



# Market Your Oracle Cloud Apps and Services



## Why Publish?

Who Can Publish?

Create Listings

Publish Listings

Grant Access

Manage Leads

View Reports

Get Started

# Why Publish to Oracle Cloud Marketplace?

Oracle Cloud Marketplace is an online store dedicated to marketing cloud business apps and professional services offered by Oracle Cloud partners.

- Are you an independent software vendor or integrator?
- Do you develop apps that work with or extend an existing Oracle Cloud solution?
- Do you provide consulting, training, or integration services for Oracle Cloud?

Take the next step. Join us today and get access to Partner Portal so you can showcase your apps or services on Oracle Cloud Marketplace.

**Stay competitive.** In today's highly connected business environment, more organizations are adopting innovative cloud solutions to support their everyday business operations. Oracle customers will look to Oracle Cloud Marketplace for apps and services that complement their Oracle Cloud products.

**Distribute directly.** Oracle Cloud Marketplace provides a dedicated distribution channel that gives you the opportunity to market innovative solutions directly to our worldwide customer base.

**Grow your business.** With Oracle Cloud Marketplace, you can reach new prospects, pursue generated leads, and create new revenue opportunities.

Oracle Cloud Marketplace—along with our 400,000 customers, 25,000 partners, and 15 million developers—can foster and cultivate an environment of shared innovation.



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# Who Can Publish to the Marketplace?

You can.

All registered and approved Oracle partners can publish their apps and services to Oracle Cloud Marketplace. Simply get an Oracle.com account, join Oracle PartnerNetwork, and register to be a marketplace publisher.



## Oracle Account

Don't have an Oracle.com account? Visit our website and click the Sign In/Register link to get your free account.

## Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) provides you with tools to better develop, sell, and implement Oracle solutions.

Not a member? Don't worry. Simply go to the OPN website to join.

Are you thinking about developing and integrating apps for Oracle Cloud, but not quite sure you want to join OPN? Register for a free developer account. You'll get access to the resources you need to develop and test an app integration.

## Publisher Registration

Complete the application to become a marketplace publisher. You can then start posting your apps and services to Oracle Cloud Marketplace.



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# Create Listings: Craft Your Advertisement

Your Oracle Cloud Marketplace listing is the advertisement for your app or service. It's your sales pitch to potential customers. Like a realtor who creates a listing when selling your home, you build and craft a listing for your app or service.

How will you entice Oracle Cloud Marketplace customers to learn more about your app or service?

Here's a sampling of the information you can include in a marketplace listing:

**Basics.** Logo, app or service name, and Oracle Cloud software or industry focus.

**Headline.** An eye-catching phrase, tag line, motto, or slogan. The more attention grabbing the better.

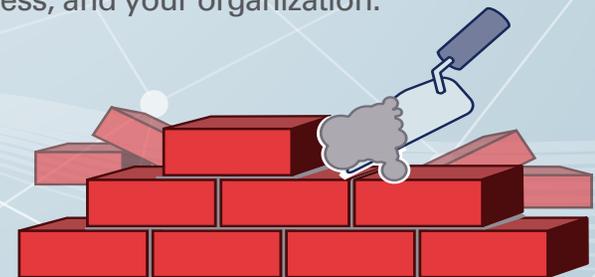
**Keywords.** Synonyms and terms that help customers find and match your product with their search criteria.

**App or service details.** Everything from product description and requirements to related documents and support contacts.

**Multimedia.** Photos, screenshots, and illustrations add a visual punch to your listing. Videos and demos bring your words to life.

**Social media.** Links to Facebook, LinkedIn, or Twitter let customers follow you on these social sites; engage in networking, blogging, and messaging; and gain access to additional knowledge, insights, and opportunities about your apps and services.

**Company details.** What your company does, how long you've been in business, and where you're located. Customers want to know about you, your business, and your organization.





# Publish Listings: Sell on the Marketplace

Why Publish?

