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“Wow! This is great!
How do I get
my own
ODA instance?”

Oracle Digital Assistant Setting Up Trials and POCs

Guidance for ~~Sales and Sales Engineers~~ PARTNERS

ODA Product Management
August 2019



Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Agenda

- 1 ➤ Account Types for Trials and POCS
- 2 ➤ Provisioning Tags
- 3 ➤ Minimum Pricing
- 4 ➤ Future plans

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5 Ways to set up a trial/POC account

\$300 Trials	Whitelisted Trials	SE Assisted Trials	Partner A&C Trials	POC
Anyone can request a trial account, they must provide a credit card and are given \$300 and up to 30 days. Once expired they must convert to paid or the account will be deleted.	Attendees at events have their email address whitelisted so when they request a trial account they are given \$500 and up to 30 days. No credit card is required. Once expired they must convert to paid or the account will be deleted.	SE's can request trial accounts for a customer opportunity. The account is credited with \$500 and can be extended to 60 days. If the opportunity is successful the account can be handed over to the customer and converted to paid.	A&C can offer certain partners trial accounts with \$500 (or more ?) and can be extended to 60 days.	Sales reps can request a POC account for their customer. The total amount of credit and POC duration can be larger than any other trials.

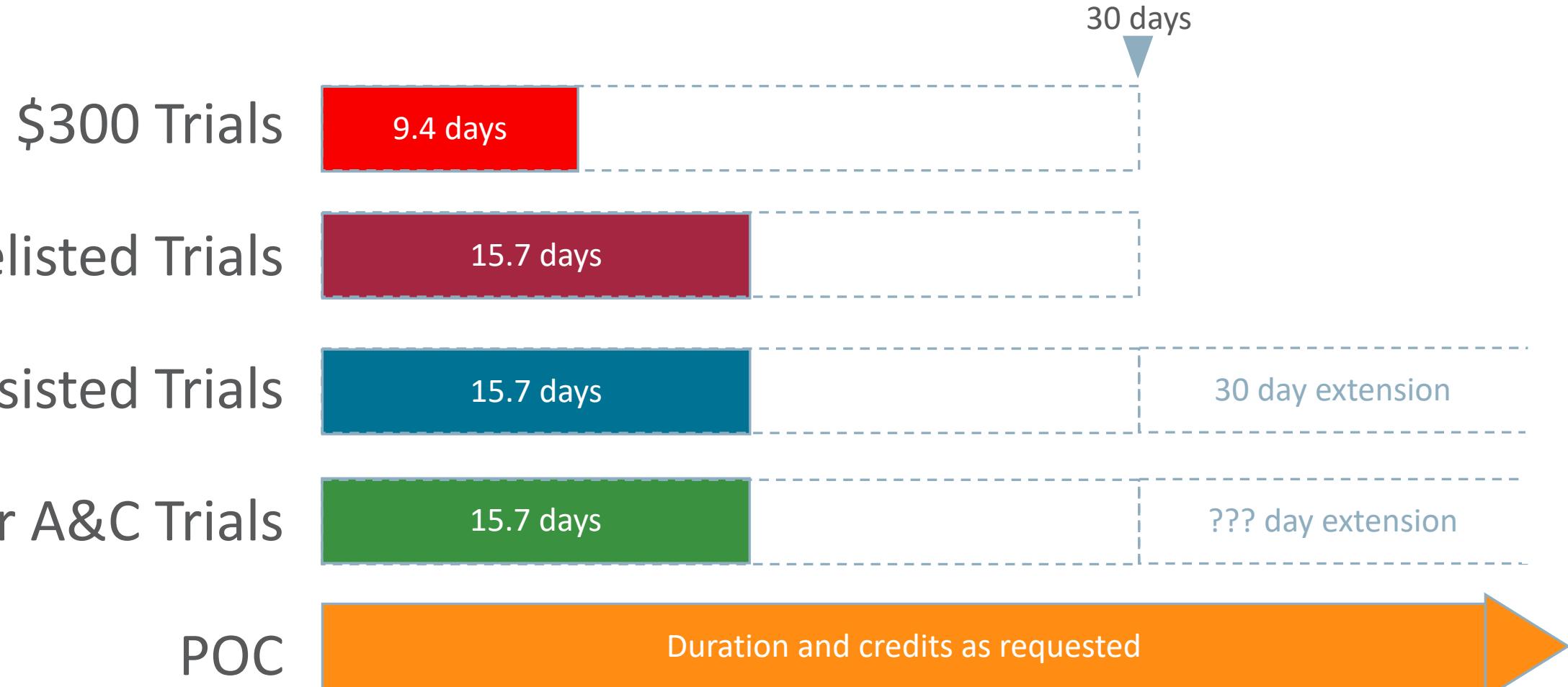
ODA Pricing During Trials

Cost per request (PAYG rate)	\$0.0053 / request
Minimum request rate	500 requests / hour
Trial Discount <i>(not applicable to POC accounts)</i>	50%

Account Type	Cost / Day	Cost / Month
Trials	\$31	\$985.8
POC	\$62	\$1,971.6

How long will your free credit last with ODA ?

