



Share with our partners
and us..

Pavlos Hadjidemetriou
Alliances and Channels Director
South-East Europe and Austria

Working with Partners in EE-CIS





EE&CIS Facts

- **More than 75%** of Oracle license revenue in the region is booked through partners
- **45%** indirect revenue growth in the last 12 months
- **3.000** partners in the region
 - Up 40% Year over Year
- **Multi-million \$ investment** in Channel Sales Development & Marketing development
- Partner and customer proximity.

Oracle Partner Network facts

- 20.000- partners (50 global, 5.000 regional, 15.000 volume partners).
- Oracle PartnerNetwork membership grew a 10% growth year over year. The number of ISVs grew to 9,100. The number of Resellers of Oracle products grew by 14%, and the number of Systems Integrators increased by 17%.
- *40% of Oracle's worldwide license revenue through partners*
- *80% of all transactions through partners*

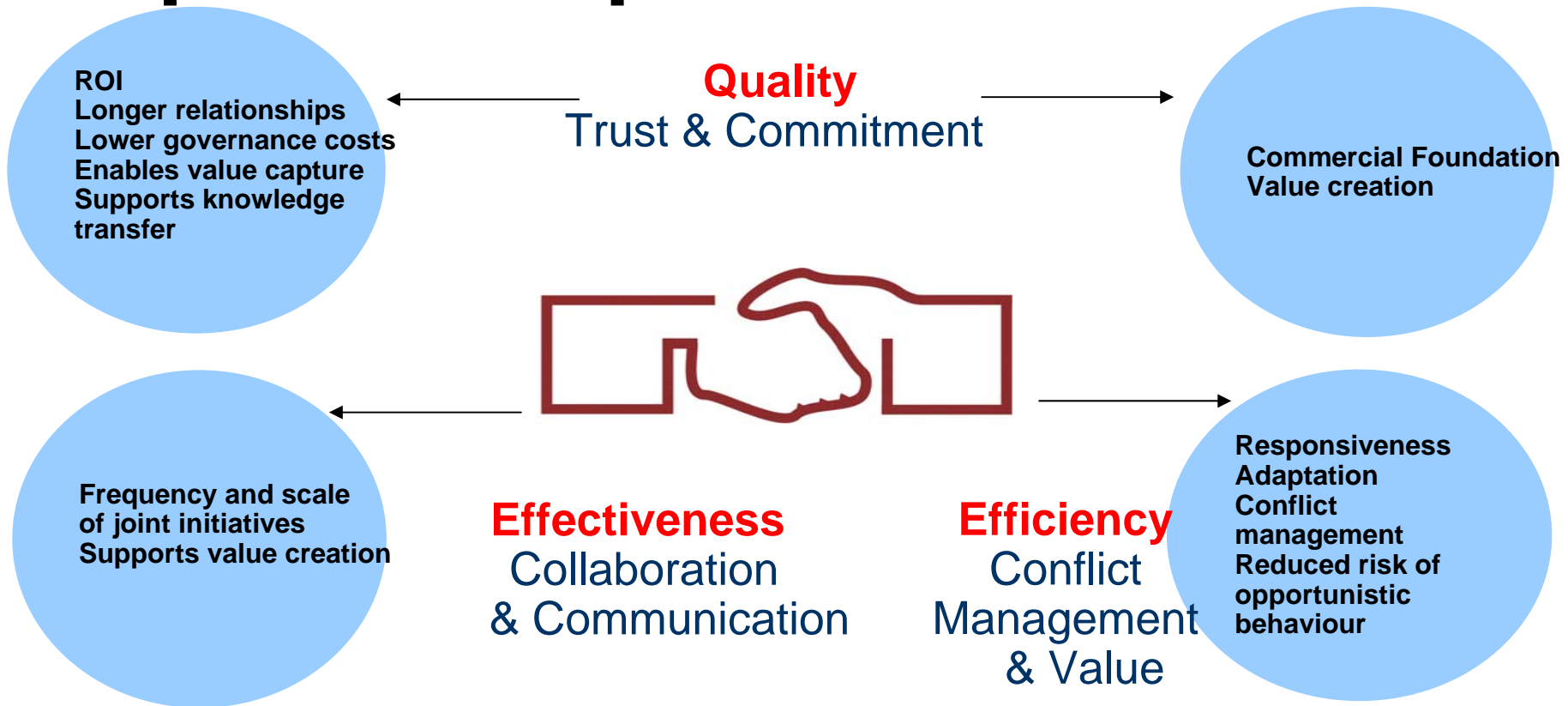


Share with our partners and us ..

