

**SOFTWARE.
HARDWARE.
COMPLETE.**



ORACLE®
PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

Oracle PartnerNetwork Specialized: Gold Level

The difference is specialization. As a Gold partner, you use your Oracle specializations—and now Advanced Specializations—to attract new business while enhancing solutions for existing customers. You leverage your skills and expertise to differentiate your business from the competition and become a partner that Oracle recognizes and customers prefer.

Gold partners in Oracle PartnerNetwork (OPN) Specialized have a competitive advantage. As a Gold partner, you can

- Access the entire Oracle technology product stack and apply to resell all packaged Oracle Applications and server and storage offerings
- Specialize by developing skills and expertise that differentiate your business
- Take advantage of exclusive telephone-based business development support
- Give your customers access to Oracle Financing to help close the deal

Access the Entire Oracle Portfolio

With access to all technology products in the Oracle stack, as well as to software as a service (SaaS) solutions, you can increase your business opportunities. This includes all packaged Oracle Applications as well as storage and server products and industry solutions.

Develop a Specialization

The Gold level of OPN Specialized offers specialization as a way to showcase your Oracle-certified expertise. With access to OPN Specialized Knowledge Zones and

Enablement 2.0 resources, you build a specialization by meeting a set of required business and competency criteria. OPN Specialized Knowledge Zones provide all the information and resources you need to apply for and achieve a specialization. Knowledge Zones are organized to align with Oracle's five key areas of business (database, middleware, applications, servers and storage, and industries), and information in each Knowledge Zone is tiered so that only specialized partners have access to all levels of information.

Advanced Specialization

Advanced Specialization is a new program element where specialized partners at the Gold, Platinum, and Diamond levels can showcase the depth and breadth of their global implementation resources. To qualify for an Advanced Specialization, eligible partners must meet standard OPN Specialized business and competency criteria for specialization plus have 50 or more Oracle certified implementation specialists on staff.

"The focus that Oracle PartnerNetwork has placed on specialization provides us with the ability to select qualified partners that have demonstrated expertise in a specific product or solution; this program eliminates the guesswork and helps ensure we find the right partner to fit our needs."

Dave Lyons, Director, Information Technology, Baptist General Convention of Texas

COMMITTED TO PARTNER EDUCATION: ENABLEMENT 2.0

Enablement 2.0 is Oracle's commitment to the continuing education of Oracle partners and is a key element of OPN Specialized. Partners that take advantage of the Enablement 2.0 offerings—everything from "boot camps" to live Web classes to instructor-led training—are better equipped to sell, develop with, and implement Oracle products, and they provide better results for their customers.

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FACT: Access to Oracle's entire portfolio of products—database, middleware, storage, and servers—as well as packaged applications and industry solutions—is offered only to Oracle partners at the Gold, Platinum, and Diamond levels.



"The changes to OPN will enable companies to more easily select the most appropriate partner to help them realize the business benefits of their investment in Oracle software. It also allows the Oracle sales force to more effectively recommend the partners with the right level of specialization and track record."

Mark Robinson, Managing Vice President, Hitachi Consulting

Take Advantage of Business and Development Support

Gold partners have exclusive access to proactive, outbound, telephone-based support for business/administrative functions and account development. You can leverage your interactions with our business development team at an Oracle Partner Business Center to support your path to specialization.

Offer Financing Options

As a Gold partner, you can offer your customers a variety of ways to finance their purchase through Oracle Financing. Offering easy access to a range of flexible payment options increases the value of Oracle solutions for your customer and can help you close the deal.

The Benefits of Gold

Gold partners receive all the benefits available to Silver partners, including discounts on OPN products and services and access to Oracle Partner Business Centers in addition to

- Education and enablement benefits
 - Free online, role-based training plans and education roadmaps from the OPN Competency Center
 - Free access to the Oracle University Knowledge Center Passport
 - Twenty-five percent discount on Oracle University products and services

- Free attendance to online seminars and selected training events and workshops
- Development benefits
 - Migration toolkits, workbenches, and third-party migration solutions
 - SOA-based Oracle Validated Integration (available for a fee)
 - Discounts on Oracle Enterprise Linux support
 - Unlimited access to development licenses for Oracle technology

Use the marketing content and tools on the OPN portal to promote your offerings through the OPN Solutions Catalog—the place where Oracle customers go to find Oracle partners and solutions. Gold-level sales and marketing benefits can increase your sales reach and let you advertise your partnership with Oracle. They include

- Professional development of joint customer success stories
- Oracle partner branding and logos to use on your collateral, Websites, and other marketing materials

Support benefits for Oracle partners are based on partnership levels. In addition to exclusive, telephone-based support, Gold-level support benefits include

- Free software updates
- Discounts on service request packs
- Discounts on selected offerings from Oracle Advanced Customer Services

The Benefits of Membership in OPN Specialized

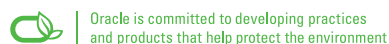
OPN Specialized gives partners at all levels new opportunities for their business, while helping them provide existing customers with the very best Oracle solutions.

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

Join OPN Specialized

You can start experiencing the unparalleled benefits of membership in OPN Specialized today—Oracle's multilevel partner program that's designed to evolve with your business. When you join OPN Specialized, you

- Differentiate yourself through your expertise in leading Oracle IT solutions
- Get recognized by Oracle for your specialized services and solutions
- Are preferred by customers seeking value-added solutions for their business



CONTACT US

To learn more, visit partner.oracle.com
To find the phone number for your local Oracle Partner Business Center team, visit oracle.com/corporate/contact/global.html