These are maximum durations and assume no other services provisioned in the account



How to request a POC account

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GLOBAL SALES AND CONSULTING OPERATIONS
January 28, 2019

ORACLE CONFIDENTIAL - INTERNAL

Universal Credit Model - Proof of Concept (POC) Request Now Available in Sales Cloud!

AUDIENCE: Cloud Platform Reps and Business Operations

A **Proof of Concept (POC)** is a key step in securing a technical win on the way to **closing IaaS & PaaS Universal Credit opportunities**. A POC is defined as a customer engagement with clear success criteria around a set of test cases.

The updated **Universal Credit Model - Proof of Concept (POC) Resource Request Process** gives you a simplified way to secure the appropriate amount of Cloud resources for the time needed to execute the POC. The POC subscription can be converted to a paid subscription at the end of the engagement.

What's New for You!

You can now request a **Customer Proof of Concept (POC)** directly in Sales Cloud. Customers can now accept the POC offer directly in the Cloud Portal.

- You no longer need to create a **Proof of Concept** quote in CPQ.
- Ordering documents are no longer required.

Actions:

Watch [How to Submit a Simplified POC Request in Sales Cloud](#)

Review [How do I request a simple Proof of Concept \(POC\) in Sales Cloud?](#)

POC requests requiring special terms need to be submitted in CPQ - learn how from the [CPQ instruction video](#)

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Account Recommendations

For Customers

1. Request a POC and request sufficient credits and duration to last the entire project

or

2. Request an SE trial. If the trial needs to last more than 15 days *request an exemption from minimum pricing (see later section)* well before the \$500 have been used up

