

BUILD YOUR BUSINESS WITH ORACLE PARTNERNETWORK

OPEN DOORS — CLOSE BUSINESS

- › Boost productivity
- › Reduce costs
- › Build new revenue streams
- › Maximize your partnering engagement

JOIN A WORLDWIDE COMMUNITY

OPN is a fast-growing community:

- › More than 19,500 partners around the world
- › Over 200,000 users

“Our partnership with Oracle has enabled us to offer our customers a very high standard of project quality, positioning us among France’s BI market leaders. The OPN program is of inestimable value to a medium sized business such as our own.”

- Pierre Berrebbi, CEO, I-d6 Systemes (Certified Partner)

Partnering with Oracle is your ticket to growth in new industries, regions, and market niches. Oracle PartnerNetwork is a global business network of more than 19,500 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company.

Better Resources for You – Better Solutions for Your Customers

As information systems become larger and more complex, it becomes more challenging to create a stable and secure IT environment. Customers require IT solutions that meet specific functional, market, and industry needs, and increasingly must achieve a rapid return on their technology investments. That’s where you come in.

Oracle created the Oracle PartnerNetwork (OPN) program to help its partners deliver high quality, well-supported solutions and services, built around our world-class products. Through OPN, Oracle supplies a comprehensive set of benefits and resources to help you build innovative solutions and generate market demand as you leverage the strength of the Oracle brand:

- Training resources to enhance your skills on Oracle products.
- Development tools to build, migrate, modernize, embed, and integrate competitive solutions.
- Marketing resources to extend reach and drive customer demand.
- Sales strategies and resources to close more business.
- Support tools to maintain your solutions.
- Product Focus Areas and Initiatives with highly specialized resources and engagement.

A Progressive Set of Benefits

There are three OPN program levels:

- Partner
- Certified Partner
- Certified Advantage Partner

As you progress through these program levels, you receive additional marketing and sales engagement opportunities, higher discounts, and enhanced benefits and resources.

CHOOSE YOUR AREA OF EXPERTISE

Partners can focus on one or more products:

- ▶ Fusion Middleware
- ▶ Database
- ▶ E-Business Suite
- ▶ PeopleSoft Enterprise
- ▶ JD Edwards EnterpriseOne
- ▶ JD Edwards World
- ▶ Siebel
- ▶ Business Intelligence
- ▶ Enterprise Manager
- ▶ And More...

“Our membership in Oracle PartnerNetwork has helped us double our share of the Oracle applications and consulting market in India over the last twelve months, as we provide end-to-end solutions with faster ROI for our clients. Oracle PartnerNetwork is providing us with an ideal platform from which to expand our reach across the Asia Pacific market.”
- S. Venkatramani,
Head Strategic Alliances,
Tata Consultancy Services, India
(Certified Advantage Partner)

OPPORTUNITIES FOR EXPANSION

- ▶ Expand your prospects by connecting with other partners
- ▶ Offer industry-leading solutions that are easy to acquire, install, and maintain
- ▶ Offset shrinking software margins with burgeoning services revenue
- ▶ Reduce costs by streamlining your go-to-market strategy
- ▶ Differentiate offerings from competitors by leveraging the Oracle brand

“In one quarter we returned profits of well over 250 percent on the marketing dollars that we are allocating to develop our Oracle business.”
Lance Coleman, President, Tenure Systems (Certified Partner)

Specialization

There are numerous market development options for members of OPN, including:

- Align with one or more industries as you build a competitive edge in key vertical and horizontal markets.
- Engage in offerings for midsize organizations.
- Pursue joint Go-to-Market Initiatives.
- Leverage flexible pricing and distribution models to expand into the enterprise.

As a partner, you are invited to focus on one or more products. Partners can take advantage of numerous Go-to Market Initiatives, including Enterprise Security and Governance Risk and Compliance, Service Oriented Architecture, Software-as-a-Service, Siebel CRM On Demand and Application Integration Architecture for Partners.

Simplify Your Work with Oracle

Oracle PartnerNetwork streamlines your interaction with Oracle by combining offerings and business functions into one cohesive program. Through the OPN Portal and OPN Interaction Centers, we make it easy for you to obtain the information and resources you need to manage the complete business lifecycle. You can use the portal to engage with Oracle and access tools and resources from all Oracle lines of business, as well as to obtain comprehensive support.

A Lucrative Return on Investment

Partners derive highly profitable services revenue from the sale of Oracle software. Focusing on more than one Oracle product yields higher revenues, greater profits, and faster sales cycles.

Partners of all types and sizes can increase their opportunities as they work with Oracle. For example:

- **Independent Software Vendors** can integrate their solutions with Oracle products via a stable development platform and a proven, industry-standard data model.
- **Systems Integrators** can expand their offerings to include data integration and business process integration services, with a single set of tools for all projects.
- **Value-Added Resellers** can leverage Oracle’s brand and leadership position to increase market reach, boosting revenue with the sale of Oracle products.
- **Hosting Service Providers** can extend managed hosting and utility computing services with a fee-based model running on Oracle products.
- **Content Providers** can integrate their data and information services with Oracle products to construct more complete horizontal and industry-specific solutions.
- **Education Providers** can take advantage of Oracle’s extensive online and instructor-led curriculum to bolster their training offerings.

Extend your Marketing Reach

The Oracle PartnerNetwork Solutions Catalog is your real-time connection to customers, prospects, other partners and Oracle sales, and is your opportunity to highlight your unique offering. Exclusive to OPN members, this benefit allows you to promote your company and your solutions and services, while driving low-cost leads simply and effectively.

Partners in Industry

Oracle depends on its partners to deliver comprehensive solutions in many different industries, from financial services to life sciences to retail. Partner expertise in specific vertical markets complements Oracle's own offerings, adding depth to Oracle's industry-leading technology and business applications. OPN provides Industry Initiatives for each of Oracle's top industries, with specialized collateral, training, sales and event kits, industry discussion boards, and more.

As a demonstration of Oracle's commitment to delivering leading business applications, Oracle has introduced ISV Solution Maps for Oracle Applications. The Solution Maps depict comprehensive, end-to-end industry and horizontal business process solutions that include Oracle and complementary offerings from our ISV partners. Oracle ISVs provide customers with options for extending and enhancing the value of their Oracle investments by delivering integrated solutions that complement Oracle Applications. The maps are available from Oracle.com and the OPN portal.

Oracle PartnerNetwork

▶ partner.oracle.com

**Oracle PartnerNetwork
Solutions Catalog**

▶ solutions.oracle.com

Put the Oracle Brand to Work

By selecting Oracle as your partner, you are joining forces with the world's largest enterprise software company. We are constantly improving the program to ensure that our offerings are aligned with partner needs. Oracle offers more than just products and solutions. We also give you the confidence that arises from working with a stable and innovative company.