

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 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 \(OPN\)](#)

[Upgrade to Modern OPN Guidance](#)

[How to Join Cloud Build Track \(OPN login required\)](#)

[Cloud Build Expertise Catalog](#)

[Partner Store](#)

[Manage Membership](#)

[Modern OPN FAQs](#)

[PartnerHelp Portal & Knowledge Articles](#)

[OPN Marketing Assessment](#)

GTM RESOURCES

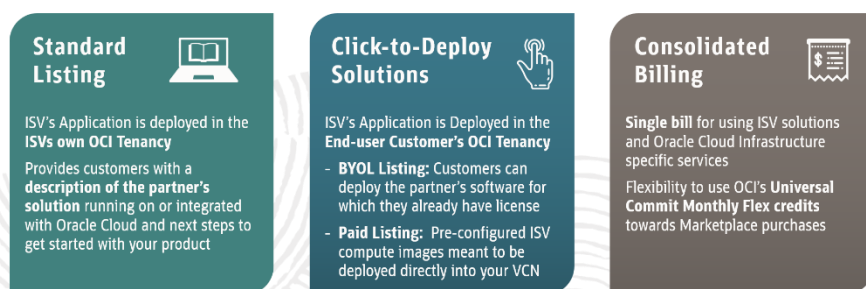
[Cloud Build Track Benefits Table](#)

[Modern OPN Brand Guidelines](#)

[Oracle Cloud Marketplace Listing Guidelines](#)

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

Oracle Cloud Marketplace Listing Types Overview (PDF)



- **Press Release:** 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'¹, and use Oracle executive quote provided for partner issued press release¹.
 - Oracle will amplify your news through our social media channels and newsletters¹.
- **Oracle Cloud Badges¹:** 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 Center¹:** 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. [Learn More.](#)
 - Deliver dynamic syndicated website content and plugins, and create a [jointly-branded Oracle microsite and email marketing campaigns](#) exclusively for partners who have achieved 'Powered by Oracle Cloud' status at no additional cost. Showcase solution, demos, news content, and more. Generate and track leads with microsite analytics.
 - Link microsite to "Get App" feature on the Oracle Cloud Marketplace and drive traffic toward your solution.

More Marketing Resources to Expand Your Reach

- **Customer Success Stories¹:** [Submit your success story](#) to be published on oracle.com/references or video on Oracle's YouTube channel.
- **Solution Brief:** Work with your sales rep to create this internal battlecard which is used by Oracle sales teams to learn more about your solution.
- **Oracle Cloud Talk Webinar Series¹:** Share your unique journey to the Cloud, and/or learn from other ISVs the steps and considerations Oracle took to chart their own Cloud journey.

[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](#)

[Earn Expertise](#)

[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**

¹**Build Track Expertise Benefit**
Achieve a Build Track Expertise to access this benefit

²**Build Track Benefit**
Join Build Track to access this benefit

- **Oracle OpenWorld, Oracle Code, Collaborate:** Exhibit¹ 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. Contact partner-engagement_ww@oracle.com.
- **Regional Oracle OpenWorld, Oracle Modern Cloud Days, Modern Business Experience:** If interested in sponsoring² or attending regional Oracle events, contact your local sales representative.
- **Guest Blogger¹:** Post on [Oracle PartnerNetwork Blog](#), [Oracle Cloud Infrastructure Blog](#), or [Oracle Database Insider](#). Email oraclecloud-isv_ww@oracle.com for details to submit your thought leadership article.
- **Social Media²:** 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. Follow @OracleCloud, @OracleDatabase, @OraclePartners on Twitter and Facebook.
- **Partner Event Promotion Service²:** 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 Resources²

- **Technical Enablement²:** Upon joining 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](#).

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

- **3,000 Universal Cloud Credits (UCC) and access to Oracle Cloud environments²** for multiple use cases, including application Dev/Test, running proof of concept (POCs), sales demonstrations and training.
- **SaaS Application Discounts²:** Access to discounted (75%) SaaS subscriptions for Dev/Test.

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