

Oracle Cloud Platform-as-a-Service Opportunities and Programs for Partners

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Safe Harbor Statement

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Agenda

- Opportunities for Partners
- PaaS Offering Availability and Pricing
- Getting Access for Partners
- Partner Programs



Opportunities for Partners

What Should You (Partners) Consider Doing In The Cloud

Provide Packaged Implementation for Quick Project Turn-around

Cross Sell SaaS and Extend SaaS with PaaS

Help Customers to Maximize Value of Hybrid Cloud

Build Industry Solutions with PaaS, SaaS and more

Leverage PaaS to build own SaaS to be marketed in the cloud

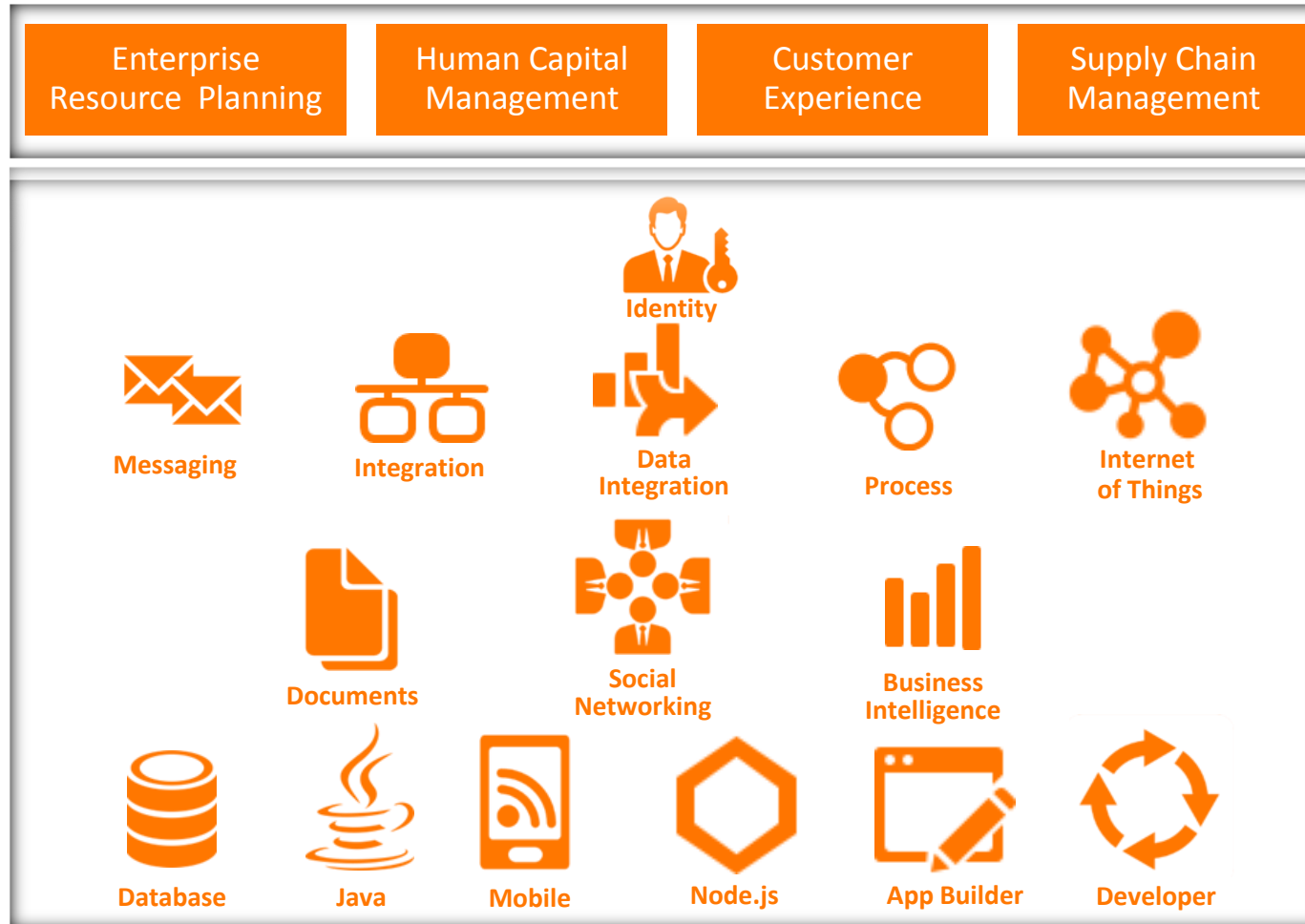


1. Provide Packaged Implementation for Quick Project Turn-around

- Simple starter kits and rapid deployment Fixed Scope Offerings (FSOs)
- FSOs allow you to showcase & monetize your reusable assets & unique capabilities/experience – hastening time to value for customers
- Offer different options and aim to scale up and extend out within each customer.

