

**SOFTWARE.  
HARDWARE.  
COMPLETE.**



## Differentiate Your Business with Oracle PartnerNetwork Specialized

| Specialized. Recognized by Oracle. Preferred by Customers.

**ORACLE®**

OPN Specialized—Recognized by  
Oracle. Preferred by Customers.



You don't change a respected, award-winning program—unless you've got something even better. Oracle's new partner program, OPN Specialized, differentiates your business and connects you with customers who want what you do best.



Specialized. Recognized by Oracle.  
Preferred by Customers.

The challenge? To develop a partner program that can keep pace with Oracle's dynamic growth.

After listening to feedback from partners, customers, and industry analysts, as well as from inside Oracle itself, we redesigned our popular partner program—making the most significant changes in more than a decade—and created Oracle PartnerNetwork (OPN) Specialized.

Through OPN Specialized, Oracle acknowledges the investment our partners have made in Oracle and their commitment to providing our mutual customers with specialized services and solutions from Oracle's growing product portfolio.

With this newly evolved program, Oracle partners have the opportunity to differentiate themselves in the marketplace and gain a competitive edge by spotlighting their strengths and special skills. At the same time, OPN Specialized provides customers with a system of preference that helps them find the right partner for their business needs. OPN Specialized also lets Oracle sales teams recognize partners who can benefit from joint sales and support ventures.

Specialized. Oracle recognizes it, customers prefer it, and now—with OPN Specialized—Oracle partners have the edge they need to compete and succeed.

**FACT:** OPN Specialized enables Oracle's strong, worldwide network of more than 30,000 partners by helping them differentiate, compete, and succeed in today's dynamic, global marketplace.



*“Audatex is excited about the changes announced with Oracle PartnerNetwork [OPN] Specialized; this program will save us time in searching for the right partner who has the experience to meet our business requirements and has the proven skill set to get the job done.”*

**Terence Ng**, Director of Information Systems, Audatex

## OPN Specialized: A New Program for Oracle Partners

We wanted a better way for our partners to differentiate their special skills and expertise, and we wanted a more effective way to communicate that difference to customers. Oracle's expanding product portfolio demanded that we be able to identify partners with significant product knowledge—those who had made an investment in Oracle and a continuing commitment to deliver Oracle solutions. And with more than 30,000 Oracle partners around the world, we needed a way for our customers to choose the right partner for their business.

So how did we do it? With our new partner program: Oracle PartnerNetwork (OPN) Specialized. In this new program, Oracle partners are

- **Specialized**—Differentiating themselves from the competition with special skills and expertise that set them apart
- **Recognized by Oracle**—Being acknowledged for investing time and resources to become Oracle experts in specialized areas and with specific products
- **Preferred by customers**—Connecting with potential customers who are seeking value-added solutions for their business

For more than a decade, Oracle PartnerNetwork (OPN) has been the framework that enabled our partners to provide solutions to Oracle customers around the world. Now, with OPN Specialized and more than 9,000 products in the Oracle portfolio, there is tremendous opportunity for partners to leverage Oracle's products, brand, and strong market position to increase their revenues and build profitability.

### Standing Out from the Competition

Whether your specialty is data warehousing, business intelligence, or software-as-a-service (SaaS), or whether you're providing Oracle solutions with databases, middleware, applications, or servers, your business has a specific focus and people with special skills that make it unique. As an Oracle partner, you want to differentiate your business by showcasing your experience, and you want to be able to market that difference to potential customers.

Partners who have made a commitment to being the experts in selling, developing, or implementing a specific Oracle product or technology can earn a specialization for their business, making them eligible for extended benefits and privileges.

## Recognizing Partner Commitment

Oracle wanted a better way to identify partners who could engage in joint sales and support ventures. We also needed to find partners who could accommodate the growth associated with Oracle's ongoing acquisitions strategy and leverage the strength of Oracle's entire portfolio to create new revenue opportunities. With OPN Specialized, the Oracle sales team can formally recognize Oracle partners who have invested time and resources to develop significant expertise in Oracle's products and solutions.

## Connecting Customers with Partners

With more than 30,000 Oracle partners to choose from, it's understandable that Oracle customers needed an easier, more efficient way to find and compare potential partners. By identifying and providing more information about specialized partners and their areas of expertise, OPN Specialized helps Oracle customers locate, interview, secure, and retain the right partner to develop and implement business solutions for the particular needs of their business.

