

Oracle IT Modernization Series
The Oracle Modernization
Alliance

November 2008

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EXECUTIVE OVERVIEW

IT organizations today want to reduce total cost of ownership, increase their ability to react to business demand, and minimize reliance on legacy skill sets while insuring that they are meeting new compliance demands.

Oracle is committed to leading the market in driving best-of-breed solutions for modernizing to open systems. One of the means by which Oracle accomplishes this is through the Oracle Modernization Alliance (OMA).

The OMA brings together vendors with the best products, processes, solutions, and architectures, providing a one-stop shop for organizations that are looking for ways to take advantage of new technology while still preserving the business content of their existing applications.

For the vendors themselves, the OMA provides a way to showcase their modernization solutions to both prospects and other OMA members, including system integrators, vendors that provide specific modernization services, and vendors that provide the new destination technology platform.

INTRODUCTION

Because legacy environments are so different and made up of so many different technologies, the IT modernization space that attempts to use legacy content when modernizing to new technology is littered with products, services, and solutions. Through the OMA, Oracle brings together the best-of-breed systems integrators, modernization vendors, and target technology stack providers to assist both customers and other partners in determining the best mix of partner solutions to solve their modernization problems.

WHY PARTNER WITH ORACLE

As one of the dominant product vendors in the open systems UNIX/Linux world, Oracle has a vested interest in seeing more modernizations projects take advantage of a modernized platform that provides service-oriented architecture (SOA) capabilities for UNIX/Linux based on Oracle 10g Database grids, Oracle 10g Application Server grids, and on process-driven services based on Oracle BPEL Process Manager and Oracle Web Services Manager.

Achieving an modernized environment is not a simple task. It may take time and involve a number of different modernization steps and techniques. Some of these techniques may take an application from its existing environment to a complete OSMRA in one step, whereas other techniques can be staged over time. (For more information about the types of modernization as defined by Oracle, see the Oracle white paper [Oracle IT Modernization Series: The Types of Modernization.](#))

Because there are numerous legacy technologies and several modernization approaches that can be involved in IT modernization, it is no surprise that there are numerous modernization solutions available. It is not unusual for a modernization project to involve more than one of these solutions.

To aid in identifying the vendors that may be needed as part of a modernization project, Oracle sponsors the OMA to bring together the vendors that provide modernization solutions. The customer will determine which solutions and approaches are best, but the OMA brings those solutions together, providing a one-stop shop for customers looking for IT modernization solutions.

PARTNERSHIP BENEFITS

To become an OMA member, Oracle requires that vendors first become an Oracle Partner Network (OPN) member.

OPN is a community of more than 16,000 partners worldwide, a management portal, an interaction center for partner support, and a global business program. Through partnership with Oracle, companies gain access to Oracle's premier products and solutions for additional growth opportunities, education, technical services, highly specialized go-to-market engagement, and support from across all lines of business within Oracle.

OPN has a number of levels that provide specific benefits. You can learn more about the specific benefits by level. Please visit the [Oracle PartnerNetwork](#) for more information and to register as an OPN member.

Once you are an OPN member, you can further register to become an OMA member. The benefits of becoming an OMA member include:

- 1) All OMA members are listed on the Oracle Technology Network (OTN). The listing includes contact information, a description of the solution, up to two case studies and references, and a link to the company Web site. The OTN listings are also linked to from the Modernization content maintained on oracle.com.
- 2) Participation in any OMA marketing efforts. OMPP carries out ongoing marketing events such as road shows and Webinars. An OMA conference is also being considered.
- 3) Visibility in Oracle sales situations where modernization is a factor. Because the Oracle technology stack is almost always a consideration in any modernization, Oracle is often aware of modernization situations

early on in the sales cycle. Oracle's Sales department uses OMA as a recommended partner list for modernizations. OMA partners may also be featured on internal Oracle University Webinars.

- 4) Visibility to Oracle system integrator (SI) partners that carry out modernization projects. Many modernization projects are carried out by SIs with whom Oracle partners. Oracle makes the OMPP membership information available to its SI partners.

PARTNERSHIP PROCESS

The following is the process for becoming an OMA member:

- 1) If your company is already an Oracle partner, you can apply to participate in the OMA immediately. Please proceed to Step 3.
- 2) If your company is not yet an Oracle Partner, you must first apply for membership of the Oracle Partner program. You can do this by visiting the [Oracle PartnerNetwork](#) Web site. Once your company has been accepted onto the Oracle PartnerNetwork, you can apply to become an OMA member, as outlined in the next step.
- 3) To apply for OMA membership, follow the application process within OPN described at *(online link coming, for now use hardcopy application form)*.
- 4) The OMA team will then review your application. There are three possible outcomes to this review:
 - a. Your company will be accepted. In this case, proceed to step 6.
 - b. Your company will be rejected and you will be asked to take some actions and then reapply. In this case, complete steps 3–5 again.
 - c. Your company will be rejected and you can withdraw your application.

The most common reason for rejection at any point in the process is over selling—a claim that a solution works when it doesn't, a claim that a solution has 50 customers when it has none, or a claim that a solution has capabilities that it does not have. The OMA team will not reject a company just because it is small or new in the business, so please fill in the application with a fair assessment of your company's capabilities.

- 5) Once your company has passed the initial OMA review, a validation meeting will be arranged between your company and the OMA team. This meeting may be onsite or via a Web cast and will be a more technical interview to clarify the answers provided on your applications. OMA does not certify modernization solutions; it leaves that to those who use your solutions. However, because OMA publishes OMA member names, it is necessary to at least validate the solution.

There are two possible outcomes to this validation process:

- a. Your company is considered to be suitable for the next stage of the process. In this case, proceed to step 6.
 - b. More detail is required about your company, tools, or services before we can proceed. Your company will be asked to provide the extra information and then attend another validation meeting with the OMA team so that the additional information can be further discussed. If you do not wish to provide any extra details, you can withdraw your request at this stage.
- 6) You will be assigned a sponsor who will be your primary point of contact with OMA. Your sponsor will be responsible for updating your scorecard as the validation process evolves, managing your overall relationship with Oracle, and acting as a contact. OMA is not directly involved in individual Oracle sales situations but can refer you to the appropriate field personnel.

CONCLUSION

The Oracle Modernization Alliance (OMA) is a collection of Oracle partners that provide solutions in the modernization space. These partners include system integrators, modernization vendors that carry out specific modernization activities, and technology stack vendors that provide the products that make up the destination architecture of the modernization project.

There are many such vendors covering many solutions and technologies. The OMA helps customers and other OMA members by bringing them together and categorizing their solutions in a one-stop shop for modernization.

In this way, both customers and partners can quickly and easily review various modernization solutions in order to choose the best combination of solutions and vendors for their modernization project.

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