

Oracle Cloud Marketplace Go-to-Market Kit for ISVs

After verifying that your application is compatible with Oracle Cloud Platform (PaaS) and/or Oracle Cloud Infrastructure (OCI) and once your listing is published on [Oracle Cloud Marketplace](#), please refer to this document for ways to further promote your application.



Oracle Cloud Marketplace Benefits and Go-to-Market Opportunities

With Oracle Cloud Marketplace, your company and application can benefit from critical visibility to thousands of Oracle customers visiting the site daily, at no additional cost for qualified partners.

Oracle Cloud Marketplace offers:

- Exposure**
 - Single source for solutions that compliment Oracle Cloud offerings.
 - Reach over 420,000 customers and tens of thousands of Oracle sales people.
 - Priority consideration for reference opportunities (Oracle OpenWorld, CloudWorld, Forbes articles, blogs, press releases, success story, videos, etc.)
- Lead Generation**
 - Generate and track leads with the customizable “Get App” feature.
 - Enable Oracle customers to engage directly with your sales team via “Get App” functionality.
- Publish an Oracle Cloud Infrastructure (OCI) Image Listing**
 - Allow thousands of OCI customers to launch your application image directly through a feature that embeds your listing into the OCI Console.
 - This new “click-to-launch” mechanism requires you to publish an OCI Image Listing – learn how to do so [here](#).
- Customer Ratings**
 - Increase your visibility by encouraging your customers to rate your app on Oracle Cloud Marketplace. *Top Rated Apps* are showcased on Oracle Cloud Marketplace homepage.
- Enriched Listings**
 - Enhance your listing with rich media content, demos, videos, success stories, user guides, whitepapers, etc.
 - Placement in “Featured Apps” section (*at Oracle discretion*).
- Go-to-Market Opportunities**
 - Press Release:** Issue a press release announcing the availability of your offering(s) on Oracle Cloud Marketplace.
 - Follow the [Partner Press Release Guidelines and Approval Process](#) to complete and submit the [Oracle Cloud Marketplace - Press Release Template](#) for Oracle review.

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[Contact a Partner Expert](#)

RESOURCES

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

[OPN Partner Community](#)

[ISV Go-to-Market Portal](#)

[Visit Oracle Cloud Marketplace](#)

[Process Outline for a Listing on Oracle Cloud Marketplace](#)

[How to Get Started - Oracle Cloud Marketplace Partner Portal](#)

[Videos - Oracle Cloud Marketplace](#)

[Become a Publisher on Oracle Cloud Marketplace](#)

[Video – Create an Application Listing](#)

[Oracle Cloud Marketplace Listing Guidelines](#)

[Oracle Cloud Marketplace Listing Example](#)

Oracle Cloud Badges for Partners:

- The “Powered by Oracle Cloud” and “Integrated with Oracle Cloud” [badges](#) recognize partner software applications that *run* on and/or *integrate* with Oracle PaaS and/or Oracle Cloud Infrastructure (OCI). Feature the badge on your company’s website and collateral to help customers identify your support for Oracle Cloud.
- Display the “Available on Oracle Cloud Marketplace” badge on your website and marketing materials. Download the badge [here](#).
- For logo compliance, please make sure you refer to the [Logo and Advertising Template Guidelines](#) (PDF) and [Third Party Usage Guidelines](#).



Social Media:

- Inclusion in social media announcements, newsletters and blog posts, etc.
- Follow @OracleIaaS, @OracleCloud, @OracleDatabase, @OraclePartners on Twitter.
- Tweet about your Oracle Cloud Marketplace Listing and/or about your Press Release – mention [@OracleIaaS](#) and Oracle may retweet.
- Submit content for [Oracle Cloud Marketplace Blog](#), [Oracle Cloud Infrastructure Blog](#) or [Oracle Database Insider](#). Email partnerintegration_us@oracle.com for more information.
- Share content and link from other social media sites, including Facebook, LinkedIn, Google+, and blog posting.

• Participation in other OPN initiatives

Eligible to apply for Oracle PartnerNetwork (OPN) [Cloud Designations](#) Program and increased [benefits](#). More information on Cloud Standard Designation (first tier of the Cloud Designations Program) [here](#).

[Partner/Customer Reference Program](#). Showcase partner successes through references that take the form of magazine articles, customer forums, videos, customer snapshots, or podcasts.

