

# Technology Product Providers & Independent Software Vendors (ISVs)

## Get Started: Value of Partnering at Oracle

*Oracle's cloud-first, customer-centric strategy provides end customers with the technology foundation to innovate, adapt, and stay resilient to meet the fast-paced world changes we've seen recently. With Oracle, traditional and non-traditional partner companies have opportunities for continued revenue growth, while differentiating themselves by developing innovative technology product offerings to meet customer success.*

*This document is addressed to technology product providers and independent software vendors (ISVs). It is designed to walk through:*

- *Oracle's value as the partner of choice for them to build or integrate a technology or business offering*
- *The technical enablers to go-to-market with their unique product*
- *The business benefits to market and sell their product to customers*

## Why Oracle?

### Growth Acceleration through Value-Based Partnerships

---

Partnerships combine the strengths and resources of participating companies, enabling them to create value and achieve goals that they could not do on their own. Among the many partnership opportunities, Oracle partners can generate strategic differentiation, new forms of innovation, access to new customers/ markets, improved business performance and competitive advantage.

Companies value partnering with Oracle. Oracle's innovation in technological advancement is a key advantage for partners to build their business structure for today and tomorrow's business priorities. Building upon existing partner relationships and creating new opportunities with our partners, helps us ensure our customers have the solutions and guidance needed to achieve their desired business outcomes.



Oracle partners are value added companies that provide skilled capacity and demonstrated capability, extending Oracle's market reach and providing customers with solutions and services based on Oracle Cloud, Oracle Health, Hardware and Software product offerings.

Oracle's partner strategy is to support an innovative partner ecosystem that delivers continued customer success and fosters trusted partnerships and lifetime advocates.

## Value for Your Product Offering

Support Your Product Lifecycle, Innovate and Grow Your Business through New Product Opportunities

---

Technology product providers and ISVs need partners who deliver great price-performance, along with security, flexibility, and predictable costs. Whether your applications were born in the cloud or built from decades of industry expertise, Oracle offers the benefits of a complete, full-stack offering with the best performance at a market-leading price, allowing you to scale faster and deliver a better user experience to all your customers.

Customers seek tailored end-to-end product offerings to deliver the desired outcome for their business needs. With Oracle, technology product providers and ISVs have choices to accommodate these business needs and deliver the best innovative technology to ensure value realization. As a technology product provider and ISV you can choose to:

### ✔ **Develop opportunities with Oracle Cloud and Oracle Health:**

- promote your product to customers and Oracle sales teams
- deliver your application “as-a-service” on Oracle Cloud Infrastructure (OCI)
- deliver your application to other OCI customers through Oracle Marketplace

### ✔ **Develop opportunities with Oracle Licensed Technology, Middleware and Applications:**

- host your product utilizing Oracle licensed technology programs and engineered systems
- integrate your complementary products with Oracle licensed applications
- distribute your application with Oracle technology programs incorporated or embedded

### ▶▶ **Learn more about how you can deliver better value to customers with:**

- Oracle Cloud Infrastructure’s wide range of services and support: [Explore what Oracle Cloud Infrastructure has to offer to build partners](#)
- Oracle's wide range of enterprise SaaS and Industry Applications: [Explore what Oracle Cloud Infrastructure has to offer to integration partners](#)

Customers want value to enable their business and look for tailored end-to-end offerings, not just products. While Oracle has a comprehensive and innovative set of offerings, Oracle partners provide additional value for our customers across market segments, industries, and use cases, helping customers achieve the highest potential for profitability and growth.

Oracle has partnered with technology product providers and ISVs across market segments, industries, and use cases for the past 30 years. ISVs do not make business decisions to “join a vendor partner program.” They decide to “partner” with Oracle, to invest in their business, achieve their potential and maximize results.

## Value for Your Customers

### Expand Your Business through Oracle's Customers Looking for Validated Offerings

---

At Oracle, we're advancing and growing Oracle's ability to partner in a unique and differentiated way that opens doors of possibilities for our customers and creates business momentum. Customers leverage the Oracle partner ecosystem to ensure continuous value add, achieve their potential and maximize results from Oracle investments.

Technology product providers and ISVs have a few options available to make their offerings visible to their future customers and the Oracle sales teams. Once your hosted or integrated Oracle product is commercially available, you can use the [Oracle Marketplace](#) or the [Oracle Partner Finder](#) to provide details of your company, showcase your offering, solicit leads and generate revenue.