## Specialization Makes the Difference

With extensive feedback from customers, industry analysts, organizations inside Oracle, and Oracle partners, we evolved the idea of using specialization—to assist customers in finding knowledgeable partners while helping our partners build profitability and increase revenues.

## Empowering Customers

By offering a strategic organization that helps customers find the right partner for their venture and by making the entire process easier and more intuitive, OPN Specialized empowers customers to take steps sooner and find solutions faster. Customers needing help—with anything from enterprise applications to vertical market systems—want an insightful, knowledgeable partner who can work with them to develop and implement specific solutions for their business. In other words, they need a specialized partner with the training, knowledge, experience, and commitment to help their business succeed.

## SPECIAL BENEFITS FOR PARTNERS WHO SPECIALIZE

Oracle partners who specialize are eligible for enhanced benefits, including

- Priority placement in the OPN Solutions Catalog and on Oracle.com product pages, giving partners exposure to more than 370,000 potential customers
- Maximum recognition inside Oracle for partners who have invested in experts possessing an in-depth knowledge of a range of Oracle products
- Validation (a US\$10,000 value) of a partner integration solution with Oracle Applications
- Discounts on instructor-led training and live virtual classroom training (plus assessment and exam vouchers) from Oracle University
- Oracle's online support knowledgebase, 100 Linux service requests (SRs), and free SRs for Oracle technology and applications
- Specialized promotion that includes
  - OPN Specialized logos and branding
  - Inclusion in *Find a Specialized Partner* on Oracle.com
  - Quotes from Oracle executives for press releases

**FACT:** Access to the tiered information in OPN Specialized Knowledge Zones is determined by partner level. Gold and Platinum partners have access to all Knowledge Zone content.



*“Training and enablement strategies are central to the success of partner ecosystems, especially in an environment filled with multiple acquisitions. By continuing to invest in partner performance, productivity, and capabilities, as well as program integration, an organization will create a healthy and profitable partner base. The channel is continually being challenged to keep up with customers’ increased demand and training is one way to ensure the market needs are met.”*

**Tiffani Bova**, Vice President,  
Research, Gartner

## Enabling Partners

OPN Specialized offers Oracle partners the opportunity for increased revenue through specialization. As an Oracle partner who has achieved specialization, you can differentiate your business from the competition and more easily connect to the customers who need your special skills.

After you complete the requirements necessary to achieve specialization in a particular area, you can use your specialized status to

- Enhance your business offerings to increase customer satisfaction
- Extend your market reach and expand your revenue opportunities with audiences of hundreds of thousands of Oracle customers
- Empower your team with customized education and enablement resources that leverage your expertise

OPN Specialized provides all partners with educational opportunities, training, and tools specially designed to build competency and grow business. Resources such as OPN Specialized Knowledge Zones, Enablement 2.0, and the OPN Competency Center help all partners serve their customers better.

Knowledge Zones: Connect. Participate. Collaborate.

OPN Specialized Knowledge Zones—located on the updated and enhanced OPN portal—provide a single point of entry for all education and training information for Oracle partners. Knowledge Zones are organized by the same key areas of business used on Oracle.com (database, middleware, applications, server and storage systems, and industries) and provide the tiered content and training that Oracle partners need to achieve specialization.

In addition to providing content, Knowledge Zones offer partners a place to collaborate with other partners and with Oracle employees, and provide a way for partners to

- Connect with peers
- Participate in a variety of social networks
- Collaborate on business opportunities
- Contact Oracle about partnership applications, applications for specialization, reselling rights, and more

### Enablement 2.0—Specialized

The foundation for OPN Specialized comes directly from Oracle’s Enablement 2.0 strategy—a commitment to educate and enable Oracle’s rapidly growing partner base. Enablement 2.0 helps Oracle partners build their competencies and skills through a variety of educational opportunities and expanded training choices.

Some of the most exciting parts of Enablement 2.0 are the new “boot camps” with three-tiered learning levels that help jump-start partner training—especially training for recently acquired products and technology. The role-based training covers Oracle’s application and technology products and offers a combination of classroom lectures, hands-on lab exercises, and case studies.