[Partner Event Promotion Service](#). Watch the [Partner Event Publishing Demo](#) and learn how to promote your partner-led events and get them published on [Oracle.com/events](#).

Partners can also promote their offering(s) directly to Oracle customers by participating in conferences and events. See *Oracle’s Events Calendar* [here](#).

[Find an Oracle Customer User Group](#). More than 900 user groups focused on products, technologies, applications and industries provide dynamic forums where customers can share information, experiences and expertise, and partners can market their offerings.

• Other Marketing Resources

[Use Oracle Trademark in Google AdWords Campaigns](#). Eligible partners are exclusively authorized by Oracle Corporation to use the Oracle trademark for their Google AdWords campaigns.

[Market to Oracle’s Technology Network](#) to gain mindshare and create awareness within this community. Contact otnfeedback_us@oracle.com and visit [Oracle Technology Network Member Discounts](#) page for current offers. Once your offer is approved, Oracle will work with you to showcase your offer in one of Oracle’s [Technology Newsletters](#).

[Market to 400,000+ Oracle Publishing Subscribers](#) (publications like Oracle Magazine, Profit, Java Magazine and Oracle InDepth Newsletters). [Click here](#) to go directly to the Oracle Publishing website. For advertising in publications listed above, contact [Oracle Publishing](#).

[Modern Marketing Tools](#) for demand generation activities:

- [Oracle Channel Marketing Automation Service](#) - cloud/digital marketing platform that can help you deliver Oracle marketing campaigns and content directly to customers. Ready to use customizable campaigns and microsites with valuable Oracle assets, as well as syndicated website and social content.
- [Partner Marketing Kits](#) with exciting new Cloud additions under SaaS (Software as a Service), PaaS (Platform as a Service), and OCI (Oracle Cloud Infrastructure).

“Oracle Cloud Marketplace lets customers download and start running Ventureforth applications without talking with a person at Ventureforth if they choose. Some companies want that hands-off, simple, online buying process. Any new product we develop will go to the Oracle Cloud Marketplace first. In the future we envision that most of our customers will research, validate and provision our solutions directly from the Oracle Cloud Marketplace.”
- **Charles Farnell**, CEO, Ventureforth

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FOR MORE INFORMATION

Contact: 1.800.ORACLE1



Integrated Cloud Applications & Platform Services

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Frequently Asked Questions

Q: Are there any guidelines that can help me create an Application Listing?

A: Yes, you can refer to the listing guidelines document [here](#) or you can also watch this [video](#).

Q: What (other) Oracle approved logos are we entitled to display on our company website?

A: As an active member of the Oracle PartnerNetwork (OPN) program, you are also entitled to display the applicable OPN Level and Cloud Designation logo (if applicable). For download, you must login [here](#) with your OPN user credentials, go to “Download Program Logos & Graphics”, expand the “Partner Level and Cloud Designation Logos” section and then click on “Download Logos” red button. Please note you do **not** have rights to use the red ‘Oracle’ logo, nor any Oracle product logos on your website or collateral.

Q: For our Oracle Cloud Marketplace Application Listing, can we use the word “Oracle” as part of our solution/product name?

A: No - however, you may indicate the relationship of your products or services to Oracle products or services by using accurate, descriptive tag lines such as "for Oracle Database", "for use with Oracle E-Business Suite applications," and "works with Oracle software" in connection with your product or service name. Within text or body copy, such tag lines may appear in the same type as your product or service name. However, ‘Oracle’ or the Oracle tagline should *never* appear in the Oracle red color.





Q: Regarding Oracle branding within our Oracle Cloud Marketplace Application listing content, are there any usage guidelines we should comply with?

A: Yes. The use of the Oracle trademarks within the listing content (e.g. Oracle product names) must conform to the [Third Party Usage Guidelines for Oracle Trademarks](#). And the use of the Oracle logos within the listing content (e.g. info graphics, and screenshots) must conform to the [Third Party Usage Guidelines for Oracle Logos](#). Also, Oracle logos *must not* be used within listing icons.

Q: How can I personalize my Oracle Cloud Marketplace listing URL?

A: Oracle Cloud Marketplace Partner Portal automatically creates a URL for each listing you post to the Oracle Cloud Marketplace website. In addition, you can create a **Vanity URL** for any of your listings by using meaningful words or phrases instead of random letters and numbers. More information [here](#).

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