Oracle PartnerNetwork Modernization

Oracle is announcing the transformation and modernization of Oracle PartnerNetwork into a customer-focused, cloud-first modern partner program. The enhanced OPN program has been designed to accelerate our partners’ own transition to cloud as well as drive a superior customer experience and business outcomes.

WHY ARE WE TRANSFORMING ORACLE PARTNERNETWORK?

The cloud has caused customer experience to become a key differentiator as each month presents an opportunity to grow revenue, connect new services and drive greater innovation. We have listened to both our customers and our partners about what they need to succeed in this evolving market: the acceleration of a cloud-first strategy is a top priority. For customers, it is critical for Oracle to help them identify partners with the expertise required to deliver quality results and innovation as they adopt cloud. And for partners, mutual investment in the enablement resources needed to build successful cloud solutions and services are key.

Based on this input, all aspects of the modernized Oracle PartnerNetwork program enhancements have been built around three core tenets:

• **Customer Centric**: focused recognition in areas of partner expertise - including product, geography and industry - to help customers easily identify partners that will deliver value for their specific business needs.

• **Success Driven**: increased investment in enablers - including cloud environments and technical, finance, and targeted go to market resources - designed to build expertise to drive customer success, grow partner revenue and accelerate the path to cloud.

• **Simplified**: a streamlined program makes it easier for partners to engage with Oracle and leverage the industry’s broadest and most integrated cloud and on premises portfolio.
MODERNIZED PROGRAM HIGHLIGHTS
The design of the enhanced OPN structure specifically aligns to partner business models. The first step on the partner journey is to open the doorway to greater benefits and join as an OPN Member. From there, partners choose how to engage with Oracle by selecting a track – or tracks – based on how they go to market: either with cloud, on premises, or in a hybrid model.

Within the cloud path, partners may choose from one or more of three available tracks: Build, Sell and Service. Partners interested in working with our software license and/or hardware business may select the License & Hardware Track. Each track provides targeted enablers for partners to grow their skills and succeed in building, implementing and/or selling Oracle products and cloud services. Along with access to program enablers, partners within each track may qualify to achieve Expertise.

EXPERTISE
Expertise will allow partners to demonstrate and showcase their skills around certain products and services, to earn incremental access to go to market benefits, and to differentiate from the competition. Partners may achieve Expertise in a product family or cloud service by completing a series of qualifiers such as Oracle Specialists, certified professionals, customer successes, and showcasing external commitment to Oracle, among others. Expertise qualifiers will be track-specific and may include attainment within a specific regional market.

NEXT STEPS
These Oracle PartnerNetwork programmatic enhancements will go live on December 1st, 2019. Existing OPN members will receive further guidance from Oracle including a personalized communication with specific instructions for their renewal plan.

After operational rollout, partners can upgrade their Oracle PartnerNetwork Membership at any time prior to, or with, the expiration of their current OPN membership.