



Why Partner with Oracle?
The benefits of being an Oracle ISV Partner



ORACLE IS THE INFORMATION COMPANY

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Oracle is 100% committed to partnering at every level of its organisation.

Worldwide, Oracle has over 15,000 partners, with close to 5000 Independent Software Vendor partners in the Europe, Middle East and Africa region.

With over 800 ISVs in the UK who are members of the Oracle PartnerNetwork programme, the number of ISV partners working with Oracle continues to grow as more and more organisations, just like yours, are taking advantage of the many benefits that being an Oracle partner brings.

Oracle's partnering vision is clear: our focus is to engage with ISVs, like you, and to support you in a way that is relevant to your business.

For example:

- **When you join the Programme:** you'll receive an introduction explaining how Oracle will work with you, how you can engage most effectively with us, and how your partner manager will ensure you have access to the right people within the organisation.
- **Migration:** Oracle supports ISVs both with migrating or upgrading their applications to the Oracle technology platform or integrating with Oracle applications.
- **Go To Market campaigns:** Oracle develops joint propositions with ISVs to address specific vertical markets and horizontal solution opportunities.
- **Revenue:** Oracle helps ISVs to increase their revenue potential both in the sale of their applications and services, and with the resale and influence of Oracle licences.



PARTNERING BENEFITS

Oracle PartnerNetwork (OPN) Programme

Oracle PartnerNetwork is the programme through which Oracle engages with all its partners. Once you become a member of OPN, you will have full access to all components of this invaluable programme which includes the OPN Interaction Centre, where a team of people are on hand to take your call and assist with all partner enquiries, as well as a comprehensive web portal which contains all the information our partners need - from education, development and technology to marketing and sales.

OPN QuickStart Plus Programme

Oracle PartnerNetwork QuickStart Plus is an entry-level programme for ISVs who have a specific mid-market focus, and who wish to engage with Oracle. OPN Quickstart Plus members have the opportunity to upgrade to the full OPN programme free of charge – just ask your Partner Manager or the OPN Interaction Centre for more details.

Joint Value Proposition

Oracle knows that customers don't simply buy a piece of technology - such as a database - but that customers want to buy a solution that meets their business needs and provides added value to their organisation. Oracle works in partnership with its ISVs to develop industry-specific solution "footprints" to offer customers best-of-breed solutions to fit their precise business requirements.



Partner with the World's Number One

When you partner with Oracle, you're partnering with the world's number one database company with the fastest growing Middleware business in the industry. As an Oracle ISV, you have access to outstanding technology which can be developed on your choice of platform - be it Windows, Linux or Unix - ensuring 100% customer choice and satisfaction.

Partner-focused: Better Together

Oracle is 100% committed to partnering at every level of its organisation. At Oracle, we constantly engage with partners to add value to all our customer offerings – from the development phase through to sales and marketing activities. Through partnership with Oracle, you will gain access to Oracle's premier products and solutions, education, technical services and highly specialised go-to-market engagement, with support from across all lines of business within Oracle.

Leverage Partner Relationships

As an Oracle partner, you have the opportunity to leverage your business relationships with key industry players such as hardware vendors, systems integrators and resellers, allowing you to expand your profile and discover new routes to market.

Oracle and the Mid-market

Oracle's SME business unit adds huge value to ISVs who have solutions aimed at this market sector. ISVs can engage directly with a dedicated channel business team who are 100% focused on creating and delivering both joint campaigns and sales activities which are delivered exclusively through partners.

Engage with Real People...Not Just a Web Site!

When you partner with Oracle there is always someone on hand to take your call and assist you. Whether it's your Oracle ISV Partner Manager, an Oracle representative at one of our distributors or the team at the OPN Interaction Centre, there will always be someone to help you with your queries or business issues.

SALES AND MARKETING

Leverage the Oracle Brand

Association with Oracle's globally recognised brand, independently valued at almost 11 billion dollars, is a huge benefit to ISVs. The Oracle brand helps partners build credibility with their customers, and by using the "Powered by Oracle" logo when promoting your application, you are demonstrating that your solution is based on Oracle's proven, reliable and trusted technology.

Get Closer to the Oracle Customer Base

Worldwide, Oracle has an installed base of over 200,000 customers, and, where there is a solution fit, Oracle allows ISVs to market their solutions to a targeted selection of these customers.

Mid-market Leads: Oracle Solutions Catalogue

A key benefit to ISVs is the generation of end-user leads in the mid-market. Oracle passes leads directly to ISVs through the Mid-market Solutions Catalogue, which promotes ISV solutions to Oracle customers, prospects and partners in this market.

