

Learn More About Options for ISVs on the Oracle Cloud Marketplace

ISVs can market, deploy, and distribute their offerings on the Oracle Cloud Infrastructure (OCI) Marketplace. Depending on delivery model, partners may choose to leverage certain features of the OCI Marketplace, such as creating a click-to-deploy listing

WHAT IS THE ORACLE CLOUD MARKETPLACE?

Oracle Cloud Marketplace is an online store where customers can shop for business applications offered by Oracle ISV partners that leverage and extend Oracle Cloud products and investments. ISV partners who publically support and have tested on Oracle Cloud Infrastructure can publish a listing on Oracle Cloud Marketplace to promote their application(s).

WHAT IS THE ORACLE CLOUD INFRASTRUCTURE MARKETPLACE?

The Oracle Cloud Infrastructure (OCI) Marketplace is a curated catalog of click-to-deploy ISV and Oracle solutions available from the customer's OCI Console, as well as the Infrastructure section of the public [Oracle Cloud Marketplace](#).

Read More:

- [OCI Marketplace](#)
- [Frequently Asked Questions](#)
- [Overview of the Oracle Cloud Infrastructure Marketplace](#)

WHY SHOULD WE PUBLISH A LISTING ON THE ORACLE CLOUD MARKETPLACE?

Oracle Cloud Marketplace provides a platform for Oracle partners to promote and sell their solutions to Oracle customers. Oracle Cloud Marketplace, along with Oracle Cloud Infrastructure, provides ISV partners the following benefits:

- **Oracle Install Base Opportunity:** Fortune 1000 companies use Oracle applications and database to run their back-offices. ISVs can extend the Oracle stack and win
- **Best Price and Performance:** Oracle Cloud Infrastructure offers lowest infrastructure costs in the industry for running ISV workloads on public cloud. Partners can list their software on OCI and burn down against Oracle's Universal Credits (UCM) in Marketplace
- **Faster Time to Market:** Oracle Cloud Infrastructure provides partner architecture assistance, technical development for quicker onboarding
- **Lead Sharing:** Oracle Cloud Marketplace offers lead sharing which allows ISVs to nurture prospects and create an ideal buying experience for their customers
- **Joint Marketing and Sales with Oracle:** Partners can leverage Oracle's Marketing and Sales engine to create brand awareness, create campaigns and product momentum

WHAT ARE THE ORACLE CLOUD MARKETPLACE LISTING OPTIONS?

The Oracle Cloud Marketplace listing type that is most appropriate for your application(s) depends on how you deploy your application on Oracle Cloud Infrastructure.

“Click-to-Deploy” Listing: ISV’s Application is Deployed *in the End-user Customer’s* OCI Tenancy

ISV partners can **deploy** their solution to Oracle Cloud Infrastructure customers via Oracle Cloud Infrastructure Marketplace by creating a *click-to-deploy* listing.

- A click-to-deploy listing makes your offering easily installed in a customer’s OCI tenancy via OCI Marketplace and the OCI Console
- Partners can offer both [images](#) and fully automated Terraform-based [stacks](#) from the Oracle Cloud Marketplace. See [How do I Publish and Oracle Cloud Infrastructure Image / Stack?](#)
- Click-to-deploy listings will appear in the Partner Catalog from the Oracle Cloud Infrastructure Console and the public Cloud Marketplace under the “Easy Install” filter
- **BYOL** – customers can deploy the partner’s software for which they already have license
- **Paid Listing** - ISV partners can deploy and **distribute** their solution via the Oracle Cloud Infrastructure Marketplace by creating a paid listing
 - With paid listings, Oracle customers can pay for third party partner software by burning down against their [Oracle Universal Credits](#) within the OCI Marketplace, eliminating the hunt for budget!
 - Paid listings currently support price dimensions: core/hours or instance/hours

Read More:

- [Security in the Oracle Cloud with Palo Alto Networks VM-Series Virtual Firewalls](#)

“Standard” Listing: ISV’s Application is Deployed *in the ISVs own* OCI Tenancy

In this case, often referred to as SaaS deployment, the ISVs tenancy hosts the offering for the customer. ISV partners can **market** their offering on the public [Oracle Cloud Marketplace](#) by creating a standard listing.

- Your listing provides customers with a description of your solution running on Oracle Cloud Infrastructure and next steps to get started with your product
- This is currently the only option available to ISVs who deploy in their own tenancy (i.e. SaaS deployment)

JOIN THE ORACLE CLOUD MARKETPLACE AND PUBLISH YOUR LISTING(S)

What are the steps and agreements to become a publisher?

- [Onboarding Guidance](#)
- [How do I become a Marketplace Publisher?](#)

	Standard Listing	Click to Deploy
Join OPN as Member	✓	✓
Register to become a Publisher	✓	✓
Execute the Publisher Agreement		✓

How do I manage my listings?

Oracle Cloud Marketplace Partner Portal is an application that lets you create, submit, and manage the listings that you publish to Oracle Cloud Marketplace.

- Visit [Partner Portal](#)
- See [docs.oracle.com – Partner Portal](#)
- [What are the basic steps for listing apps or services on the marketplace?](#)

What is the process for publishing a click-to-deploy listing?

- [How do I Publish and Oracle Cloud Infrastructure Image?](#)
- [How do I Publish an Oracle Cloud Infrastructure Stack?](#)
- For more additional information, see the [Books](#) section

What are key content items for a listing?

You can reference listing guidelines document when creating the content for your listing

- Guidelines for Publishing Listings – [HTML](#) and [PDF](#)

The following table contains specific excerpts from the Guidelines PDF above. Please be sure to include this content in your listing

#	ITEM	REMARKS / DOCUMENTATION
4	Icons, Logos, and Banners	<ul style="list-style-type: none"> • Your company logo (115 pixels by 115 pixels) displays on the provider tab. The icon (130 pixels by 130 pixels) displays on the listing • Listing banner (Optional): A banner (1160 pixels (width) by 200 pixels (height)) is an image that displays at the top of the details page and spreads across the width of the page in Oracle Cloud Marketplace
6	Description	<ul style="list-style-type: none"> • Describe your application to help users understand what your application does
7	Usage Information	<ul style="list-style-type: none"> • Provide instructions for how customers get started with your offering running on OCI
8	Screenshots and videos	<ul style="list-style-type: none"> • You can use screenshots and videos to walk the user through your offering
11	Related Documents	<ul style="list-style-type: none"> • Upload or link to relevant documents such as case studies, customization guides, data sheets, press releases, user guides, webinars, or white papers. If applicable, include a data sheet specific to Oracle Cloud • If you have documents you want to be available only internally to Oracle (for example, for the Oracle Sales team), select For Oracle Internal View.
12	Support	<ul style="list-style-type: none"> • Include at least one support link or a set of contact details for the application. You can add multiple links and contacts if required
13	System Requirements	<ul style="list-style-type: none"> • The system requirements should list any specific dependencies on Oracle Cloud products and versions, and external service subscriptions or application requirements, including relevant minimum version numbers, or required options