	STANDARD	PLUS	ADVANCED
Package Features	G/L, Chart of account level budgeting and forecasting	Standard + Workforce + Capex	Plus + Industry Specific Revenue & COS calculations
Duration	8+1 weeks	10+2 weeks	12+2 weeks
Models	1	3	3
Dimensions	8 + 2 (Attribute)	11 + 3 (Attribute)	12 + 4 (Attribute)
Scenarios	Actual, Budget, Forecast	Actual, Budget, Forecast	Actual, Budget, Forecast
Versions	Final, Working, 3 Draft Versions	Final, Working, 3 Draft Versions	Final, Working, 3 Draft Versions
Data Input Forms	6	15	25
Task Lists	2	4	5
Menus	1	3	4
Users	10	15	20
Security	✓	✓	✓
Historical data	1 year	1 year	1 year
Multi Currency			
Pre-defined Workflow	✓	✓	✓
Data Sources	2	4	5
G/L Account level planning	✓	✓	✓
Employee level planning		✓	✓
Asset category level planning		✓	✓
Driver-based Revenue Planning			✓
Cost of Sales Planning			✓
Industry based Accelerators			✓
Documentation	✓	✓	✓
Training	✓	✓	✓
Support	1 week	2 weeks	2 weeks
Extended Support Available (Add On)	✓	✓	✓

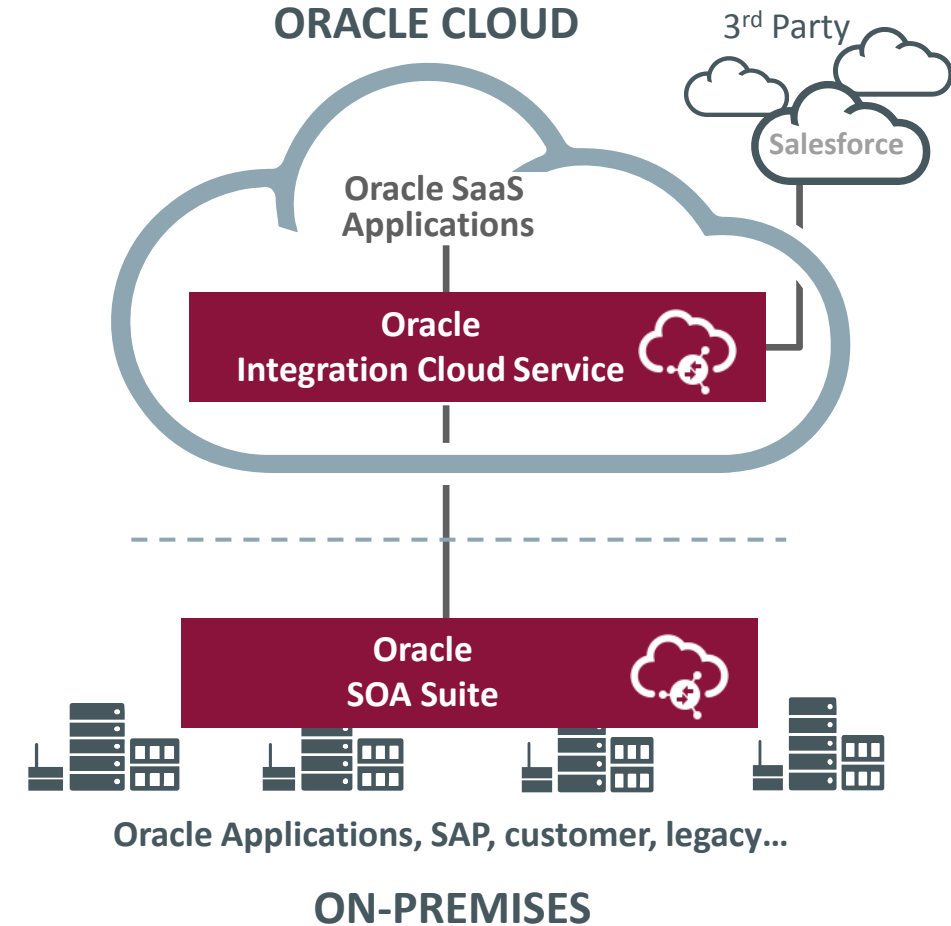
2. Cross Sell SaaS and Extend SaaS with PaaS



- Cross selling SaaS with same domain expertise
- Tailor applications to customers' business needs within SaaS
- Enrich, Connect and Secure your applications with PaaS
 - Create a **Mobile App**
 - External **Document Sharing**
 - **Unify** and **Simplify** BI

3. Help Customers to Maximize Value of Hybrid Cloud

- Modernize, consolidate and standardize on-prem applications, infrastructure and services
- Leverage best-of-breed cloud and on-prem applications and technologies to enable optimized end-to-end business processes
- Provide implementations and managed services for customers



