

**Hardware and Software**  
Engineered to Work Together



## Differentiate Your Business with Oracle PartnerNetwork

Specialized. Recognized by Oracle. Preferred by Customers.

**ORACLE**<sup>®</sup>

| OPN Specialized—Recognized by  
| Oracle. Preferred by Customers.





Joining Oracle PartnerNetwork differentiates your business, connects you with customers, and gives you access to the most comprehensive portfolio of software and hardware products in the enterprise IT industry.

With Oracle PartnerNetwork (OPN), Oracle is transforming the way its partners develop their businesses. OPN offers members access to partner-specific training, resources, go-to-market tools, and support. These valuable benefits enable partners to earn Specialized status and be recognized for their particular expertise. Specialization contributes to increased revenue and higher customer satisfaction. Open new business opportunities and deliver more value to your customers by taking advantage of all that OPN has to offer.

#### **Unparalleled Product Portfolio**

Oracle offers its partners an unprecedented ability to participate in delivering the world's most complete, open, and integrated business software and hardware solutions—from applications to disk.

#### **Massive Customer Installed Base**

With more than 390,000 customers around the world and Oracle's broad product portfolio, the up-sell and cross-sell possibilities are unique in the industry.

#### **Compelling Channel Economics**

Companies benefit from high-value sales and very profitable services opportunities when they develop, sell, integrate, or implement Oracle products and solutions. In addition to standard resale margins, the OPN Incentive Program rewards highly aligned partners that focus on specific areas of resell or referral business.

#### **Oracle PartnerNetwork**

Specialized. Recognized by Oracle. Preferred by customers. Take advantage of this opportunity and join today.

**FACT:** Oracle is committed to its partners. Partners represent approximately 40 percent of Oracle's revenues and approximately 80 percent of Oracle's transactions.



#### **PARTNER BUSINESS CENTERS—ON THE JOB AROUND THE WORLD**

Once you become a member at the Silver level or above, your benefits from the Oracle Partner Business Center include

- A global network of more than 1,000 dedicated partner business consultants
- Access to world-class call centers located in Buenos Aires, Bucharest, Bangalore, and Beijing
- Round-the-clock support available in 24 languages
- E-mail, phone, and chat support

## Streamlined: Making It Simple, Keeping It Strong

Oracle PartnerNetwork allows Oracle partners to participate at the level that best matches their business model. Partners can select their level and type of engagement with Oracle. They can elect to become deep experts in one solution area or offer a range of solutions. All options are recognized—and rewarded—in OPN.

### **Diamond**

Diamond is the highest level in OPN. To qualify, partners must have 30 qualifying specializations in addition to meeting other criteria that underscore these partners' broad and deep expertise. OPN members at the Diamond level frequently work with Oracle on projects for its largest global customers.

### **Platinum**

The Platinum level is for Oracle partners that have attained at least five qualifying specializations, Oracle Exastack Ready applications, or Oracle Validated Integrations. OPN members at the Platinum level are recognized for their expertise across a broad range of products and technologies, and earn exclusive promotion and dedicated support.

### **Gold**

Gold-level OPN members are eligible to develop, sell, and implement the full stack of Oracle products and solutions. Gold is the level at which most partners choose to join, and is the first level at which partners can qualify for specialization. These partners develop skills by taking advantage of the extensive training, sales, and marketing resources available at this level.

### **Silver**

Partners at the Silver level can resell and develop products available through the Oracle 1-Click Ordering program, as well as certain hardware products such as Oracle Database Appliance. By providing a cost-effective yet scalable way for partners to join OPN, Silver-level membership helps partners quickly become more competitive and enables them to grow their businesses with Oracle.

### **Cloud Registered**

The Cloud Registered level is targeted to partners new to Oracle and provides the opportunity to join Oracle PartnerNetwork and start building Oracle Cloud business. Benefits include the ability to resell Oracle Platform-as-a-Service and Infrastructure-as-a-Service, access to the OPN Cloud Business Builder for sales, marketing and technical training and resources, as well as exposure with Oracle branding.

### **Remarketer**

Remarketers resell select Oracle products from the Oracle 1-Click Ordering program through our Remarketer Authorized Value Added Distributors (VADs). Remarketers do not have to sign Oracle partner agreements and do not pay an OPN membership fee.

**FACT:** Specialization makes it easy for customers to choose the right partner to develop and implement business solutions based on their certified skills and proven expertise.

## Recognizing Partner Commitment

Oracle formally recognizes partners that have invested time and resources in developing significant expertise in specific Oracle products and solutions. We are committed to delivering value to three primary groups: our community of partners, our end customers, and our Oracle internal sales force. OPN offers a number of ways for partners to differentiate themselves in order to be recognized by these three audiences.

