

**SOFTWARE.
HARDWARE.
COMPLETE.**



ORACLE®
PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

Oracle PartnerNetwork Specialized for Value Added Distributors (VADs)

Everything you do to get Oracle products to your partners just got easier. Whether you're working with our Silver, Gold, Platinum, or Diamond partners or distributing Oracle products through our Remarketer program, OPN Specialized provides more benefits to help you sell more Oracle products, faster.

With Oracle PartnerNetwork (OPN) Specialized, we've made it easier for you to sell Oracle products to first-time resellers, long-time partners, and everyone in between.

Something for Everyone

OPN Specialized provides a wealth of benefits for all companies at all levels, along with the tools and resources that can help them sell Oracle solutions more effectively to their customers.

For some of your partners, OPN Specialized means reselling selected Oracle products with no fees and no up-front commitment. For others, OPN Specialized means a streamlined, in-depth partner program that helps them differentiate their business from the competition by showcasing the specific skills and expertise that make their business unique.

For you, it means getting Oracle products to all of your partners faster, with no obstacles standing between you and more business.

A Streamlined Organization Makes the Difference

OPN Specialized features five unique levels—Remarketer, Silver, Gold, Platinum, and Diamond. These levels offer a variety of next-generation services, solutions, and resources—including the OPN Specialized Knowledge Zones that build on Oracle's successful Enablement 2.0 program.

- Remarketers work through a regional Remarketer Authorized VAD to sell selected Oracle products (those available through the Oracle 1-Click Ordering Program) with no fees or long applications. Remarketer Authorized VADs provide resellers at the Remarketer level with training and support, as well as sales and marketing tools from Oracle.
- Silver partners also sell selected Oracle products that are available through the Oracle 1-Click Ordering Program. In addition, Silver partners have access to Oracle Partner Business Centers for any business assistance they need.

WHAT IS THE ORACLE 1-CLICK ORDERING PROGRAM?

Selected Oracle products are available to Silver, Gold, Platinum, and Diamond partners, and via Remarketer Authorized VADs to resellers at the Remarketer level, through the Oracle 1-Click Ordering Program—a streamlined, channel-only ordering process that simplifies order booking, fulfillment, and license acceptance.

By moving the acceptance of the Oracle License and Service Agreement (OLSA) from a function of order booking to order fulfillment, orders can be processed faster. Only selected Oracle products—those with standard terms and conditions—can be sold through the Oracle 1-Click Ordering Program.

A complete list of the products available through the Oracle 1-Click Ordering Program is available on the OPN portal.

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FACT: Many resellers don't know that Oracle is as price-competitive as Microsoft. Create awareness with this message to reach new resellers and increase your sales.



"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

- Gold partners can earn up to four specializations and now advanced specializations that allow them to showcase and promote their skills and Oracle expertise in specific areas. Gold partners have access to the full stack of Oracle solutions and get free telephone-based support from Oracle.
- Platinum partners have an elite set of benefits in the OPN Specialized program, including access to the full stack of Oracle solutions, dedicated support, and the ability to earn unlimited specializations in addition to advanced specializations.
- Diamond is the most prestigious level for partners with highly differentiated Oracle solutions. It offers the most exclusive benefits including all silver-level benefits plus an assigned Global Alliance Manager, annual Global MDF Allocation, and a Global Oracle Executive Sponsor.

Easier Sales to Your Resellers

We've made it simpler for you to distribute Oracle solutions by offering selected products through the Oracle 1-Click Ordering Program. You can distribute these leading IT solutions for midsize businesses to your resellers with no fees, no up-front commitment, and no additional requirements from Oracle. The selected products provide low-cost, all-in-one solutions that are

reliable, scalable, highly available, and secure. These products enable tightly coupled solutions that include

- Oracle Database. The world's #1 database.
- Oracle Fusion Middleware. The best-of-breed Oracle technology with an extensive product line.
- Business intelligence. Proven, industry-leading business intelligence.

More Support with Solution Kits

Remarketer Authorized VADs can provide their resellers at the Remarketer level with enrollment, training, business, marketing, and sales support. OPN Specialized provides solution kits for all products that are available through the Oracle 1-Click Ordering Program. Solution kits include

- Product information
- Strategies for selling into midsize markets
- Downloadable assets, ranging from presentations to white papers to downloadable demos

Remarketer Authorized VADs can also use the guided learning paths on the OPN portal to help their partners position and sell Oracle products to their customers.

Faster Fulfillment with Streamlined Ordering

OPN Specialized helps you increase profitability in your business transactions

by using the Oracle 1-Click Ordering Program, a streamlined, channel-only ordering process that expedites orders from sale through fulfillment and saves everyone time and money.

Faster ordering through the Oracle 1-Click Program means closing deals faster. Quicker turnaround also helps you, your partners, and your back office realize higher profitability on every order.

The Benefits of Joining OPN Specialized

By embracing new technologies and leveraging Oracle's reliability, security, and innovation, your partners can more effectively address the needs of their customers.

In addition, joining OPN Specialized will help your partners

- Differentiate themselves through their expertise in leading Oracle IT solutions
- Get recognized by Oracle for their services and solutions
- Be preferred by customers seeking value-added solutions

Talk to your partners today about joining OPN Specialized, and encourage them to experience the unparalleled benefits of Oracle's multilevel partner program—a program that will grow and evolve with their business—and yours.



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

CONTACT US

To learn more, visit partner.oracle.com

To find the phone number for your local Oracle office, visit oracle.com/corporate/contact/global.html

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