We want you to place our partners and Oracle in front of any other brand...

We want you to enjoy with us excellent technology , have trust and security

Where do we base our partnerships



The common mission with our partners

- Increase our revenue and profitability
- Develop a stronger ecosystem for solution selling
- Enable our partners to sell
- Enable our systems to allow smooth and easy operation

..And grow our value to our customers and their satisfaction


Why partnering with Oracle

- Excellent set of products, more than 50 acquisitions give a tremendous set of opportunities.
- This is a profitable business for our partner and gives value to our customers
- We want to increase our and your business. On mutual respect of each other's interests and by mobilizing all of our resources to help you.
- We give you an excellent value proposition for you and our customers.
- We train , enable and activate you. Our sales force sells with you not against you.

How do we build up our Partners

- Oracle Partner Network, see OPN 2.0
- Partner Competency Centers (a dashboard for evaluating a partner's skills and competencies guided learning paths)
- Solution Kicks and value propositions
- OPN 2.0, Delivery partners Dashboard
- Partner Competency Boards and Executive Sponsorships
- OMM to Protect your investments
- Lead Generation in the Mid Market, common campaigns
- Partner enablement and training
- Joint planning: Engagement Plans
- OPN-IC in Romania, for Partner Programmatic Enablement
- Hotline for our partners.





What is OPN 2.0

You Spoke, We Listened.
See what changes we've made and what is still to come ...

[Review Now >>](#)

◀ 1 2 3 ▶

Executive News and Views



Join the conversation and keep current with Judson Althoff, GVP Worldwide Alliances and Channels

[Read Judson's Blog ▶](#)
[Oracle OpenWorld Highlights ▶](#)

Knowledge Zone: Connect. Participate. Collaborate.

[Database](#) |
 [Middleware](#) |
 [Applications](#) |
 [Industries](#)

Database

Put the Oracle ecosystem to work for you!

Access Knowledge Zones.

- ▶ [Oracle Database 11g - New](#)
- ▶ [Oracle 1-Click Technology - New](#)
- ▶ [More Database ▾](#)



Find a Partner

[About Oracle Partners ▶](#)
[Solutions Catalog ▶](#)

VAD Remarketer Program

It's easy to start selling Oracle technology products today.

[View Now ▶](#)