Did you gather your ideas about how to advertise your app or service? Are you ready to create a compelling story and sell your products on Oracle Cloud Marketplace?

Who Can Publish?

From starting your listing to publishing it on the marketplace, we've got you covered.

Create Listings

## Start

Build your listing. You can add information to your listing, preview the listing, and then revise it. You can continue to preview and revise your listing until it's exactly right.

## Submit

When you're ready, submit the listing to Oracle for approval. We'll review your listing, perhaps ask a question or two, and maybe suggest some changes.

**Publish Listings**

## Publish

After we approve your listing, you can publish it to Oracle Cloud Marketplace. One click and your listing is immediately posted to the marketplace. Success is yours.

## Monitor

During our review, you monitor the progress, respond to our questions, if any, and check your email for our approval—a good-to-go message.

Grant Access

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# Grant Access: Empower Your Sales Team

Why Publish?

You've published your listings for apps or services to Oracle Cloud Marketplace. Now what?

Who Can Publish?

Empower your sales team. Give them access to the Partner Portal application. Let them monitor and manage the leads generated from the marketplace. Let them view reports and analyze data. Let them monitor customer interest and make improvements to the marketplace listing based on feedback. No need to go it alone.

Create Listings

Team members who need to use Partner Portal must have valid Oracle.com account credentials (email address and password).

Publish Listings

In addition, you must grant them access to Partner Portal and assign them roles. Roles control what your team can and can't do in Partner Portal.

**Grant Access**

**Partner Administrator role.** Access to all features in Partner Portal.

Manage Leads

**Partner Member role.** Publish listings, manage leads, and view reports. They can't grant access to other team members, and they can't change the company profile.

View Reports

Get Started





# Manage Leads: Pursue the Prospect

Why Publish?

When Oracle Cloud Marketplace customers are ready to request your app or service, they click the **Get App** or the **Contact Us** button. Oracle will then collect the contact details—name, email address, phone number—for the customer and pass this lead information on to you.

Who Can Publish?

How does Partner Portal help you track and manage the leads generated by Oracle Cloud Marketplace?

Create Listings

**Notification.** View the Leads page in Partner Portal to see details about the customers interested in your app or service.

**Analytics.** View reports on your lead activity. Leads and their status are reflected in several operational reports.

Publish Listings

**Status tracking.** Update the status when you contact a lead, when a purchase is made, or when you deliver apps or services.

**Data sharing.** Export your lead data. You can use a spreadsheet application, such as Microsoft Excel, to view, edit, and sort the data.

Grant Access

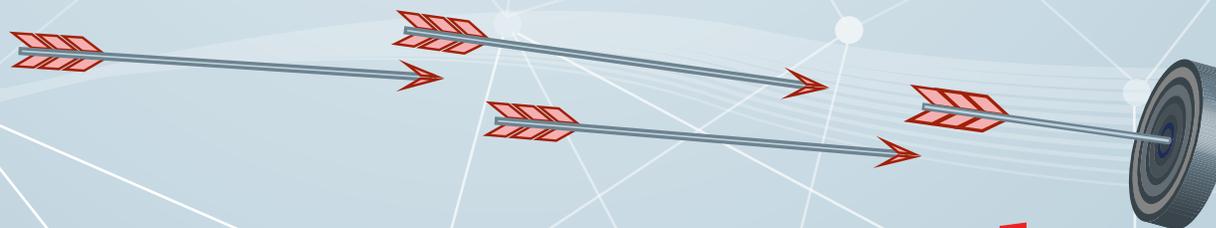
**Team communication.** Add notes to a lead to communicate valuable information to other members of the sales team.

You can also include the data in presentations to share the results with your management and sales teams.

Manage Leads

View Reports

Get Started





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**View Reports**

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# View Reports: Seeing Is Believing

You can't manage what you can't see.

Reports in Partner Portal provide valuable data and analytics about customer interest in your app or service.