4. Build Industry Solutions with PaaS, SaaS and more

Retail and Hospitality

- Modern Customer Experience
- Real-time inventory and demand management

Solution Composition

Solution Customization

Financial Services / Banking

- Agile customer interactions and cross sell
- Fraud Detection and dispute management



SaaS Applications



On Premise Applications

Industrial Mfg. & High Tech

- Automated Service Delivery with reduced service time and costs
- 360 Channel Management unifying pre-sales, post-sale service & support

Solution Lifecycle

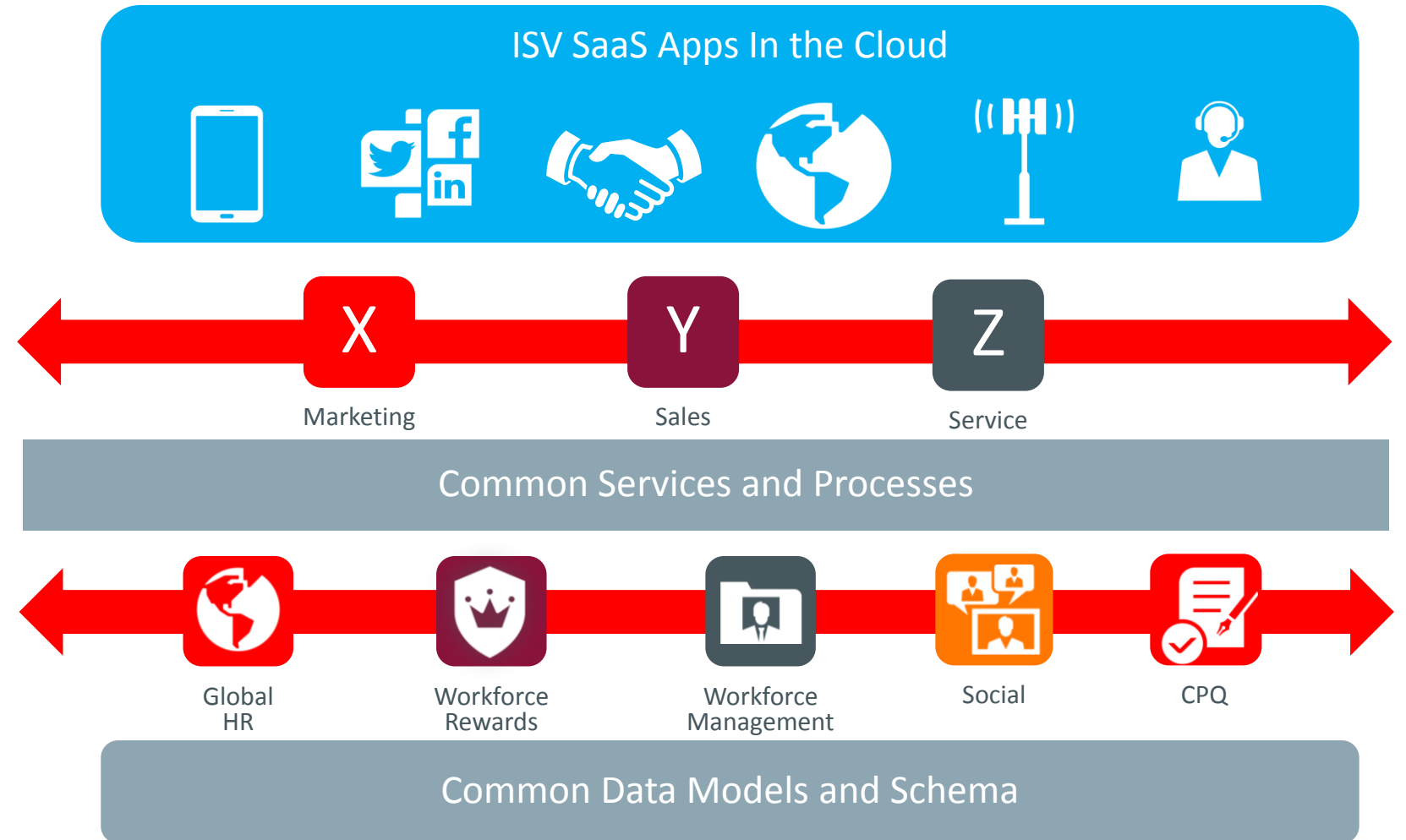
Cloud Marketplace

Telecommunications

- Real Time Network Analysis to upsell services and fraud prevention
- Centralized 'Digital Life' on phone to manage home, office and social life

5. Leverage Oracle Comprehensive Cloud to Quickly Create Your Own SaaS

- Use READY components in Oracle SaaS, PaaS and IaaS to quickly develop your OWN Cloud Offering.
- Expand into new markets: mid-market, departmental
- Market and sell on Oracle Cloud Marketplace





