

## Introducing the Red Expert Alliance - the first Global Oracle Partners Alliance

**November 3, 2014** – A group of seven highly specialized Oracle Partners, committed to deliver high quality Oracle Technology based projects around the world, have agreed to join forces in an collaborative alliance – the Red Expert Alliance (**REAL**), which will be announced on November 3<sup>rd</sup>, 2014.

The Red Expert Alliance (**REAL**) was created with a vision that together we are stronger, that each other's strengths are amplified and our individual less strong points are diminished by a larger team that compensates them. By combining their Oracle expertise, specialized manpower and resource availability, **REAL** members will allow their customers to take full advantage of a combined workforce, composed of some of the world's best experts in Oracle Technologies, including a significant number of Oracle ACE Directors, ACEs and ACE Associates, a shared knowledge base, specialized tools and a very significant number of highly skilled and experienced Oracle Certified Specialists.

Robbrecht van Amerongen, Initiator of the Red Expert Alliance (**REAL**), states that "In modern times it is impossible to know everything, so knowing the right people is key. Being able to bridge gaps and connect people adds value to our network. I do not believe in large generic consulting firms stating expertise in almost everything. I believe in a network of specialized organizations collaborating and delivering the maximum of value to our customers. This network was my vision for creating this alliance."

### Key Differentiators

#### Access to the world's best Oracle experts

The Red Expert Alliance (**REAL**) is proud to have amongst their ranks some of the top leading Oracle experts in the world, real technology gurus who have delivered hundreds of projects worldwide and that work closely with Oracle's product managers, helping their customers' projects and feeding back real world customer needs and experiences that will help shape tomorrows product releases.

#### Easy geographic access in any part of the world

The alliance members cover 5 continents, allowing a wide reach, easy access to almost anywhere in the world. This opens up a new range of opportunities, like distributed deployment with local support, multi-site technical training, local technical assessment, local legal issue management, and more. We are always closer to our customers.

#### Elastic capacity for projects. It's like having your own Oracle Certified Specialists cloud.

One of the biggest advantages that the Red Expert Alliance (**REAL**) offers is the availability of a large number of highly skilled, certified Oracle specialists. This means that we are able to introduce an elastic capacity in our customers' projects, scaling up according to the needs.

It's like having access to a very special cloud: a Certified Specialists cloud. Projects use what they need, when they need it. This flexibility is very hard to achieve with such a high degree of specialized resources. With a shared knowledge base, specialist expert tools made available by

each alliance member, and a network of people that extends its reach by more than a tenfold, comparing to each individual member, **REAL** offers all the capacity that a project may need, at any time.

### **Diversity and “Outside The Box” thinking**

With such a cultural diversity, our members are able to join their insights, thinking of possibilities that, because of their own cultural boundaries, they would not even consider, passing on these ideas into our customers’ projects. The Red Expert Alliance (**REAL**) encourages and promotes employees’ project exchange programs, contributing also to improving the work environment and peoples’ motivation.

### **About the Red Expert Alliance**

Collaborating with other companies is a powerful way to overcome challenges of today’s fast-paced world and improve competitive advantage. Collaboration provides participants mutual benefits such as shared resources, shared expertise and enhanced creativity; it gives companies an opportunity to improve their performance and operations, achieving more flexibility thanks to shared expertise and higher capacity. Collaboration also fuels innovation by providing more diversity to the workplace which can result in better-suited solutions for customers.

Partnering in the alliance is beneficial for us and our customers since it makes us:

- Better: Shared expertise, knowledge, access to experts and networks
- Flexible: Fast response to allocation requests, short lead time
- Stronger: Shared capacity and access to a larger pool of experts
- More Fun: Fresh insights, opportunity to travel, cross-cultural awareness, networking with top experts worldwide.

## About the members

**AMIS, FRIENDS OF ORACLE AND JAVA (Netherlands)** – [www.amis.nl](http://www.amis.nl)

AMIS is internationally recognized for its deep technological insight in Oracle technology. This knowledge is reflected in the presentations we deliver at international conferences such as Oracle OpenWorld, Hotsos and many user conferences around the world. Another source of information is the famous AMIS Technology Blog, the most referred to Oracle technology knowledge base outside the oracle.com domain.

Our success has been recognized by Oracle:

- 2014 - Oracle EMEA SOA Partner Community Award 2014
- 2014 - Oracle Nederland Middleware partner of the year
- 2013 - Oracle Nederland Middleware partner of the year
- 2011 - Oracle Nederland Middleware partner of the year
- 2010 - EMEA SOA partner community award

AMIS is Specialized Oracle Partner for:

- Oracle Database,
- Enterprise Manager,
- Oracle Exalogic Elastic Cloud,
- Oracle Application Development Framework,
- Oracle Application Grid,
- Oracle SOA Suite,
- Oracle Weblogic Server,
- Oracle Unified Business Process Management
- Oracle Linux.