### Oracle Marketplace

Oracle maintains a robust Marketplace as part of our go-to-market offering for eligible Oracle partners. Oracle Marketplace is Oracle's one-stop shop for Oracle customers to find validated product offerings that solve their business needs, including those with a specific industry focus. Oracle Marketplace team members regularly coordinate with sales and marketing teams to obtain partner feedback, increase Marketplace visibility, and align on go-to-market activities. Products and listings are reviewed for feasibility, suitability, and security.

✔ **Oracle Cloud Marketplace** is dedicated to marketing business applications that interoperate with Oracle Cloud and it offers a large collection of trusted and innovative applications in many business categories, including marketing, sales, customer service, social, and talent management.

✔ **Oracle Healthcare Marketplace** is dedicated to marketing business and clinical applications that interoperate with Oracle Health technologies and it offers visibility to customers of Oracle Health products and services into approved partner integrations and validation badges.

▶▶ By listing your application on [Oracle Cloud Marketplace](#) or [Oracle Healthcare Marketplace](#), your company and application can reach over 420,000 customers and tens of thousands of Oracle sales people. [Get Started](#) today by becoming a publisher, generate and track leads with

[Oracle PartnerNetwork](#) (OPN) provides the framework for engagement with our partners. It provides partners with the technical enablers, business attributes and the go-to-market benefits necessary for developing opportunities in targeted customer segments, accelerate their business, fast-track their product offering to market and grow their revenue.

### Publish and market product offerings:

[Oracle Marketplace](#): includes more than 4,400 listings for Oracle Cloud Infrastructure and Oracle SaaS Applications.

[OCI Documentation](#): provides information on how to register as a Marketplace publisher, create a listing in Oracle Marketplace, manage leads, and more.

[Partner Finder](#): displays Oracle partners ready to assist customers in realizing greater value through expertise-based offerings.

the customizable “Get App” feature and direct prospects to your jointly branded microsite.

## Oracle Partner Finder

Oracle Partner Finder is Oracle’s customer-focused partner search tool where customers can see the latest information about the partner’s business and make an informed decision when selecting an ISV to meet their business needs. Through the Oracle Partner Finder, partners can showcase their proven capabilities around specific products, industries and geographies, allowing them to differentiate their offerings from the competition.

- ▶▶ By creating the profile for your product or update your company profile on [Oracle Partner Finder](#), you’ll be able to promote your skills and expertise to customers, partners, prospects, and Oracle employees worldwide, making you visible in ways that drive business.

## Value for Your Resources

### Invest in Education and Product Training, Utilizing Oracle Foundational Technical Enablers

---

[Oracle enablers](#) are assets and tools that help partners gain product competency, deliver commercially available product offerings with Oracle technologies and demonstrate their qualifications and skills in the areas they want to focus on. These include skills transfer, test and demonstration data, technical assistance, sales & marketing best practices and much more.

Based on the partner’s business needs, Oracle offers technology product providers and ISVs distinct track subscriptions with tailored enablers to assist them in bringing their products to market. If not already an Oracle partner, you can join the [Oracle PartnerNetwork](#) (OPN) as a Member and enroll in your recommended track or tracks, to take advantage of the technical enablers provided as part of the track subscriptions and be ready to kick off your go-to-market engagement with Oracle.

### Resources for Enablers: *accessible with OPN membership*

#### Environments:

- [Understanding Partner Enablers – Environments](#)
- [SaaS Demonstration Instances](#)

#### Cloud Learning Subscriptions:

- [Unlimited Cloud Learning Subscriptions Guidebook](#)
- [Unlimited Cloud Learning Subscriptions Provided with Track Purchase](#)

## Cloud Build Track

If you are a partner interested in opportunities with Oracle Cloud technologies, the Cloud Build track provides technical enablers to help you build, integrate and market your cloud application on or with Oracle Cloud technologies, such as:

- ✓ Discounted Oracle Universal Credits for development, testing, and demonstration
- ✓ Oracle University Unlimited Cloud Learning Subscription seats to get certified and stay up to date on the features and capabilities of the latest Cloud Applications, Oracle Cloud Infrastructure & Industry product releases
- ✓ Discounted Oracle SaaS environments for integration, testing, and demonstration

