

Oracle
PartnerNetwork Days



ORACLE®

OPN Specialized

Jannine Reston
Marketing Director, Alliances & Channels Asia Pacific

ORACLE®
PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.



Agenda

**OPN
Evolution**

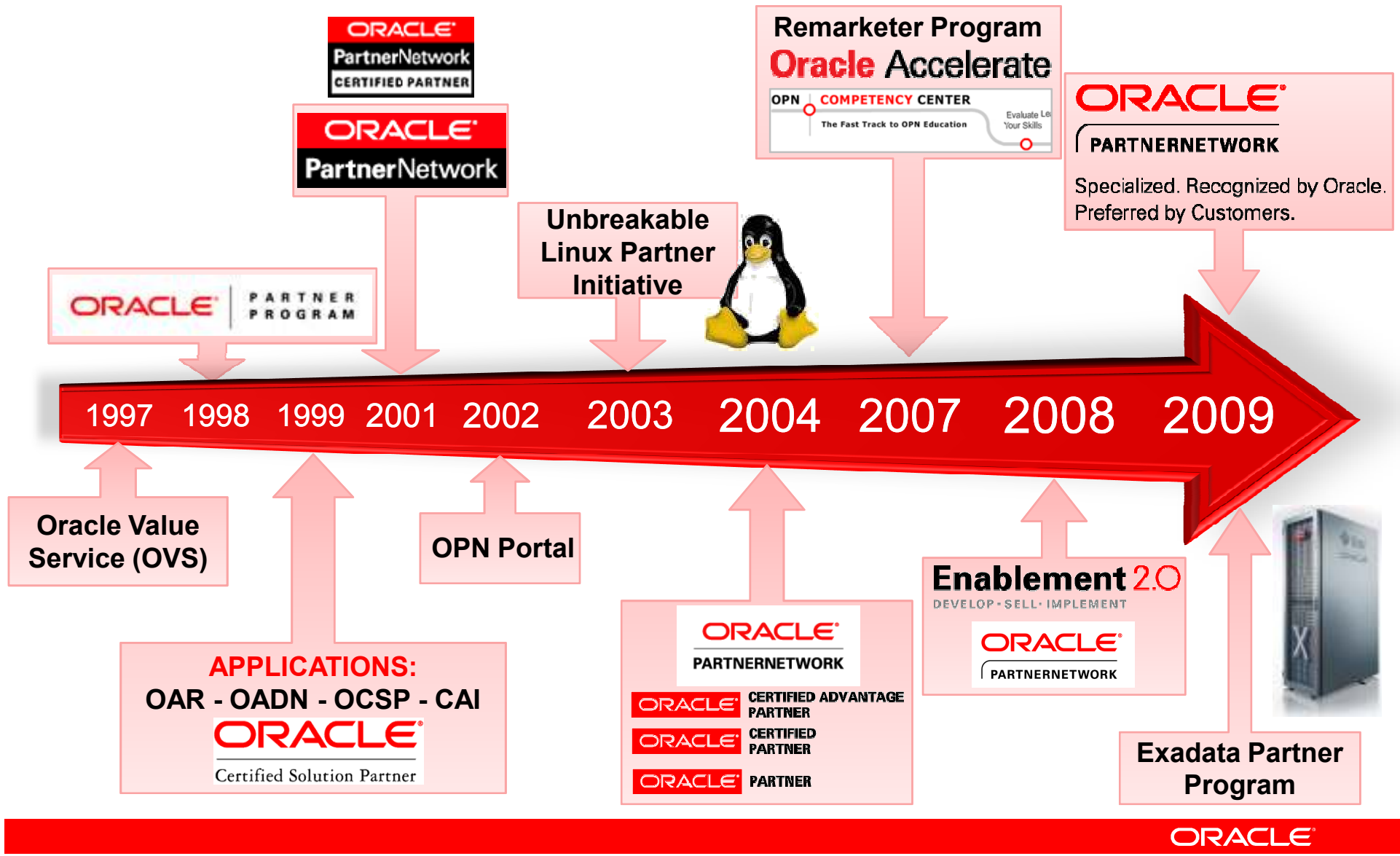
**Key Facts /
Benefits**

Specialization

Reselling

Transition

Oracle PartnerNetwork Evolution



ORACLE®

PARTNER NETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

**FIELD SALES
RECOGNIZED**



**PARTNER
DIFFERENTIATE**



**CUSTOMERS
PREFERRED**



ORACLE®

ORACLE

PARTNER NETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.



ORACLE

DIFFERENTIATE YOURSELF



KEY FACTS / BENEFITS

REMARKETER

Key Level Benefits

Partner Support Mid-Size Customers with Zero Barriers to Entry

Resell Oracle's 1-Click Products

Business Support from VAD

No Contract or Fees

1-Click Training, Sales and Marketing Kits

Lead Referral

ORACLE

1-Click Products

1-Click Products

Oracle Database Personal Edition

Oracle Database Standard Edition

Oracle Database Standard Edition One

Oracle Application Server Standard Edition One

Oracle Application Server Standard Edition

Oracle Business Intelligence Standard Edition One

Oracle WebLogic Server Standard Edition

Oracle Universal Content Management Standard Edition

Oracle Document Capture

Oracle SQL Developer Data Modeler

Oracle Internet Developer Suite

AutoVue*

Oracle Crystal Ball*

Support Offerings*

Oracle Enterprise Linux Support

Oracle VM Support

- AutoVue Office
- AutoVue 2D Professional
- AutoVue 3D Professional Advanced
- AutoVue EDA Professional
- AutoVue Electro-Mechanical Professional

