

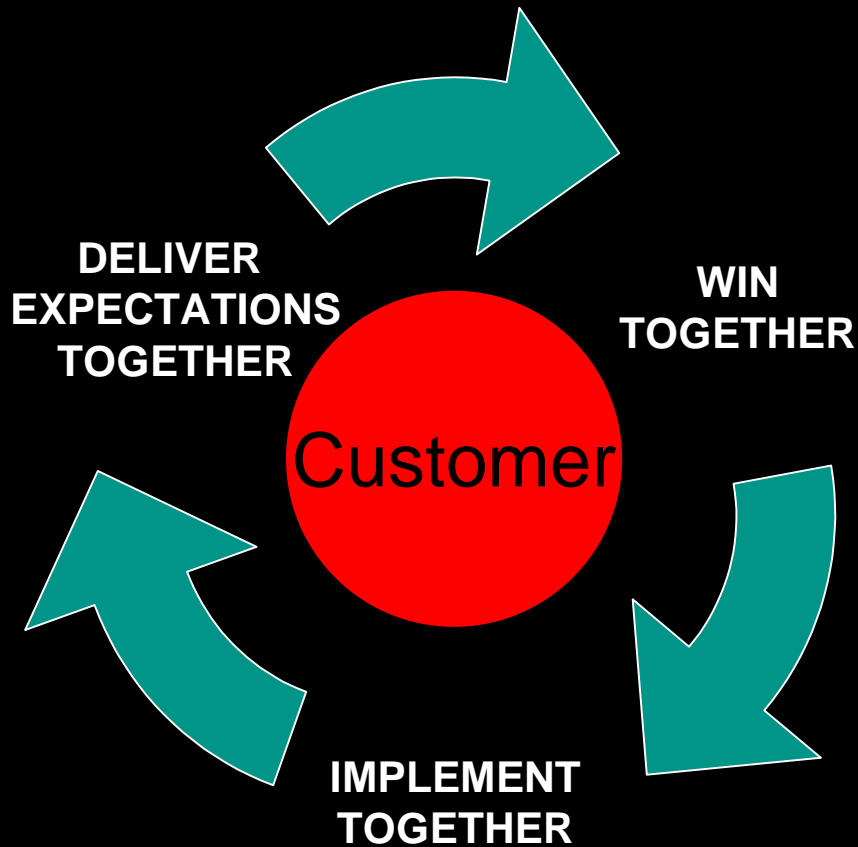
ORACLE®

Successful Partnering

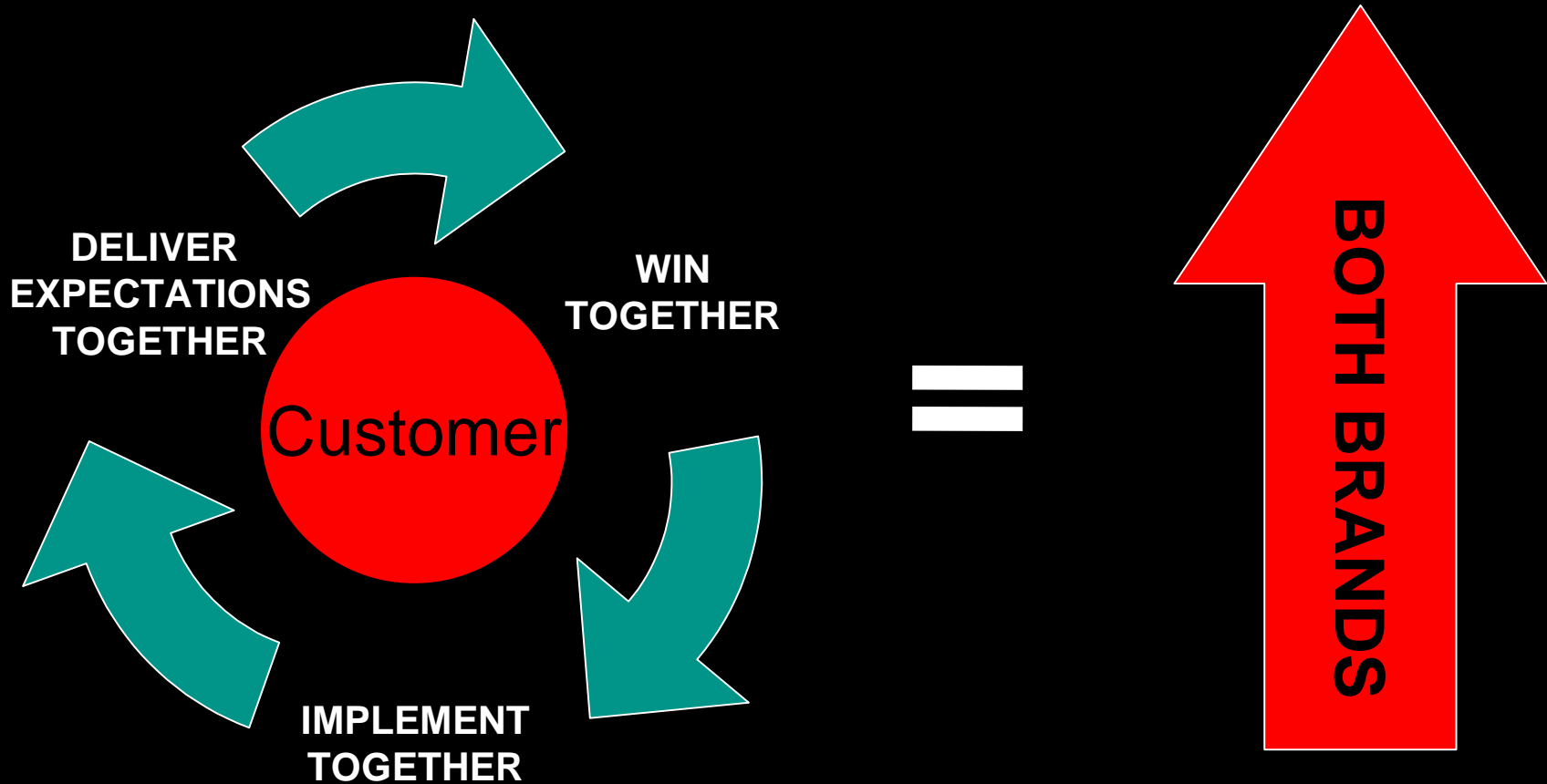
...the key to maximum return

Trudy Norris-Grey
Vice President, Multi-Channel Sales,
Oracle UK

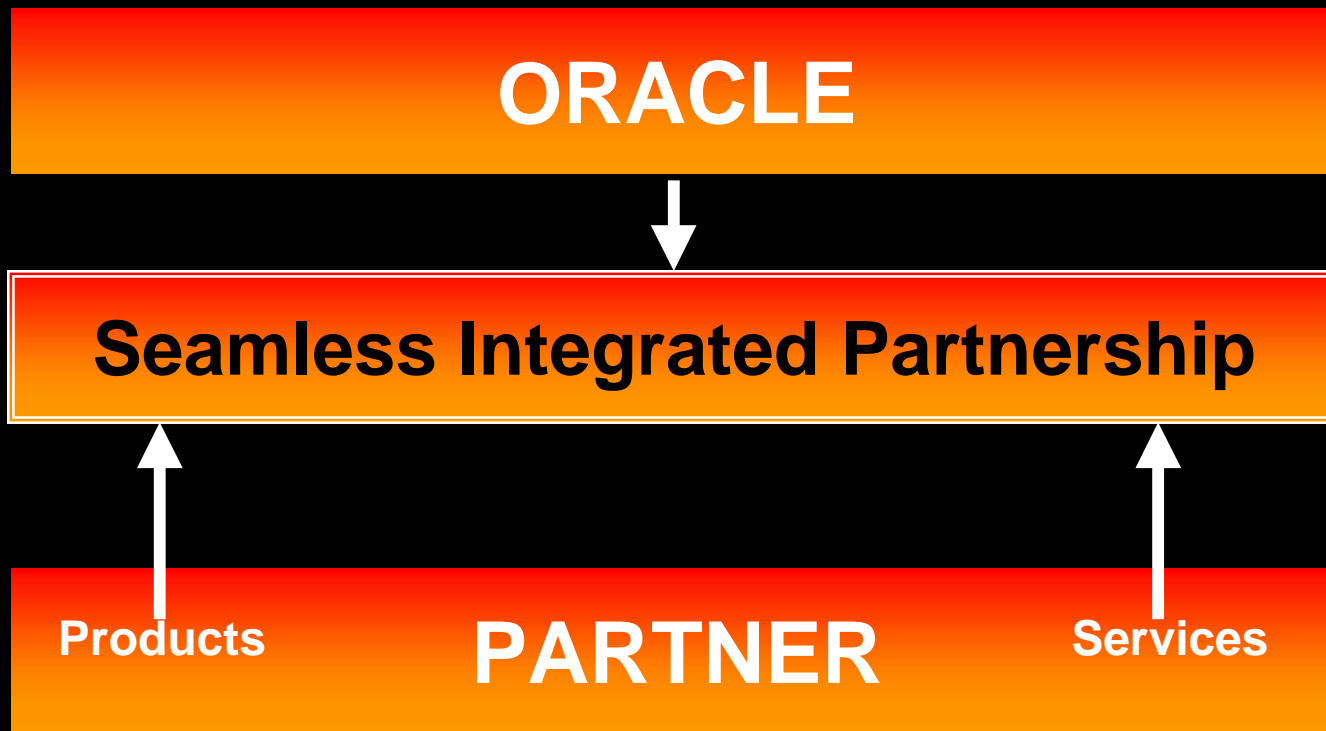
The Successful Partnership



The Successful Partnership



The Customer's Preferred Approach



Key factors considered before choosing a any platform vendor

- 
- Product quality & functionality
 - Trust & reliability
 - Technical support
 - Market position of vendor
 - Sales & marketing support resources
 - Margin