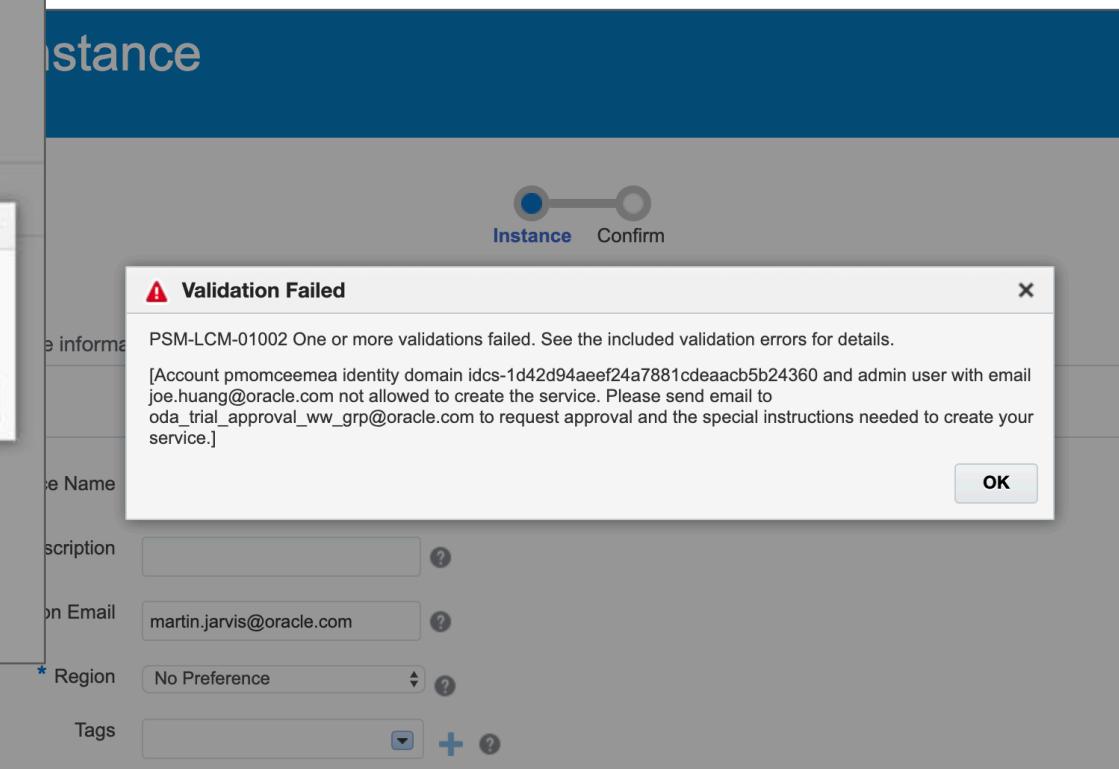
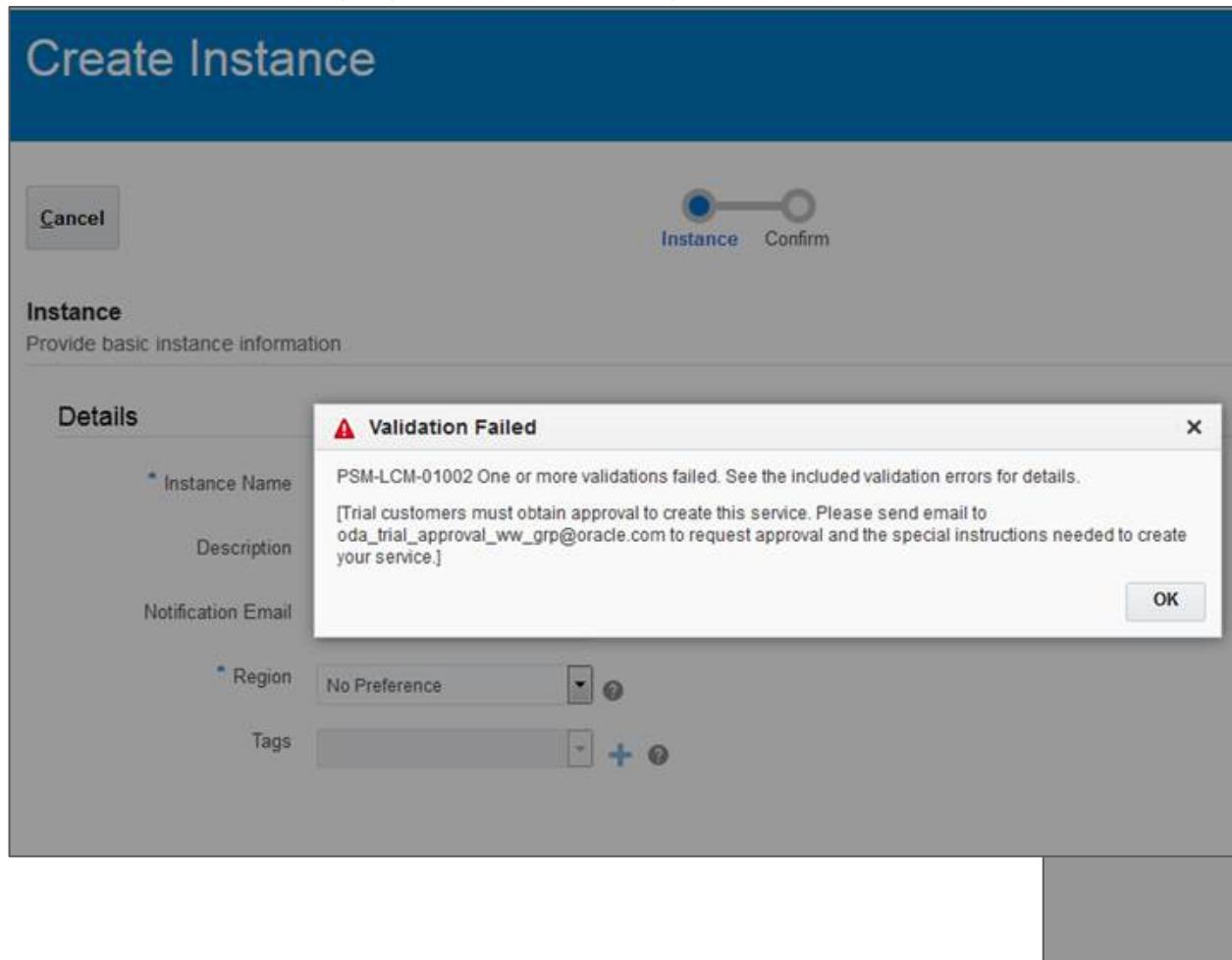
For Partners

