

# Go-to-Market Oracle Cloud Resources & Programs for ISVs: Getting Started



For Oracle PartnerNetwork (OPN) members with commercial software applications supported on Oracle Cloud Infrastructure, this document includes useful information on how your company can access Oracle Cloud environments, promote your applications, and grow your business with Oracle Cloud.

## Modern Oracle PartnerNetwork

Independent Software Vendors (ISVs) begin their Go-to-Market (GTM) journey by joining Modern OPN, and enrolling in Cloud Build Track to attain Expertise and gain access to Oracle GTM benefits. The Cloud Build Track offers a set of tools and enablers to build and market your cloud application on or with Oracle cloud. View Modern OPN Program Brief.

## Go-to-Market with Oracle

Expand your company's reach with GTM resources created to help you grow your business at the optimum pace. Explore marketing best practices and branding materials that help you create awareness to sales assets that drive your bottom line.

### Let's Get Started!



## Build Brand Awareness – Make your message visible to prospects in ways that drive business

- **Oracle Cloud Marketplace:** By listing your application on Oracle Cloud Marketplace, your company and application can reach over 420,000 customers and tens of thousands of Oracle sales people. Generate and track leads with the customizable “Get App” feature directing prospects to your jointly branded microsite. Get Started.

## CONTACT US

[PartnerHelp Portal](#)

[Contact OPN Partner Assistance](#)

## OPN RESOURCES

[Oracle PartnerNetwork \(OPN\)](#)

[Get Started in Modern OPN](#)

[Upgrade to Modern OPN Guidance](#)

[How to Join Cloud Build Track](#)

[Expertise Datasheet](#)

[Cloud Build Expertise Catalog](#)

[Partner Store](#)

[Manage Membership](#)

[Modern OPN FAQs](#)

[PartnerHelp Portal & Knowledge Articles](#)

[OPN Marketing Assessment](#)

[Marketing Best Practices](#)

[4 Steps to Marketing Success](#)

## GTM RESOURCES

[Cloud Build Track Benefits Table](#)

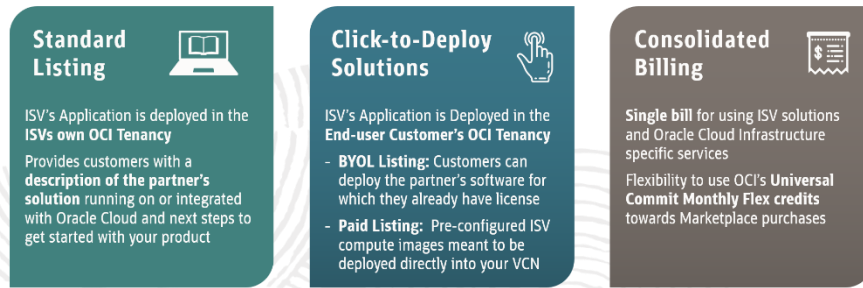
[Access Expertise Logos Earned by Your Company](#)

[Oracle Cloud Marketplace Listing Guidelines](#)

[Create and Publish Oracle Cloud Marketplace Listing Help Center](#)

[Promote Your Company on Oracle Partner Finder](#)

## Oracle Cloud Marketplace Listing Types Overview (PDF)



- **Showcase Expertise on Oracle PartnerNetwork (OPN) Partner Finder<sup>2</sup>:** Market your company to customers, partners, prospects, and Oracle employees worldwide on OPN [Partner Finder](#).
  - Cloud Build Track partners [attain Expertise](#) once they have published their solution on the Oracle Cloud Marketplace.
  - [Create your Solution Profile](#) or [update your Partner Profile](#), and [publish your Expertise](#) on OPN Partner Finder.
- **Press Release<sup>2</sup>:** Issue a press release announcing your application now available on the Oracle Cloud Marketplace. Complete and submit the '[Cloud Build Expertise: Powered By / Integrated With](#)' template for Oracle review.
  - Announce your application has achieved 'Powered by Oracle Cloud' or 'Integrated with Oracle Cloud status<sup>2</sup>', and use Oracle executive quote provided for partner issued press release<sup>2</sup>.
- **Oracle Cloud Badges<sup>2</sup>:** Showcase Expertise and use on the partner's website and collateral to help customers recognize the partner's support for Oracle Cloud. [Access Partner Logos, Certificates, and Brand Guidelines](#).

## Quality Leads & Actions - Create new types of connections that result in action

- **Oracle Digital Marketing Center<sup>1</sup>:** Platform suite of [fully integrated digital marketing applications](#). Easily execute marketing campaigns and content designed to enhance your Go-to-Market strategy, improve results and strengthen your brand:
  - **Jointly-Branded Microsite<sup>1</sup>:** Create a [jointly-branded Oracle microsite and email marketing campaigns](#). Showcase solution, demos, news content, and more. Generate and track leads with microsite analytics. Deliver dynamic syndicated website content and plugins.
  - **Link microsite to "Get App" feature on the Oracle Cloud Marketplace:** Drive traffic toward your solution link, and track and nurture leads through Microsite analytics.
  - **Create Virtual and On-Demand Events<sup>1</sup>:** Create "Partner-Hosted" virtual events and "On-Demand" co-brandable campaigns.

