

Case Study

OPN Launchpad

Oracle

Brief

Oracle asked Alchemy to assist in creating a website to act as a 'one-stop-shop' of event and marketing services for Oracle's network of 900 partners - Oracle Launchpad. Once Oracle Launchpad went live, Alchemy was commissioned to devise, plan and deliver all jointly funded marketing events run through Launchpad.

Concept

Working closely with Oracle and Busara, Oracle's design company, we devised a user-friendly 'brief builder' for the Launchpad web site. The brief-builder allows Partners to obtain a cost for a variety of events and gives them the benefit of Oracle's preferential rates with suppliers.

Activity

Alchemy is engaged by Oracle to coordinate and project manage all partner events commissioned through the OPN Launchpad, ranging from marketing events to client entertainment and sales incentives.

Result

The OPN Launchpad was formally launched in September 2008 and has already won two Oracle awards. Alchemy has successfully delivered over 10 partner events since the site's soft launch.

"It has been a real pleasure working with Alchemy on establishing the OPN Launchpad site. I have found them to be incredibly professional and adaptive to our needs, and I am delighted to present them to our 900+ partners in the UK as our trusted events agency for Launchpad."

Pippa Old, Channel Sales Manager, Oracle.



Event Planning & Management

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The screenshot shows the Oracle Partner Network Launchpad website. At the top, it says 'ORACLE PARTNER NETWORK LAUNCHPAD'. Below that, a banner reads 'OPN Launchpad is LIVE'. A message to Oracle Partners follows, stating that the platform is now live and offers comprehensive marketing services. A prominent button says 'Register for a Launchpad Account'. Below this, instructions for registration are provided. The main navigation area includes 'EventLaunch', 'WebLaunch', and 'AdLaunch', each with a brief description of the service. A section titled 'What are you looking for?' is visible. At the bottom, there is a section for 'OFA Migration Made Easy' with a 'REGISTER FOR EVENT' button.