Product Quality & Functionality

- Industry leading products
 - Grid
 - Open
 - Integrated
- Provide product direction and strategy
 - Simultaneous external and internal programs
 - Create partner kits
 - Architect forums
 - Inclusion in beta programs
- Partner training
 - Make all internal training available to partners
 - Classroom, online
 - Boot camps

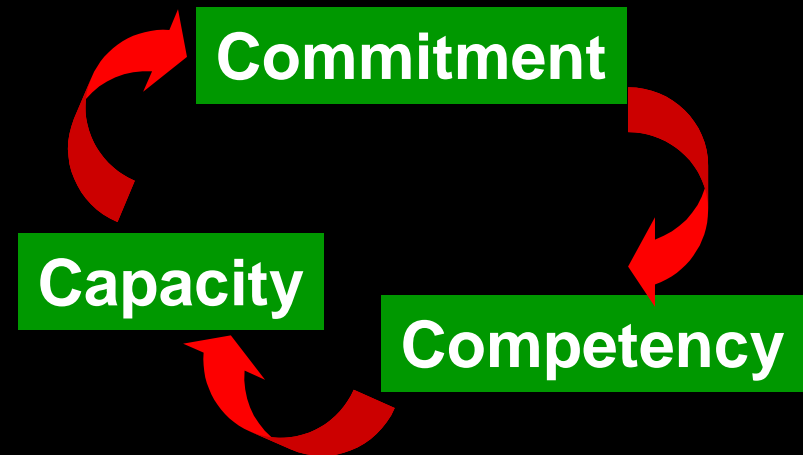


Trust & Reliability

- Clear partner strategy...
 - GTM that supports strategy
 - Compensation plans in line with strategy
 - Systems & processes which instil trust
- Educate internally
 - Power & benefits of partnering
 - Control vs. coverage
 - The knock-on effect
 - Positively reinforce good behaviour
- Establish *modus operandi* with partner

Technical Support

- Pre-sales support
 - At partner
 - At customer
- Post sale support for the partner
 - Tailored partner service
- *Discover Oracle* days
 - Understand resources available



Market Position

- Brand
- Market the joint proposition
- Provide partners with leads
- Reference joint wins
- Joint marketing activities
- Make marketing materials available to partners

Sales and Marketing Resource

- Joint Engagement
- Demand generation with partners
 - Focus and based on ROI
- References
- Reward partners who invest
- Partner database (Oracle PartnerNetwork)
 - Tailored communication

Margins

- Supportive of your model
- Design, Build, Operate
 - Drives Services revenue & margin
 - Drives Licence revenue & margin
 - Increases total contract value
- Protect partners who incur cost of sale

Examples of Successful Partnering

Local Government – ‘CRM in 45’

- Oracle implemented CRM suite in 45 days in London Borough of Havering
- Template rolled out to partners
- Partners take to their customers and prospects
- Resulted in \$1m+ pipeline of licence revenue alone

Examples of Successful Partnering

Capgemini – Application Integration Campaign

- Identified customer-centric business need
- Going to market TOGETHER
- Solution-focused message
- Clear engagement & accountability
- Regular reviews, regular & open communication

Resulted in...

- Unprecedented success in customer response
- Joint strengthening of Oracle and Capgemini brand
- Access to each other's install base for future initiatives
- A learning process of how to work together
- Reduced cost in going to market
- PIPELINE \$\$\$\$\$\$\$'s

Examples of Successful Partnering

MI Services – Erewash Borough Council

"We feel that the combination of Oracle and Mi Services Group has provided us with a quick-win solution *and* a platform for the future."

Ian Sankey, Acting Director of Corporate Services, Erewash Borough Council, Derbyshire, UK

Examples of Successful Partnering

MI Services – Erewash Borough Council

- E-government target driven

- Standard implementation plan

“We were attracted to the structured approach to implementation offered by Mi Services Group and so far we have been delighted with its input“.

- References

- Future plans...

Ensuring Success

Ensuring Success

- ✓ lead with solutions
- ✓ focus – not all-things-to-all-men
- ✓ engage early with each other in sales cycle
- ✓ reference joint wins
- ✓ partnership aligned to buying cycle of the customer – not each other!
- ✓ accreditation
- ✓ stand firm – prevent customers from driving a wedge between us!
- ✓ understand and accept each other's drivers and accept responsibility for delivering them
- ✓ operate a management review process
- ✓ have fun!

A large, stylized graphic of the letters 'Q&A' is centered in the background. The 'Q' and 'A' are rendered in a dark grey, semi-transparent font, while the ampersand is a vibrant red. The text 'QUESTIONS' and 'ANSWERS' is overlaid on this graphic in a white, bold, sans-serif font.

QUESTIONS
ANSWERS