

# 5 STAR WINNER Partner Program Guide

## Oracle PartnerNetwork – Evolving to Benefit OPN Members and Drive Growth

**Q. How do Oracle's strategic initiatives and the Oracle PartnerNetwork (OPN) partner program align to enable channel growth?**

**A.** We have a number of new programs and benefits which recognize and reward partners who are investing more and aligning with Oracle's strategic initiatives to include the [Oracle Cloud](#). Specifically, we launched the new [OPN Cloud Connection](#) to engage with the partner community focused on embracing Oracle's cloud offering. [OPN Cloud Connection](#) is the new single-source community to engage with Oracle experts and other partners, and learn about the Oracle Cloud business opportunities. The community offers a simple path to help partners decide their cloud strategy before formally joining OPN and define how they will profit as a partner with Oracle's cloud applications.

**Q. Do you offer different levels of engagement for partners to sell Oracle Cloud?**

**A.** Yes. OPN offers multiple levels of engagement—specifically through referral, specialization and resell. This allows partners to [join our program](#) and grow their cloud business in a way that most effectively aligns with their current business model.

- **Referral:** Allows partners to receive compensation for identifying cloud opportunities, remain a trusted advisor to the customer, and provide value-added services for implementation and migration.
- **Specialization:** This signifies that the partner has met a high standard of competency and business success in sales, pre-sales and implementation capabilities. They get more exposure to customers, as well as internal Oracle sales teams, when they need a partner with those abilities to deliver these services.
- **Resell:** Allows the partner to own the relationship and participate in the ongoing revenue from the initial sale, as well as the renewals, upgrades and add-ons.

**Q. How does OPN recognize partner achievement while supporting company goals?**

**A.** We have been streamlining the program to support our goals of driving growth, increasing market share and delivering customer success. The enhancements we are making to OPN ultimately benefit our valued partners. We have improved the program and its supporting systems to simplify and make it easier for our partners to do business with Oracle. A few improvements include simplifying the application for resell rights and specialization, expanding the demo environments and making access to those environments simpler, plus we're continuing to roll out new demo equipment purchase program initiatives.

We've enhanced the program to engage cloud partners, and we reward partners who are aligned with Oracle's strategic initiatives.

There is much more to come as OPN continues to evolve in the months leading up to Oracle OpenWorld in October 2015.




**Penny Philpot**

Group Vice President,  
Worldwide A&C Partner Services

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