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PARTNERNETWORK

Specialized. Recognized by Oracle.
Preferred by Customers.

September 2014

Specialization Step by Step Guide

ORACLE®

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Introduction

Oracle PartnerNetwork (OPN) welcomes you to explore OPN Specialized.

With OPN Specialized you have the opportunity to earn specialized status for a particular focus area, by meeting globally consistent business and competency criteria that are specific to each specialization.

Partners can choose to specialize from a wide range of solutions from Oracle's growing product portfolio.

Key Reasons to Become Specialized

Get Recognized by Oracle

Oracle recognizes partners that invest time and resources to develop significant expertise in Oracle's products and solutions and have proven their capabilities through specialization.

Access to Additional Benefits

Oracle partners that achieve specialization also gain access to the specialization benefits pack, which includes tools and resources. View the [benefits table](#) for a full list of available benefits.

About This Guide

This guide is intended to assist partners with understanding the basic principles of OPN Specialized and offer guidance through the specialization process.

Icons Used in this Guide

There are different individuals that play a role in the road to specialization. Content that pertains to a specific role will be highlighted with the icons below.



Partner Administrator – Ensures all process steps are followed



Individual Role – Points employees to key actions



For important tips – Look for this icon

Step by Step - How to Achieve Specialization Status

Choose specializations that match your business value. Consider developing specializations in a range of complementary solutions (e.g., Oracle Database, Linux and Oracle RAC). It's a good idea to appoint a person in your company to manage the specialization process including the achievement of the specialization requirements, e.g., a Specialization Manager. The Specialization Manager should be familiar with your Oracle partnership and they must have Partner Administrator responsibility in OPN.

The 3 steps required for each specialization are detailed below



- Step 1 – Review the specialization criteria in relevant Knowledge Zone
- Step 2 – Meet the specialization criteria
- Step 3 – Apply for specialization

Step 1 – Review the Specialization Criteria

- Visit “Get Specialized” tab in the Knowledge Zone of your interest
- Review Step 1 to see the Business and Competency Criteria for that specialization

Example of the Oracle Database Appliance Knowledge Zone

Oracle Database Appliance Knowledge Zone

ORACLE DATABASE APPLIANCE

I want to:

- Get Started
- Get Trained
- Apply to Resell
- Develop Solutions
- Market and Sell
- Get Specialized**
- Implement Solutions
- Join the Discussion
- Attend an Event

Stay Connected: [f](#) [in](#) [t](#) [g+](#) [v](#) [p](#) [d](#) [s](#) | Language [v](#)

Get Your Company Specialized

Step 1
Review Specialization Criteria

> [Oracle Database Appliance](#)

Step 2
Check Company Status

> [Oracle Database Appliance](#)

Step 3
Apply for Specialization

If your company meets all criteria:
[Apply for Specialization](#)
(Administrators Only)

- Only partners at the Gold, Platinum or Diamond OPN Membership level are eligible for specialization.
- Each of the criteria has a hyperlink showing detailed information about the requirements. Competency criteria hyperlinks lead to the recommended training and mandatory assessments.

Example of the Oracle Database Appliance Specialization Criteria

Oracle Database Appliance Specialization Criteria

Applicable Date: 01-APR-2014

Criteria		Required
Business Criteria		
Active OPN Membership at the Gold Level or above		✓
Pre-requisite Specializations		Oracle Database 11g AND Oracle Linux 5 OR Oracle Linux 6
Customer References		3
# Of Transactions *	Re-sell	8
Competency Criteria		
Oracle Database Appliance Sales Specialist		2
☒ Recommended Training		
Oracle Database Appliance PreSales Specialist		2
☒ Recommended Training		
General Product Support Specialist v4.0		1
☒ Recommended Training		



Specialization Business Criteria

Business criterion is comprised of customer references and transactions. Go to the links below to view the specific requirements that must be met.