- Oracle Crystal Ball
- Oracle Crystal Ball Decision Optimizer
- Oracle Crystal Ball Enterprise Performance Management

* Availability varies by Remarketer Authorized Value Added Distributor

ORACLE

SILVER

Key Level Benefits

Remarketers with a Desire to Invest and Grow

Remarketer Benefits +

Restricted OPN Portal Access

Support from Oracle Partner Business Center

1-Click Product Support (MetaLink)

Development and Demonstration Licences

Lead Registration

**20% OU Discount / Free Access to OUKC /
1-Click Bootcamps**



ORACLE

GOLD

Key Level Benefits

Leveraging Enablement 2.0 to Become Specialized

Silver Benefits +

Full OPN Portal Access – All Knowledge Zones

Resell ALL Oracle Technology Products

Offer Customers Oracle Financing

Eligible to Apply to Resell Oracle Applications

Discount on Internal Use Licenses

Oracle Partner Business Center Development Support

Discount on Service Request Bundles

25% OU Discount and Two Assessment / Exam Vouchers

Advanced Customer Services Discount

PLATINUM

Key Level Benefits

Premium Level

Depth of Skill and Breadth of Portfolio

ORACLE Platinum Partner

Specialized
Database Security
Data Warehousing
Oracle Database

Gold Benefits+

Dedicated Oracle Partner Business Center Support

100 Free Service Requests for Technology and Applications Products

Additional 5% Discount on Live Virtual Classes

100 Support Service Requests for Enterprise Linux Basic and Oracle VM

Six Assessment / Exam Vouchers

Advanced Customer Services Assigned Partner Liaison

SOA Based Oracle Integration Validation (AIA)

Eligible for MDF

ORACLE

Specialized Partners

ORACLE®

PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

Differentiated

Recognized

Preferred

Promotion

- OPN Specialized Branding
- Find a Specialized Partner – O.com
- Eligible for Quote for Press Releases
- Promotion in newsletters, websites, advertising, etc.

Benefits

- Additional Assessment/Exam Vouchers
- 50 Service Requests per Specialization (max. 250)
- Additional Linux/VM Service Requests
 - Up to 100 @ Gold / 200 @ Platinum
- Access to:
 - Demo Solutions Services
 - Implementation Methodologies
 - Release Control Documentation
 - Oracle Meeting Rooms

ORACLE®

DIFFERENTIATE YOURSELF



SPECIALIZATION

Specialization Criteria

BUSINESS CRITERIA

- Customer References
- Transactions:
 - Resell, Co-Sell, Referral
- Oracle Validated Integration (Apps Only)

COMPETENCY CRITERIA

- Sales Specialists
- Presales Specialist
- Implementation or Development Certified Specialists or OCP
- Support Specialists

Specific to Specialization – Globally Consistent

ORACLE

2 Criteria Categories

The image shows two overlapping screenshots of the Oracle PartnerNetwork website. The left screenshot shows the main navigation menu with 'Specialize' circled in red. The right screenshot shows the 'Specialization' page, with the word 'Specialization' in the header also circled in red. A red line connects the two circles, indicating the link between the menu item and the page content.

Oracle PartnerNetwork

Welcome Jannine (Account | Account Help | Sign Out) | OPN Worldwide | Oracle Websites

Home | How to do Business | **OPN Program** | Knowledge Zone | Most Popular Resources | Join Now | Partners (Login Required)

Value for Your Business
OPN Details by Levels
Specialize
Membership Resources
Learn more at the
Register now >>

KNOWLEDGE ZONE:
Connect. Participate. Collaborate.

Access Database Knowledge Zones

- Oracle Database 11g
- Oracle Data Warehousing - **New**
- Oracle Embedded Technology - **New**
- Database Security
- Oracle Software-as-a-Service (SaaS) - **New**

Specialization

Become Specialized. Be Recognized by Oracle and Preferred by Customers.

Specialization will help you open new business opportunities and differentiate yourself in the market. OPN Specialized provides your company with the tools and resources to:

- Differentiate your business from the competition through in-depth expertise in Oracle solutions
- Grow customer satisfaction through your accredited team
- Find new opportunities through the power of your acquired knowledge
- Increase sales and revenue by broadening your reach in the market through specialization

Begin your path to specialization.

- Explore Specialization
 - Database
 - Middleware
 - Applications
- Learn more about the requirements to join OPN Specialized:
 - Become a Gold or Platinum partner in the Oracle PartnerNetwork. Learn more
 - Participate in the Knowledge Zones.
 - Select the area of specialization you want to develop.

Become a Partner
Join OPN Today!

Brochures & Datasheets

- OPN Specialized Brochure
- Remarketer Datasheet
- Silver Partner Datasheet
- Gold Partner Datasheet
- Platinum Partner Datasheet

