

**SOFTWARE.
HARDWARE.
COMPLETE.**



ORACLE®
PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

OPN Specialized: The New Face of Oracle Partners

After listening to feedback from partners, customers, industry analysts, and from inside Oracle itself, we redesigned our popular partner program—making the most significant changes in more than a decade. The result is a program that lets you differentiate your business from the competition and gives you the recognition you deserve.

With Oracle PartnerNetwork (OPN) Specialized, Oracle is transforming the way our partners develop their business. OPN Specialized partners are

- **Specialized.** Differentiating themselves with special skills and expertise that set them apart.
- **Recognized by Oracle.** Being acknowledged for investing time and resources to become Oracle experts on specific products and industries.
- **Preferred by customers.** Connecting with potential customers who are seeking value-added solutions for their business.

Changing for the Better

OPN Specialized is a new, streamlined partner program that lets you participate at the level that best matches your business model.

It features five levels—Remarketer, Silver, Gold, Platinum, and Diamond. These levels offer a variety of next-generation services, solutions, and resources, including the Oracle Partner Business Center and OPN Specialized Knowledge

Zones, that build on Oracle's successful Enablement 2.0 program. Each level offers specific benefits that help partners grow their business and provide the best IT solutions for their customers.

Specialized

With OPN Specialized, partners build profitability, increase revenues, and open the door to new business opportunities by becoming specialized. Specializations let Oracle partners highlight their strengths and easily connect with customers who need those special skills.

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.

"OPN Specialized will greatly simplify the process of finding the right partner in a crowded space, ensuring that only the brightest and best and those who have invested heavily in their Oracle portfolio earn their status in the program."

Jim Collison,
Technology Manager, Gallup

KNOWLEDGE ZONES: CONNECT, PARTICIPATE, AND COLLABORATE

OPN Specialized Knowledge Zones—located on the updated and enhanced OPN portal—provide a single point of entry for all partner education and training resources. Organized by Oracle's key areas of business (database, middleware, applications, server and storage systems, and industries), Knowledge Zones provide the tiered content and training that partners need to achieve specialization. They also provide a way for partners to connect and collaborate with peers and participate in a variety of social networks.

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FACT: Oracle—the world’s largest business software company—and its more than 30,000 global partners provide customers around the world with industry-leading solutions and services that address business needs.



“OPN Specialized is an obvious advantage for partners and end users alike. It not only allows for the targeted investment and deeper specialization within the partner ecosystem, but also drives extra commitment and raises product awareness with the customers. We firmly believe this will boost the Oracle product and expertise adoption for all the players in the marketplace.”

Alexey Golosov, President, FORS-Development Center

After completing the requirements for specialization for a particular area, partners can use their specialized status to

- Enhance business offerings to increase the satisfaction of current customers
- Extend their market reach and expand revenue opportunities with audiences comprised of hundreds of thousands of Oracle customers
- Empower their team with access to education and enablement resources

Whatever your specialty is, you can now differentiate your business and then market that difference to potential customers.

Recognized by Oracle

Oracle sales teams wanted a better way to find partners who could engage in joint sales and support ventures. They also needed to identify partners that could accommodate the growth associated with Oracle’s ongoing acquisition strategy, and then leverage the strength of Oracle’s entire portfolio to create new revenue opportunities.

With OPN Specialized, Oracle can formally recognize partners that have invested time and resources

to develop significant expertise in Oracle’s products and solutions.

Preferred by Customers

With more than 30,000 Oracle partners to choose from, it’s understandable that Oracle customers needed an easier, more efficient way to find and compare potential partners.

By identifying and providing more information about specialized partners and their areas of expertise, OPN Specialized helps Oracle customers locate, secure, and retain the right partner to develop and implement business solutions for the specific needs of their business.

With a strategic system of preference that helps customers find the right partner for their venture and by making the entire process easier and more intuitive, OPN Specialized enables customers to take steps sooner and find solutions faster.

In other words, with OPN Specialized, Oracle customers can find a specialized partner with the knowledge, experience, and commitment to help their business succeed.

Join OPN Specialized

With training, education, and support that leads to a higher-skilled partner base, specialization that increases revenue and results in better customer service, and a simplicity that makes doing business with Oracle easier than ever, OPN Specialized provides a wealth of business opportunities and delivers valuable benefits to both customers and partners.

With just three easy steps, you can experience the unparalleled benefits of membership in OPN Specialized.

1. Create a personal Oracle.com account or sign in to your existing account
2. Create a company profile
3. Complete the OPN membership application at partner.oracle.com

OPN Specialized. Recognized by Oracle, preferred by customers, and ready for you to join today.



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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