OPN members at the Gold level or above may earn Specialized status, a designation demonstrated through an assessment of the partner's level of competency and business success in a specific area. Partners may select from a wide range of specializations from Oracle's growing product portfolio. Companies that have achieved specialization are

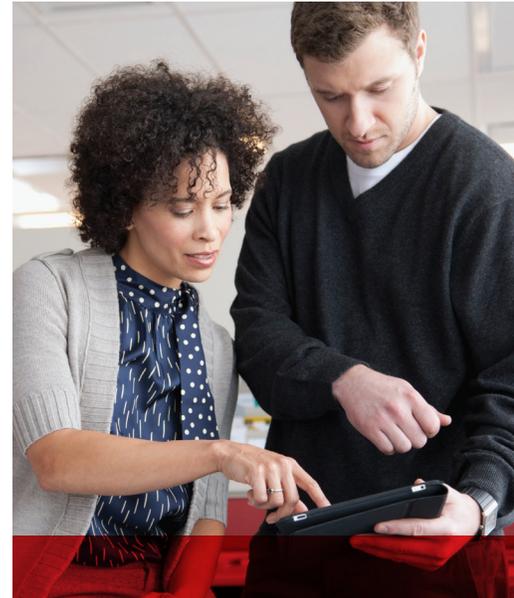
- Verified as having certified skills and competency achievements across all areas of their businesses
- Recognized by Oracle for their in-depth product and industry knowledge and proven value-add for customers
- Preferred by customers and Oracle's own sales team, with validated references for each area of specialization

### Empowering Customers

With more than 25,000 Oracle partners from which to choose, Oracle customers need an easy, efficient way to find, evaluate, and compare potential partners for proposed or ongoing IT initiatives. By making the process easier and more intuitive, OPN accelerates the sales cycle—matching customers to partners more rapidly and effectively, and speeding successful deployment of Oracle solutions. Whether customers seek help with an enterprise application or a solution for a particular vertical market, OPN helps them locate a partner with the right insight and knowledge.

### Connecting Customers with Partners

OPN members receive numerous opportunities to promote their unique Oracle-based solutions. OPN members that achieve Specialized, Oracle Exastack Ready, Oracle Exastack Optimized, and Oracle Validated Integration status receive preferential placement on marketing platforms, including the OPN Solutions Catalog and **Oracle.com**. They also receive top priority for inclusion in Oracle go-to-market activities. In fact, for most regional initiatives, field development initiatives, and demand pilots, Oracle makes specialization a prerequisite for participation. OPN Specialized partners also leverage distinct branding, logos, and signage at Oracle events.



*"The key value of the OPN Specialized program is that customers finally have a way to recognize our experience and expertise that is validated by Oracle. The program brings out the best of the best partners to represent Oracle."*

**Farhad Aspy Fatakia**  
Director  
Ora-Tech Systems (Pvt.) Ltd.  
Pakistan

**FACT:** OPN offers members access to Oracle's compelling product portfolio and the ability to develop and sell products that are market-leading and well accepted in the marketplace—as evidenced by Oracle's large customer installed base.



#### **BENEFITS FOR PARTNERS THAT SPECIALIZE**

Oracle partners that attain Specialized, Oracle Exastack Ready, Oracle Exastack Optimized, or Validated Integration status are eligible for enhanced benefits, including but not limited to

- Maximum recognition within Oracle for possessing in-depth knowledge of Oracle products
- Priority placement in the OPN Solutions Catalog
- Support service requests
- Exclusive branding and OPN Specialized logos

## Most Valuable Resources

### Enablement

OPN members can build their competencies and skills through a variety of educational opportunities and expanded training choices that include

- Access to the OPN Competency Center, a free online training tool with role-based, guided learning paths to facilitate individuals becoming Oracle specialists across a variety of functions including sales, presales, support, and implementation
- Local, partner-exclusive implementation boot camps
- Discounted rates at Oracle University for live or live virtual classes

### Oracle Solutions Catalog

Oracle has established a system of preference that helps our customers quickly find the right partner with the expertise that they need. The Solutions Catalog is an Oracle-hosted online directory that provides customers, prospects, and Oracle employees with instant access to OPN member solutions and services worldwide.

### Demonstration and Development Licenses

OPN members can access Oracle Technology software licenses free of charge for development and demonstration purposes. Additionally, OPN members can qualify to access integration and demonstration licenses for Oracle Applications.

## Get Started with Oracle PartnerNetwork Today

Start today. Visit [oracle.com/partner](https://oracle.com/partner) and go to Partner with Oracle > Get Started for more information.

**FACT:** More than 25,000 companies benefit from participation in Oracle PartnerNetwork. Expand your opportunity. Join OPN and take advantage of Oracle's unparalleled product portfolio, unique up-sell and cross-sell opportunities, and compelling channel economics.



**CONTACT US**

To learn more, contact the Oracle Partner Business Center by calling **+1.800.323.7355** to speak to an Oracle representative, or visit [oracle.com/partners](http://oracle.com/partners).

**OUTSIDE NORTH AMERICA**

Visit [oracle.com/corporate/contact/global.html](http://oracle.com/corporate/contact/global.html) to find the phone number for your local Oracle office.



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