

ORACLE

Oracle Alloy—Your Brand. Your Cloud. Your Revenue.

—
The future of partner-led, sovereign, AI-ready cloud services



Why now is the time for partner-enabled cloud solutions

By 2030, the enterprise self-service/white-label cloud segment will see exceptionally rapid growth, analysts say, fueled by rising need for sovereignty, customization, AI, and customer trust.

In response, organizations including telcos, global systems integrators, and those in highly regulated industries are searching for ways to operate as cloud providers, using hyperscale technology to deliver branded solutions.

Oracle Alloy is uniquely positioned at the intersection of these market forces. With Oracle Alloy, partners and customers don't have to choose between innovation, sovereignty, and scale.

To appreciate the scale of the cloud opportunity, look at the numbers:

- Worldwide IT spending is expected to reach US\$6.15 trillion in 2026, up 10.8% from 2025.¹
- Worldwide sovereign cloud infrastructure as a service (IaaS) spending is forecast to total \$80 billion in 2026, a 35.6% increase from 2025, according to Gartner, Inc. a business and technology insights company.²
- By 2030, 59% of all cloud sales will flow through partners and ecosystems, not direct deals.³

¹ ["Gartner Forecasts Worldwide IT Spending to Grow 10.8 Percent in 2026," Totalling \\$6.15 Trillion, Gartner Newsroom](#), February 3, 2026. Gartner is a trademark of Gartner, Inc. and/or its affiliates.

² ["Gartner Says Worldwide Sovereign Cloud IaaS Spending Will Total \\$80 Billion in 2026," Gartner Newsroom](#), February 9, 2026. Gartner is a trademark of Gartner, Inc. and/or its affiliates.

³ ["Hyperscaler Cloud Marketplace Predictions, Omdia Insights," 2025](#)



Discover Oracle Alloy

A partner-led cloud under your control

Operate, govern, and monetize a fully sovereign, high performance cloud using the same foundation as Oracle Cloud Infrastructure (OCI).

Three ways Oracle Alloy powers your cloud:

- 1 Differentiation through customization**
Go beyond reselling. Embed your own industry solutions, connect to local services, and create offers your competitors can't replicate, all with your support, billing, and brand experience.
- 2 A full-stack, flexible cloud**
Run the full Oracle Cloud catalog of compute, AI/ML, analytics, security, and databases in your environment under your brand and built to your customers' exact requirements.
- 3 Sovereign and enterprise-grade**
You can retain full operational control while enabling your customers to meet the compliance and data residency requirements they demand. Support for GDPR, national sovereignty laws, and sector-specific mandates help you win regulated contracts that most hyperscalers can't service.

Key benefits of Oracle Alloy

Everything you need to run a full-service cloud, under your name, in your market, on your terms.



Gain new, high-margin revenue

Set your pricing, own the customer relationship, and build recurring cloud revenue without sharing margin. Oracle Alloy turns cloud services into a business line, not just a product add-on.



Win contracts others can't

Oracle Alloy comes with data residency controls, privacy frameworks, and regulatory alignment—no custom compliance builds required. That opens doors to lucrative deals.



Give your customers AI they can't get anywhere else

GPU compute, LLM platforms, high performance analytics, and the AI infrastructure your customers want are now available under your brand, in your cloud, backed by Oracle's AI expertise.



Extend your reach through partners

Open your platform to ISVs, regional resellers, and local technology providers to sell into verticals and geographies you couldn't serve alone. Build a partner ecosystem on top of your cloud, not someone else's.



Keep operations simple

Oracle Alloy connects to your existing billing, support, and go-to-market systems, so launching a cloud business doesn't mean rebuilding your operations. Your processes. Your team. Your way.

Proven use cases for Oracle Alloy

Cloud reselling

Launch branded cloud services and unlock new revenue channels by reselling Oracle Cloud Infrastructure.

Data residency and sovereign AI

Sell AI and cloud services that help customers with data control and regulatory compliance. Oracle Alloy lets you deliver AI and analytics inside a controlled, compliant environment that can meet data residency requirements without sacrificing performance.

Industry-specific cloud solutions

Healthcare, financial services, and government agencies require more than standard clouds offer. They demand customized compliance, dedicated infrastructure, and a provider that understands their needs. Oracle Alloy lets you build purpose-built cloud solutions for these verticals and win contracts most public cloud providers simply can't fulfill.

Enable low-latency edge processing

Telcos and energy companies want to deploy infrastructure that supports use cases such as IoT and mobile workforces. Oracle Alloy lets you extend cloud services to the edge with low-latency infrastructure your customers can't source elsewhere.



“With Oracle Alloy, du Tech provides our customers with a hyperscale cloud solution that ticks all the boxes for sovereignty. We can differentiate our solutions from those of our competitors by making it possible for both public and private sector clients to adopt the full range of OCI services, including generative AI and ML.”

Jasim Al Awadi
Chief ICT Officer, du

Expand where the market is headed—not where it's been

National clouds, telcos, and service providers face the same problem: Their customers need a sovereign, trusted cloud, and most public hyperscalers can't deliver. Oracle Alloy solves this by giving partners a complete cloud platform to operate, brand, and monetize as their own, built on the same infrastructure as Oracle Public Cloud and OCI Dedicated Region, with built-in compliance and full operational control.

[Learn more](#)

Connect with us

Call +1.800.ORACLE1 or visit [oracle.com](https://www.oracle.com)

Outside North America, find your local office at [oracle.com/contact](https://www.oracle.com/contact)

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