

**SOFTWARE.
HARDWARE.
COMPLETE.**



Specialized. Recognized by Oracle.
Preferred by Customers.

Oracle PartnerNetwork Specialized: Silver Level

Silver partners leverage OPN Specialized resources to develop, sell, and implement solutions for midsize companies. As the most cost-effective way to become an Oracle partner, the Silver level is designed to grow with your business while you develop your partnership with Oracle.

For independent software vendors (ISVs) and other partners that want direct access to Oracle products and experts with a minimal investment, a Silver membership in Oracle PartnerNetwork (OPN) Specialized is the perfect place to start. As a Silver partner, you can

- Use resources from Oracle Partner Business Centers to build your business with Oracle and increase sales opportunities
- Grow your business and increase profitability by offering affordable, scalable software products to midsize organizations through the Oracle 1-Click Ordering Program
- Expand your competencies by joining OPN Knowledge Zones and leveraging Oracle's Enablement 2.0 strategy

Build Your Business

As a Silver partner, you have access to Oracle Partner Business Centers as your first line of business assistance. With help in 24 languages across 190 countries, Oracle Partner Business Centers offer marketing, sales, and

support resources to help you increase your sales opportunities and differentiate your business from the competition.

Grow Your Business

By focusing on the Oracle products available through the Oracle 1-Click Ordering Program, Silver partners provide enterprise-class solutions to their midsize customers. These all-in-one, low-cost solutions incorporate tightly coupled database, business intelligence, and middleware products that are reliable, scalable, highly available, and secure.

With these products—attractively priced for smaller deployments—you can develop solutions that earn higher margins and provide a foundation for future, higher-end services.

Silver partners can develop their own Oracle solutions with minimal up-front investment. All OPN Specialized partners can receive free development licenses for the products available through the Oracle 1-Click Ordering Program. In addition,

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

Terence Ng, Director Information Systems, Audatex

LEADING-EDGE PRODUCTS WITH JUST ONE CLICK

Silver partners can order the leading IT software for midsize customers using the Oracle 1-Click Ordering Program.

Develop, sell, and implement solutions for your customers that include database, middleware, and business intelligence. A complete list of the products that Silver partners can order through the Oracle 1-Click Ordering Program is on the OPN portal.

FACT: With around-the clock availability in 24 languages, Oracle Partner Business Centers offer Silver partners access to a network of more than 100 partner business consultants in four centers around the globe.



"The updated OPN program [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. The new OPN is a good fit for Oracle's ever-expanding offering."

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

partners at the Silver level are able to report any support issues for these products at no charge, through the Oracle Partner Business Centers.

Expand Your Competencies

Silver partners have access to partner-only information on the OPN portal, including OPN Specialized Knowledge Zones—specially designed dashboards with key information to help partners develop their competencies and areas of expertise. For example, the Oracle 1-Click Knowledge Zone provides online training as well as information to help you develop, sell, and implement solutions using the products available through the Oracle 1-Click Ordering Program.

The Benefits of Silver

Take a look at some of the advantages and benefits designed for Silver partners. (The OPN portal has a complete list of benefits.)

Silver partners have access to Oracle Partner Business Centers as their first line of business assistance. Additional Silver-level support benefits let partners

- Get support from troubleshooting guides, references, and error manuals
- Increase product portfolio efficiency with software updates and patches
- Leverage discounts on selected offerings from Oracle Advanced Customer Services

Enablement and education benefits for Silver partners include

- Guided learning paths tailored to your business needs and designed to get you up to speed quickly
- Free training offered 24/7 and a 20 percent discount for Oracle University services
- Access to the OPN Competency Center and the Oracle University Knowledge Center Passport
- Enablement 2.0 online training, onsite boot camps, and free attendance to online seminars, selected training events, and workshops

Development benefits help ISVs and other Silver partners

- Expand their opportunities with free development licenses for those applications available through the Oracle 1-Click Ordering Program
- Leverage thousands of ISV solutions and Oracle Applications to deploy with Oracle technology
- Take advantage of the Linux platform with discounts on Oracle Enterprise Linux support

Silver partners can use the sales and marketing content and tools available on the OPN portal, and can promote their offerings through the OPN Solutions Catalog—the place where Oracle customers go to find Oracle partners and solutions. In addition, Silver partners

can promote their business by

- Using free demonstration licenses to show Oracle solutions to customers
- Offering solutions in a SaaS model by qualifying for access to the Oracle SaaS for ISVs licensing option

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 in OPN Specialized 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

In less than 30 minutes you can start experiencing the unparalleled benefits of membership in OPN Specialized—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 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.