with diverse capabilities, such as integrated business intelligence and mobile. Learn how the comprehensive Oracle Cloud Marketplace can allow you to reach more than 400,000 Oracle users worldwide.

**ARCHITECT AND IMPLEMENT**
Become a specialised OPN member and wrap your services around the Oracle Cloud. Discover the Cloud service implementation offering to maximise ROI and profit through essential implementation services, adding customer value whilst minimising delays and reducing risks.

Learn more