



PrōjectTM

integrated business solutions

Oracle Partner Network (OPN) Specialisms

Andy Butchart - Prōject (EU) Ltd

Frank Lauer - Oracle

Dean Herback – Oracle

Agenda

- **Frank Lauer** – Senior Manager Partner Enablement, Oracle Alliances & Channels
 - OPN Specialised Partners deliver more value to Customers
 - Oracle Solutions Catalogue
- **Dean Herback** – Strategy Manager, Oracle Projects Development
 - EBS Projects Certification Process
- **Andy Butchart** – Sales Director, Prōject
 - Key Differentiators
 - End User straw poll

OPN Specialised Partners deliver more value to Customer

Frank Lauer - Oracle

OPN *Specialized* Partners Deliver More Value to Customers



Specialized. Recognized by Oracle
Preferred by Customers.

- Advanced expertise in Oracle products
 - Certified business and competency achievements across all areas of their business
 - Exclusive training, testing and certification
- Trusted relationships with Oracle
 - Specialized partners are an integral part of the Oracle team, bringing in-depth product and industry knowledge, and proven value-add for customers
 - Ease of procurement, ease of implementation, ease of ownership
- Deep understanding of the business challenges you face
 - Validated references for successful customer implementations are required for each area of Specialization

OPN *Specialized* Partners Deliver More Value to Customers



Specialized. Recognized by Oracle
Preferred by Customers.

Oracle has built the most comprehensive and highly skilled partner community in the industry, uniquely qualified to implement Oracle solutions for customers of all sizes

Customers choose partners for their:

- Advanced expertise in Oracle products
- Exclusive training, testing and certification
- Trusted relationships with Oracle based on proven value-add for customers
- Deep understanding of your industry and business challenges
- Validated customer references for each area of Specialization

“Specialization gives us the ability to select qualified partners who have demonstrated expertise in the specific products and solutions we need.”

- Oracle Customer

ORACLE

Partner Specialization Delivers Higher Value to Customers

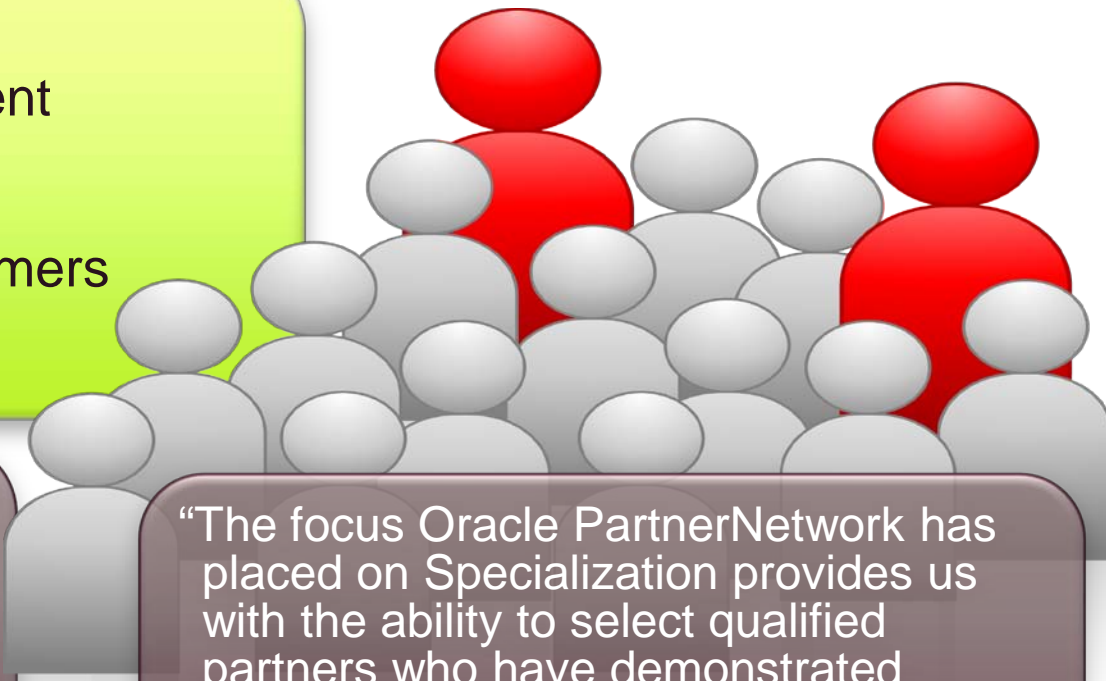
- Partner Differentiation
- Product and Solution Alignment
- Oracle Recognition
- Preference System for Customers
- Training and Testing Criteria

“There’s now a clear path that leads us to specializations within the ever-growing Oracle family of products, and recognizes those that achieve specialized skills.”

- Haitham Abdou
Group Director, Marketing I.T.S

“The focus Oracle PartnerNetwork has placed on Specialization provides us with the ability to select qualified partners who have demonstrated expertise in a specific product or solution.”

- Oracle Customer



EBS Projects Certification Process

Dean Herback - Oracle



**ENGINEERED
FOR INNOVATION**



EBS Projects Certification Process

Dean Herback

EBS Projects Partner Specialization

Background

- Approached by partner Pröject to help develop EBS Projects specialization
- Other products that currently have Specialization
 - EBS Financials, HCM, Supply Chain
 - Primavera

Goals of the Certification Process

**Experienced
Partners**



**Knowing Oracle
Best Practices**



**Less Service
Requests**



**Successful
Implementations**



**More Customer
Value**



EBS Projects Partner Specialization

Background

- Project was directed by an internal team dedicated to Partner learning
- Four exams were developed
 - One each for Pre Sales, Sales
 - One for Support
 - One for Implementation (Costing, Billing & Foundation)
- Exams for all but Implementation will be available online
 - Implementation exams are proctored onsite

Process Steps

- Establish the Project Team – Oracle Univ., Development Strategy, OCS, Support, Partner (Pröject)
- Define Audience Profile Templates (Novice, Average, Expert)
- Design the Blueprint
- Design the Questions & Marking Structure (50% OCS & Pröject)
- Review the Questions – Dev. Strategy & Support
- Engage Partner and internal volunteers for Beta testing
- Consolidate feedback and exam results, vet questions, assign passing grade

- Exam is released to Production!

Guided Learning Paths (GLP)

- GLP's are used to assist students to follow their progress to a certification or specialization
- We developed a learning path separately for Pre-Sales, Sales, Implementation and Support
- All exams have a GLP that corresponds to the test and highlight the learning required to pass

Next Steps

- Partner implementation exam will be live Dec 6, 2012
- Beta exam participants will get results Dec 21st, 2012
- Begin the process for the Project Management exam

OPN Specialism – Key Differentiators

Andy Butchart - Prōject

OPN Specialisms – Key Differentiators

- BI Foundation
- BI Applications (for EBS)
- Oracle Projects
- Oracle Business Accelerators (OBA)
- Education and Research
- Certified Implementation Specialists

Q&A