- If it is for a joint customer project, follow Customer recommendations
- If it is for internal development, demos and enablement (i.e. low usage)
 - Trial then PAYG
 - Partner Playground (future)

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What happens if you don't have a Tag



Provisioning Tags to Provision an ODA instance

- All Trial accounts and accounts with an oracle.com email address as the admin require a Tag to provision ODA
- Ensures we have capacity for paying customers and large events like OOW and Code
- Tags are specific to a data center and enable you to provision 1 ODA instance
- Paid for accounts **DO NOT** need a tag
- We will not accept requests from generic email addresses like gmail, yahoo etc.
- Send an email to oda_trial_approval_ww_grp@oracle.com explaining :
 - what type of account this is being provisioned in (i.e. free credits and trial duration)
 - Who is the end customer and partner (if applicable)
 - What is the plan once the free credits expire
 - Which data region and data center is preferred
 - North America: Ashburn or Phoenix
 - EMEA : Frankfurt or London
 - APAC : Korea, Seoul
- PM will respond with a tag and special instructions to provision

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ODA Minimum Request Rate and Minimum Pricing

What are the Minimums

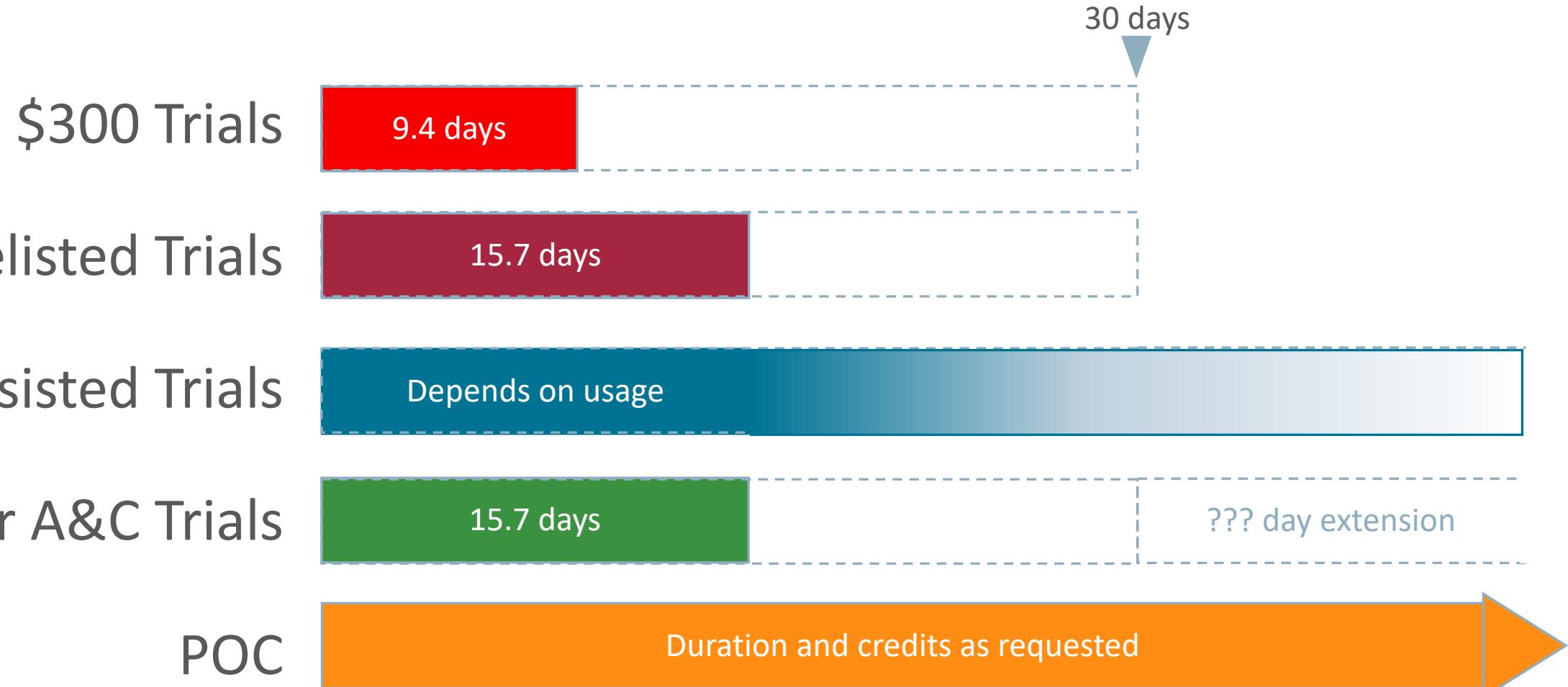
- Minimum request rate of 500 requests per hour
- Designed to stop account admins creating multiple, mostly unused instances
- Reduces Oracle's costs and increases available capacity for paying customers
- Apply to all ODA instances from the moment they are provisioned
- Exemptions apply to the account as a whole not individual instances

