

# Partner Overview and Frequently Asked Questions

## ■ OVERVIEW

### Welcome Siebel Partners

Partners are essential to Oracle's economy and growth strategy. With the combination of our two companies, Oracle will embrace partners and the opportunities created through these synergies. Oracle is committed to your success and the satisfaction and retention of your customers. After the transaction is complete, the combined companies will dedicate significant resources to the support of your existing customers, so that impact of the integration on their business is minimized and your relationships with these customers are protected.

The foundation for partners' success with us is Oracle PartnerNetwork, a community of more than 15,000 partners worldwide, a management portal, an interaction center for partner support, and a global business program. Through partnership with Oracle, you will have the opportunity to gain access to Oracle's premier products for additional growth, education, technical services, and highly specialized go-to-market engagements, with support from across all lines of business within Oracle.

As the integration of Siebel's Alliance and Channel Programs and Oracle PartnerNetwork progresses over the next few months, every effort is being made to ensure a seamless process and to provide you with a rich program that supports every aspect of your Siebel and Oracle business. Throughout the transition, we will communicate with you to provide you with the very latest information and resources to address your questions and highlight new opportunities. Both programs will continue to operate fully in parallel until the integration is complete, in order to provide you with the highest level of support for your business.

To enhance and simplify your partnering experience with Oracle, the following responses to your frequently asked questions are offered:

## ■ FREQUENTLY ASKED QUESTIONS

### Opportunities For Partners

Q: How will the combination benefit partners?

A: Oracle and Siebel partners will benefit through an expanded product footprint in customer-facing solutions and have a single vendor to address customer needs for CRM, analytics, customer data integration, ERP, and infrastructure technologies. Moreover, Siebel partners will be able to take advantage of Oracle's worldwide resources and increased partner investment while Oracle partners will benefit from Siebel's best-in-class customer-facing products, Customer Experience consulting, and proven best practices tailored to industry needs.

As our current partners know, partnership with Oracle opens the door for partners to leverage the strengths, competencies, and expertise of a global community of more than 15,000 partners. The synergy created through these partnerships and the integration of Oracle and Siebel will accelerate our partners' growth into more industries, across broader geographies and channels, and into additional market segments.

We are dedicated to maintaining and increasing the quality of innovation, support, and service you have come to expect from Oracle and Siebel. We look forward to providing you the best and most complete customer-centric technology and applications platform for your business.

Q: What does the combination of Siebel and Oracle mean for Independent Software Vendors?

A: Siebel enhances and expands the Oracle CRM Applications footprint significantly. For existing Oracle ISVs who have not worked with Siebel previously, this creates an opportunity to add another robust product line to their partner offerings, enabling the ISV to engage with Oracle around more sales opportunities. For Siebel ISVs not previously working with Oracle, an entirely new applications and technology ecosystem becomes available to them. This will not only increase the potential for incremental sales significantly, but also offers these ISVs a whole array of tools and programs designed to enable these ISVs on market leading technology which can take cost and risk out of their existing development cycle.

Q: What does the combination of Siebel and Oracle mean for System Integrators?

A: With this combination, System Integrators will complement and expand existing practices, deepen and broaden enterprise software capabilities and extend industry reach, allowing them to better serve their clients. System Integrators are also expected to achieve greater efficiencies through the consolidation of internal organizations which will better enable them to focus on business process improvement and the delivery of higher value added services to their clients.

Q: What does the combination of Siebel and Oracle mean for Hardware and Infrastructure Vendors?

A: Platform partners will benefit from consolidation of resources and optimization of a broader product portfolio against their product lines, enabling you to provide greater value to your business, your customers, and the industry.

Q: What does the combination of Siebel and Oracle mean for Value Added Distributors and Resellers?

A: The combination of Siebel and Oracle delivers a more complete set of applications for resell.

### Partner Programs, Benefits and Portals

Q: Does Oracle plan to combine the Siebel Alliance and Channels Programs and Oracle PartnerNetwork programs?

A: Yes. Oracle will offer Siebel partners in both the Alliance and Channels programs the opportunity to expand the breadth and scope of products and solutions available to them by combining the two programs under a single, best-of-breed partner program.

Q: When does Oracle plan to complete the integration of the two partner programs?

