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Oracle Gives Partners a Fast Path to Cloud

Independent Software Vendors Gain New Revenue Opportunities Through Oracle Cloud Marketplace

REDWOOD SHORES, CA--(Marketwired - Jun 20, 2016) - The conversion to the cloud is one of the most significant IT transformations in history. IDC predicts that by 2018, at least half of IT spending will be cloud based. To help customers transition to the cloud with proven enterprise applications, while accelerating time-to-market for partners, Oracle PartnerNetwork (OPN) today unveiled Oracle Cloud Platform Ready for Independent Software Vendors (ISVs).

The new offering enables ISV partners to quickly register and publish their Oracle Cloud-compatible applications on the Oracle Cloud Marketplace, allowing them to fast-track new business opportunities in the cloud. Partners can register here.

"Any new product we develop will go to the Oracle Cloud Marketplace first. We envision in the future that most of our customers will research, validate and request our solutions directly from the Oracle Cloud Marketplace," said Charles Farnell, CEO, Ventureforth.

Oracle Cloud Platform Ready provides OPN members at Silver level or higher, a simple way to create an initial application listing on Oracle Cloud Marketplace in the Platform and Infrastructure sections in mere minutes. Any partner application that supports an Oracle Cloud compatible operating system or technology product can run on Oracle Cloud without the need for rewrite, and at no additional cost. To speed time-to-market, partners can quickly request access to Oracle Cloud Specialists and other technical resources directly from the Oracle Cloud Platform Ready registration. Additionally, ISVs with an Oracle Cloud Marketplace listing are eligible for the Oracle Cloud ISV Partner of the Year award and may apply for OPN Cloud Standard program benefits, including easy access to Oracle Cloud development and test environments.

"Oracle's Cloud Specialist team provided in-depth technical support during our proof of concept testing that allowed us to create automated deployment scenarios quickly and efficiently," said Brent Rhymes, Executive Vice President Enterprise Sales & Marketing, Synacor/Zimbra. "Managed Service Providers can create new business opportunities by becoming a Zimbra Hosting Provider in the Oracle Cloud, while customers can deploy and manage their own collaboration solution within minutes. In each case, the flexibility of Zimbra plus the Oracle Cloud means users can start small and grow, or start big and get bigger."

In addition to quick access to Oracle Cloud Marketplace and development resources, partners engaging in the new offering will have the benefit of being able to reach Oracle's expansive customer base, field sales, 25,000 global partners and 15 million developers through enhanced marketing and promotion efforts.

"The cloud represents a huge opportunity for our ISV partner community," said Dan Miller, Senior Vice President of ISV, OEM and Java Sales, Oracle. "Through the Oracle Cloud Marketplace, and joint initiatives like Oracle Cloud Platform Ready, we are enabling ISV partners to focus more on their unique innovation, while leveraging the Oracle Cloud to get their solutions in front of a broad market of potential users quickly and at scale."

Additional Information
- Forbes OracleVoice: "Why Independent Software Vendors Are Making The Leap to the Cloud"
- Oracle Corporate Blog: "4 Reasons Independent Software Vendors Are Betting Their Businesses on Oracle Cloud"
- Learn about the Oracle PartnerNetwork (OPN)
- Oracle Cloud
- Oracle PartnerNetwork Blog
- Connect with the Oracle Partner community at OPN on Twitter, OPN on Facebook, OPN on LinkedIn and OPN on YouTube.

About Oracle PartnerNetwork
Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle's products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success. To find out more visit: http://www.oracle.com/partners.

About Oracle
Oracle offers a comprehensive and fully integrated stack of cloud applications and platform services. For more information about Oracle, visit oracle.com.

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