Universal Credits:

- [Universal Credits Guidebook](#)
- [Universal Credits Allotted with Track enrollment](#)

## Industry Healthcare Track

If you are a partner interested in opportunities with Oracle Health, the Industry Healthcare track provides technical enablers to help you build, integrate and market your offerings on or with Oracle Health, such as:

- ✓ Discounted access to an Oracle Health Millennium Platform Environment and discounted Oracle Universal Credits for development, testing and demonstration
- ✓ Extensive skills transfer opportunities including role-based learning paths via Oracle University Cloud Learning Subscriptions
- ✓ Access to dedicated developer documentation, technical newsletters and to a Healthcare partner community forum

## License and Hardware Track

If you are a partner interested to build with Oracle software licenses or hardware products, the License & Hardware track provides technology enablers to assist you to go to market with Oracle's license and hardware portfolio, such as:

- ✓ Discounted Oracle Universal Credits for development, testing, and demonstration
- ✓ Free Oracle Technology and Application licenses for development and integration
- ✓ My Oracle Support access

## Value for Your Business

### Take Advantage of Actionable Partner Engagement Paths

---

With partner speed-to-market and profitability top of mind, Oracle provides frictionless partner go-to-market paths to quickly help technology product providers and ISVs get enabled and attain the skills and product competency required to deliver value-add to our customers.

### Oracle ISV Partner Paths

The Oracle ISV partner paths are designed to align with partner business models. As each partner differs in their partnering lifecycle with Oracle, ISVs can choose which path best suits their business need and aligns with their product strategy.

Once a member in [Oracle PartnerNetwork](#), you can review and select one or more of the [defined ISV go-to-market paths](#), for Builders and Developers, to:

- ✓ Publish your SaaS application or Oracle Cloud SaaS integration on the Oracle Cloud Marketplace
- ✓ Publish your Oracle Cloud IaaS/PaaS application as a Free, BYOL, or Paid Listing on Oracle Cloud Marketplace
- ✓ Deliver your application as-a-service on Oracle IaaS/PaaS
- ✓ Achieve Oracle Validated Integration
- ✓ Publish your application validated as integrating with Oracle Health on Oracle Healthcare Marketplace
- ✓ Distribute your application in conjunction with Oracle Technology Software
- ✓ Distribute your application with embedded Oracle Technology Software
- ✓ Provide your application as-a-service using Oracle Technology Software

### Resources for Partner Paths:

*accessible with OPN membership*

#### Partner GTM Paths:

Customized steps to go to market with Oracle, based on the partner's interest and business strategy.

#### Partner Program Tracks:

Partner program track information, to start the journey towards Expertise and customer success.

#### PartnerHelp :

Partner portal for knowledge articles and help tickets.

#### Oracle Partner Store:

Tool for partners to apply for membership, place and track orders, apply for agreements, manage their company information and more.

## Value for Your Company Differentiation

Be Recognized as an Oracle Expert Partner that Stands Out from the Rest through Oracle Expertise

---

Because customers look for partners with skills to deliver successful solutions for their business, Oracle offers opportunities for partners to achieve Oracle Expertise, to gain customer trust and relevancy. Oracle Expertise is the standard by which a partner validates their skills with Oracle technology and demonstrates product competency and continued commitment. Expertise also opens the door for partners to enhanced targeted go-to-market benefits, such as [Expertise logos](#) for partner use, eligibility for global partner awards consideration, eligibility for [partner incentives](#), and more.

Technology product providers and ISVs can achieve and publish Oracle Expertise which positions them for credibility, technological relevancy and recognizes them as having commercial applications or products validated to integrate with or run on Oracle Technology, Applications or Cloud. A prospective or existing customer can utilize [Oracle Partner Finder](#) or [Oracle Cloud Marketplace](#) to identify an Oracle expert technology product provider to assist them in achieving desired business outcomes.

If you want to let your customers know that they are choosing a partner with qualifications, skills, and expertise in the area they want to focus on, you can visit the [Oracle Cloud Build Expertise](#), the [Industry Healthcare Expertise](#) or the [License & Hardware Build Expertise](#) to learn more and meet the qualifiers to be able to showcase and demonstrate your capabilities. Among others, Expertise qualifiers include approved listing in Oracle Marketplace, successful validations, approved press release announcements and compliance with security and privacy standards, as relevant.