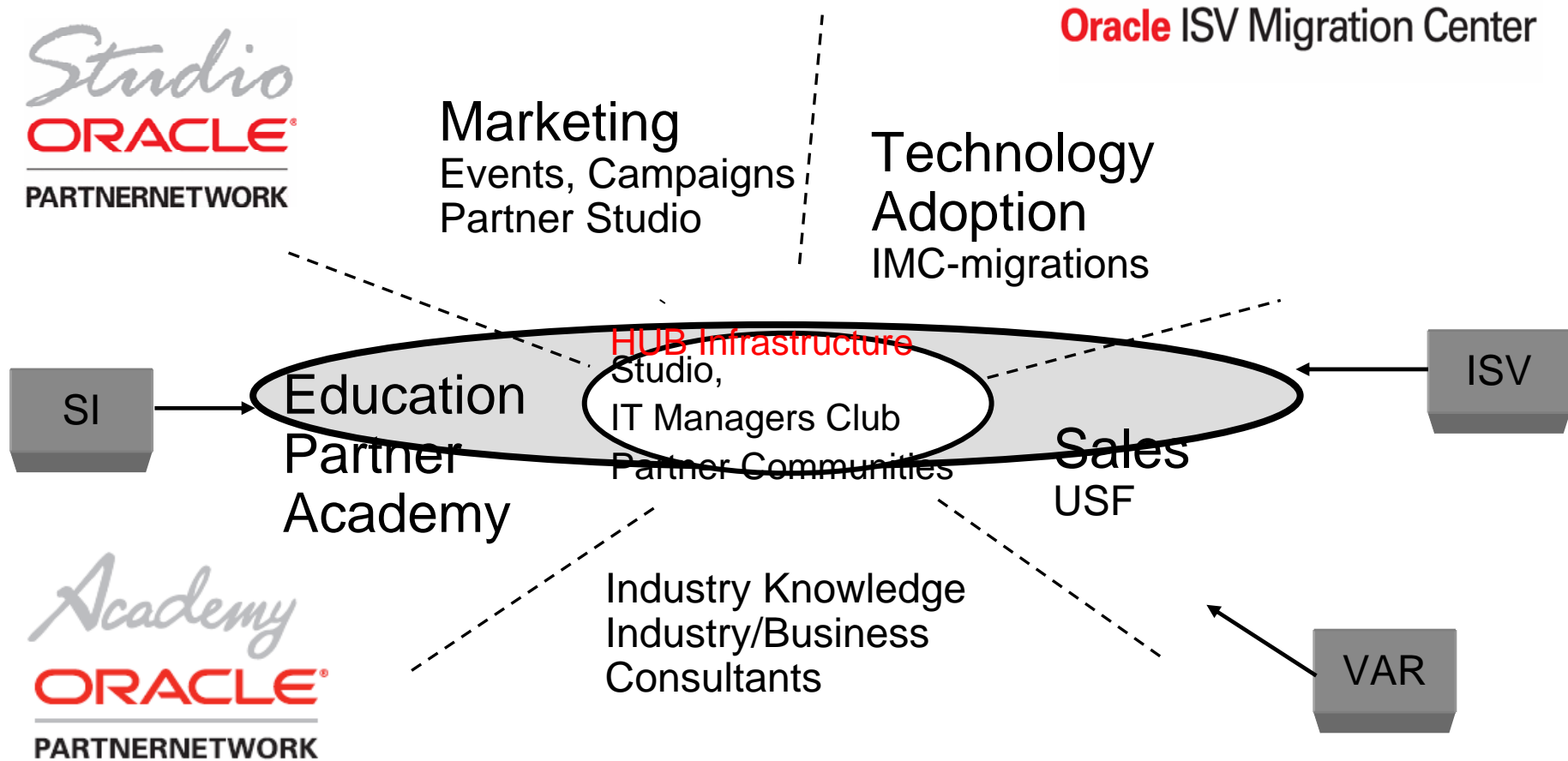
Find a Partner Event ▶

Opportunities Through Oracle Acquisitions

Broaden Your Offerings

Grow Your Business ▶

Partner HUBs



Hosted by VAD

Create Partner Eco-System

ORACLE

HUBS to be created in FY09



The Oracle Partner Studio



- Educate partner on Marketing
- Commit partners in joined customer demand actions
- State of the art Conference facility
- Getting our products to the customers
- Giving top partners and customers access to marketing and sales services
- Optimize partner marketing resources

Partner Studio



Academy

ORACLE®

PARTNERNETWORK

THE ORACLE PARTNER ACADEMY

Launched October 31st 2007

Academy
ORACLE®
PARTNERNETWORK



results.

ORACLE®

Academy
ORACLE®
PARTNERNETWORK



results.

ORACLE®

Academy
ORACLE®
PARTNERNETWORK



results.

ORACLE®

ORACLE®

THE PARTNER ACADEMY

Academy

ORACLE®

PARTNER NETWORK

- Dedicated facility for partner training set up to :
 - Deliver 10 000 training days in 12 rolling months
 - Train Approximately 1000 Partner consultants at full Speed
 - Focused Implementation content
 - In cooperation with Oracle University, but 90 USD a day.
- Courses exclusively designs to fit our partners need
 - Reduced course duration to minimize time away from projects
 - Delivered by professional trainers with in the field expertise

ORACLE®

What is different on partnering with Oracle

- Our growth relies on our partner ecosystem
- Partner proximity is our strength
- We train , co-sell and get our partners to give value to our customers based on our excellent products
- We advice and bring Industry Expertise to our partners
- Our A&C organization is the partners Ambassadors in Oracle.
- In Oracle you are not one of many partners , you are the Partner we care for.