AMIS delivers expertise worldwide. Our experts are often asked to:

- Advise on fundamental architectural decisions
- Advise on license-upgrade paths
- Share our knowledge with your Oracle team
- Give you a headstart when you start deploying Oracle
- Optimize Oracle infrastructures for performance
- Migrate mission-critical Oracle databases to cloud based infrastructures
- Bring crashed Oracle production systems back on-line
- Deliver a masterclass

AMIS is flexible in its delivery of these services. From remote consultancy to an on-line session or physical attendance, we choose the most effective way to let you benefit from our experience.

## **AVIO CONSULTING (USA) – [www.avioconsulting.com](http://www.avioconsulting.com)**

Since 2007, AVIO Consulting has focused on engineering solutions to complex challenges using the Oracle Fusion Middleware platform. Our singular focus on Oracle Fusion Middleware has enabled AVIO to build an unmatched level of expertise and because of our client first approach and this deep knowledge of Oracle Fusion Middleware products, AVIO Consulting is recognized as one of the most respected names by Oracle clients. Our reputation is built upon our legacy of assisting clients in defining a vision, delivering innovative projects, and enabling success.

AVIO is currently aligned in four different focus areas:

- AVIO Academy
- Delivery
- Strategy
- Process Consulting

The AVIO Academy offers unique, hands on training for the Oracle BPM platform. With courses available for both business and technical users, the AVIO Academy has courses that will enable your organization to become effective users of the Oracle BPM product. With courses designed and delivered by an Oracle Ace, the AVIO Academy has successfully trained hundreds of students to become proficient in Oracle BPM.

Our Delivery group is responsible for the implementation and delivery of Oracle FMW based projects. With experts in all facets of the Oracle FMW stack, AVIO has established itself as one of the preeminent Oracle FMW SIs in the world.

Our Strategy practice helps our clients drive value by helping to align each organizations strategic goals and objectives with their implementation and delivery capabilities. By helping to establish Centers of Excellence, driving business transformation initiatives, and aligning executive vision across an enterprise, AVIO helps organizations to not only leverage their Oracle FMW investment, but to drive significant competitive differentiation.

And finally, our Process Consulting group assist organizations in defining their current processes, identifying opportunities for improvement, and documenting where processes can be changed in order to ensure our clients are efficient, able to respond to changing market conditions, and setup for success and growth in the future.

AVIO is a certified Oracle Gold Partner, and more distinctly, one of only ten Pillar Partners in the Fusion Middleware (“FMW”) market in the United States. AVIO’s experience implementing Oracle’s FMW solutions has helped 19 of the top Fortune 50 customers improve time-to-market and speed user adoption to realize the true value of their FMW investment.

**LINK CONSULTING (Portugal/Brazil) – [www.linkconsulting.com](http://www.linkconsulting.com)**

Link Consulting is a company focused on innovation and deep expertise knowledge.

We have started in 1998, in Portugal, as a spin-off of a research institute (INESC), and we keep this relationship in most of our research and development activities. Today, we have offices in Portugal, Spain, Angola and Brazil, and we have activity in many others countries, such as Switzerland, Belgium, Croatia, Saudi Arabia, Mozambique, Cabo Verde, São Tomé and other countries.

The core of our activity is related to

- End to end, cross-department BPM
- SOA and data integration
- Governance and Enterprise Architecture
- Mobility, SmartCards, electronic ticketing and payments
- Enterprise Content Management
- Enterprise wide, large scale, software testing

Within our activity we have specialized ourselves in the implementation of complex information systems, in both public and private sector, using Oracle technology ([www.linkconsulting.com/oracle](http://www.linkconsulting.com/oracle)).

We are Platinum Specialized Partner with Oracle with many middleware related specializations: Unified Business Process Management, Service-Oriented Architecture, Enterprise Content Management, Application Grid, Application Development Framework and Business Intelligence Foundation.

