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**PARTNERNETWORK**

Specialized. Recognized by Oracle.  
Preferred by Customers.

August 2011

# Specialization Step by Step Guide

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## Introduction

Oracle PartnerNetwork (OPN) welcomes you to explore OPN Specialized.

With OPN Specialized you have the opportunity to earn specialized status for a particular focus area, by meeting globally consistent business and competency criteria that are specific to each specialization.

Partners can choose to specialize from a wide range of solutions from Oracle's growing product portfolio.

## Key Reasons to Become Specialized

### Get Recognized by Oracle

Oracle recognizes partners that invest time and resources to develop significant expertise in Oracle's products and solutions and have proven their capabilities through specialization.

### Access to Additional Benefits

Oracle partners that achieve specialization also gain access to the specialization benefits pack, which includes tools and resources. View the [benefits table](#) for a full list of available benefits.

## About This Guide

This guide is intended to assist partners with understanding the basic principles of OPN Specialized and offer guidance through the specialization process.

## Icons Used in this Guide

There are different individuals that play a role in the road to specialization. Content that pertains to a specific role will be highlighted with the icons below.



**PRM Administrator – Ensures all process steps are followed**



**Individual Role – this icon will point employees to key actions**



**For important tips – look for this icon**

## Step by Step - How to Achieve Specialization Status

Choose specializations that match your business value. Consider developing specializations in a range of complimentary solutions (e.g., Oracle Database, Linux and Oracle RAC). It's a good idea to appoint a person in your company to manage the specialization process including the achievement of the specialization requirements, e.g., a Specialization Manager. The Specialization Manager should be familiar with your Oracle partnership and they must have PRM Administrator responsibility within the OPN Specialized.

The 4 steps required for each specialization are detailed below



- Step 1 – Join the relevant Knowledge Zone
- Step 2 – Review the specialization criteria
- Step 3 - Meet the specialization criteria
- Step 4 – Apply for Specialization

## Step 1 – Join the Relevant Knowledge Zone

The PRM Administrator must complete this action for the company. The only requirement for joining a Knowledge Zone is an active membership in OPN Specialized.

- Go to the respective Knowledge Zone
- Click on the “Why Partner” tab
- Click on “Join this Knowledge Zone”

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PARTNERNETWORK

secure search PartnerNetwork

Home How to do Business OPN Program Knowledge Zones Most Popular Resources Join Now Partners (Login Required)

**Become a Certified Implementation Specialist**  
Tests are now available  
BI Foundation | Essbase

**Oracle Business Intelligence Foundation Knowledge Zone**

Why Partner Develop Sell Implement Specialize Connect

**Why Partner with Oracle**

The Oracle PartnerNetwork will empower your company with exceptional resources to distinguish your offerings from the competition, seize opportunities, and increase your sales.

Oracle Business Intelligence (BI) is a portfolio of technology and applications that provides the industry's first integrated, end-to-end Enterprise Performance Management System, including category-leading financial performance management applications, operational BI applications, BI foundation and tools, and data warehousing. **OPN's Oracle Business Intelligence Foundation Knowledge Zone provides Partners with resources for Oracle Business Intelligence Foundation, Tools, and Data Warehousing.**

- **Pervasive**—Deliver intuitive, role-based intelligence for everyone in an organization—from front line employees to senior management—that enables better decisions, actions, and business processes.
- **Comprehensive**—Prepare to integrate information from your financial performance management, operational intelligence, and transactional applications.
- **Hot-Pluggable**—Use your existing data sources and systems. Oracle BI products are hot-pluggable with Oracle and non-Oracle environments.

[Join OPN Now](#)

[Join the Oracle Business Intelligence Foundation Knowledge Zone](#)

OPN Member Knowledge Zone Community Member Specialized Company

**Oracle PartnerNetwork Video**

Oracle - New Partner Certifications (5:38 min)

**JOIN THIS KNOWLEDGE ZONE**

**REGISTER NOW** for the Oracle PartnerNetwork Forum [Learn More](#)

**Related Knowledge Zones**

- Oracle BI Applications
- Oracle Hyperion
- Oracle Database
- Oracle Data Warehousing
- Oracle Service Oriented Architecture (SOA)
- Oracle Fusion Middleware

[Close](#)

**Recent Acquisitions**

**Talk to a Partner Expert**

## Step 2 – Review the Specialization Criteria

- On the “Specialize Tab” in the Knowledge Zone view the Business and Competency Criteria.