Flexible Oracle Licensing Options

Oracle provides partners with a number of licensing programmes through which to earn additional margin by reselling Oracle technology. The margins that can be earned are extremely competitive in comparison with other vendors and your Oracle partner manager or distributor will be happy to provide you with further details.

Sales and Marketing Support from Oracle

ISVs get full support from Oracle when engaging in joint sales and marketing activities. Whether it's pre-sales support, packaged sales kits around Oracle technology and applications, co-funding on joint marketing campaigns or guidance with press releases; Oracle gives assistance to its partners to pro-actively drive solutions into the market place.

Unrivalled Scalability of Oracle Solutions

The unrivalled scalability of the Oracle database means you can bring the power of Oracle to customers of all sizes - from the small or medium business to multi-nationals. And our pioneering Grid Computing technology ensures that your solutions are faster and less costly for your customers to run than ever before. This means that solutions that are developed for your small or medium-sized customers today can cost-effectively scale and grow as their business does in the future.

Joint Go-to-Market Initiatives

Oracle works closely with its ISV partners in creating joint value propositions so that, together, we can pro-actively go to market. Whether through the creation of specific campaigns, customer events or marketing materials, Oracle has the resource to support ISVs to drive their solutions into new markets.

Mid-market Business Unit

The mid-market is a huge investment area for Oracle and our focused campaigns in this sector provide fantastic growth opportunities for our partners. In addition to Oracle's dedicated SME business unit and channel team, who focus on driving joint campaigns to mid-market customers, Oracle provides leads directly to ISVs who have solutions in this area through its Mid-market Solutions Catalogue.



TECHNICAL AND DEVELOPMENT

Improve Customer Satisfaction

ISV solutions that are “Powered by Oracle” are based on proven and reliable technology. Oracle ISVs can focus on the development of their application and the needs of their customers, safe in the knowledge that Oracle continues to provide ongoing investment and development of their world-leading technology platform.

Technical and Migration Assistance

Oracle supports ISVs in migrating to the Oracle technology stack through a wide range of resources available directly through Oracle and through trusted industry partners. Oracle’s Product Technical Services group provides direct assistance in either migrating ISV applications from a competitive platform, or upgrading to the latest Oracle technology.

Open Platform Support

When an ISV chooses to use Oracle technology to support and develop their application, they have access to the widest possible market opportunity due to Oracle’s open platform support. Oracle-based applications support all customer requirements whether a Windows, Linux or Unix environment.

Free Development Software

All members of the Oracle PartnerNetwork have access to unlimited, free development software for the purpose of application development. This includes Oracle Database 10g Express Edition – known as XE – which is an entry-level database that’s free to develop, deploy and distribute; fast to download; and simple to administer.

Reduce Development Risk

As an Oracle ISV partner, you spend less time and money on development, deployment and support with Oracle’s pre-integrated platform allowing you to bring your products to market quicker, and serve your customers better.

Reduce Development Costs

With Oracle, you can protect both yours and your customers’ existing investments thanks to Oracle’s adoption of open standards, allowing you to cost-effectively integrate with other vendors’ technology.

Technology Innovation

Oracle is an industry innovator, constantly bringing new technologies and solutions to market. Oracle is at the forefront of many leading-edge technology arenas such as Pervasive Computing, including RFID and mobile & wireless technology. Oracle’s innovation in these key areas is of great benefit to our ISV partners by, for example, allowing you to wirelessly enable your applications.

Build Application Value

One of the most important elements of Oracle’s technology strategy is to allow ISVs to build additional value and functionality into their applications. ISVs can increase their revenue and margin by developing an expanded solution footprint. For example, with Business Intelligence, ISVs use Oracle technology to extend their own solution - rather than having to license that of other vendors.



USEFUL INFORMATION FOR ISV PARTNERS

Oracle PartnerNetwork (OPN) Web Portal:
<http://partner.oracle.com>

OPN Interaction Centre (OPN IC):
+44 (0) 8705 194 194
opnic-uk_ww@oracle.com

UK ISV Web Site:
www.oracle.com/uk/isv/grow-your-business/

ISV Recruitment Hotline:
+44 (0) 118 945 0377
ISV-partners_uk@oracle.com

Oracle UK Headquarters:
Oracle UK Ltd
Oracle Parkway
Thames Valley Park
Reading, Berkshire
RG6 1RA

Telephone: +44 (0) 118 924 0000
www.oracle.com

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