- [Customer Reference](#)
- [Transactions](#)

Oracle will verify each reference with the designated customer contact person. Here is an example of the questions that customers will be asked to confirm. **References will only be used for the purpose of meeting specialization criteria.**

Dear <Insert Customer Name>

<Insert Partner Name> is a member of the Oracle PartnerNetwork ("OPN") and is currently applying to achieve specialization in <insert name of specialization>. As such, we would like to validate with you the quality of services rendered by <insert partner name>. We would appreciate your answers to the following questions within five (5) business days:

1. Confirm that current or previous version of <Knowledge Zone> were implemented at your company (Yes/No)
2. Confirm that the assignment was completed in the last 18 months (Yes/No)
3. How would you rate <insert partner's name> knowledge of Oracle programs (Low, Medium, High)
4. How would you rate <insert partner's name> overall level of experience (Low, Medium, High)

Please note that your answers will only be used for the sole purpose of reviewing <insert partner's name> application for specialization, unless we contact you otherwise to agree on other uses for your reference.

Specialization Competency Criteria

In the specialization criteria table the hyperlinks in the competency section lead to the recommended training and mandatory assessment.

Competency criteria are generally comprised of:

- Sales Specialist assessment - online
- Presales Specialists assessment - online
- Support Specialists assessment – online and classroom
- Implementation Specialist assessment – classroom based proctored exam

For some specializations, there are other roles that require assessments to be passed. Most online assessment are available 24/7 and at no charge. Partners receive exam vouchers upon membership activation or renewal and may be used to cover the cost of the classroom or proctored exams.

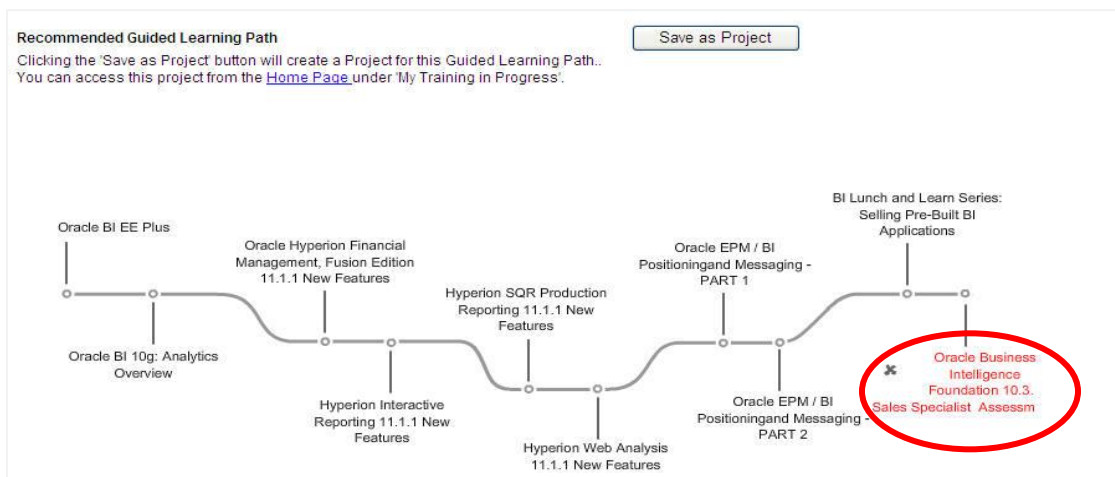
In order to accept a Specialist as valid for specialization criteria, the individual fulfilling the requirement must have passed the applicable Specialist assessment.



One individual may fulfil the criteria for multiple roles. However, within one role (e.g., Sales, Presales, Support or Implementation) the required number of unique individuals must pass the assessments.

Sales, Presales and Support Specialist Assessments

Click on the specialist role from the criteria page to reach the Guided Learning Path (GLP) and assessment.



Note: Training is recommended to assist with exam completion but is not required. At the end of each GLP is the required assessment.

Implementation Specialist Certification



Implementation Specialist certifications/exams are only delivered with a proctor through Pearson VUE testing centers. A web account with Pearson VUE must be created before scheduling an exam.

Pearson VUE Steps:

- Go to pearsonvue.com/Oracle/
- [Create a web account](#)
- Need help? Follow these [instructions](#) to complete the 8-step process
- Your Company ID will be required for this process and is a critical piece of information. Need help with the Company ID? Contact your PRM Administrator or the [Partner Business Center](#).

OPN Competency Center Alignment Steps

- Users may [align their Pearson VUE and Oracle Certifications profiles](#)
- Review the [Aligning Your Profiles Section of this Guide](#) (PDF) for more details or view this [video](#) that walks you through the steps.
- Certifications will not appear until your profiles are synched

OPN Competency Center

You can also view the recommended training and mandatory assessments for the specialization competency criteria directly through the OPN Competency Center.