PaaS Offering Availability and Pricing

Availability Status of MW PaaS Services



Two Cloud Subscription Models

SaaS and Un-Metered Subscription Model

Oracle Cloud SaaS and Un-Metered Subscriptions are a way for customers to subscribe to a Cloud Service based on a volume Tier

- Subscription price is based on a unit per month and discounted for higher volumes
- Subscriptions are invoiced quarterly; billed in arrears for Public Sector
- Standard Subscription Terms are One or Three Years
- Subscriptions to SaaS and Un-Metered Cloud services available to partners at a discount

Applies to:

- All SaaS Cloud Services
- PaaS & IaaS Cloud Services including:
 - ✓ Documents and Business Intelligence
 - ✓ Integration and Messaging
 - ✓ Database Schema and Backup
 - ✓ Storage Schema

Metered Pre-Paid Subscription Model

Oracle Cloud Metered Pre-Paid Subscriptions are a way for customers to purchase a pool of funds that can be flexibly deployed based on need

- 1 Oracle Cloud Metered Pre-Paid Subscription priced at 1 USD
- Burned down over the term of an agreement
- Unused credits at the end of the term are forfeited
- Resale of Cloud Metered Pre-Paid Subscriptions available to partners at a discount

Applies to:

- Certain PaaS Oracle Cloud Services:
 - ✓ Database Cloud Service
 - ✓ Java Cloud Service
- Certain IaaS Cloud Services:
 - ✓ Compute Cloud Service
 - ✓ Storage Cloud Service

Official Pricing Announced for Mobile/Integration/Process

Contact Service Teams for Details

	Monthly Subscription Price	Metric	Minimum	Service Includes Per Month
Oracle Mobile Cloud Service (Priced In Advance of Availability)				
Oracle Mobile Cloud Service (PIAA)	0.0070	Interactions per Month	1M	10GB of storage capacity.
Oracle Mobile Cloud Service - Additional Interactions (PIAA)	0.0050	Interactions per Month	100K	
Oracle Mobile Cloud Service - Additional Storage (PIAA)	0.0500	Gigabyte Storage Capacity per Month		
Oracle Process Cloud Service (Priced In Advance of Availability)				
Oracle Process Cloud Service (PIAA)	100	Hosted Named User	10	
Oracle Integration Cloud Service (Priced In Advance of Availability)				
Oracle Integration Cloud Service - Standard Edition (PIAA)	1,300	Unit per Month		2 connections. Up to 4 additional connections (purchased separately). 100K messages/connection per day.
Oracle Integration Cloud Service - Enterprise Edition (PIAA)	3,900	Unit per Month		6 connections. Up to 4 additional connections (purchased separately). 100K messages/connection per day.
Oracle Integration Cloud Service - Additional Connections (PIAA)	650	Connection per Month		

- PaaS & IAAS Public Cloud Global Price List ([pdf](#))
- Oracle Cloud Approval Matrix ([pdf](#))

Stacked Pre-Paid Subscription– Different Types

Java Pre-Paid Subscription Cloud Credit

Oracle Java Cloud Service

Database Cloud Credit (covers both offerings simultaneously)

Oracle Database Cloud Service

Oracle Database Backup Service

IaaS Pre-Paid Subscription Cloud Credit (covers both offerings simultaneously)

Oracle Compute Cloud Service

Oracle Storage Cloud Service

- Cloud Credits only apply to PaaS and IaaS “Metered” Services; Un-metered services transact like SaaS
- JCS customers must buy a Java Cloud Credit, Database Cloud Credit and IaaS Cloud Credit
- DBCS customers must buy a Database Cloud Credit and IaaS Cloud Credit

Current Pricing Model for MW PaaS Services

Metered/Pre-Paid Subscription

Java Pre-Paid Subscription



Java Cloud Service

Un-Metered/Subscription



Java Cloud Service - SX



Documents Cloud Service



BI Cloud Service



Mobile Cloud Service



Integration Cloud Service



Process Cloud Service

Planned Pricing Model in Q1FY16*

Metered/Pre-Paid Subscription

*planned in Q1FY16

Middleware Pre-Paid Subscription



Java Cloud Service



Mobile Cloud Service



Integration Cloud Service



Process Cloud Service

Un-Metered/Subscription



Java Cloud Service - SX



Documents Cloud Service



BI Cloud Service



Mobile Cloud Service



Integration Cloud Service



Process Cloud Service

* Timeframe Subject to Change



Getting Access for Partners

Getting Access for Partners

- PaaS Demo Access
- Discounted Environments for Partners
- Trial Access

PaaS Demo Access Requirements

To access Global Solution Engineering 's demo portal, partners must meet the OPN requirements below. We have two addendum processes:

Cloud Services Demonstration Access Addendum:

- OPN Member in Good Standing – Platinum, Gold or Diamond level
- Agree to the terms of Cloud Services Demonstration Access Addendum
- Provide Customer Opportunity Details
- Have at least one Sales Specialist and one Presales Specialist for the desired product

On Premise Demonstration Access Addendum:

- OPN Member in Good Standing – Platinum, Gold or Diamond level
- Qualifying Specialization (at least one product or solution)
- Current/executed FUDA
- Granted Resell Rights for the specific products made available via GSE
- Agree to the terms of Demonstration Addendum

<http://www.oracle.com/partners/en/partner-with-oracle/market-and-sell/demonstration-environments/secure/index.html>

PaaS Demo Access

Demo Portal

- Partners will be given access to the Demo Portal after completing the Addendum process
- <https://demo.oracle.com>

Demo Support (from GSE)

- Create a GSE Support Ticket in <https://demo.oracle.com>
- Call the GSE Hotline for critical issues
- Send an email to: partner-demos_ww@oracle.com

GSE Hotline

AMERICAS: +1.650.506.8763

EMEA: +44 118 9240808

APAC: +65.6436.2150

Japan: 81-3-6834-6097

Discounted Environments for Partners

- Discounted Services are available for **Diamond and Platinum Partners** to use for Training, Solution development, Demos, POCs
- Currently, the following services are available:
 - Planning & Budgeting Cloud Service (50% discount) – 12 months subscription, 10 named users @ \$7200
 - Document Cloud Services (75% discount, 10 user min, 25 user max)
 - BI Cloud Service (BICS) (75% discount) – 12 months subscription, 5 named users @\$6750

**Database Cloud Service required for BICS also available at 75% discount to match BICS purchase
- Other PaaS Services are going through approvals for discounted demo environments for partners
- Please contact your Channel Manager to purchase Discounted Services

Trial Access

- Limited time Trial Access available for the following PaaS Services:
 - Database Cloud Service
 - Database Backup Service
 - Java Cloud Service – SaaS Extension
 - Developer Cloud Service
 - <https://cloud.oracle.com/paas>
- For Solution Development and Customer POCs, contact your Channel Manager to request Deal Server (Service) access

Oracle Cloud Partner Programs

Tim Dwyer

Director, World Wide Alliance and Channel



Applications. Platform. Infrastructure.

OPN Cloud Partner Programs



ISVs & Cloud Marketplace

Market your cloud services & applications



Referral Program

Easy participation while building experience



Co-sell Implementation

Provide value add implementation services



Resale Program

Maximize return through recurring revenue



Business Process Services

Deliver business process services based on Oracle Cloud

Oracle Cloud for ISVs



ISVs & Cloud
Marketplace



Migrate / Develop / Integrate

- Migrate existing, prem-based apps cloud-based deployment models
- Develop new apps on Oracle Cloud PaaS and IaaS
- Integrate with Oracle Cloud Applications and promote your extended offering through Oracle Cloud Marketplace

Pivot to the Cloud

Oracle enables partners to build a cloud business within their business



Referral Program

Easy participation while building experience



Co-Sell Implementation

Provide value add implementation services



Resale Program

Maximize return through recurring revenue

Comprehensive array of programs designed to meet partner's needs based on resources, skills and experience

Oracle Cloud Services Referral Program



Referral
Program



Referral

- Referral Compensation for closed subscriptions to Oracle Cloud
- Any Oracle PartnerNetwork Member
- Easy and Simple; Refer by registering deals at Oracle Partner Store