Minimum Exemptions

- Customer's who provisioned an instance prior to 19.1.3
- SE Assisted Trials by request with justification from SE
- *Exemptions are not required for POCs as total budget required must be specified during the POC request*

Minimum Exemptions during ODA Trials

These are maximum durations and assume no other services provisioned in the account



SE Trial with Minimum Exemption

Worked Examples

8 hour day

2 developers

50 requests per hour

= 800 requests / day

$800 * 0.0053 * 50\% = \$2.12 / \text{day}$

$\$500 \text{ free credit} / \$2.12 = 235 \text{ days}$

60 day trial (elapsed) = 44 working days

$\$500 \text{ free credit} / (0.0053 * 50\%) = 188,679 \text{ requests}$

$188,679 \text{ requests} / 44 \text{ working days} = 4,288 \text{ requests / day}$

= 536 requests / hour (8hr day)

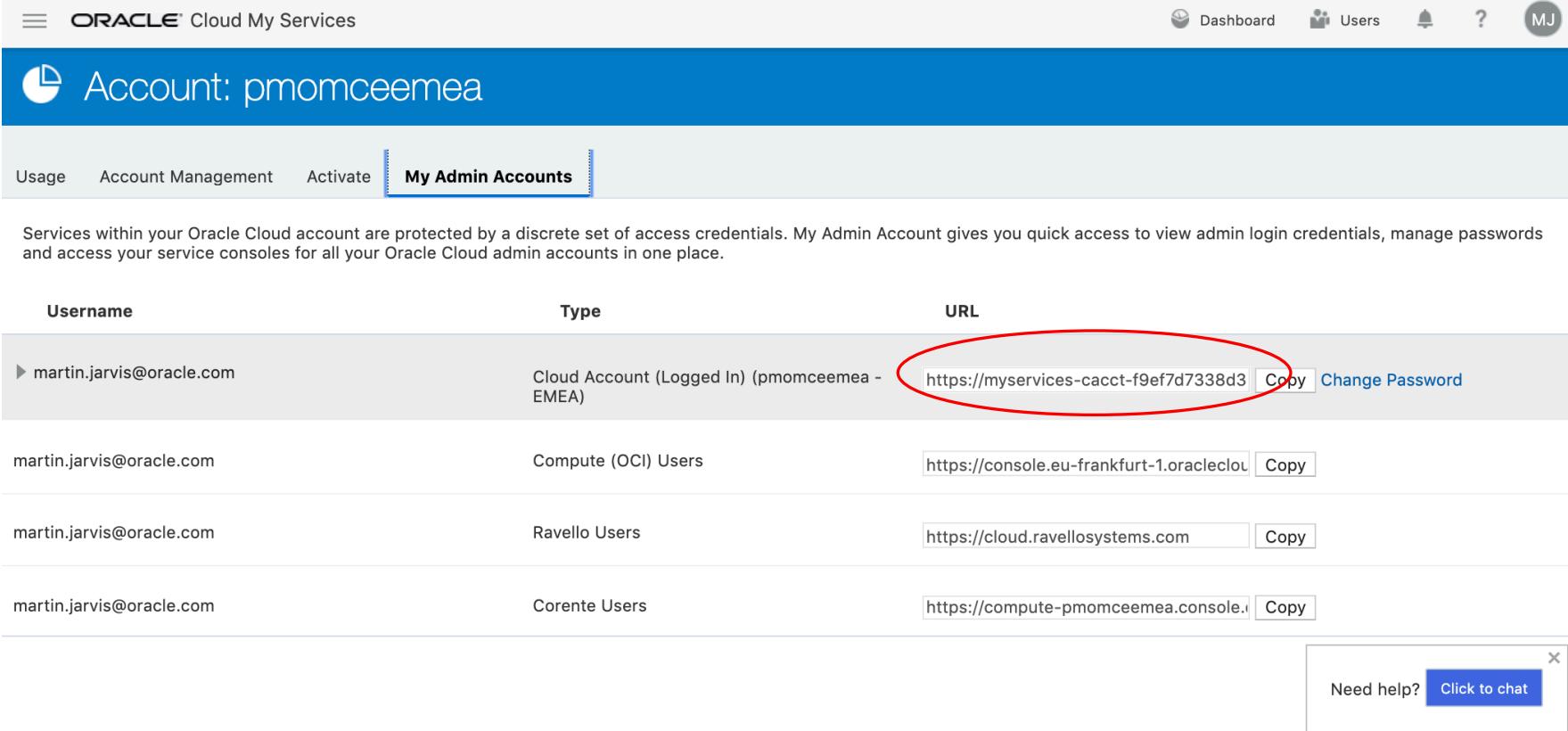
Assuming Minimum Exemption is applied to the account **before** provisioning ODA

