



# Oracle GLAS Software Asset Management Program

Transforming customer engagement & partnership



The Oracle GLAS Software Asset Management (SAM) Program is an opt-in offering designed to help your customers to build confidence in their purchasing and deployment decisions and help customers to determine whether they are aligned with Oracle's licensing requirements.

With this program Oracle leverages its partner community to promote proactive license management and it redefines the conversation about license deployment and software usage.



## Benefits for Partners

Enablement of the Partner to showcase its expertise in the area of software asset management

Build and retain long-term customer relationships

Oracle GLAS SAM Program allows partners to begin cloud transformation conversations with their customers

Unlocks additional service offerings with the potential to expand a partner's revenue from sales of its other complementary services

Joint customer success promotion

Expanded training offerings and assignment of a dedicated Oracle GLAS Partner resource



## Benefits for Customers

A friendlier and informative approach to software asset management

Align software needs with IT and business roadmap (i.e., cloud migration)

Maximize ROI on Oracle investments

Reduce risk of incorrect alignment with Oracle's licensing requirements

Optimize IT environments and maximize potential savings

Interested? Get started today and apply for the program.

Please contact [glas-partner-global\\_ww@oracle.com](mailto:glas-partner-global_ww@oracle.com)