

## GO TO MARKET WITH ORACLE MARKETING BENEFITS FOR ORACLE PARTNERS

### A WORLD OF BENEFITS!

As an Oracle PartnerNetwork member, there are many ways you can generate more leads and sales:

- ▶ Dramatically Extend Your Marketing Reach with a Profile in the OPN Solutions Catalog
- ▶ Take Advantage of Market Development Funds
- ▶ Promote Your Membership with Oracle PartnerNetwork logos
- ▶ Advertise in Oracle Publications
- ▶ Purchase Lists for Marketing Campaigns
- ▶ Participate in Oracle Events
- ▶ Create Joint Press Releases
- ▶ Develop Customer References
- ▶ Leverage Targeted Marketing Kits

Market development funds can be used for the following types of activities:

- ▶ Advertising – Commercials, radio, banner, online and print
- ▶ Collateral – Online and hardcopy
- ▶ Demand-generation – Direct marketing and e-marketing, including list acquisition
- ▶ Seminars, Events and Workshops – Live and online, including all reasonable logistical costs
- ▶ Telemarketing – In conjunction with one of the above activities

New OPN Marketing Kits:

- ▶ SMB Technology
- ▶ SMB Applications
- ▶ And More...

*As a member of the Oracle PartnerNetwork (OPN) program, you can take advantage of a rich set of marketing resources to help you plan and execute powerful marketing campaigns. Whether it's through direct mail, prospecting events, or public relations activities, Oracle can help at every level of your communication efforts.*

### Receive Market Development Funds

Certified Partners and Certified Advantage Partners can apply for funding for joint marketing activities that highlight the Oracle partnership and extend the Oracle message. Oracle will fund up to 50 percent of the eligible costs for approved joint marketing initiatives, and up to 30 percent of eligible costs if two partners are involved.

### Create a Solutions Catalog Profile

The Oracle PartnerNetwork Solutions Catalog enables customers, prospects, partners, and Oracle's salesforce to find Oracle-based solutions and connect directly with partners, 24x7, from anywhere in the world. You can gain visibility with the global user communities of Oracle.com, OPN, and OTN: combined, nearly 10 million registrants strong. Branded Solutions Catalog URLs are also searchable in engines such as Oracle.com, Google, and Yahoo. By simply entering your information, you can dramatically extend your marketing reach in minutes and generate leads.

### Leverage the Oracle Brand

As an Oracle partner, one of the most important things you can do is to leverage the power of the Oracle brand. You will gain distinction as an Oracle partner by using your OPN membership logo on all communications.

### Advertise in Oracle Publications

*Oracle Magazine* and *Profit* reach more than 800,000 IT professionals and decision-makers worldwide, who collectively control US \$11 billion in annual IT spending. Certified and Certified Advantage Partners receive a 20 percent discount on display ads when they include the Oracle PartnerNetwork logo.

### Purchase Lists For Marketing Campaigns

For your email and direct mail campaigns, Certified and Certified Advantage Partners can purchase lists of subscribers who have opted to receive information from Oracle and its partners. The target market for each campaign can be selected based on demographics such as country, industry, job function, and product.

*“The Oracle Partner Network program has helped us with funding for our go-to-market strategies. They have also helped us with technical support, with understanding Oracle’s products and how we could take full advantage of them. Oracle has also helped us make joint sales calls when we’ve identified prospects. It’s been very successful for us.”*  
– Frank Vukmanic, President and CEO, Alert Technology

### **Participate in Oracle Events**

Oracle holds events worldwide throughout the year. Exhibiting, advertising, and sponsoring events are great ways to reach highly qualified attendees.

### **Develop Press Releases and Customer References**

The Oracle Global Customer Reference Program (GCRP) showcases companies worldwide that have demonstrated leadership and innovation using Oracle products and services. As a member of Oracle PartnerNetwork, you are eligible to nominate your best references to participate in the program. You can also obtain assistance in writing and submitting press releases.

### **Leverage Targeted Marketing Kits**

Partners can develop go-to-market strategies using kits designed explicitly for their designated product focus areas, Go To Market Initiatives (GTMI), and industry expertise. Each marketing kit includes a market overview, marketing assets and tools to create your own marketing event – all tailored for the market in question

### **Create Your Own Events Using OPN Event Director**

The OPN Event Director is a project planning tool that helps you plan, execute, and follow-up on your own marketing events. The OPN Event Director includes resource templates, event checklist, budget worksheet, and more.

### **Upgrade your Membership for Additional Benefits**

Oracle PartnerNetwork offers three membership levels that allow Oracle to recognize and work more closely with partners committed to driving joint revenue opportunities and customer successes. As you grow your business and competency with Oracle, you are encouraged to upgrade your membership to Certified Partner or Certified Advantage Partner. Upgrading will enhance your marketing efforts by allowing you to take advantage of market development funds, advertising discounts, subscriber lists, certified logos and much more.