

## BACKGROUND

Oracle needed to test their commercial model for cloud solutions in mid-market against best-in-class vendors.

They needed to validate that the commercial framework was competitive and that requirements and benefits would create the desired behaviours.

Their intent was to establish Oracle as a lead vendor, with a differentiated offer.

## SOLUTION

### Competitive Intelligence

Gathered qualitative views and opinions from Oracle stakeholders and partners.

Provided insights from deep dive analysis of competitive and complementary vendor programs, financials & compensation.

Gave expert guidance on and interpretation of partner and sales data.

## RESULTS

### OPEN CLOUD PROGRAM

#### A CASE STUDY WITH ORACLE

