

Oracle Cloud Resources & Programs for ISVs: Getting Started

For OPN partners with solutions that support Oracle Platform as a Service (PaaS), Oracle Cloud Infrastructure (IaaS), or integrate with Oracle SaaS apps, this document includes useful information on how your company can access Oracle Cloud environments, promote your applications, and grow your business with Oracle Cloud.



ACCESS ORACLE CLOUD ENVIRONMENTS AND ENABLEMENT

- **Access to dedicated Oracle Cloud environments** for multiple use cases, including:
 - Developing and testing applications
 - Running proofs of concept (POCs)
 - Sales demonstrations and training
- **Technical Enablement:** Successfully enabling partners to rapidly and cost effectively:
 - Validate apps on Oracle Cloud
 - Accelerate development cycles
 - Accelerate sales cycles

BUILD BRAND AWARENESS

– MAKE YOUR MESSAGE VISIBLE TO PROSPECTS IN WAYS THAT DRIVE BUSINESS

- **Oracle Cloud Marketplace**
 - With a full listing on [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.
 - Reach over 420,000 customers and tens of thousands of Oracle sales people.
 - Generate and track leads with the customizable “Get App” feature.
- **Oracle Cloud Badges for Partners**
 - [Oracle Cloud badges](#) may be used on the partner’s website and collateral to help customers recognize the partner’s support for Oracle Cloud.
 - **Powered by Oracle Cloud** badge recognizes partner software solutions that *run on* Oracle IaaS and/or PaaS.
 - **Integrated with Oracle Cloud** badge recognize partner software solutions that connect or *integrate with* Oracle SaaS, PaaS, and/or IaaS.
- **Press Release:** Issue a press release announcing your application is Powered by Oracle Cloud or Integrated with Oracle Cloud and now available in the Oracle Cloud Marketplace.
 - Follow the [Partner Press Release Guidelines and Approval Process](#).
 - Complete and submit the [Oracle Cloud Marketplace Press Release Template](#) for Oracle review.

QUALITY LEADS & ACTIONS

– CREATE NEW TYPES OF CONNECTIONS THAT RESULT IN ACTION

- **Oracle Cloud Jump Start Demo Labs**
 - [Oracle Cloud Jump Start](#) allows customers and prospects to try your pre-configured solutions running on Oracle Cloud Infrastructure, for free.

CONTACT US

[Contact a Partner Expert](#)

[Request a Powered by Oracle Cloud Badge](#)

[Request an Integrated with Oracle Cloud Badge](#)

RESOURCES

[ISV.oracle.com](#)

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

[Oracle Cloud Marketplace Overview \(PDF\)](#)

[Oracle Cloud Marketplace Full Listing Guidelines](#)

“Partnering with a reputable vendor such as Oracle is also an automatic guarantee of credibility, giving our customers absolute confidence.”

- **Ian Dunbar**, CEO, [SuiteBox](#)

● **ISV Market Development Fund (ISV MDF):**

- Partners with solutions in Production on the Oracle Cloud Platform (IaaS and/or PaaS) are eligible to apply for Cloud ISV matching MDF
- Oracle will fund up to 50 percent of eligible costs for activities
 - o Demand Generation: Customer-facing activities to generate awareness, pipeline, and revenue
 - o Customer Development: Environments for POCs, demos, and Jump Start demo program
 - o Sales Development: Enablement of ISV sales and/or the ISV's channel
- To apply, please engage your Business Development Manager or Sales Representative.

● **Customer Success Stories:**

- Develop joint sales and account plan with your ISV sales manager
- Identify 5-10 target customers for early wins
- Submit your success story to be published on oracle.com/references and for Oracle to create a video testimonial for YouTube

SALES ENABLEMENT

- **EDUCATE YOUR SALES TEAMS AND TURN LEADS INTO DEALS**

- **Joint sales planning** and execution available for qualifying partners
- **Create battlecards** that help your sales reps differentiate your solution on Oracle Cloud
- Develop jointly branded **microsite and collateral**: Solution Brief, Infographic, Reference slides
- **Sales Training**: Include Oracle Cloud joint value messages in your sales kickoff events
 - o **Demo training** enabling your reps to drive prospects to your Jump Start demo lab

OTHER MARKETING RESOURCES TO EXPAND YOUR REACH

- **Market to 400,000+ Oracle Publishing Subscribers:** (Oracle Magazine, Profit, Java Magazine, and Oracle InDepth Newsletters). Oracle writers will create a thought leadership article highlighting your innovative solutions. [Click here](#) to go directly to the Oracle Publishing website and editorial calendar. Email Tom.Cometa@oracle.com for details.
- **Oracle OpenWorld, Oracle Code, Oracle CloudWorld, Collaborate:** Exhibit on the Exchange floor and host a session in an Innovation Theater. Special packages for ISVs are available. Reach developers and sponsor an Oracle Code event. Contact partner-engagement_ww@oracle.com.
- **Guest Blogger:** Be a guest blogger on [Oracle Cloud Infrastructure Blog](#), [Oracle Database Insider](#) or [Oracle Cloud Marketplace Blog](#). Email partnerintegration_us@oracle.com for details and to submit your thought leadership article.
- **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 Jump Start demo using #OracleCloud, #Oracle and/or mention @ORCLMarketplace.
- **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.




For more information about Oracle Cloud Resources and Programs for ISVs, contact your local ISV sales representative or visit isv.oracle.com.

"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

"We had increased revenue opportunities in the global market by listing the icignal iot platform service on oracle cloud marketplace, enabling the company to create analysis reports and gain insight into customer interest and lead activities."
- **Jae-Gil Shin**, Director, Quintet Systems

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Integrated Cloud Applications & Platform Services

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