A: The Oracle Worldwide Alliances & Channels organization has set a very aggressive integration schedule. While the date for completion of the program integration has not been finalized, we expect to dedicate significant resources to ensuring that the partner experience during the transition is smooth and support continues uninterrupted.

## ■ FREQUENTLY ASKED QUESTIONS

Q: How will the combined partner programs be branded?

A: The combined partner program will maintain the Oracle PartnerNetwork name and branding conventions.

Q: How do partners renew their Siebel Alliance and/or Channel agreements with expiration date on or after January 31, 2006?

A: Siebel Alliance and Channel agreements expiring on or after January 31, 2006 will be extended until June 30, 2006. During this time, partners will have full access to the benefits they currently enjoy under their existing Siebel agreements. The right to any unused services under the existing Siebel Alliance and/or Channel Partner agreement will continue until June 30, 2006, subject to availability. Any requests for extensions during this transitional period should be forwarded through the regional Alliances & Channels integration representatives for immediate consideration.

Regional Integration Representatives:

APAC: Cecil.Ko@oracle.com

EMEA: Roopa.Dhanalal@oracle.com

LAD: Francisco.Chang@oracle.com

NA: Glen.Frank@oracle.com or Stephen.L.Smith@oracle.com

Global: Tim.Graczewski@oracle.com

Q: If a partner belongs to the Siebel Alliance and/or Channel Program, do they also need to join Oracle PartnerNetwork? If so, what is the process for this?

A: Siebel Alliance and/or Channel Program partners interested in the Oracle PartnerNetwork program will need to join independently and they will be able to access content specific to Siebel products once the Siebel Product Focus Area is available in their local country. In order to join the Oracle PartnerNetwork program, after the welcome letter has been received, partners should contact their local Oracle PartnerNetwork Interaction Center (OIC). Specific OIC contact information can be found by clicking on the "Contact Us" tab on the Oracle PartnerNetwork portal at [partner.oracle.com](http://partner.oracle.com).

- If partner has a paid, active Siebel Alliance and/or Channel Partner agreement, the Oracle PartnerNetwork membership fee will be waived and you will enter OPN at the Certified Partner (CP) level for a period of one year. After that period, they will need to qualify in order to stay at the CP level or move up to the Certified Advantage Partner (CAP) level. Otherwise, they will revert to the Partner level at that time.

- Siebel Alliance and/or Channel partners whose agreement expired before January 31, 2006 are welcome to join Oracle PartnerNetwork at the standard annual membership fee of US\$1,995. Fee waivers for those falling into this category must be approved through the standard fee waiver process. They will be admitted into the program at the Certified Partner level for a period of one year. After that period, they will need to qualify in order to stay at the CP level or move up to the CAP level. Otherwise, they will revert to the Partner level at that time.

- Siebel partners will have 90 days from the date of their legal entity merge in their country to join the OPN program without being charged the OPN fee.

Merge Date	Countries	Fee Waiver Valid Through
March 1, 2006	United States, United Kingdom, Ireland, Asia Pacific countries (except Japan)	June 1, 2006
April 1, 2006	Latin America countries (except Mexico), Switzerland	July 1, 2006
June 1, 2006	Mexico, All Europe, Middle East and Africa (except United Kingdom, Ireland, Switzerland who have already merged)	September 1, 2006

Q: For partners not currently enrolled in Oracle PartnerNetwork, what is the annual membership fee?

A: The Oracle PartnerNetwork global annual membership fee is US\$1995 (plus any applicable taxes). Fee structures for the combined programs are currently under review to ensure alignment with the value the combined programs will deliver.

Q: Is the Oracle PartnerNetwork Membership fee the same globally?

A: Yes, Oracle PartnerNetwork has the same annual membership fee globally.

## ■ FREQUENTLY ASKED QUESTIONS

**Q:** How do partners learn more about the Oracle PartnerNetwork program and partnership with Oracle?

**A:** The Oracle PartnerNetwork portal is your best source of information about the program. Please visit [partner.oracle.com](http://partner.oracle.com).

**Q:** How do partners contact an Oracle PartnerNetwork representative in their respective countries?

**A:** The local Oracle PartnerNetwork Interaction Center representative is always available to assist partners. By clicking on the “Contact Us” tab on the Oracle PartnerNetwork portal, partners easily access local phone and email contact information.