More Information

Partner Quotes

Stay Connected with OPN

Talk to a

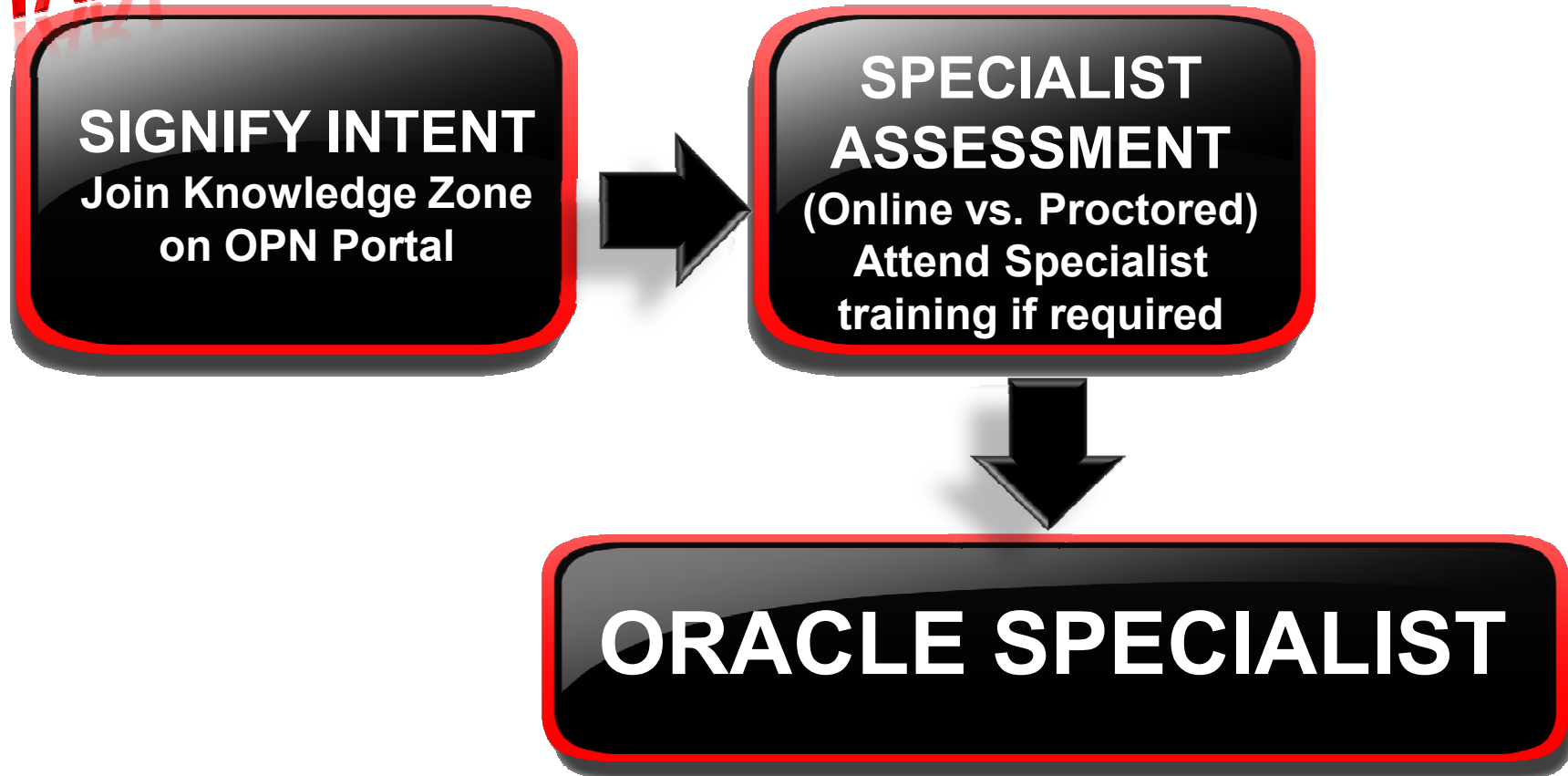
Enablement 2.0
DEVELOP · SELL · IMPLEMENT

ORACLE

2-Step Process to Become a Specialist

No Mandatory Class Requirements

START



ORACLE

Specialist GLP

ORACLE
PARTNERNETWORK

ENGAGE WITH ORACLE
EDUCATION
OVERVIEW
Education Benefits
Education Offerings
OPN COMPETENCY CENTER
Home
Evaluate Your Skills
Guided Learning Paths
Become A Champion
Search For Training
Featured Training
DEVELOPMENT
SUPPORT
MARKETING
SALES
MEMBERSHIP
NEWS

OPN COMPETENCY CENTER
The Fast Track to OPN Education

Evaluate Your Skills Guided Learning Paths Become A Specialist Search For Training Featured Training

Oracle Database 11g Sales Specialist - [Description](#)

Rate this GLP: ☆☆☆☆☆ Average: ☆☆☆☆☆ 12 Rating(s)
[Be the First to Review](#) [Send us your Feedback for this GLP](#) [Partner Course List](#) [See Related GLPs](#)

[Awareness](#) » [Proficiency](#) » [Advanced](#) » [Certificate](#) »

Recommended Guided Learning Path

Clicking the 'Save as Project' button will create a Project for this Guided Learning Path.
You can access this project from the [Home Page](#) under 'My Training in Progress'.

Start Selling Oracle Database 11g: Managing Change with Oracle Database 11g
Lock Down Data with Oracle Database 11g
Accelerate Applications with Oracle TimesTen In-Memory Database
Oracle Application Express and Oracle Database 11g
Secure Search of Enterprise Data
Start Selling Oracle Database 11g: Oracle for Windows and .NET
Oracle Database 11g Sales Specialist Assessment

http://competencycenter.oracle.com

The screenshot shows the Oracle OPN Competency Center website. At the top left is the Oracle logo and 'PARTNERNETWORK'. At the top right are links for 'My Preferences' and 'Sign Out', and a language dropdown set to 'English'. A navigation menu on the left lists categories: ENGAGE WITH ORACLE EDUCATION, OVERVIEW, OPN COMPETENCY CENTER, DEVELOPMENT, SUPPORT, MARKETING, SALES, MEMBERSHIP, and NEWS. The main content area features a 'COMPETENCY CENTER' header with a progress bar containing five steps: Evaluate Your Skills, Guided Learning Paths, Become A Champion, Search For Training, and Featured Training. Below this is a 'Overall Performance' widget for Pamela Mac Kenzie, Argentina, showing a 'Your Score' of 94.48% and an 'Overall OPN Competency Center User Average' of 80.03%. A red circle highlights the '> Specializations Tracker' link. Below it is a section for 'My Current OPN Certificates' with two categories: 'Specialist Accreditations' (2 items) and 'Champion Accreditations' (3 items). On the right, there are several content blocks: 'Local News and Global Events', 'OPN Boot Camps', 'Oracle 1-Click Solution Kits', 'Resell Education', and 'Meet the Expert'.