Oracle Cloud Services Specializations



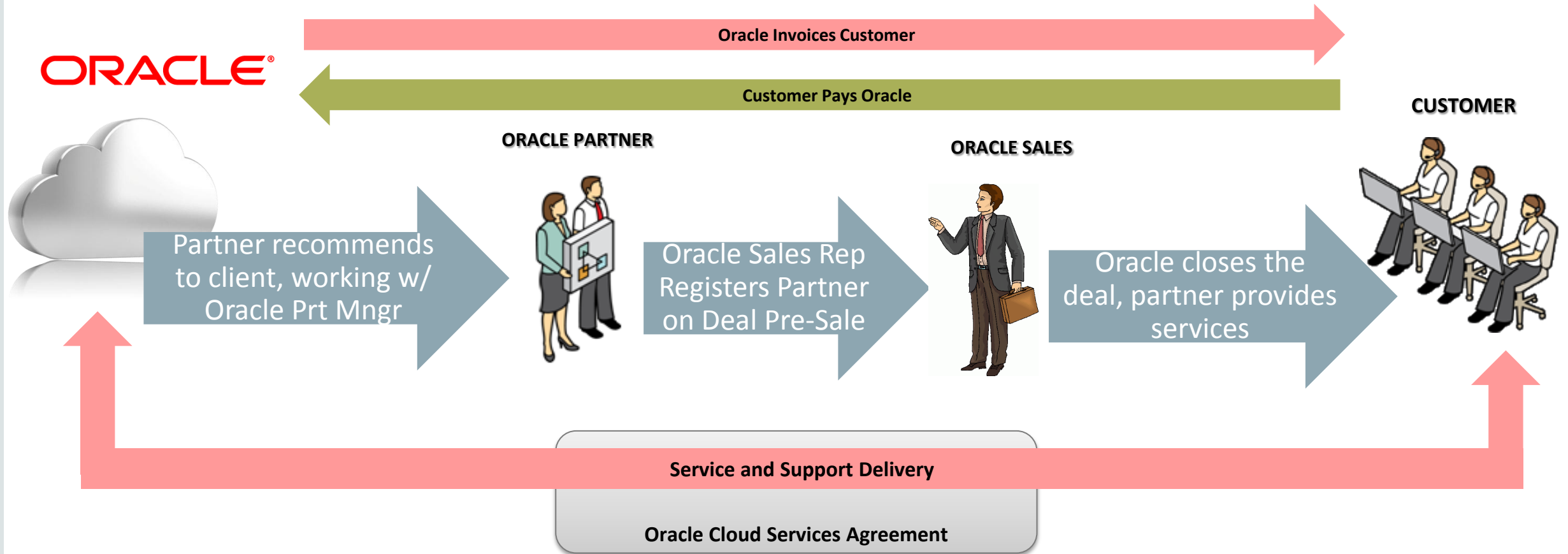
Specialization



Co-Sell/Implementation

- Capture revenue delivering implementation and value added Services
- Align to Oracle sales for opportunities
- Deliver fixed scope implementation offerings to market
- Acquire skill sets and differentiate through specialization program