**Q:** Can a Siebel Alliance and/or Channel partner join the Oracle PartnerNetwork Program before the integration of the two programs?

**A:** Yes, Siebel Alliance and Channel partners can join the Oracle PartnerNetwork program at any time and they will be able to access content specific to Siebel products once the Siebel Product Focus Area is available in their local country. You may call the Oracle PartnerNetwork Interaction Center (OPN IC) and identify yourself as an active Siebel Alliance or Channels partner and will be allowed to join for one year, with a fee waiver, at the Certified partner level. Please be aware that acceptance of terms governing additional benefits post integration may be required.

**Q:** How does Oracle plan to communicate information about the integration process, partnership opportunities, and program support to Siebel partners?

**A:** Oracle will continue to communicate information as it becomes available to both partners and customers. Partners may anticipate regular communications from Oracle Alliances & Channels throughout the integration process and, going forward, from Oracle PartnerNetwork (OPN).

We plan to send an initial email communication to Siebel partners during the first week of February. This communication will inform those who are not currently OPN members, that they are being upgraded to the Certified Partner level for one year

Siebel partners who are also currently at the OPN Partner level, will be sent an email, informing them of the upgrade to the Certified Partner level for the remainder of the term of their existing OPN Partner agreement.

Siebel Alliance and Channels partners should continue to access the Siebel Alliance and Channels portals for updated information on program and product strategy. In addition, individual partners will be notified by email communication about relevant updates. Finally, you may call the Oracle PartnerNetwork Interaction Center (OPN IC) identified in the Contacts and Resources section of this document or online by clicking on the “Contact Us” tab on the Oracle PartnerNetwork portal at [partner.oracle.com](http://partner.oracle.com).

**Q:** How will Oracle partners gain access to the tools, training, and information necessary to expand their current product and solution portfolios with Siebel technology?

**A:** Oracle Partners will be able to gain access easily to these resources through the Oracle PartnerNetwork portal, once the program integration has been completed. They will be required to satisfy the Siebel Product Focus Area (PFA) requirements in order to be allowed to engage in activity related to the Siebel product set. Every effort will be made to enable partners to rapidly meet the criteria for the Siebel Product Focus Area so that they may begin to engage around the Siebel product set promptly. Qualification will be subject to approval.

**Q:** I’m an existing member of Oracle PartnerNetwork. Can I now get access to Siebel-related information on the Siebel Alliance and Channels portals?

**A:** Until the two programs are integrated, partners must have a current membership in the Siebel Alliance and/or Channels programs and Oracle PartnerNetwork programs to access respective information and benefits. Being a member of Oracle PartnerNetwork only does not grant you access to the current Siebel Alliance and Channels partner portals.

## ■ FREQUENTLY ASKED QUESTIONS

**Q:** For Siebel Alliance and Channels partners and Oracle PartnerNetwork members, what membership expiration date will be in effect going forward once the programs are combined?

**A:** Partner membership renewal date will default to the existing Oracle PartnerNetwork membership renewal date.

**Q:** How do partners connect with existing Oracle PartnerNetwork members offering complementary solutions and services?

**A:** As a membership benefit, Oracle offers the Oracle PartnerNetwork Solutions Catalog, a comprehensive global directory of partner solutions and services, used by partners, customers, and Oracle sales to identify and connect with Oracle PartnerNetwork community members. Siebel Alliance and/or Channel partners may publish profiles as soon as the programs have been integrated. With profile publication they will experience marketing and lead generation opportunities.

**Q:** Will there be a combined Oracle PartnerNetwork portal for Siebel and Oracle partners?

**A:** Our goal is to service all our partners through the Oracle PartnerNetwork portal. Until such time when the two programs are fully integrated, Siebel Alliance and Channels partners will continue to access their benefits through the Siebel Alliance and Channels program portals. In addition to directly accessing the Siebel portals, we expect that partners will be able to access the Siebel content and portal through the OPN portal on March 1, 2006 in countries where the legal entity merge occurs on that date. For countries with later merge dates, Siebel portal access via the OPN site will not be available until after those dates. There will be a Siebel Product Focus Area (PFA) on the OPN site through which they can access the Siebel content. The merge schedule (subject to change) is as follows:

March 1, 2006 – United States, United Kingdom, Ireland, Asia Pacific countries (except Japan)

April 1, 2006 – Latin America countries (except Mexico), Switzerland

June 1, 2006 – Mexico, All Europe, Middle East and Africa (except United Kingdom, Ireland, Switzerland who have already merged)

**Q:** How do partner benefits differ between Siebel and Oracle programs?

**A:** The two programs are very comparable with subtle differences. Oracle PartnerNetwork has a wider variety of benefits that allow the partners to select benefits that meet their unique needs.

