

**SOFTWARE.
HARDWARE.
COMPLETE.**



ORACLE®
PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

Oracle PartnerNetwork Specialized: Remarketer Level

Zero obstacles, zero fees, and Oracle's leading IT solutions. Oracle PartnerNetwork (OPN) Specialized makes it simpler for you to deliver Oracle products as part of a total solution for your customers—with no complicated agreements and no up-front commitments. Selling Oracle solutions has never been easier.

Demand for Oracle technology is increasing. Organizations of all sizes are looking for high performance, cost-efficient solutions to help run their businesses. There's never been a better time to include Oracle products as part of a total IT solution for your customers—and selling Oracle solutions has never been easier.

With OPN Specialized, you can sell any Oracle software available through the Oracle 1-Click Ordering Program from day one—without any initial investment. As your business grows, you can join OPN Specialized to expand your market reach and increase revenues by offering a broader range of Oracle's industry-leading technology and applications.

Grow Your Business and Protect Your Bottom Line

Selling Oracle solutions lets you help your customers achieve their business goals—whether those goals are simple or complex. You can differentiate yourself

from the competition by adding your own value to Oracle products and by delivering unique solutions for specific customers, industry segments, or niche markets—all while selling the highest quality, most reliable products available.

Sustain your business by adding new, high-margin revenue streams that let you sell a total IT solution to your customers and increase your services business. As you deepen your expertise and business focus, you can broaden your offerings to include other solutions in Oracle's extensive portfolio. Whether you develop, sell, implement, or do all three, there are options available that fit the specific needs of your business.

Now You Have What Your Customers Want

Oracle has the right set of products for you to position and sell—all available from your regional Remarketer Authorized Value Added Distributor (VAD). You can resell the Oracle products available through

THE REMARKETER LEVEL OF OPN SPECIALIZED

- **Fast activation.** Online development, sales, and implementation training, solution kits, and enablement resources get you started quickly
- **Flexibility.** With OPN Specialized you can build your relationship with Oracle the way you want to do business
- **Growth.** Take advantage of an ever-expanding portfolio of products to grow your business

"In the past, only larger, enterprise resellers were able to invest in building an Oracle practice. Now, with the Remarketer program, the start-up costs have been eliminated, so all of my resellers are able to participate in growing a profitable Oracle business."

Jodi Honore, Vice President, Ingram Micro, Oracle Remarketer Authorized VAD, USA and Egypt

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FACT: Oracle's virtualization offerings let you deliver solutions when customers need to lower infrastructure, energy, and facility costs and reduce capital expenditures. Oracle VM helps optimize hardware and software utilization, consolidate datacenter resources, reduce complexity, and speed deployment.



"Partners are strategic to Oracle's ability to deliver solutions that customers want through their choice of providers. Through Oracle PartnerNetwork, we deliver tools to help any type or size of partner successfully meet a broad spectrum of customer requirements."

Judson Althoff, Senior Vice President, Worldwide Alliances and Channels,
Oracle Corporation

the Oracle 1-Click Ordering Program and provide your customers with

- Reliable, scalable, highly available, and secure low-cost, all-in-one solutions
- Flexible solutions that incorporate individual business requirements and processes
- Solutions that let midsize firms focus on their business, not on complex application development and integration
- Products that can be integrated with existing hardware and run on existing operating systems, including UNIX, Windows, and Linux
- Solid, dependable, innovative technology to serve your customers' needs today and help move them to next-generation architecture quickly—when they are ready
- Affordable solutions that quickly deliver value and return on investment

Grow Your Business Opportunities

At the Remarketer level, you can use Oracle's most popular products—attractively priced for the smaller deployments typical in midsize organizations—to develop, sell, and implement tightly coupled solutions in a variety of scenarios.

When Good Enough, Isn't

Customers who think their databases are "good enough" should know about the

data-integrity and high-availability features that differentiate Oracle Database 11g from other databases. They should also know about the high performance, simplified management, and self-tuning capabilities that make Oracle WebLogic Server the best foundation for applications that interact with their database.

The Bigger Picture

Customers concerned that separate silos of data are preventing them from having access to the information they need to make insightful, fact-based decisions should take a look at Oracle's business intelligence solutions. These solutions help your customers consolidate data from disparate sources; ensure data integrity; and deliver operational dashboards and ad hoc analyses that provide the insight they need to optimize the performance of their business.

Right-Sizing

Whether your customer is a smaller organization that doesn't want to buy a product that's too complex, or a larger organization with increasing amounts of data to process and more-complex computing needs, you can offer them the right selection of Oracle products to match their needs—products that are also easy to upgrade when those needs change.

Take Advantage of Free Sales and Marketing Support

At the Remarketer level, you have access to Oracle sales and marketing resources—free of charge—from your Remarketer Authorized VAD. Sales and marketing solution kits offer information about selling the products available through the Oracle 1-Click Ordering Program to midsize business markets. Solutions kits include product information, training resources, sales tools, and guided learning paths that show the best way to proceed. Solution kits also provide downloadable assets such as white papers, presentations, and demos.

Register with OPN Specialized

Whether or not you decide to register with OPN Specialized at the Remarketer level, you still have access to complete program benefits—with no fees and no up-front commitments—through your Remarketer Authorized VAD.

However, if you're interested in growing your relationship with Oracle, the Remarketer level of OPN Specialized is the right place to start. In less than 30 minutes, you can start experiencing the unparalleled benefits of OPN Specialized—a program that evolves with your growing business and helps you bring the best Oracle solutions to your customers.



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

CONTACT US

To learn more, visit partner.oracle.com or visit oracle.com/partners/goto/remarketerauthorizedvad to find a Remarketer Authorized VAD. To find the phone number for your local Oracle office, visit oracle.com/corporate/contact/global.html

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