*At Right: Example of the specialization criteria table for Oracle Business Intelligence Foundation*

- Only partners at the Gold, Platinum or Diamond OPN Membership level are eligible for specialization.
- Each of the criteria has a hyperlink showing detailed information about the requirements. Competency criteria hyperlinks lead to the recommended training and mandatory assessments.

### Specialization Business Criteria

Business criterion is comprised of customer references and transactions. Go to the links below to view the specific requirements that must be met.

- [Customer Reference](#)
- [Transactions](#)

Oracle will verify each reference with the designated customer contact person. Here is an example of the questions that customers will be asked to confirm. **References will only be used for the purpose of meeting specialization criteria.**

### Oracle Business Intelligence Foundation Knowledge Zone

Why Partner
Develop
Sell
Implement
Specialize
Connect

OPN Member
Knowledge Zone Community Member
Specialized Company

- View the [Specialization Guide](#) for all launched and planned Specializations.
- View the [Product Mapping to Specialization](#) and set the filter to view products covered in a specific Specialization.
- Learn about [Advanced Specializations](#).
- View instructions on [How to Utilize Worldwide and Associate Resources to Obtain Specialization](#).

#### Oracle Business Intelligence Foundation

This OPN Specialization focuses on Oracle Business Intelligence Foundation technology. Specifically, it focuses on the features of Oracle Business Intelligence Enterprise Edition. The Specialization recognizes partners that have demonstrated through testing their firm's ability to:

- Identify Oracle Business Intelligence Foundation technology sales opportunities
- Position Oracle Business Intelligence Foundation technology with their customers
- Demo relevant Oracle Business Intelligence Foundation technology solutions
- Implement solutions using Oracle Business Intelligence Foundation technology that will drive their customers' organizations to make better decisions, take informed actions, and run more-efficient business processes.

**STEP 1:** [Join OPN](#)

**STEP 2:** [Join Knowledge Zone](#)

**STEP 3:** [Check Business and Competency Criteria](#)

**STEP 4:** [Track Competency Status](#)

**STEP 5:** [Apply Now](#)

#### Oracle Business Intelligence Foundation Specialization Criteria

- View the [Specialization Guide \(PDF\)](#) for all launched and planned Specializations.
- View the [Product Mapping to Specialization \(XLS\)](#) and set the filter to view products covered in a specific Specialization.

Criteria	Required
<b>Business Criteria</b>	
Customer References	2
# Of Transactions *	Resell
	Non-Commission Co-sell
	Referral
<b>Competency Criteria</b>	
Oracle Business Intelligence Foundation Sales Specialist <a href="#">Recommended Training</a>	2
Oracle Business Intelligence Foundation PreSales Specialist <a href="#">Recommended Training</a>	2
Oracle Business Intelligence Foundation Support Specialist or Oracle Technology Support Specialist*** or Partner Smart: Technology Support Champion Assessment** <a href="#">Recommended Training</a>	1
Oracle Business Intelligence Foundation Essentials (1Z0-526) Register for Exam <a href="#">here</a> or <a href="#">schedule by phone</a> – refer to the appropriate exam number above <a href="#">Recommended Training</a>	2

Dear <Insert Customer Name>

<Insert Partner Name> is a member of the Oracle PartnerNetwork (“OPN”) and is currently applying to achieve specialization in <insert name of specialization>. As such, we would like to validate with you the quality of services rendered by <insert partner name>. We would appreciate your answers to the following questions within five (5) business days:

1. Confirm that current of previous version of <Knowledge Zone> were implemented at your company (Yes/No)
2. Confirm that the assignment was completed in the last 18 months (Yes/No)
3. How would you rate <insert partner’s name> knowledge of Oracle programs (Low, Medium, High)
4. How would you rate <insert partner’s name> overall level of experience (Low, Medium, High)

*Please note that your answers will only be used for the sole purpose of reviewing <insert partner’s name> application for specialization, unless we contact you otherwise to agree on other uses for your reference.*

### **Specialization Competency Criteria**

In the specialization criteria table the hyperlinks in the competency section lead to the recommended training and mandatory assessment.

Competency criteria comprises of:

- Sales Specialist assessment - online
- Presales Specialists assessment - online
- Support Specialists assessment – online and classroom
- Implementation Specialist assessment – classroom based proctored exam

Most online assessment are available 24/7 and at no charge. Partners receive exam vouchers upon membership activation or renewal and may be used to cover the cost of the classroom or proctored exams.