ORACLE
PARTNERNETWORK

My Preferences | Sign Out
English

ENGAGE WITH ORACLE
EDUCATION
OVERVIEW
Education Benefits
Education Offerings
OPN COMPETENCY CENTER
Home
Evaluate Your Skills
Guided Learning Paths
Become A Champion
Search For Training
Featured Training
DEVELOPMENT
SUPPORT
MARKETING
SALES
MEMBERSHIP
NEWS

OPN | COMPETENCY CENTER
The Fast Track to OPN Education

Evaluate Your Skills | Guided Learning Paths | Become A Champion | Search For Training | Featured Training

Overall Performance
ORACLE
PARTNERNETWORK

Pamela Mac Kenzie
Argentina

Your Score: 94.48%
Overall OPN Competency Center User Average: 80.03%

> Specializations Tracker

My Current OPN Certificates

- Specialist Accreditations** - See All (2 more)
 - Oracle Database 11g PreSales Specialization (15-OCT-2009)
 - Oracle VM Sales Specialization (11-OCT-2009)
 - Oracle Identity Management PreSales Specialization (10-OCT-2009)
- Champion Accreditations** - See All (3 more)
 - Siebel CRM 8.0 Sales Champion (10-AUG-2009)

> Local News and Global Events
Click [here](#) to see events in your area.
[Partner Enablement Update](#) (July 2009)

> OPN Boot Camps
'Jump start' role-based training covering Oracle's technology and applications products, including those recently acquired.
Click [here](#) to see the boot camps available.


> Oracle 1-Click Solution Kits
[1-Click Solution Kits](#) | [1-Click Training](#)

> Resell Education
[Education Resale Resources](#)
[Become on OU Deliver Partner](#)

> Meet the Expert

ORACLE

Specializations Tracker



PARTNERNETWORK

OPN COMPETENCY CENTER

The Fast Track to OPN Education

Evaluate
Your Skills

Guided
Learning Paths

Become
A Champion

Search
For Training

Featured
Training

Accenture
Membership Level: Platinum
Membership End Date: 22/12/2009

Specializations Tracker

In order to qualify for a Specialization a Partner company must meet two types of criteria: Competency Criteria and Business Criteria.
Track your company's staff competences here.

	Sales	Presales	Implementation	Developer	Support
Oracle E-Business Suite Human Resources Management System	4 4 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%	3 3 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%	3 3 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%	0 0 <div style="width: 0%; height: 10px; background-color: green;"></div> 100%	3 3 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%
Data Warehousing	1 4 <div style="width: 25%; height: 10px; background-color: yellow;"></div> 25%	3 3 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%	4 6 <div style="width: 66%; height: 10px; background-color: yellow;"></div> 66%	2 2 <div style="width: 100%; height: 10px; background-color: green;"></div> 100%	0 5 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%
Database 11g	0 5 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%	0 4 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%	0 6 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%	0 4 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%	0 8 <div style="width: 0%; height: 10px; background-color: red;"></div> 0%

> Available Specializations

ENGAGE WITH ORACLE

EDUCATION

OVERVIEW
Education Benefits
Education Offerings

OPN COMPETENCY CENTER
Home
Evaluate Your Skills
Guided Learning Paths
Become A Champion
Search For Training
Featured Training

DEVELOPMENT

SUPPORT

MARKETING

SALES

MEMBERSHIP

NEWS

Specializations Tracker

ORACLE
PARTNERNETWORK

ENGAGE WITH ORACLE
EDUCATION
OVERVIEW
Education Benefits
Education Offerings
OPN COMPETENCY CENTER
Home
Evaluate Your Skills
Guided Learning Paths
Become A Champion
Search For Training
Featured Training
DEVELOPMENT
SUPPORT
MARKETING
SALES
MEMBERSHIP
NEWS

OPN COMPETENCY CENTER
The Fast Track to OPN Education

Evaluate Your Skills Guided Learning Paths Become A Champion Search For Training Featured Training

Select a Specialization
Oracle E-Business Suite Supply Chain Management

100%

Your company has completed the Competency Criteria for Oracle E-Business Suite Supply Chain Management. Check the Business Criteria and [Apply Now](#) to complete this specialization!

>> Add to Specializations Tracker

✓ Prerequisite test
✓ Specialist test

Employee	Sales	Presales	Implementation	Developer	Support
asdf.fdsa@ghj.kl	✓	✓	✓		✓
qwer.rewq@ghj.kl	✓	✓	✓	✓	✓

<<Prev >>Next Download list

Phase I Specializations

Applications

Oracle E-Business Suite Financial Management
Oracle E-Business Suite Supply Chain Management
PeopleSoft Human Capital Management
PeopleSoft PeopleTools
PeopleSoft Financial Management
JD Edwards EnterpriseOne Financial Management
Oracle CRM On Demand
Oracle Hyperion Financial Management
Oracle Hyperion Planning
Business Intelligence Applications for ERP
Business Intelligence Applications for CRM
Primavera P6 Enterprise Project Portfolio Management
Oracle Policy Automation