The [OPN Competency Center](#) enables partners to expand their capabilities and expertise through training, test guides, online assessments, certification profile linkage and registration access to proctored exams. Additionally it contains **ALL** the training available for our partners including specialization specific training.

Step 2 – Meet the Specialization Criteria

The Specialization Tracker Tool provides visibility of your progress toward or completion of specialization achievement.

Specialization Tracker Tool

The [Specialization Tracker Tool](#) can be accessed through front page of the [OPN Competency Center](#)



- Requires Partner Admin responsibility to access
- Enables access to specialization status and progress
- Track employee training progress

Each of the specializations listed contain links to detailed status. If any of the specialization competency criteria have not been met, the Training Manager Tool can be utilized to assign the courses and assessments for completion within an organization.

Training Manager Tool

In the OPN Competency Center, Partner Administrators, or a delegated Training Manager (with OPN Administrator responsibilities) can access the [Training Manager Tool](#) from the Home Page in order to:

- Assign the right experts to complete the training and relevant assessments.
- Track training progress
- Centralize training plans

See how it works by watching the [Training Manager Demo](#)

Worldwide Oracle PartnerNetwork Members

If you are a Worldwide OPN member or an Associate of a Gold, Platinum, or Diamond level Worldwide OPN member, you may count resources, transactions and references from your company or any of your related Associate or Worldwide member companies to meet the business and competency criteria required for specialization in this area.

Also, Partner Administrators of Worldwide entities can simply cascade their approved specializations to their Associate entities through the specialization application on the Oracle Partner Store.

OPN COMPETENCY CENTER
The Fast Track to OPM Success

Home Training Plans Get Specialized More Training Internal Access

Specializations Tracker

Company ID: 123456 Search

My Company: Test Company, Inc.
Partner Level: Diamond Level
Membership Expiry Date: 01-Jun-2014

Select Company: All Global + Associates Companies

Note: Please select 'All Global + Associates Companies' to see all your Global and Associates specializations information. This may take some time to run. Please note that if 'All Global + Associates Companies' is selected, Application Status is shown for Global Company only.

Export to PDF

Enrollment Status	Specialization	Competency Criteria	Business Criteria	Pre-Requisite Specializations
Approved	Oracle Database 11g Data Warehousing Overall Status: 100% Advanced Specialization Status: Not Applicable Knowledge Zone: Oracle Data Warehousing Authority to Resell: Yes	Status: 100% See Requirements Competency Criteria Detailed View	Status: 100% Detailed View	Not Applicable
Approved	Oracle Database 11g Overall Status: 100% Advanced Specialization Status: Approved Knowledge Zone: Database 11g Authority to Resell: Yes	Status: 100% See Requirements Competency Criteria Detailed View	Status: 100% Detailed View	Not Applicable
Pending Approval	Oracle Database 11g Security Overall Status: 75% Knowledge Zone: Database 11g Authority to Resell: Yes	Status: 100% See Requirements Competency Criteria Detailed View	Status: 10% Detailed View	Not Applicable