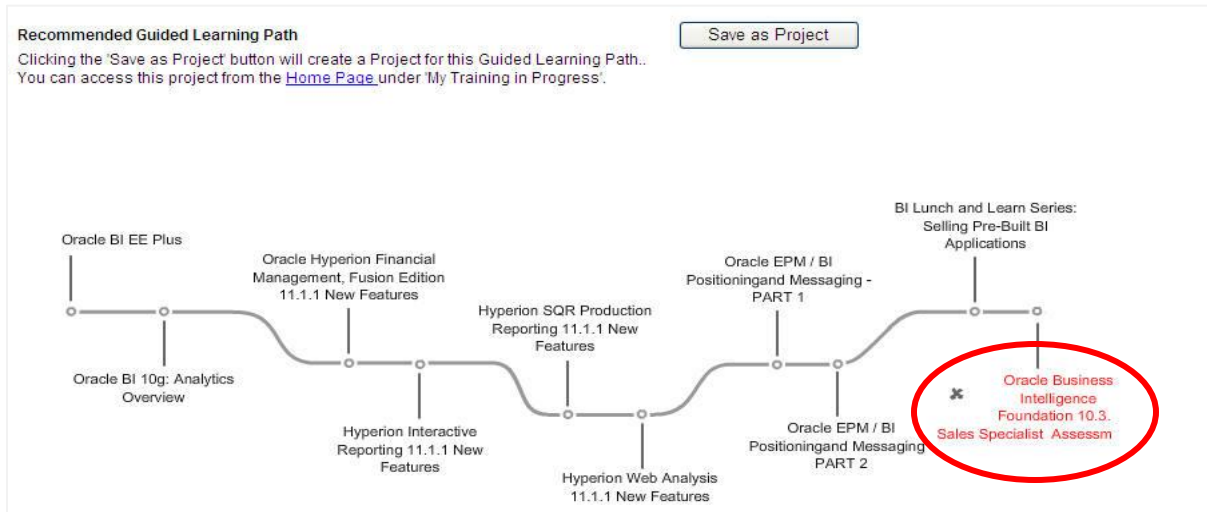
In order to accept a Specialist as valid for specialization criteria, the individual fulfilling the requirement must have passed the applicable Specialist assessment.



One individual may fulfil the criteria for Sales, Presales, Support and Implementation roles. However, within one role (Sales, Presales, Support or Implementation) the required number of unique individuals must pass the assessments.

## Sales, Presales and Support Specialist Assessments

Click on the specialist role from the criteria page to reach the Guided Learning Path (GLP) and assessment.



Note: Training is recommended to assist with exam completion but is not required. At the end of each GLP is the required assessment.

## Implementation Specialist Certification



Implementation Specialist certifications/exams are only delivered with a proctor through Pearson VUE testing centers. A web account with Pearson VUE and Oracle's Certification database (CertView) must be created before scheduling an exam.

### Pearson VUE Steps:

- Go to [pearsonvue.com/Oracle/](https://pearsonvue.com/Oracle/)
- [Create a web account](#)
- Need help? Follow these [instructions](#) to complete the 8 steps process
- Company IDs will be required for this process and is a critical piece of information. Need help with the Company ID? Contact your PRM Administrator or the [Partner Business Center](#).

### CertView Steps:

- Go to [competencycenter.oracle.com](https://competencycenter.oracle.com)
- Login user your name & password
- Go to MyPreferences
- Sign In to the Oracle Certification Candidate Information Interface
- Fill In the Verification Form and Submit
- Need Help? Follow these [instructions](#)

Once the web account is created, go to the specialization, click on the appropriate exam and register.

- To ensure validation of the certification, each person who passes an Implementation Specialist certification should send a copy of the Implementation Certificate and details about their exam (Exam date, Registration, Center ID, Score, Oracle Testing ID) to their company's Specialization Manager

### OPN Competency Center

An alternative method to view the recommended training and mandatory assessments for the Specialization competency criteria is via the OPN Competency Center.

The [OPN Competency Center](#) enables partners to expand their capabilities and expertise through training, test guides, online assessments, certification profile linkage and registration access to proctored exams. Additionally it contains **ALL** the training available for our partners including specialization specific training.

### Step 3 – Meet the Specialization Criteria

The Specialization Tracker Tool provides visibility toward specialization achievement or completion.

