

SYSCO joins the «RED Expert Alliance» – REAL

SYSCO continues to strengthen its Oracle focus by joining the «[RED Expert Alliance](#)» (REAL). REAL is an international alliance that consists of [10 independent consultancy companies](#) in position of very high competency within the Oracle Technology. The purpose of the alliance is to collaborate on competency and experience to the joint benefit of our customers and the industry in general.

From REAL's manifest:

«We believe in open and collaborative cooperation among expert teams to help our customers gain the maximum return on their investment in Oracle Technology. *As experts, we actively work together, share experience, generate knowledge.* »

This is a *strategic* step to underpin SYSCO's values - energetic, different and specialized. Through REAL SYSCO get access to gain and share expertise and experience that will contribute *both* to keep SYSCO «on alert» and continue to create «good stories» for its customers.



RED EXPERT ALLIANCE

A network powered by REAL experts

About the Red Expert Alliance – Oracle Expert Networking

The Red Expert Alliance is an international network of first-class Oracle consulting companies. We are working together to deliver the maximum return on our customer's investment in Oracle technology. We do this by collaborating, sharing and challenging each other to improve ourselves and our customers.

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 (partners) 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.

We believe in open and collaborative cooperation among expert teams to help our customers gain the maximum return on their investment in Oracle Technology. As experts, we actively work together, share experience, generate knowledge. We believe we are excelling in what we do by actively collaborating with other experts around the world. We overcome complexity by having personal relationships, practical solutions and focus on results. Working together has to be fun and energizing for us.

We think these values will deliver the optimal solution for our customers.

The partners:

1. Are independent and have an equal position/representation in the alliance.
2. We operate in a transparent, trusting and respectful manner for one another – regarding ourselves, customers, competition and recruitment. Like a real friendship.
3. We use a customer-centric approach emphasizing the importance of addressing the real customers' needs and resolving them with our expert knowledge.
4. Our project teams consist of highly skilled experts who are empowered and able to assist customers and their organizations to find the most suitable solution for their problem.
5. We stimulate active knowledge sharing among members in a transparent and honest way.
6. We support an entrepreneurial mentality, enable operational freedom and facilitate innovation.
7. We strive for delivering the optimum solution for both our customers, our partners and ourselves.
8. We operate in a "Keep it simple" mentality.