Industry

Healthcare Payer
Healthcare Provider
Retail
Public Sector
High Technology
Accelerate

Database

Oracle Database 11g
Oracle Database 11g Performance Tuning
Database Security
Data Warehousing
Oracle Real Application Clusters
Oracle Enterprise Manager
Oracle EM Application Quality Management
Oracle Enterprise Linux

Middleware

Service-Oriented Architecture
Oracle Business Intelligence Foundation
Application Grid
Oracle Essbase

31 Specializations

Available Now

ORACLE

Planned Specializations

Aligned with Oracle Product Strategy

Category	Solution Specialization
Database	Oracle VM
	Exadata
	Data Integration
Middleware	Content Management
	Oracle Identity Management
	Oracle Business Process Management
	Beehive

Industry Concentrations	
Software as a Service	Media & Entertainment
Aerospace & Defense	Natural Resources
Automotive	Insurance
Chemicals	Financial Services
Communications	Utilities
Consumer Goods	Banking
Education & Research	Oil & Gas
Engineering & Construction	Professional Services: Business Services
Industrial Manufacturing	Professional Services: Consulting Services
Life Sciences	Travel & Transportation

69 Solution Specializations
26 Industry Concentrations

Applications Solution Specialization

- Oracle E-Business Suite Human Resources Management System
- Oracle E-Business Suite Projects
- PeopleSoft Campus Solutions
- PeopleSoft Supply Chain Management
- PeopleSoft Customer Relationship Management
- JD Edwards EnterpriseOne Manufacturing
- JD Edwards EnterpriseOne Production and Distribution Planning
- JD Edwards EnterpriseOne CNC
- Siebel Marketing and Loyalty Applications
- Siebel CRM
- Siebel Self-Service
- Siebel Sales Force Automation
- Agile Product Lifecycle Management
- Demantra Supply Chain Management
- Oracle Transportation Management
- Primavera Contract Management
- Primavera Risk Analysis
- Primavera Portfolio Management
- Oracle Application Integration Architecture
- Oracle Contact Center Anywhere
- Oracle Healthcare Transaction Base
- Oracle Clinical
- Siebel Clinical Trial Management
- Oracle Life Sciences Data Hub
- Oracle Clinical Remote Data Capture
- Oracle Thesaurus Management System
- Oracle Adverse Event Reporting System
- Oracle Retail Merchandise Operations Management
- Oracle Retail Merchandise Planning and Optimization
- Oracle Retail Store Inventory Management
- Oracle Retail Supply Chain Planning and Execution
- Oracle Enterprise Taxation Management
- Oracle Communications Service Delivery
- Oracle Communications Billing and Revenue Management
- Oracle Communications Service Fulfillment

Specializations Align with Oracle Product and Industry Focus

The image displays two screenshots of Oracle websites. The left screenshot shows the Oracle.com homepage with a navigation menu and a grid of product categories. A red circle highlights the 'Database' category, and a red arrow points from it to the right screenshot. The right screenshot shows the Oracle PartnerNetwork website. A red circle highlights the 'Database' tab in the 'KNOWLEDGE ZONE' navigation, and a red arrow points from it to the left screenshot. The right screenshot also features a main banner for 'The Most Significant Evolution of Oracle PartnerNetwork is Here' and a 'KNOWLEDGE ZONE' section with a list of products.

Oracle.com Screenshot (Left):

- Navigation: Home, Products and Services, Industries, Support, Store, Partners, Communities, About
- Product Grid:

Database	Middleware	Applications	Ind
Oracle Database 11g	Java	Oracle E-Quinox Suite	Dant
Real Application Clusters	Application Server	PeopleSoft Enterprise	Com
Data Warehouse	Service-Oriented Architecture	Siebel	
Database Security	Content Management	SAP EnterpriseOne	Heal
Exadata	Enterprise 2.0 and Oracle	JD Edwards World	Ineu
Sun Oracle Database Machine	Enterprise Performance	Hyperion	Publ
Oracle Enterprise Manager	Management and Support	Primavera	Data
Oracle VM Linux	Intelligence	Application Integration Architecture	Utili
More Database	Developer Tools	More Applications	More
More Database	More Middleware		

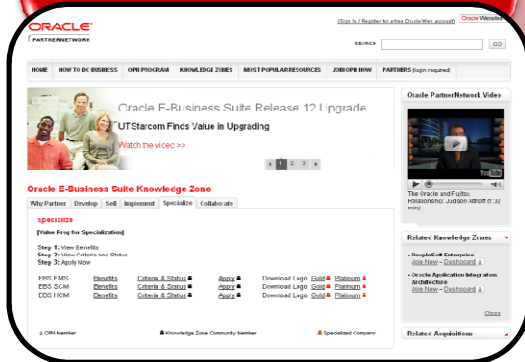
Oracle PartnerNetwork Screenshot (Right):

- Navigation: Home, How to do Business, OPN Program, Knowledge Zone, Most Popular Resource, Join Now, Partners (Login Required)
- Main Banner: The Most Significant Evolution of Oracle PartnerNetwork is Here. OPN Specialized delivers differentiation. Learn More >>
- KNOWLEDGE ZONE: Connect. Participate. Collaborate. Access Database Knowledge Zones. Database | Middleware | Applications | Industries
- Product List:

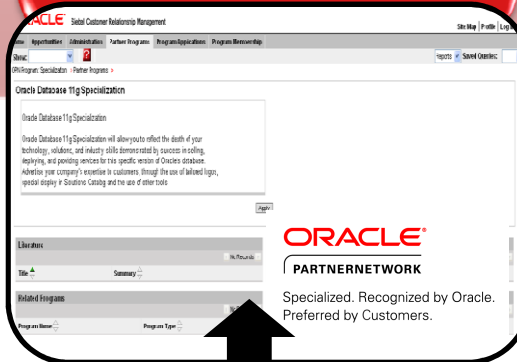
 - Oracle Database 11g
 - Oracle Data Warehouse - **New**
 - Oracle Embedded Technology - **New**
 - Database Security
 - Oracle Software-as-a-Service (SaaS) - **New**
 - Oracle iAnywhere Technology for Mobile Computing
 - Oracle Enterprise Manager - **New**
 - Oracle EPM and BI
 - Oracle VM - **New**
 - Oracle Unbreakable Linux

Specialization 1 – 2 – 3

Join
Knowledge
Zone



Apply



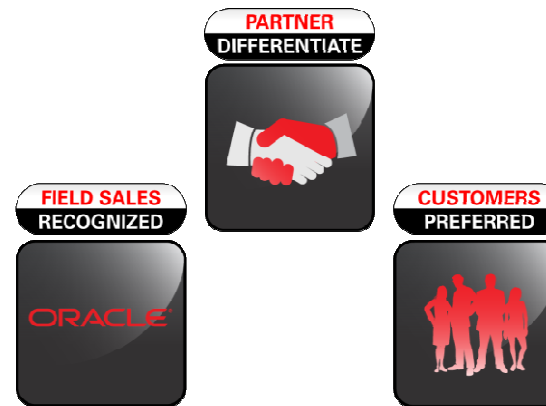
Complete
Required
Criteria



Oracle Partner
Business Center

ORACLE

DIFFERENTIATE YOURSELF



RESELLING

How to Resell Technology

Step 1

Execute Distribution Agreement Online

Silver Partners

Automatic resell rights to 1-Click
Solutions

Gold & Platinum Partners

Automatic resell rights to full Technology
Solutions*

* NOTE: Excluding select products (E.g. Beehive)

ORACLE

How to Resell

Applications and Industry Solutions

Step 1

Join at the Gold or Platinum level

Step 2

Join the appropriate Knowledge Zone

Step 3

Click the “Sell” tab and meet Criteria*

Step 4

Apply & Acceptance

* NOTE - Criteria will vary by Product

ORACLE

DIFFERENTIATE YOURSELF



MEMBERSHIP TRANSITION

Two Partner Migration Options

Early Adoption

Level	Promotional Price	Promo Expiration Date**
Platinum	US\$4,995	30-Apr-10
Gold *	US\$995	26-Feb-10
Gold*	US\$1,995	30-Apr-10

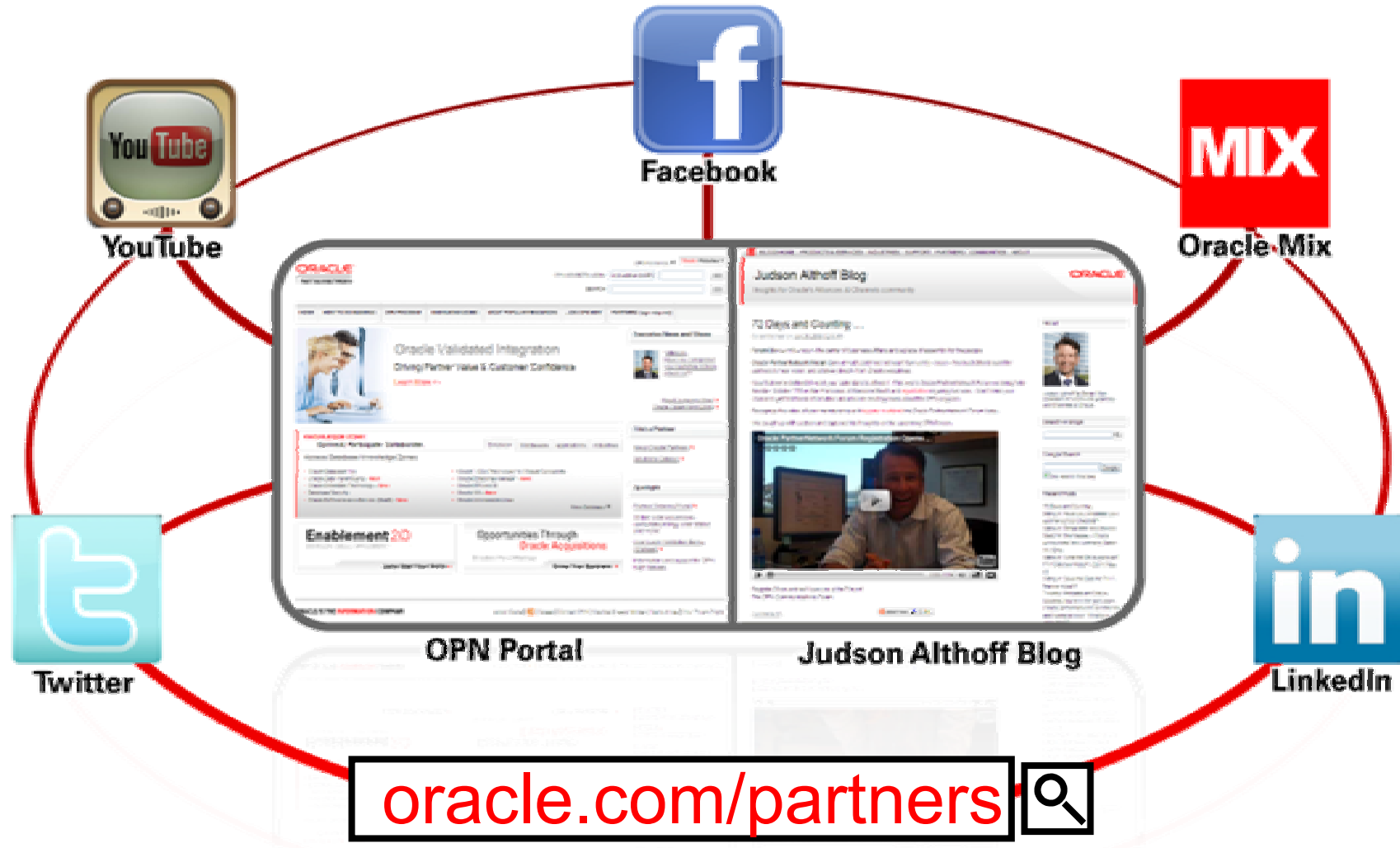
** Associates of Gold will pay 50% of the promotional price*