### Specialization Tracker Tool

The [Specialization Tracker Tool](#) can be accessed through front page of the [OPN Competency Center](#)



- Requires PRM Admin responsibility to access
- Enables access to specialization status and progress
- Track employee training progress

Additionally, the Tracker displays two types of alerts:

- Renewal Alerts which will indicate when an individual specialization will expire
- Specialization Application Status (Approved, Not Applied, In Process or Rejected)

### Each of the specializations listed contain links to detailed status

If any of the specialization competency criteria have not been met the Training Manager Tool can be utilized to assign the courses and assessments for completion within an organization.

### [Training Manager Tool](#)

In the OPN Competency Center, PRM Administrators, or delegated Training

**OPN COMPETENCY CENTER**  
The Fast Track to OPN Education

Get Specialized | Company Status | More Training

**Specializations Tracker**

Select Company: All Global + Associates Companies

My Company: Random Company, Inc  
Partner Level: Diamond Level  
Membership Expiry Date: 19-Sep-2013

Note: Please select 'All Global + Associates Companies' to see all your Global and Associates specializations information. This may take some time to run. Please note that if 'All Global + Associates Companies' is selected, Application Status is shown for Global Company.

In order to qualify for a Specialization a Partner company must meet two types of criteria: Competency Criteria and Business Criteria. Track your company's staff competencies here.

Specialization Renewal Status: ■ - Current ■ - Expiring in 6 months ■ - Expiring in 3 months

Application Status	Specialization	Sales	PreSales	Implementation	Support	Industry Specialist	Installation (IDO)
Approved <span style="color: green;">■</span>	Oracle Business Intelligence Foundation 100%	2 2 100%	2 2 100%	2 2 100%	6 2 100%	Not Applicable	Not Applicable
Not Applied	Business Intelligence Applications 100%	4 2 100%	4 2 100%	2 2 100%	27 2 100%	Not Applicable	Not Applicable
Approved <span style="color: green;">■</span>	Siebel CRM 100%	13 2 100%	8 2 100%	2 2 100%	3 1 100%	Not Applicable	Not Applicable
Not Applied	Oracle Database Performance Tuning 83%	5 2 100%	5 2 100%	0 1 0%	6 1 100%	Not Applicable	Not Applicable
Approved <span style="color: orange;">■</span>	PeopleSoft Enterprise Financial Management 66%	9 2 100%	5 2 100%	1 4 25%	10 1 100%	Not Applicable	Not Applicable
In Process	JD Edwards EnterpriseOne Financial Management 66%	2 2 100%	3 2 100%	1 4 25%	9 1 100%	Not Applicable	Not Applicable

> Available Specializations

Manager (with OPN Administrator responsibilities) can access the Training Manager Tool from the Home Page and allows the Administrator to:

- Assign the right experts to complete the training and relevant assessments.
- Track training progress
- Centralize training plans

See how it works by watching the [Training Manager Demo](#)

## Worldwide Oracle PartnerNetwork Members

If you are a Worldwide OPN member or an Associate of a Gold, Platinum, or Diamond level Worldwide OPN member, you may count resources, transactions and references from your company or any of your related Associate or Worldwide member companies to meet the business and competency criteria required for specialization in this area.

