Modern Oracle PartnerNetwork

Modern Oracle PartnerNetwork is Oracle's customer-focused, cloud-first partner program designed to accelerate partners’ transition to cloud while driving a superior customer experience and business outcomes.

WHY ORACLE TRANSFORMED ITS PARTNER PROGRAM

The transition to cloud quickly catalyzed customer experience into being the most critical key differentiator for success, with each subscription month presenting a new opportunity to grow revenue, connect new services and drive greater innovation. Oracle realized that this new emphasis required a transformation in how it engages with its partners. In designing the enhanced partner program, Oracle listened carefully to both customers and partners to hear what they really need to flourish in the rapidly evolving cloud market. It became immediately clear that the acceleration of a cloud-first strategy was top priority. For customers, this means it is critical for Oracle to help them identify partners with the expertise to deliver quality results and innovation as they adopt cloud. For partners, mutual investment in the specific enablement resources needed to build successful cloud solutions and services is the greatest priority.

Based on these findings, Oracle built its Modern Oracle PartnerNetwork program around three core tenets. The program is:

- **Customer-centric**: with focused recognition in areas of partner expertise - including product, geography and industry - to help customers easily identify the partners that are ready to deliver value for their specific business needs.
- **Success-driven**: with increased investment in tools and resources (“Enablers”) - including cloud environments, technical assistance, finance, and targeted go-to-market resources - designed to build Expertise that drives customer success, grows partner revenue and accelerates velocity on the path to cloud.
- **Simplified**: built upon a streamlined framework that makes it easier for partners to engage with Oracle and leverage the industry's broadest, most integrated cloud and on-premises portfolio.

HIGHLIGHTS OF THE MODERN PROGRAM

The design of the Modern OPN framework specifically aligns with partner business models. The first step for partners is to open the doorway to greater Benefits by joining as an OPN Member and choosing how to engage with Oracle by selecting a “track” (a focused pathway of endeavor), or tracks, based on how the partner goes to market: either via cloud, on-premises, or a hybrid model. And it’s streamlined: joining a track is simple – there are no requirements other than paying the track fee.

For cloud, partners may choose from one of three tracks: Build, Sell and Service. Partners interested in working with Oracle's software license and/or hardware business may select the License & Hardware Track. Each track provides specifically targeted Enablers (tools and resources) with which partners can grow their skills and succeed in building, implementing and/or selling Oracle products plus cloud services. Partners use their Enablers to quality to achieve Expertise.
EXPERTISE

**Expertise** allows partners to demonstrate and showcase their skills around focused products and services, earn incremental access to go-to-market Benefits, and differentiate themselves as a cut above the competition.

Partners may achieve Expertise in a product family or cloud service by completing a series of **Qualifiers** (criteria such as maintaining a number of Oracle certified professionals, publishing customer successes, or showcasing external commitment to Oracle). Qualifiers are track-specific and may include attainment within a specific regional market.

Partners that choose to invest in achieving Expertise are preferred by customers, since Expertise demonstrates commitment to ensuring customer success and maintaining trained/certified staff who are ready for any challenge.

NEXT STEPS

If your company is interested in joining or renewing into Oracle’s next-generation partner program, please contact Oracle **PartnerHelp** for more information. We are standing by to support you in any way possible – your success is our success!