

ORACLE

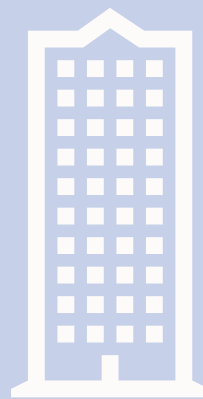
BUILDING A RELATIONSHIP  
WITH  
ORACLE HOSPITALITY  
PARTNERS





## WHY PARTNER WITH ORACLE HOSPITALITY:

Drive innovation and expand your business with access to the industry's only enterprise grade, secure, complete, fully integrated cloud and on premises portfolio. The Oracle Hospitality Partner Integration Program offers a comprehensive set of tools to complete and validate integrations with Oracle Hospitality products.



Both cloud and on premises integrations are available for partners looking to build repeatable integrations to for hoteliers of all sizes, casinos and cruise lines.



## GO-TO-MARKET OPPORTUNITIES FOR PARTNERS:

In addition to the business revenue available for your business from integration to Oracle Hospitality's suite of solutions, we offer joint marketing opportunities to promote your integration to our wide audience of followers. There are several co-marketing offerings for strategic integration partners, including:

### Blog:

Submit content for Oracle Hospitality Blog

### Newsletter:

Be listed on the Oracle Hospitality Sales Team and Resellers Newsletter promoting our integration partners

### Web site:

Be featured on our new Oracle Hospitality Integration Page

### Social Media:

Enjoy an Oracle Hospitality social media post about your Oracle Cloud Marketplace listing and/or other topics

### Videos:

Create videos talking about the importance of our partnership/integration of our products

### Press Release:

Issue a press release announcing the availability of your offering(s) on Oracle Cloud Marketplace, customer reference, joint initiatives, etc.

### Sponsorship and events:

Have a priority when sponsoring an event or participating in one of our events.

### Cloud Marketplace:

Join our online Cloud Marketplace to directly market your integration to our web visitors

### Hospitality Partner Showcase Program:

Coaching on presentation practices and presentation to internal sales team.

### Joint Customer Success Story:

Issue a press release announcing the availability of your offering(s) on Oracle Cloud Marketplace, customer reference, joint initiatives, etc.

# What is the Cloud Marketplace?

Oracle Cloud Marketplace is a solution showcase and an online store where Oracle Hospitality sales teams, resellers and customers can search for all available integration and shop for business solutions that leverage and extend Oracle Hospitality Cloud products and investments.

## Who can join the Cloud Market Place?

OPN members can publish on Oracle Cloud Marketplace and leverage this dedicated distribution channel, offering a unique opportunity to market their solutions directly to our worldwide customer base.

## Why Should You Publish a Listing on the Oracle Cloud Marketplace?

With a listing on Oracle Cloud Marketplace, your company can benefit from critical visibility to thousands of Oracle customers who visit the site daily, at no additional cost for qualified partners.

Oracle Cloud Marketplace offers to all partners when they join our Oracle Partner Network:

### Exposure:

Single source to highlight partner offerings that compliment Oracle Hospitality Cloud products to Oracle Hospitality sales, resellers, customers and prospects.

### Lead Generation:

Generate and track leads with the customizable “Get App” feature. Enable Oracle customers to engage directly with your sales team via “Get App”

### Customer Ratings:

Increase your visibility by encouraging your customers to rate your app on Oracle Cloud Marketplace. Top Rated Apps are showcased on the Oracle Cloud Marketplace homepage, gaining you even greater visibility.



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