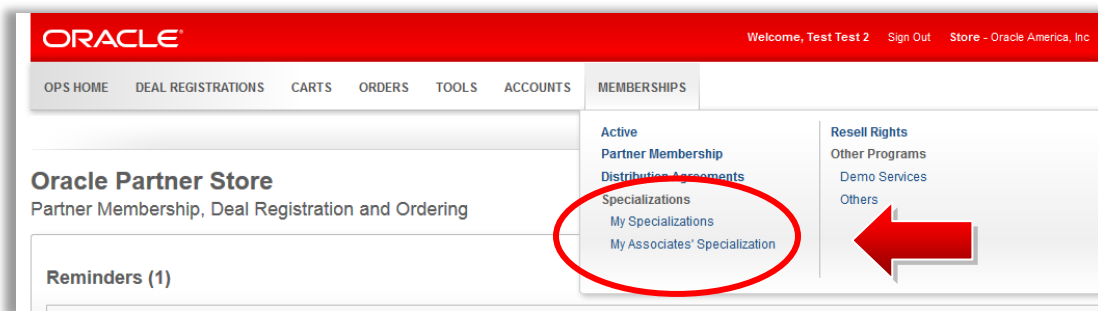
Step 3 – Apply for Specialization



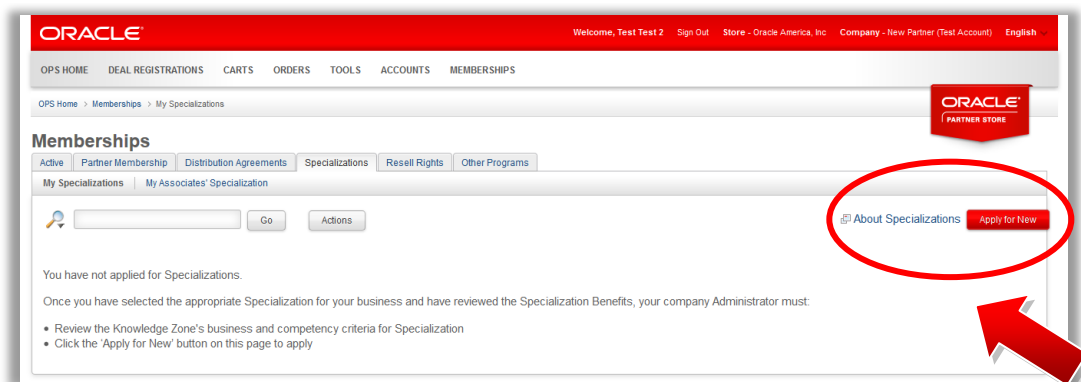
Once the unique Business and Competency criteria for each specialization have been met, the Partner Administrator may apply.

All applications must be submitted by the Partner Administrator completing the following steps:

- Go to the respective Knowledge Zone
- Click on the “Get Specialized” tab
- Click on “Apply for Specialization” to access the online application form
- In the Oracle Partner Store system (partnerstore.oracle.com), visit Specializations under Manage Membership



- Select “Apply for New” and then click on the respective pillar e.g. Database, Middleware, Applications, Industries or Servers and Storage and select the specialization



ORACLE Welcome, Test User Br-Asoc Sign Out Store - Oracle do Brasil Sistemas Ltda Company - ANGRANC UAT BRAZIL ASSOC TEST COMPANY English

OPS HOME DEAL REGISTRATIONS CARTS ORDERS TOOLS ACCOUNTS MEMBERSHIPS

OPS Home > Memberships > My Specializations > Apply for Specialization

Apply for Specialization

Differentiate with Specialization

Leverage a program designed for our most experienced and committed partners to gain a competitive edge by spotlighting their strengths and special skills. For partners who resell and implement Oracle solutions, Specialization allows them to showcase their expertise in over 100+ Specializations within our growing product portfolio.

[Learn About Specializations](#)

Select Specialization

Select the Specialization that you wish to apply for and click 'Next'. If you have already applied for a Specialization, it will not be displayed in the list below.

Your answers to the questions in this application will enable Oracle to evaluate whether your company qualifies for Specialized status in the Specialization(s) that you are applying for. Your company is responsible for providing any notices and obtaining any consents necessary for Oracle to collect and use personal information you provide to Oracle via this Specialization Application. Oracle will use any personal information you provide in accordance with Oracle's privacy policy.

In order to qualify for Specialization you must meet specific criteria in accordance with the applicable Specialization. Oracle must be able to contact your references and verify your credentials.

Select	Oracle Specializations	Specialization Category
<input type="radio"/>	SPARC Enterprise Entry-Midrange M-Series Servers SPARC Enterprise Entry-Midrange M-Series Servers	Server and Storage Systems
<input type="radio"/>	Healthcare Healthcare	Industries
<input type="radio"/>	Oracle Communications Service Delivery Platform 5 Oracle Communications Service Delivery Platform 5	Applications
<input type="radio"/>	Oracle Retail Point-of-Service 13.4 Oracle Retail Point-of-Service 13.4	Applications

- Associates may indicate on this page their request to inherit the specialization from their Worldwide entity / parent company.