In addition to boot camps, Enablement 2.0 offers

- Interactive, guided learning paths with recommendations on how to achieve specialization
- Upgraded partner solution kits
- Enhanced, specialized business centers available 24/7 around the globe on the OPN portal
- Wikis and forums to collaborate with customers, other partners, and Oracle employees

### OPN Competency Center—Tracking Progress

The OPN Competency Center keeps track as a partner applies for and achieves specialization in selected areas. You start with an assessment that compares your organization’s current skills and experience with the requirements for specialization in the area you have chosen. The OPN Competency Center then provides a roadmap that itemizes the skills and the knowledge you need to earn specialized status.

For example, to become an Oracle Database 11g Release 2 certified sales specialist, you use the guided learning path on the OPN Competency Center page for “Database Sales Specialist” and do the required tasks. Once you have completed the training and other requirements, you receive specialization in the area of Oracle Database 11g.



*“OPN Specialized addresses the current realities and needs of Oracle partners and the market in which they operate. There are now clear paths to differentiation through specialization, and incentives to guide partners to take advantage of these. OPN Specialized is a good fit for Oracle’s ever-expanding offering.”*

**Aydin Ersoz**, CEO, iNNOVA Bilisim Cozumleri, A.S.

**FACT:** Partners represent 40 percent of Oracle's revenues and 80 percent of Oracle's transactions.



*"OPN Specialized will greatly simplify the process of finding the right partner in a crowded space, ensuring that only the brightest and best and those who have invested heavily in their Oracle portfolio earn their status in the program."*

**Jim Collison**, Technology Manager,  
Gallup

### **Becoming a Specialized Partner**

To earn specialized status for a particular area, partners must signify their intent by joining the applicable Knowledge Zone at the OPN portal. Partners then get a specialist assessment to determine their level of competency in that area. Assessments use globally consistent business and competency criteria that are specific to each area of specialization, so whether the partner is selling, developing, or implementing solutions, the assessment criteria are the same.

After becoming specialized in a specific area, partners can include that information in their partner listing in the OPN Solutions Catalog.

## **Streamlined: Making It Simple, Keeping It Strong**

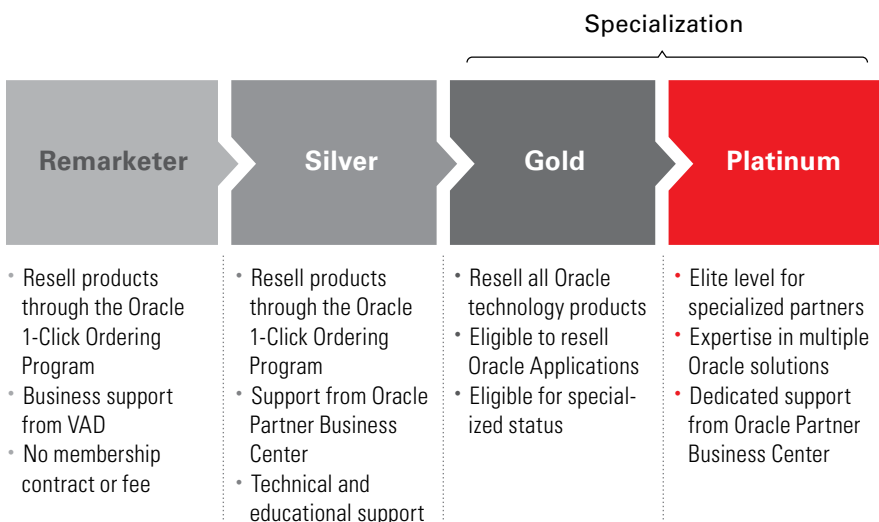
OPN Specialized features a new, streamlined organization where Oracle partners can participate at the level that best matches their business model. For some partners, this means reselling selected Oracle products to midsize organizations through a value-added distributor (VAD). For others, it means an in-depth program that lets partners differentiate themselves from their competition by applying for specializations that showcase their skills and expertise.

### **More Choice with Four Partner Levels**

The four partner categories within the OPN Specialized program have explicit criteria, making it easier to classify partners at each level. The new, metal-based hierarchy is easier for partners and customers to understand and relate to the needs of their business. At the Platinum and Gold program levels, partners can become specialized in specific areas—a status that shows customers that the partner has successfully provided this type of solution to other Oracle customers and has been certified by Oracle. (Specialization is available only to partners who have joined OPN Specialized at Platinum or Gold levels.)