**Q:** How long may I continue to access and use the Siebel partner benefits, if my company does not choose to join the OPN program?

**A:** Siebel partners may continue to use the Siebel partner benefits until such time as their Siebel contract expires. However, if they would like to also enjoy the program benefits of OPN they may join the Oracle program as well.

### **Agreements, Licensing, Pricing and Sales Transactions**

Oracle plans to migrate partners to Oracle PartnerNetwork and the standard agreements under which all Oracle PartnerNetwork members conduct business today. Oracle will strive to make the transition as simple as possible for Siebel partners but please recognize that certain program areas are different and the change may be more significant for some partners.

**Q:** How will Oracle transition Siebel Alliance partner agreements into Oracle PartnerNetwork agreements?

**A:** Oracle will endeavor to transition all partners over to the Oracle PartnerNetwork Program and the OPN Agreement in due course. An OPN agreement will be available in the next few months for partners to execute.

Prior to transitioning to the OPN agreement, partners with a Siebel Alliance Program Master Agreement may operate under the terms of their valid agreement.

## ■ FREQUENTLY ASKED QUESTIONS

**Q:** How will Oracle transition Siebel Channel partner agreements into Oracle PartnerNetwork agreements?

**A:** Oracle is currently reviewing the Siebel Channel program and will communicate decisions on any program changes as soon as possible. Oracle will endeavor to transition partners over to Oracle's standard Full Use Distribution Agreement and into Oracle PartnerNetwork in due course. In the meantime, all existing Siebel Channel partners are encouraged to continue selling under the terms of their current Siebel channel agreement.

**Q:** If a partner requests to sign a new Siebel Alliances and/or Channels agreement after January 31, 2006, what process should be followed?

**A:** Any such urgent requests during this transitional period shall be forwarded through the regional Alliances & Channels integration representatives for immediate consideration.

Regional Integration Representatives:

APAC: Cecil.Ko@oracle.com

EMEA: Roopa.Dhanalal@oracle.com

LAD: Francisco.Change@oracle.com

NA: Glen.Frank@oracle.com or Stephen.L.Smith@oracle.com

Global: Tim.Graczewski@oracle.com

**Q:** Will Oracle partners that currently have the right to distribute Oracle applications programs be entitled to resell Siebel products as well?

**A:** At this time, Oracle is not in a position to offer this right to existing Oracle applications resellers.

**Q:** When will final business practices as they relate to Siebel be available?

**A:** We expect that a majority of the integrated business practices will be available in April 2006.

**Q:** Can a Siebel Channel partner continue to sell at existing discounts/margins?

**A:** Siebel Channel partners may continue to transact business for Siebel products under existing pricing and discount structures through an existing and current Siebel channel agreement using current Siebel partner price lists and systems until notified otherwise. As the partnering programs are merged, we will review best practices in creating the new combined partnering model.

### Ordering

Prior to transitioning to the Oracle PartnerNetwork Agreement and Full Use Distribution Agreement (with ability to distribute specific Siebel programs), Siebel partners with a valid channel agreement may operate under its terms and distribute "business as usual." Siebel's practices and channel agreements require partners to submit standard ordering documents for each transaction with their end customers.

Partners should continue to use these ordering documents until

- 1) They execute an Oracle distribution agreement; or
- 2) Oracle makes its standard ordering documents available. Once Oracle's ordering documents are available for Siebel transactions, Oracle will provide the appropriate notice to all partners.

## ■ FREQUENTLY ASKED QUESTIONS

### Support

Q: How will support for Siebel products be provided to partners once the companies have been integrated?