### Step 4 – Apply for Specialization

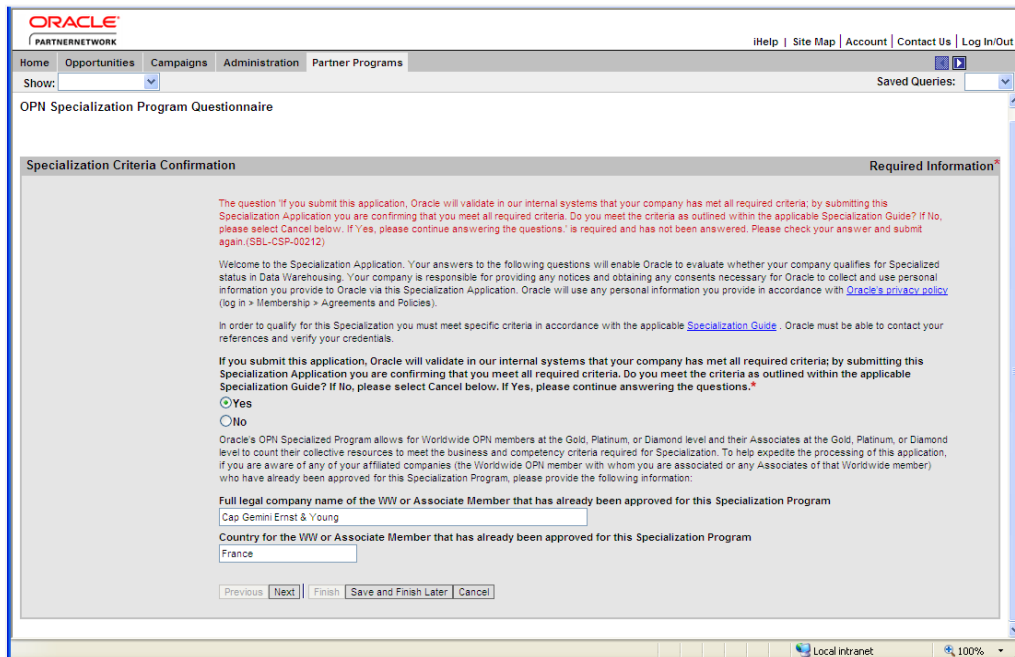
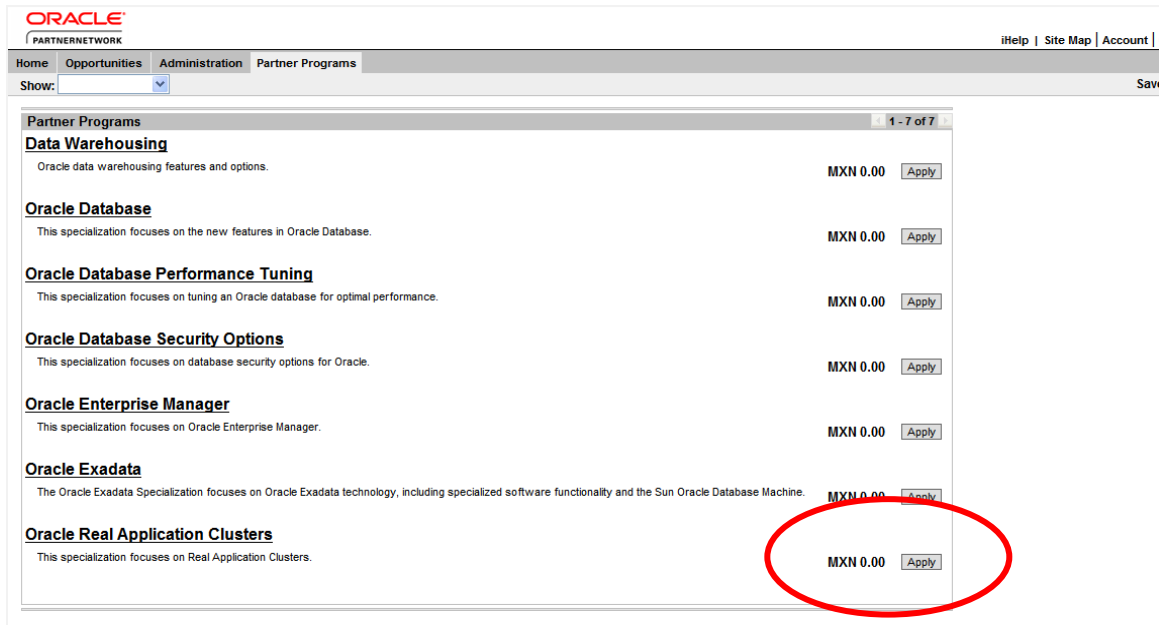


Once the unique Business and Competency criteria for each specialization has been met, the PRM Administrator may apply.

All applications must be submitted by the PRM Administrator. The PRM Administrator needs to complete the following steps:

- Go to the respective Knowledge Zone
- Click on the “Specialize Tab”
- Click on “Apply Now” to access the online application form
- In the Global PRM system under the Specialize heading click on the respective pillar e.g. Database, Middleware, Applications, Industries or Servers and Storage
- Select the Specialization

The screenshot displays the Oracle PartnerNetwork (OPN) Siebel Partner Portal. At the top, there is a navigation bar with links for Home, Opportunities, and Administration. Below this, a search bar is visible. The main content area features a welcome message and a grid of four main sections: JOIN, SELL, SPECIALIZE, and MANAGE. A red arrow points to the SPECIALIZE section. Underneath the SPECIALIZE section, there are several sub-sections: Database, Middleware, Applications, Industries, Servers & Storage, User Preferences, Company Profile, Company Users, Program Applications, and Program Memberships. The footer of the page includes the Oracle logo and the text "ORACLE IS THE INFORMATION COMPANY" along with links for About Oracle, Contact Us, OMM Policy, and Of.