How to request an exemption from minimum pricing

1. Discuss situation with regional BDM team or Product Management
 2. Send email to
oda_trial_approval_ww_grp@oracle.com
 - Explaining if this request is for a customer SE Trial or a partner
 - What is the justification for the exemption
 - The CACCT ID for the account (**very important**)
 3. PM will raise a Bug. Allow 24 hrs for bug to be actioned. You will be notified when bug has been actioned
 4. Continue to monitor account to ensure billing at correct rate
- If for an SE Trial, **do not** wait until the free credits have already been used up!
 - No CACCT ID = No exemption !
 - SE Trials that convert to paid will have the exemption removed
 - Exemptions apply to the account as a whole not individual instances

Where to find the CACCT ID

Dashboard > Account Management > My Admin Accounts



The screenshot shows the Oracle Cloud My Services dashboard. The top navigation bar includes 'Dashboard', 'Users', a bell icon, a question mark icon, and a user profile 'MJ'. Below the navigation is a blue header bar with the text 'Account: pmomceemea'. Underneath is a navigation menu with tabs: 'Usage', 'Account Management', 'Activate', and 'My Admin Accounts' (which is highlighted with a blue border). A descriptive message follows: 'Services within your Oracle Cloud account are protected by a discrete set of access credentials. My Admin Account gives you quick access to view admin login credentials, manage passwords and access your service consoles for all your Oracle Cloud admin accounts in one place.' The main content area displays a table with four columns: 'Username', 'Type', and 'URL'. The 'URL' column for the first row is circled in red. The table entries are:

Username	Type	URL
martin.jarvis@oracle.com	Cloud Account (Logged In) (pmomceemea - EMEA)	https://myservices-cacct-f9ef7d7338d3 <button>Copy</button> <button>Change Password</button>
martin.jarvis@oracle.com	Compute (OCI) Users	https://console.eu-frankfurt-1.oraclecloud.com <button>Copy</button>
martin.jarvis@oracle.com	Ravello Users	https://cloud.ravellosystems.com <button>Copy</button>
martin.jarvis@oracle.com	Corente Users	https://compute-pmomceemea.console.oraclecloud.com <button>Copy</button>

At the bottom right of the page is a 'Need help?' button with a 'Click to chat' link.

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N.B. This isn't the only Place to find the CACCT, but it is the easiest to explain.

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Future Plans

1. Partner Playground

- Shared instance for self learning, demos
- No customer data allowed
- No 3rd party access to ODA UI

2. Next release

- No Placement Tags

3. OCI Multi-tenant

- Lower minimums
- Development pricing proposed
- Trial process not yet defined

Integrated Cloud Applications & Platform Services

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