**UPGRADE TO MODERN OPN TO VIEW MEMBER-ONLY PAGES**

[Modern OPN Partner Portal Login](#)

[OPN Journeys and Resources](#)

[Detailed Track Enablers + Benefits Table](#)

[Go to Market Resources](#)

[Attain Expertise in Cloud Build Track](#)

[Publish Expertise in Partner Finder](#)

[Enablers for Developers](#)



Recognizes partner software solutions that **run on Oracle Cloud Infrastructure**



Recognized partner software solutions that **connect or integrate with Oracle Cloud Applications**

**<sup>1</sup>Build Track Benefit**

**Join Build Track** to access this benefit

**<sup>2</sup>Build Track Expertise Benefit**  
**Achieve a Build Track Expertise** to access this benefit

## Marketing Resources to Expand Your Reach

- **Promote Your Customer Success<sup>2</sup>:** Tell the world how your organization is enabling customer success with this [dynamic suite of promotional tools](#):
  - **Customer Success Stories<sup>2</sup>:** [Submit a Customer Reference Nomination](#). Chosen partners will be promoted on Oracle.com and via videos, podcasts, speaking opportunities, social platforms and more.
  - **Guest Author on Oracle Blog<sup>2</sup>:** Promote your success with Oracle Cloud using your unique voice, highlight differentiated value to mutual customers, and showcase your thought leadership. [Submit a request](#) to be a guest author on an [Oracle Blog](#). View the [Guest Authoring on Oracle Blogs Best Practices](#).
  - **Partner Perspectives Podcast<sup>2</sup>:** [Partner Perspectives: Anatomy of a Customer Success](#) podcast series tells customer stories from the partner perspective, giving an inside look at critical details about how individual projects are initiated and successfully deployed. [Submit your customer story](#).
  - **Customer Reviews with TrustRadius<sup>2</sup>:** [TrustRadius](#), a review site for business technology, is optimized for content quality and data integrity to help buyers make better product decisions based on unbiased and insightful reviews. [TrustRadius](#) to harness and scale the authentic voice of their customers.
- **Oracle OpenWorld, Oracle Code, Modern Business Experience, Collaborate:** [Exhibit<sup>1</sup>](#) on the Exchange floor and host a session in an Innovation Theater. Special packages for ISVs available. Reach developers and sponsor an Oracle Code event. If interested in sponsoring<sup>1</sup> or attending regional Oracle events, contact your local sales representative.
- **Social Media<sup>1</sup>:** Inclusion in social media announcements, newsletters and blog posts, etc. Tweet and post to LinkedIn and Facebook about your success stories and Oracle Cloud Marketplace listing using #OracleCloud, #Oracle, and mention @OracleCloud.
- **Partner Event Promotion Service<sup>2</sup>:** Watch the [Partner Event Publishing Demo](#) and learn [how to promote Partner events on Oracle.com](#).

## Cloud Build Track Technical Benefits: Access Oracle Cloud Environments and Enablement Resources<sup>1</sup>

- **Technical Enablement<sup>1</sup>:** Upon joining Cloud Build Track ISVs will automatically be provisioned a separate tenancy with \$3K of cloud credits, at a 55% rate card discount. Technical enablers are designed to help ISVs:
  - Rapidly and cost effectively validate apps on Oracle Cloud, accelerate development cycles, and access Partner-Only Technical Assistance Forums on [Cloud Customer Connect](#).
- **3,000 Universal Cloud Credits (UCC) and access to Oracle Cloud environments<sup>1</sup>** for multiple use cases, including: developing and testing applications, running proofs of concept (POCs), sales demonstrations and training. [Access UCC](#).

## FOLLOW US ON FACEBOOK AND TWITTER

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@OracleDatabase








@OracleSecurity

@OracleDevs

@OracleCX

@OracleComms

@OraclePartners

	50M
	3M
	6.8M
	773K
	230K
	88K
	142K

- **SaaS Application Discounts<sup>1</sup>:** Purchase select Oracle SaaS applications at a discount of 75% off Oracle List Price, to be used only for test, development & demonstration purposes.

### Technical Enablers Total Return on Investment

<b>Investment in Track Fee</b>	<b>\$3,000</b>	
<b>Return in Key Track Enablers</b>	<b>\$51,650</b>	
Universal Cloud Credits		
Credits for test/dev/demo	\$3,000	
List Price Discount (Burn Rate)	55%	
<b>Effective List Price Environment Value</b>	<b>\$6,667</b>	
Oracle University		
Unlimited Cloud Learning Subscriptions (CLS)	5	
List Price Value (1x)	\$8,995	
<b>Effective Total for 5 CLS Value</b>	<b>\$44,975</b>	
		<b>Return on Investment</b>
		<b>15:1</b>
		<i>With only 2 key enablers</i>

For more information about Oracle Cloud Resources and Programs for ISVs, visit [isv.oracle.com](http://isv.oracle.com) or contact [oraclecloud-isv\\_ww@oracle.com](mailto:oraclecloud-isv_ww@oracle.com) or your local ISV sales representative.

### TECHNICAL ENABLER RESOURCES

[My Oracle Support](#)

[List of Enablers](#)

[Enablers for Developers Page](#)

[How to find your Oracle Company ID and Partner Administrator](#)

[Access UCC with Track Purchase](#)

[Purchasing Discounted Universal Credits \(UC\)](#)

[Oracle Universal Credit Guidebook for Partners](#)

[Unlimited Cloud Learning Subscriptions Provided with Track Purchase](#)

[Leverage Your Discounts on Oracle University Products and Service](#)