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OPS HOME DEAL REGISTRATIONS CARTS ORDERS TOOLS ACCOUNTS MEMBERSHIPS

OPS Home > Memberships > My Specializations > Apply for Specialization

Apply for Specialization

Specialization: Oracle Solaris 11

Specialization Profile: Specialization from Related Company

An Oracle partner company related to your company has been approved for this Specialization. As a related entity of this partner, your company is eligible to be approved for this Specialization.

Would you like to be approved for this Specialization based on your related entity's Specialization?

☐ No

☒ Yes, approve my company for Specialization based on my related entity's Specialization.

ANGFRANC UAT ARGENTINA WW TEST COMPANY
CORDOBA, X50168HE
Argentina

- Also, you can choose to use resource pooling to fulfill portions of the specialization criteria.

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OPS HOME DEAL REGISTRATIONS CARTS ORDERS TOOLS ACCOUNTS MEMBERSHIPS

OPS Home > Memberships > My Specializations > Apply for Specialization

Apply for Specialization

Specialization: Oracle Spatial 11g

Specialization Profile: Resource Pooling

Oracle allows for Worldwide OPN members at the Gold, Platinum, or Diamond level and their Associates at the Gold, Platinum, or Diamond level to count their collective resources to meet the business and competency criteria required for Specialization.

Would you like to apply with resource pooling?

☐ No, my company would like to be considered for specialization by meeting the specialization requirements within my company.

☒ Yes, my company would like to be considered for specialization by pooling collective resources from the related entities.

- Reference screens will repeat until all customer references are supplied based on the specialization

Apply for Specialization

Specialization: Oracle Spatial 11g

Customer References

To qualify for this Specialization Program, you must provide verifiable customer references for work you have done with the products in the Knowledge Zone (as specified on the OPN Portal) with which this Specialization Program is associated. To qualify for this Specialization, Oracle must be able to contact your references to verify your credentials.

Have you received permission for Oracle to contact these customer references? If No, please cancel this application. If Yes, please continue by providing the requested information for each customer reference. By entering customer reference information you are confirming that Oracle has permission to contact these references to verify your work with them.

Customer References for current application

no data found

* Number of customer references required for this specialization: 3

New Customer Reference

Choose from Customers List

* Company Name

* Country

* Contact First Name

* Contact Last Name

- Submit to complete the application

Confirmation: Enrollment Number 202005

Thank you for your interest in the Oracle Spatial 11g. Your application has been submitted to Oracle for review. You may be contacted by Oracle personnel for more information during this process.

If you have any questions, please contact the Oracle Partner Business Center.

Specialization Applied For: Oracle Spatial 11g

Application Status: Submitted

Application Submitted By: test-uat-br-assoc, test-uat-br-assoc@yahoo.com

Application Submitted Date: 30-JAN-2014

Resource Pooling

Yes, my company would like to be considered for specialization by pooling collective resources from the related entities.

Customer Reference

Company Name	Country	Contact Name	Contact Email Address	Phone Number	Implementation Description
test1	Brazil	test1 test1	test1	+1 (123) 456-7890	test1
test2	Brazil	test2 test2	test2	+1 (123) 456-7890	test2
test3	Brazil	test3 test3	test3	+1 (123) 456-7890	test3

1 - 3

Print

Specialization Approval

Once the application is approved, written notification will be sent from Oracle awarding specialized status. Specialization logos will then be available for download in the OPN Competency Center.

Specialization Benefits

Key Specialization Benefits

- Exclusive logo
- Priority placement and promotion on Oracle Solutions Catalog
- Free exam vouchers
- Priority access to Demonstration Services
- Support Service Requests (SRs) via Oracle Support
- Press Release with Oracle quote
- Access to special assets and tools on the OPN Specialized Resource Center
- Ability to further showcase depth of implementation experience through Advanced Specialization

Learn more about [OPN Specialization Benefits](#) (PDF).

Downloading the Specialization Logo

- Go to the OPN Competency Center
- Click on the “Company Logos” link in the Company Corner area to see the specialization logos available for download

Examples of the specialization logos for Oracle Database 11g



Advanced Specialization

Advanced Specialization is a program element where specialized partners at the Gold, Platinum, and Diamond levels can showcase the depth and breadth of their global implementation resources. To qualify for an Advanced Specialization, eligible partners must meet standard business and competency criteria for a particular Specialization plus have on staff **50 or more Oracle Certified Implementation Specialists** in that product set.