At Renewal

Requirements	Silver	Gold	Platinum
OPN Enrolment & Agreement	✓	✓	✓
Specializations		Optional (Max 4)	5
Annual Membership Fee	US\$500	US\$2,500	US\$9,995
Associate Membership Fee	US\$500	50%	\$0

ORACLE

For More Information



ORACLE



Call to Action

**Review
Specialization
Criteria**

**Decide when to
Migrate and
which Level**

**Apply in
Promotion
Period**



DIFFERENTIATE YOURSELF



ORACLE®

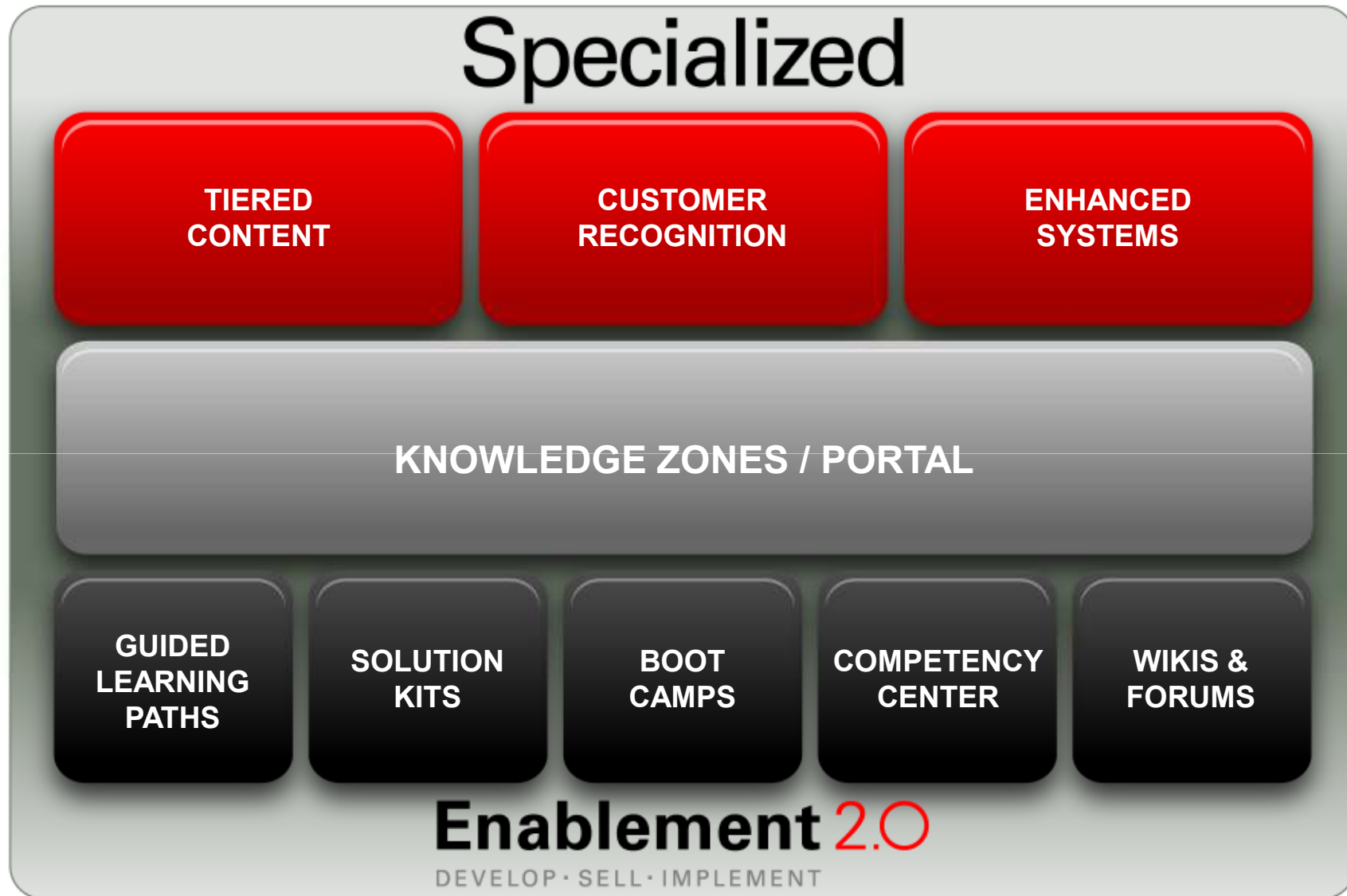
PARTNER NETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