Our success has been recognized by Oracle. We have a regular presence on the Partner Advisory Boards for BPM, SOA and WebCenter, as we have been awarded the following:

- In Portugal
  - ◆ Oracle BPM & SOA Partner of the Year 2013
  - ◆ Oracle Middleware Partner of the year 2012
  - ◆ Oracle Middleware Partner of the year 2011
  - ◆ Top Partner 2009 - SOA & Enterprise 2.0
- Internationally
  - ◆ WebCenter & BPM Community Forum Partner Idol Award 2014
  - ◆ Oracle Partner Community Award for Outstanding BPM 11g Contribution in 2011
  - ◆ Second Place Runner up 2011 Middleware Partner of the Year Award in EMEA

We can be reached at [info@linkconsulting.com](mailto:info@linkconsulting.com) or at +351 21 310 00 50.

**OPITZ CONSULTING (Germany) – [www.opitz-consulting.com](http://www.opitz-consulting.com)**

OPITZ CONSULTING is a leading project specialist for custom-build applications and individual Business Intelligence solutions in the German market. The company's ambition is to help organizations to be better than their competitors. To achieve this we analyse the individual competitive edge the customer has, optimize business processes for process automation and IT-support, choose and designs appropriate system architectures, develops and implements solutions and guarantee a 24/7 support and application maintenance. To ensure the necessary skill and qualification we have established a training center for customers and the internal staff.

Since 1990 over 600 customers have a long lasting and successful business relationship with us. Over 2/3 of the German stock index (DAX) companies rely on services from the 400+ OPITZ CONSULTING consultants. OPITZ CONSULTING maintains offices in Bad Homburg, Berlin, Essen, Gummersbach, Hamburg, Munich, Nuremberg and in Kraków (Poland).

Torsten Winterberg is active in several roles at OPITZ CONSULTING all with a strong focus on delivering value to the customer: Being part of the business development & innovation department he searches and evaluates emerging trends and technologies to deliver innovative and differentiating solutions to customers. As a director of the competence center for integration and business process solutions he follows his passion to build the best delivery unit for customer solutions in the area of SOA and BPM. Torsten has long-time experience as developer, coach and architect in the area of building complex mission critical Java EE applications. His competence and passion lies in the design and architecture of complex IT systems with regard to BPMN, BPEL, ESB, BAM and service oriented architecture in general. He is a known speaker in the German Java and Oracle communities and has written numerous articles on SOA/BPM related topics. Torsten is part of the Oracle ACE director team (ACE=Acknowledged Community Expert) and is responsible for SOA/BPM topics in the German Oracle User Group (DOAG).

**RITTMAN MEAD CONSULTING (United Kingdom) – [www.rittmanmead.com](http://www.rittmanmead.com)**

Rittman Mead specialize in the technology and delivery process behind Oracle business intelligence. Formed by Mark Rittman and Jon Mead and now with offices in the UK, USA and India, Rittman Mead works around the world with clients, partners and Oracle Corporation to deliver world-class solutions based around Oracle technology.

At Rittman Mead Consulting, our aim is to ensure the success of our clients' projects. We do this through training and mentoring your team, either for the duration of a project or when you need help in a particular area.

We work with clients to help with the delivery of your project, through providing experienced developers, working with you to define the architecture and design of your project, and being on-hand to provide help as needed.

If your project is already live and you need help with a technical issue, or perhaps you'd like us to provide a review or healthcheck of your system, we can work with you on-site to quickly understand and resolve any issues you are facing.

**RUBICON RED (Australia) – [www.rubiconred.com](http://www.rubiconred.com)**

Rubicon Red offers organisations a set of innovative and market leading cloud and consulting solutions for Oracle Fusion Middleware customers. An Oracle Gold Partner and recognized global leader in Oracle Fusion Middleware, Rubicon Red delivers thought leadership, innovation and unrivaled expertise. With offices in the US, Australia and India providing 24 x 7 support and development services, Rubicon Red offers a range of services to architect, deliver, maintain and host your Oracle Fusion Middleware platform. Rubicon Red also operates [fusioncloud.com](http://fusioncloud.com)

email: [info@rubiconred.com](mailto:info@rubiconred.com)



**e-vita as – (Norway) [www.evita.no](http://www.evita.no)**

e-vita is a Norway based Oracle middleware focused company that has its own process oriented framework to deliver case management solutions in the Nordic market. Oracle platforms, development services, application management and support has been delivered to the norwegian market since 1999. e-vita was awarded «Oracle Middleware Partner of the year» in Norway in 2011 and 2013.

There is a special industry focus on the Utilities sector, in which e-vita is playing a key role in the process of rolling out Smart Metering (AMS) in the Norwegian market by delivering integration services to a sector that has 150+ grid and power companies.

Specializations:

- Oracle SOA
- Engineered systems: Exalogic Elastic Cloud (In process of finalization)
- Weblogic 12c
- Application Grid
- Oracle Database

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