OPN Specialized's new hierarchy helps Oracle sales teams recognize a partner's investment in Oracle's portfolio and lets them leverage a partner's specialization to support joint customers and qualify for joint marketing and sales opportunities. Partners benefit from a streamlined organization that is easy to join (one application), easy to use (simplified reselling agreements), and gives partners more time to work with customers and develop solutions.

**FACT:** The Oracle 1-Click Ordering Program provides a streamlined ordering process to help you more easily resell Oracle products. Products available include affordable, scalable software tailored for small and medium businesses—such as Oracle Database Standard Edition, Oracle Application Server Standard Edition, and Oracle Business Intelligence Standard Edition One.



**PARTNER BUSINESS CENTERS—ON THE JOB AROUND THE WORLD**

When you join OPN Specialized at the Platinum, Gold, or Silver levels, you receive benefits from the Oracle Partner Business Center, including

- A global network of more than 100 partner business consultants
- Four centers around the globe
  - Buenos Aires
  - Bucharest
  - Bangalore
  - Beijing
- Around-the-clock availability in 24 languages
- E-mail, phone, and Twitter support

OPN Specialized offers four levels for building success as an Oracle partner.

**Remarketer**

At the Remarketer level, retailers can choose to resell select Oracle products with the backing of authorized, regionally located, value-added distributors (VADs). The Remarketer level has no fees and no partner agreement with Oracle, but does offer online training and sales tools through the OPN portal.

**Silver**

The Silver level is for Oracle partners who are focused on reselling and developing business with products ordered through the Oracle 1-Click Ordering Program. The Silver level provides a cost-effective, yet scalable way for partners to start an OPN Specialized membership and offers a substantial set of benefits that lets partners increase their competitive positioning.

**Gold**

Gold-level partners have the ability to specialize, helping them grow their business and create differentiation in the marketplace. Oracle partners at the Gold level can develop, sell, or implement the full stack of Oracle solutions and can apply to resell Oracle Applications.

**Platinum**

The Platinum level is for Oracle partners who want the highest level of benefits and are committed to reaching a minimum of five specializations. Platinum partners are recognized for their expertise in a broad range of products and technology, and receive dedicated support from Oracle.

**FACT:** Partners interested in hearing how to take full advantage of OPN Specialized can listen to Webcasts or join Oracle Mix at the OPN portal, and can stay connected by finding Oracle PartnerNetwork on Twitter, Facebook, LinkedIn, or YouTube.



*“The Oracle partner program provides partners with sales, marketing, and training support that is unparalleled in the industry. Oracle’s partner program supports partners to become specialists in Oracle products and partner services.”*

**Frank J. Vukmanic**, Senior Vice President and General Manager, V-Soft

## Specialized, Recognized, and Preferred: The New Face of Oracle Partners

With OPN Specialized, Oracle is transforming the way our partners develop their business. This new program lets partners

- Differentiate themselves through their expertise in leading Oracle IT solutions. OPN Specialized helps partners differentiate themselves from the competition by becoming specialized across Oracle’s portfolio of products and solutions.
- Get recognized by Oracle for specialized services and solutions. With OPN Specialized, Oracle formally recognizes partner investments in Oracle products and solutions and partner competency in supporting our joint customers.
- Be preferred by customers seeking value-added solutions. OPN Specialized provides Oracle customers with the ability to identify specialized partners so they can find the right partner to help with the right Oracle solutions for their business.

With training, education, and support that leads to a more skilled partner base; specialization that increases revenue and results in better customer service; and a simplicity that makes doing business with Oracle easier than ever, OPN Specialized provides a wealth of business opportunities and delivers valuable benefits to both our customers and our partners.

Specialized. Recognized by Oracle, preferred by customers, and ready for you to join today.



#### CONTACT US

Start today. Visit [partner.oracle.com](http://partner.oracle.com) and click **OPN Program** for more information. To join OPN Specialized, click **Join Now**, choose the right program level for your business, and then enroll online.

To find the phone number for your local Oracle office, visit [oracle.com/corporate/contact/global.html](http://oracle.com/corporate/contact/global.html)



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