## Report Insight

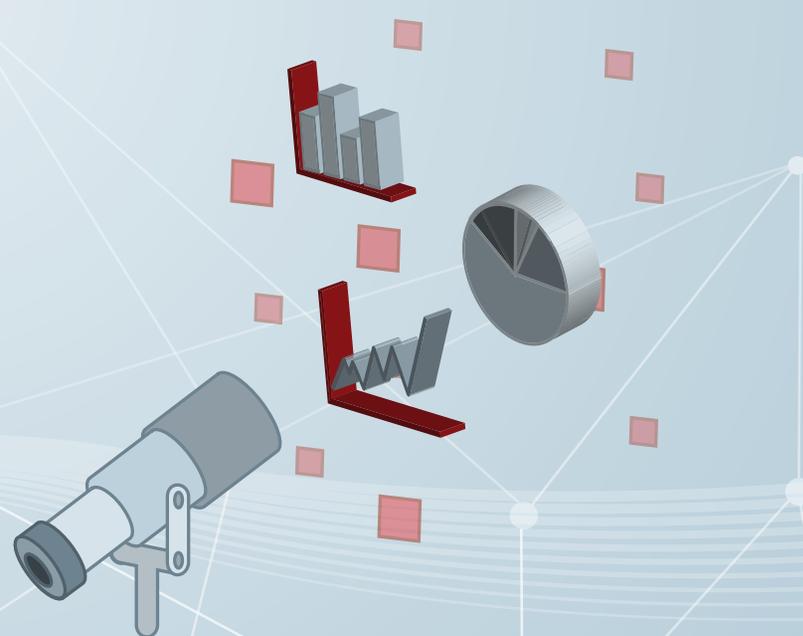
Pie charts. Bar graphs. Line graphs. Tabular data. Regardless of the format, reports give you insight into:

- Visitors to your listing page on the Oracle Cloud Marketplace website
- Activities visitors perform, such as reading reviews, watching a demo, or learning about your service
- Listings with the most leads
- Number of leads at each status for each listing (new, contacted, purchased, delivered)
- Total number of leads at each status
- Total number of leads generated

## Custom Report Data

Tailor reports to your needs:

- Change the date range—for example last week, last month, or last six months—to control the amount of data displayed or exported.
- Control the frequency—monthly, weekly, or daily—of the data points on a graph.
- Export the report data to use in presentations and share the result with management.





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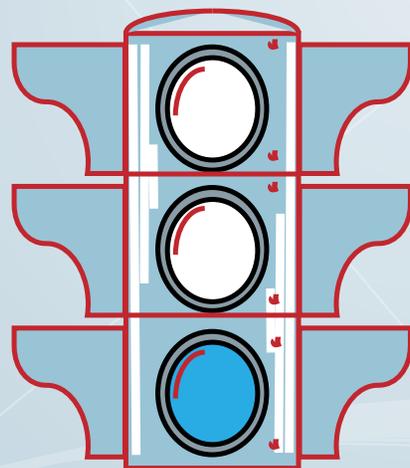
# Get Started

## Partner with Us

If you want to list your apps or services on Oracle Cloud Marketplace, then we want to hear from you.

Learn how you can become a publisher and start posting your apps and services today.

Or, register as a developer to try developing and integrating apps for Oracle Cloud before you become an Oracle partner.



## Watch Videos

- [What's Oracle Cloud Marketplace Partner Portal?](#)
- [How do I create an app listing?](#)
- [How do I create a service listing?](#)
- [How do I publish apps or services?](#)

## Attend Oracle Cloud Events

See [events.oracle.com](https://events.oracle.com) and [blogs.oracle.com/cloud](https://blogs.oracle.com/cloud) for information about Oracle Cloud events.

## Join the Community

- Oracle Cloud Community: [cloud.oracle.com](https://cloud.oracle.com)
- [Oracle Cloud Computing Group](#)

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