### Expertise Resources:

*accessible with OPN membership*

#### [Oracle Expertise Center:](#)

Monitor and manage company progress towards Expertise, track skill certifications against focus areas and review Qualifiers.

#### [Expertise Qualifiers:](#)

Qualifier requirements mapped to specific Expertise.

## Value for Your Brand Awareness

Optimize Your Marketing through Next Generation Platforms and Tools

---

As an Oracle partner, you can leverage the Oracle brand for added marketing reach and power. Use of the appropriate Oracle branding for partners allows you to highlight your competency and commitment to

delivering customer success with Oracle and helps create preferences for your products in the global marketplace.

As an Oracle technology product provider and ISV, you can use Oracle badges on your website, collateral, and event signage to help customers recognize your support for Oracle technology.

Additionally, if you are interested in more ways to build awareness around your offerings and capabilities, you can explore the possibility of issuing a press release announcing your achievement of Oracle Expertise or your application availability on the Oracle Cloud Marketplace or the Oracle Healthcare Marketplace.

Furthermore, in order to boost awareness and generate more leads, you can use [Oracle's Digital Marketing Center](#), a next-generation platform that makes marketing simple for the Oracle partner community, allowing you to accelerate the adoption and use of an expansive range of digital marketing assets. You can choose from a variety of campaign types that offer fully customizable components that align with Oracle sales plays and pillars, to build your brand, create awareness and generate leads.

- ✓ Create a jointly-branded Oracle microsite and email marketing campaigns, to showcase offerings, demos, news content, and more, generate and track leads with microsite analytics and deliver dynamic syndicated website content and plugins.
- ✓ Drive traffic towards your product, track and nurture leads through Microsite analytics.
- ✓ Create “Partner-Hosted” virtual events and “On-Demand” co-brandable campaigns

**Marketing Resources:**  
*accessible with OPN membership*

[Sales and Marketing Resource Center](#)

[Marketing Best Practices](#)

[Digital Marketing Center](#)

[Oracle Cloud Badges](#)

## Ready to Begin and Activate Your Journey with Oracle?

We've Summarized the Key Steps and Things to Know:

1. Work with your Oracle representative to review your product offering and business strategy to identify what will work best for your business. Alternatively, you can express your interest to Oracle, by completing the [Partner Go to Market Journey Builder Interest Form](#).
2. With more information about your product and strategy, Oracle will provide guidance and recommendations for your [Oracle PartnerNetwork](#) membership and track(s) enrollment, as suitable for your business.



3. Once you are a Member of the Oracle PartnerNetwork, you can review and select one or more of the tailored [ISV go-to-market paths](#) for Builders and Developers that best aligns with your strategy. Each journey has unique go-to-market benefits and technical enablers to support and accelerate your development lifecycle.
4. If your product offering isn't pre-built, you can take advantage of the available Oracle resources and enablers to help build your offering with Oracle, such as the Universal Cloud Credits for development, testing and demonstration environment provided with the [Cloud Build](#), [Industry Healthcare](#) or the [License & Hardware](#) track enrollment(s).
5. Once commercially available, you can publish your product offering on the [Oracle Cloud Marketplace](#), the [Oracle Healthcare Marketplace](#) and/or the [Oracle Partner Finder](#) to make it visible to your future customers and the Oracle Sales teams.
6. For increased exposure, you can explore additional joint promotion opportunities and optimized marketing, using the [Oracle Marketing Digital Center](#) and the [Sales and Marketing Resource Center](#).
7. When commercially available with a published listing on Oracle Cloud Marketplace or Oracle Healthcare Marketplace, you can achieve the [Oracle Cloud Build Expertise](#), the [Industry Healthcare Expertise](#) or the [License & Hardware Build Expertise](#) to take advantage of additional go-to-market benefits that help magnify your success both to prospective customers as well as to the internal Oracle sales teams.

---

## Connect with us

Call **+1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.

 [blogs.oracle.com](mailto:blogs.oracle.com)

 [facebook.com/oracle](https://facebook.com/oracle)

 [twitter.com/oracle](https://twitter.com/oracle)

---

Copyright © 2023, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0120

Disclaimer: This document is for informational purposes. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described in this document may change and remains at the sole discretion of Oracle Corporation.