Oracle Cloud Co-sell Transaction Overview



Oracle Cloud Services Resale Program



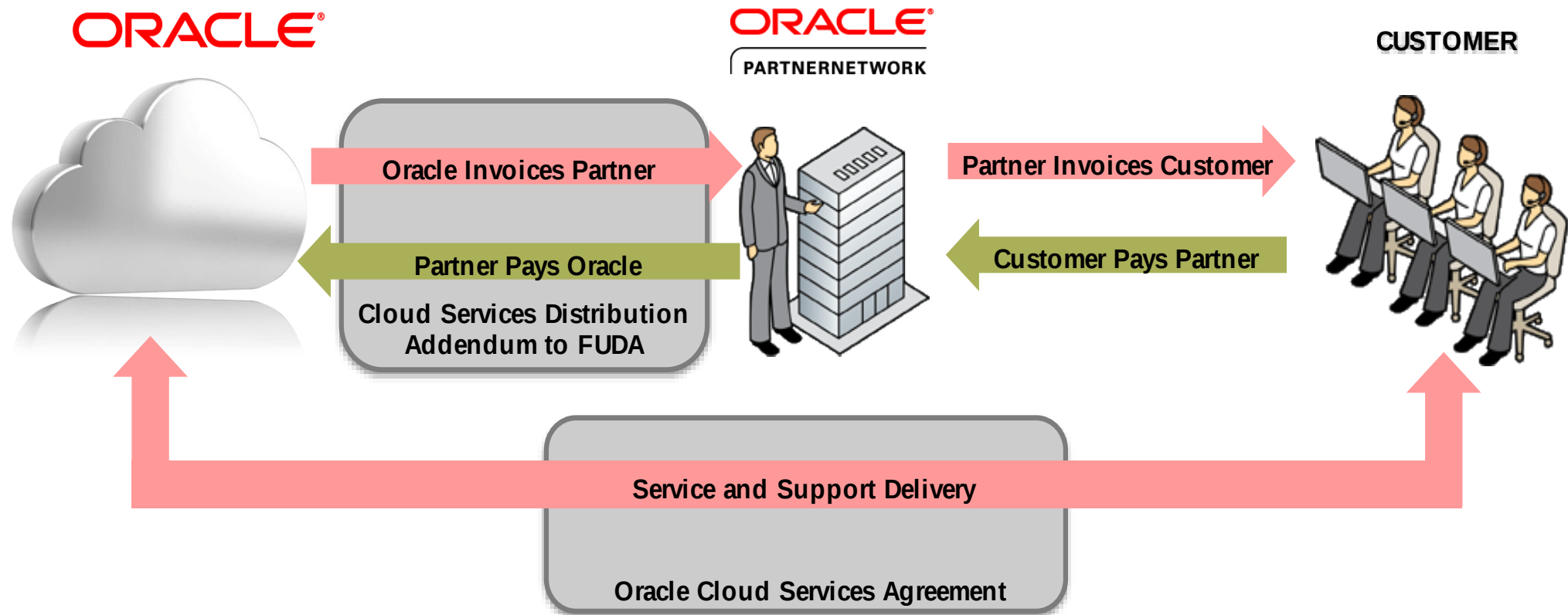
**Resale
Program**



Resale

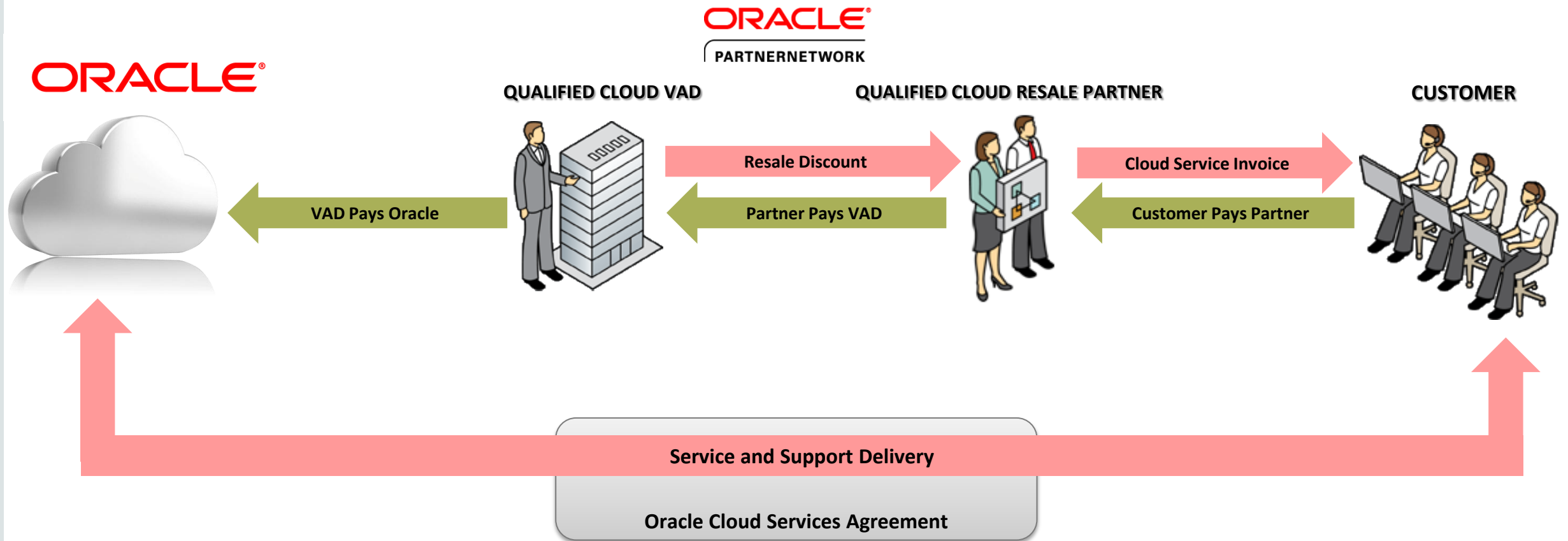
- Recurring revenue from on-going Cloud Service Subscription
- Own the relationship; add-on, upgrade and renew the service
- Direct with Oracle or via a Value Added Distributor

Oracle Cloud Resale Direct Transaction Overview



Two-Tier Cloud Resale Transaction Model

VADs and VARs must meet specific Cloud Service training criteria to Distribute, Resell and Implement



Steps to Engage

Requirements

- Refer
 - Active OPN Member
- Co-Sell
 - Gold OPN Member
- Resell
 - Gold or higher
 - FUDA (Full Use Distribution Agreement)
 - CSDA (Cloud Services Distribution Addendum)
 - Resell Criteria



Acquiring Resale Rights

- Request CSDA through the [Partner Business Center \(only one CSDA needed for all Cloud Services\)](#)
 - [For Public Sector request a PS addendum to the CSDA](#)
- Go to the [Cloud Knowledge Zone](#) and click to the specific Cloud Service to view resell criteria for that service
 - Review the available products
- Criteria requirements vary by Cloud Service Complexity
 - Complete the resell criteria training
 - Apply for resell rights

Resale Rights Tab Example

I want to:

[Get Started](#)

[Get Trained](#)

[Apply to Resell](#)

[Implement Solutions](#)

[Join the Discussion](#)

[Attend an Event](#)

Knowledge Zone Communications

[Opt-In Now](#)

Stay Connected: [f](#) [in](#) [t](#) [B](#) [v](#) [g+](#) [r](#) [s](#) | [Language](#) [v](#)

Apply to Resell Oracle Documents Cloud Service



Step 1
Review Available Products
[Oracle Documents Cloud Services \(PDF\)](#)



Step 2
Check Criteria
[Oracle Documents Cloud Services](#)



Step 3
Apply to Distribute
[Oracle Documents Cloud Services Programs](#)