A: The combined companies are working to integrate the support offerings for customers and partners. The intent is to provide similar benefits to partners working with Siebel products as current Oracle PartnerNetwork members receive for Oracle products. Current processes for support related issues should continue to be used until communicated otherwise.

Q: Will Siebel Channel partners continue to sell first year support on new Siebel License sales?

A: Siebel partners should continue “business as usual” until communicated otherwise.

### Education and Enablement

Q: As a member of Oracle PartnerNetwork I receive a substantial level of education benefits including discounts on Oracle University classroom training and Instructor-Led Online training. As a Siebel partner, am I entitled to this same level of benefits? Will these benefits be available on the Siebel product courses as well as the Oracle product courses?

A: Oracle is reviewing its plans to integrate Siebel education and training into the OPN benefits package. During the transition period, existing Siebel Alliance and/or Channel partners may continue to register for Siebel training courses using Siebel’s registration systems under the terms of their existing agreement with Siebel.

Q: As a Siebel partner, can I take advantage of Oracle University courses?

A: Yes, you may go to [education.oracle.com](http://education.oracle.com) and enroll in any of the Oracle University publicly scheduled courses. You will not be entitled to any of the partner education benefits until your company joins the Oracle PartnerNetwork.

Q: As an Oracle partner but not a Siebel partner, can I take classes from Siebel University?

A: Siebel University only allows Siebel customers and members of the Siebel Alliances program to take courses from Siebel University. However, when the Siebel courses are migrated to Oracle University, you will be able to register for them at that time. Oracle has not yet determined the date for the course migration.

Q: Will Oracle continue the Siebel Certified Professional program?

A: Oracle will continue the Siebel Certified Professional program as currently defined on the Siebel website ([siebelunivertisty.siebel.com](http://siebelunivertisty.siebel.com)). Integration with the Oracle Certified Professional Program is still being evaluated.

### Go To Market

Q: Should Siebel partners put their current Siebel applications marketing on hold?

A: No, it’s business as usual. Partners should refer to the product vision on [oracle.com/siebel](http://oracle.com/siebel) for additional information.

## ■ CONTACTS AND RESOURCES

### Scenario

### Contact Point

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Siebel Partner not yet an Oracle PartnerNetwork Member

[alliances@siebel.com](mailto:alliances@siebel.com)

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In process of becoming an Oracle PartnerNetwork (OPN) member or already an OPN member

The OPN Interaction Center (OPN IC) is available to respond to email or telephone inquiries based on the partner's location.

To contact the correct representative, please go to [partner.oracle.com](http://partner.oracle.com) and click on "Contact Us". In general, following are the contact points:

[opnic\\_ro@oracle.com](mailto:opnic_ro@oracle.com) - Europe, Middle East, Africa OPN IC

[opnlad\\_ww@oracle.com](mailto:opnlad_ww@oracle.com) - Latin America OPN IC

[pn\\_br\\_ww@oracle.com](mailto:pn_br_ww@oracle.com) - Brazil OPN IC

[prn-APAC\\_au@oracle.com](mailto:prn-APAC_au@oracle.com) - Asia Pacific OPN IC

[NA-Channels\\_us@oracle.com](mailto:NA-Channels_us@oracle.com) - North America OPN IC – Partner Level

[NA-Channels\\_us@oracle.com](mailto:NA-Channels_us@oracle.com) - North America OPN IC – Certified Partner and Certified Advantage Partner Levels

[opninfo\\_us@oracle.com](mailto:opninfo_us@oracle.com) - Global OPN Information

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Non-Partners

The OPN Interaction Center is available to respond to email or telephone inquiries based on the partner's location. To contact the correct representative, please go to [partner.oracle.com](http://partner.oracle.com) and click on "Contact Us."

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### Oracle PartnerNetwork Program

Information on Oracle PartnerNetwork can be found through the Oracle home page under Communities or directly at [partner.oracle.com](http://partner.oracle.com).

### Siebel Alliance and Channels Programs

Information on the Siebel Alliance and Channel programs can be found on the Partners section of the Siebel home page at [www.siebel.com](http://www.siebel.com). Current partners can continue to log in to the Alliances and/or Channels portal to access their resources and benefits until they have joined Oracle PartnerNetwork and the two sites have been fully integrated. Direction will be provided on both sites for a period of time.