Because Advanced Specialization demonstrates the partner's depth and capacity, the count of 50 Certified Implementation Specialists must be based on 50 unique individuals passing the Certified Implementation Specialist exams, not on the number of exams passed, regardless of whether multiple exams count towards a single Specialization. So, if two different exams qualify for the specialization and one individual takes both, that individual counts only as a single individual. If multiple exams are required for a single Specialization, they partner does not have to have on staff 50 Certified Implementation Specialists for each exam. The count is based on 50 individuals across any of the exams that apply to that Specialization area.

Specialized Resource Center

Exclusive for specialized OPN members, the [Specialized Resource Center](#) provides with specific tools designed to help you promote your specialized status to your customers.

Specialization and OPN Membership Level Maximum and Minimum Requirements

Gold level members may achieve Specializations and qualification designations such as Exastack Optimized and Oracle Validated Integrations. For Gold membership, the maximum number of qualified Specializations and qualification designations combined is four (4). If a Gold member exceeds a combined total of four (4) qualified Specializations/qualification designations, then the member must upgrade their membership to the Platinum membership level at the next renewal.

Platinum level partners are required to demonstrate a depth and breadth of expertise across the Oracle portfolio and must achieve a minimum of five (5) combined designations as follows:

- Qualifying Specializations, Oracle Validated Integrations or Oracle Exastack Optimized designations
OR
- Oracle Exastack Ready or Oracle Exastack Optimized designations with at least 1 being Optimized

Requirements	Silver	Gold	Platinum	Diamond
Specialization	No Requirement	Maximum of 4	Minimum of 5	Minimum of 30
Advanced Specialization	No Requirements	No Requirements	No Requirements	Minimum of 5

Specialization FAQs

Q: How do I earn specializations?

A: 1. Join OPN at the Gold level or above. 2. Fulfil competency and business requirements of specialization and submit your application.

Q: In what areas can I earn specializations?

A: We currently offer specialization in over 150 product and industry categories. For a complete list of specializations, please click [here](#) (PDF). More areas of specialization are added on a regular basis.

Q: If I am a Worldwide Partner, can my Associate companies use my resources to meet specialization criteria?

A: Yes, in fact, Worldwide and Associates can help each other to become Specialized. They may pool their resources and use each others resources to meet both the competency criteria and the business criteria. In the form to apply for specializations, Worldwide and Associates may indicate their request for utilization of their affiliated company's resource(s).

Q: How does an Associate or Worldwide Company submit an application if they wish to pool resources?

A: Companies do not need to fill in all of the fields for Specialization. In the application form, Worldwide or associates may indicate on the appropriate text field their request to utilize resources from one of the affiliated companies. Also, Worldwide companies can simply cascade all of their specializations automatically to their Associates.

Q: Do I have to take all the training, or can I simply take the assessment?

A: Partners that are confident in their knowledge in a specific specialization area can take the assessments without taking any of the recommended training courses.

Q: What are the criteria to earn specializations? Is this regional or global?

A: There is a single set of global criteria tables for each specialization. The criteria vary by specialization but include fulfillment of competency criteria and business criteria (i.e. customer references and transactions). To learn about the criteria for your solution specialization, go to oracle.com/partners, select the respective Knowledge Zone for your desired solution, and review the Get Specialized tab.

Q: Where can I find more information?

- Go to oracle.com/partners and select the GET STARTED tab to learn about how you can differentiate in OPN Specialized, specialization, and the various program levels.
- Select the Most Popular Resources tab to navigate to short online training modules.
- Read the full [Specialization Frequently Asked Questions](#).
- Contact an Oracle expert in one of [Oracle Partner Business Centers](#) to discuss specific questions in more detail.

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Useful Links

[Specialization Website](#)

[OPN Specialized Benefits Table](#)

[Specialized Resource Center](#)

[Oracle Partner Business Center](#)

[Specialization Guide](#)

[Specialization Benefits Guide](#)

[Specialization FAQ](#)

[OPN Specialized Brochure](#)

[OPN Competency Center](#)

[Specialization Tracker Tool](#) (only accessible if you have Partner Administrator responsibility)

[Training Manager Tool](#) (only accessible if you have Partner Administrator responsibility)



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Hardware and Software, Engineered to Work Together