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Summary

The Right Cloud Program for You

Comprehensive array of programs meet partner requirements based on business strategy, resources, skills and experience



**ISVs & Cloud
Marketplace**

ISVs



**Referral
Program**



**Co-Sell
Implementation**

VARs and MSPs



**Resale
Program**

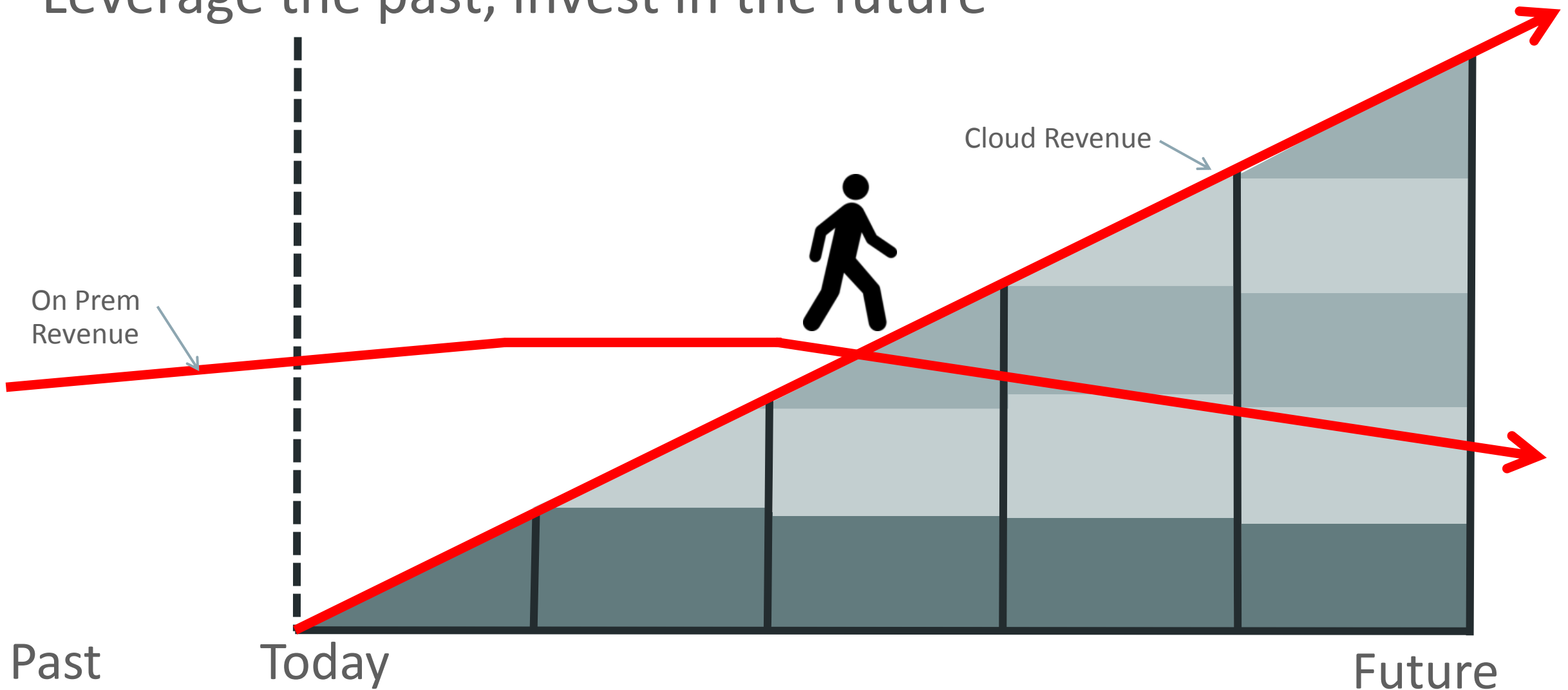


**Business
Process Services**

BPOs

System Integrators

Leverage the past, invest in the future



Multiple Options to Build Your Cloud Business with OPN

Capture early opportunities with the **Referral** program

- Co-Sell and gain experience
- Validate the profit potential in your market

Co-Sell/Implementation leveraging your current skill set

- Gain deeper skill set and visibility through Specialization
- Deliver value-added Fixed Scope implementation services for more revenue



Maximize your Cloud opportunity through **Resale**

- Obtain distribution rights for add-on, upgrade and renewal revenue
- Enjoy the benefits of recurring revenue

Build custom applications with our **ISV** program

- Leverage Oracle's platform and infrastructure to empower your solution

FIND OUT MORE

Join the Partner Community: oracle.com/cloudconnection

Cloud Partner Programs: oracle.com/partners/goto/cloud

Oracle Cloud Products: cloud.oracle.com

FMW Partner Community: www.oracle.com/goto/emea/soa

Hardware and Software Engineered to Work Together