- Acknowledge criteria requirements have been met
- Worldwide or associates may indicate on this page their request to utilize resources from one of their associated companies.

- Reference screens will repeat until all customer references are supplied based on the specialization
- Associates utilizing another WW entity's references will enter in "WW reference" for all text fields and generic numbers for the phone number field
- Submit to complete the application

### Specialization Approval

Once the application is approved, written notification will be sent from Oracle awarding specialized status. Specialization logos will then be available for download.

### Downloading the Specialization Logo

- Go to the respective Knowledge Zone
- Click on the "Specialize Tab" - here you will see the specialization logos available for download

#### Examples of the specialization logos for Oracle Database 11g



**Specialized**  
Oracle Database



**Specialized**  
Oracle Database



**Advanced Specialized**  
Oracle Database 11g



**Specialized**  
Oracle Database

## 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 unique Oracle certified implementation specialists on staff.

## Specialization and OPN Membership Level Maximum and Minimum Requirements

Gold level partners offer a depth of focused expertise to end customers and therefore must not exceed four (4) specializations. Platinum level partners are required to demonstrate a depth and breadth of expertise across the Oracle portfolio and must achieve a minimum of five (5) specializations.

OPN Specialized Gold level partners achieving five (5) specializations or more will be expected to upgrade their membership to the Platinum level at their Oracle PartnerNetwork Membership renewal.

Requirements	Silver	Gold	Platinum	Diamond
Specialization	No Requirement	Maximum of 4	Minimum of 5	Minimum of 20
Advanced Specialization	No Requirements	No Requirements	No Requirements	Minimum of 5

## Specialization FAQs

### Q: How do I earn specializations?

A: 1. Join at the appropriate level of the new OPN program. 2. Register in the respective Knowledge Zones. 3. Fulfill competency and business requirements of specialization and submit your application.

### Q: In what areas can I earn specializations?

A: For a complete list of specializations, please click [here](#) (PDF). More areas of specialization will be added going forward.

### Q: If I am a Worldwide Partner, can my Associate companies use my resources to meet specialization criteria?

A: Yes, in fact, Worldwide and Associates can help each other to become Specialized. They may pool their resources and use each others resources to meet both the competency criteria and the business criteria. In the form to apply for specializations, Worldwide and Associates may indicate their request for utilization of their affiliated company's resource(s).

### Q: How does an Associate or Worldwide Company submit an application if they wish to pool resources?

**A:** Companies do not need to fill in all of the fields for Specialization. In the application form, Worldwide or associates may indicate on the appropriate text field their request to utilize resources from one of the affiliated companies.

**Q: Do I have to take all the training, or can I simply take the assessment?**

**A:** Partners that are confident in their knowledge in a specific specialization area can take the assessments without taking any of the recommended training courses.

**Q: What are the criteria to earn specializations? Is this regional or global?**

**A:** There is a single set of global criteria tables for each specialization. The criteria vary by specialization but include fulfillment of competency criteria and business criteria (i.e. customer references and transactions). To learn about the criteria for your solution specialization, go to [oracle.com/partners](http://oracle.com/partners), select the respective Knowledge Zone for your desired solution, and review the Specialize tab.

**Q: What is Advanced Specialization and what are the requirements?**

**A:** Advanced Specialization extends capacity of skilled implementation resources on Oracle's products and technology and provides additional differentiation for Specialized partners. Advanced specialization is globally consistent -- available to all OPN Partners at the Gold, Platinum and Diamond levels.

In order to become Advanced Specialized, partners must meet all Specialization requirements, including standard business and competency criteria, plus must have 50 or more Certified Implementation Specialists.

**Q: Where can I find more information?**

- Go to [oracle.com/partners](http://oracle.com/partners) and select the OPN Program tab to learn about OPN Specialized, specialization, and the new program levels.
- Select the Most Popular Resources tab to navigate to short online training modules, which provide you with key information on all major improvements and aspects of OPN Specialized.
- Contact an Oracle expert in one of [Oracle Partner Business Centers](#) to discuss specific questions in more detail.



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## Useful Links

[Specialization Website](#)

[OPN Specialized Benefits Table](#)

[Oracle Partner Business Center](#)

[Specialization Guide](#)

[OPN Specialized Brochure](#)

[Specialization Tracker Tool](#) (only accessible if you have PRM Administrator responsibility)

[Training Manager Tool](#) (only accessible if you have PRM Administrator responsibility)



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**Hardware and Software, Engineered to Work Together**