

**SOFTWARE.  
HARDWARE.  
COMPLETE.**



**ORACLE®**  
PARTNERNETWORK

Specialized. Recognized by Oracle.  
Preferred by Customers.

## Oracle PartnerNetwork Specialized Diamond Level

Earn the highest membership level within Oracle PartnerNetwork (OPN) Specialized. Be rewarded for the global reach of your implementation resources and for achieving dozens of specializations across Oracle products. By joining this elite group, you'll get Oracle's unwavering commitment to help you attract and serve the world's largest global businesses.

Oracle recognizes that companies such as yours are so unique they belong in a class of their own. Enter the Diamond level of the OPN Specialized program, which provides you with the most advanced Oracle partner benefits and resources. Among other advantages, by joining OPN Specialized Diamond Level, you can

- Differentiate your solution offerings with the deep expertise across a breadth of core Oracle technologies
- Acquire the skills you need to solve your customers' most complex business problems
- Expand your capacity for taking on more business involving Oracle's products and services

### Differentiate Your Service Offerings

Organizations around the world use the OPN Solutions Catalog to identify, locate, and contact partners. This includes Oracle's largest global customers, who seek premiere partners with the international reach, the specialized

expertise, and the breadth of resources to support them in their most complex and demanding initiatives that deploy Oracle technologies.

OPN Specialized Diamond partners are given top-priority placement in the OPN Solutions Catalog, and are frequently featured on product pages of the Oracle Website (Oracle.com) as well as eligible for inclusion in the "Partner News" section of *Oracle Magazine*.

### Acquire Specialized Skills

Gain access to the very latest educational materials, including customized educational resources, and implementation methodologies to extend your market reach and expand your opportunities for generating revenues.

### Expand Your Capacity

OPN Specialized will provide Diamond partners with educational opportunities, training, and tools specially designed to build competency and expertise on Oracle's growing product portfolio.

### IN ADDITION TO PLATINUM-LEVEL BENEFITS, DIAMOND-LEVEL PARTNERS GET

- An Oracle global account manager
- The opportunity to earn specializations and advanced specializations
- A senior-level executive sponsor
- A 25 percent discount on Oracle University
- Exclusive use of the Diamond program logos
- GTM support along with global MDF allocation

### SPECIALIZATION BENEFITS

- Receive priority placement in the OPN Solutions Catalog and Oracle.com product pages
- Get maximum recognition from Oracle for having in-depth knowledge across the breadth of Oracle products
- Gain access to Oracle's online support knowledge base and qualify for free service requests for Oracle technology as well as up to 100 Linux service requests

**ORACLE®**

**FACT:** From applications to disk, the expanded offerings provide partners with the resources and support they need to be differentiated and recognized for their investments so customers can choose them as preferred Oracle solution providers.



*“With the addition of the new Diamond-level program and Advanced Specializations, we are able to recognize those partners that have invested and excelled across the Oracle solution stack and are delivering significant value to our joint customers around the globe.”*

**Judson Althoff**, Senior Vice President of Worldwide Alliances and Channels and Embedded Sales, Oracle

### The Benefits of Diamond

At the Diamond level, you receive all the benefits available to Platinum partners plus exclusive Diamond-level benefits—the highest level of benefits from Oracle. These benefits include free dedicated VIP support. Benefits also include the following.

#### A Global Alliance Manager

A senior alliance professional is assigned to help you fully leverage all available Oracle resources. You'll get expert assistance refining your Oracle offerings to ensure they are being targeted at relevant sales teams and executives across Oracle. Your global alliance manager will also collaborate with you to set performance metrics that will help drive mutual success for you and Oracle.

#### Low Annual Membership Fees

The annual fee for your Diamond membership is US\$9,995—the same membership fee Platinum members pay.

#### Annual Global Market Development Fund (MDF) Allocation

You receive a generous MDF allocation that can be used for demand generation and go-to-market activities.

#### A Global Oracle Executive Sponsor

A senior Oracle executive will be assigned to your account to help you target strategic initiatives, to provide alliance oversight, and to quickly resolve any important business issues that arise.

### Exclusive Use of the Diamond Logo

The use of the Diamond logo will be restricted to only those partners that have demonstrated the highest levels of success across a broad range of Oracle products. You get instant recognition of those achievements to Oracle Sales, joint customers, and prospects alike.

### Criteria for Attaining Diamond Level

To achieve Diamond-level status, you must satisfy criteria in the following four areas: specialization, quality and references, revenue, and go-to-market (GTM) solutions.

#### Specialization

You need 30 specializations, five of which must be advanced specializations, to qualify for OPN Specialized Diamond level. Advanced Specializations require that you meet the standard business and competency requirements; plus you also need 50 or more certified implementation specialists.

#### Quality and References

In addition to internal customer reference validations, Diamond partners must provide four external customer reference stories each fiscal year—each from a different specialization—for Oracle to publish for external use.

Additionally, because Oracle Diamond partners will be promoted as our most experienced and expert partners, they need to have a consistent track record of

proven success with our joint customers. They must therefore maintain an overall minimum mean of greater than seven on the Oracle Customer Relationship Survey conducted semiannually.

#### Revenue

Diamond-level partners are required to achieve more than US\$40 million Oracle license resell and/or co-sell revenues across three or more Oracle regions. They also must complete an annual business plan and demonstrate criteria-based account management and metric-driven accountability practices.

#### GTM Solutions

Diamond OPN partners must have 15 Diamond-level qualified solution offerings across at least four Oracle GTM solution areas: applications, technology, and server and storage systems. They also have at least one dedicated business development manager per Oracle region.

### The Benefits of Membership in OPN Specialized

By embracing new technologies and leveraging Oracle's reliability, security, and innovation, members of the OPN Specialized program can more effectively address the needs of their customers with specialized solutions that have been integrated with a range of next-generation services and resources.



Oracle is committed to developing practices and products that help protect the environment

### CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com](http://oracle.com). Outside North America, visit [oracle.com/corporate/contact/global.html](http://oracle.com/corporate/contact/global.html) to find the phone number for your local Oracle office.