ORACLE®

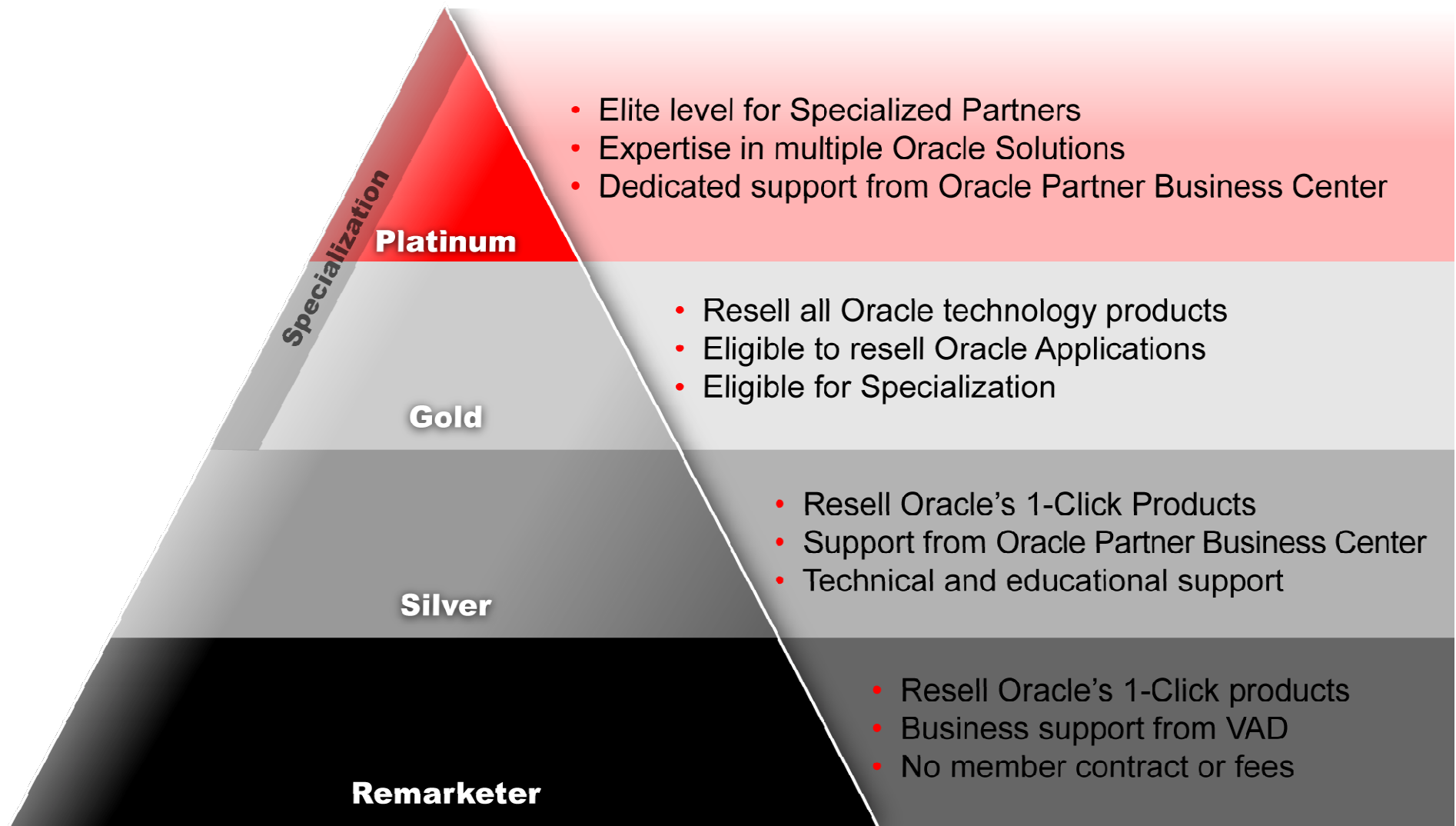
Back Up Slides

Enablement 2.0 to Specialization



ORACLE

OPN *Specialized*



ORACLE

Introducing the New Oracle Partner Business Center



New Partner Business Center

- Global Network of > 100 Partner Business Consultants
 - (4) Centers in Buenos Aires, Bucharest, Bangalore and Beijing
 - Round the clock availability
 - 24 native languages
 - Email, phone, twitter support
- Tiered Support based on Levels
 - Silver: free inbound call and e-mail assistance, including SR Logging
 - Gold: pro-active outbound engagement
 - Platinum: dedicated virtual account management

Oracle Partner Business Center



[Twitter.com/ORCLPartnerBiz](https://twitter.com/ORCLPartnerBiz)

What is Specialization?

Formal recognition of focus and in-depth expertise on a given Oracle solution area

Key Enabler to **increase** your **success**

Enablement 2.0
DEVELOP · SELL · IMPLEMENT



Key Benefits

For complete listing visit partner.oracle.com

Specialization

- Gold or Platinum benefits +

- Specialization logo & branding
- Oracle.com placement via Solutions Catalog
- Additional training and support advantages
- Demonstration solution services

Platinum

- Gold benefits +

- Dedicated Oracle Partner Business Center support
- SOA-based Oracle Validated Integration (\$9500 value)
- Advanced Enablement support
- Free technical support

Gold

- Access to all Technology products
- Eligible for Applications products
- Silver benefits +

- Oracle Partner Business Center development support
- Full OPN Portal access
- Migration resources
- Oracle financing

Silver

- 1-Click Products
- Remarketer benefits +

- Oracle Partner Business Center program support
- Oracle support
- Development licences
- Deal registration

Remarketer

- Resell 1-Click Products
- 1-Click training
- 1-Click sales & marketing kits

Recognized and Preferred



ORACLE