IAITAM ACE
May 7-9, 2024 The M Resort Las Vegas, NV

Oracle Software Asset Management (SAM) Program & VSAM Partners

Felicia Parilo
Global Director, Oracle VSAM & 3PTV Programs
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Finding your IAITAM Oasis

1

Global Licensing and Advisory Services

Eliminate guesswork, make smart decisions.
We work with you to optimize the value of your Oracle Investment.

Investment Economics
"How is our Oracle investment supporting the long-term goals of the business?"

Cloud Investment Services
"What do we need to consider when moving parts of our existing environment to the cloud?"

Knowledge Transfer
"Can you help us understand our license and subscription terms and conditions?"

Deployment and Consumption Optimization
"How do we find if our Oracle TCO is optimized across on-premises and cloud?"

Entitlement Intelligence
"How do we find out the current state of our contractual agreements with Oracle?"

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2

ORACLE CUSTOMER ADVISORY OPTIONS

Software Investment Advisory (SIA)

Verified Software Asset Management (VSAM) Program

Digital Transformational Consulting (DTC)

Third Party Tool Vendor (3PTV)

Oracle Global Licensing and Advisory Services **Native**

Oracle **Partners**

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3

Slide 4

Oracle Verified SAM Program

TRANSFORMING CUSTOMER ENGAGEMENT & PARTNERSHIP

- Partner Led Proactive Asset Management and Optimization
- Redefine & Create Global Consistency in Oracle SAM Conversations
- Optimize Resources to Streamline the IT Environment
- Foster Mutual Trust & Stronger Relationships between Oracle & Customers

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4

Slide 5

ORACLE SAM PROGRAM PARTNER BENEFITS

CUSTOMER BENEFITS

- Voluntary Opt-In Approach
- Maximize ROI on Oracle investments
- Identify optimization opportunities
- Build & maintain long term SAM Partner relationship
- Work with a trusted intermediary to manage Oracle estate
- Annual license baselines from SAM Partner
- Collaborate on Oracle's roadmap
- Maintain trust with Partner whose approach fits the vision

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5

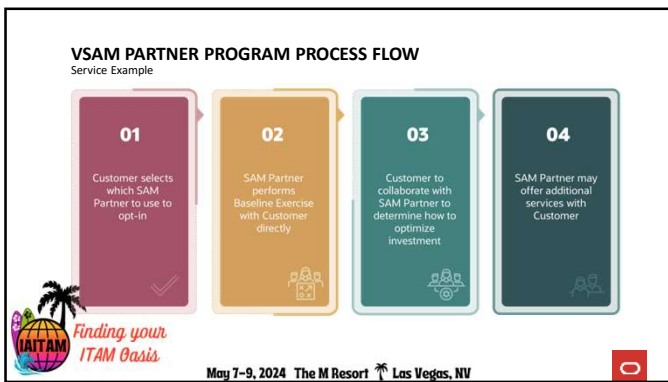## Slide 6

ORACLE SAM PROGRAM PARTNER BENEFITS

PARTNER BENEFITS

1. A collaborative approach to software asset management
2. Enhance overall SAM offerings to include Oracle verified SAM Services
3. Identify optimization opportunities & maximize ROI on Oracle investments
4. Differentiate as a trusted SAM Partner in marketplace
5. Ability to build and maintain long term Customer relationship

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6

ORACLE SAM EXPERTISE QUALIFICATIONS

- Declare Your Interest
- Capability Plan
- Customer Success Stories
- IAITAM Certification Achieved
- Partner Agreements
- Learning Paths, Assessments & Case Studies

Prerequisites | Partners must be OPN members | Enrolled in the License & Hardware Track

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7

VSAM PARTNER PROGRAM PROCESS FLOW
Service Example

01 Customer selects which SAM Partner to use to opt-in

02 SAM Partner performs Baseline Exercise with Customer directly

03 Customer to collaborate with SAM Partner to determine how to optimize investment

04 SAM Partner may offer additional services with Customer

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8

ORACLE VSAM PARTNERS

Anglepoint   SHI   DATA INTENSITY

INOAPPS   CONNOR   dsp explorer

Additional Oracle VSAM Partners coming soon

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9

10

11