

THE PARTNER POST

A TECH DATA/ORACLE PUBLICATION

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Announcing the new OPN Rebate Incentive Program

The Oracle Partner Network (OPN) Incentive Program incentivizes Oracle channel partners to work closely with Oracle in key areas of focus to align selling efforts, and enhances and streamlines how partners are rewarded for engaging with Oracle.

To participate, partners must:

- Sell into the Broad Customer Base (outside of the Oracle 2000 List)
- Include an order for Oracle Premier Support with every Oracle product order
- Register opportunities under the Oracle Open Market Model

To learn more, contact your dedicated Tech Data Oracle Specialist at (800) 237-8931, ext. 82082, or visit www.oracle.com/partners/secure/sales/opn-incentive-plan-409499.html.

More for Your Money at Oracle OpenWorld 2011

October 2 - 6, Moscone Center
San Francisco, CA

Attending Oracle OpenWorld is the most cost effective and efficient way to stay ahead of the technology curve, and this year's event incorporates the popular Oracle Develop event as an official Oracle OpenWorld stream and adds a session-packed MySQL track to the Database stream. For more information and registration, visit www.oracle.com/openworld/index.html.

Oracle OpenWorld Content Catalog Now Live

Get a complete view of the rich content offered at Oracle OpenWorld in the event catalog, available at <https://oracleus.wingateweb.com/scheduler/eventcatalog/eventCatalog.do>.

Develop Your Strategy and Roadmap for Cloud Computing

The cost and speed advantages of cloud computing are clear and compelling. But how do you actually move to cloud computing? To discover practical approaches to building your cloud foundation, join us for a four-part webcast

series during which cloud experts will share real-world best practices, reference architectures, detailed customer case studies, and more.

Attend the webcast series to find out how you can:

- Build a state-of-the-art cloud architecture
- Leverage your existing IT investments
- Optimize your IT management processes

To register, go to <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=289545&sessionid=1&key=EA36D05DFE97421952EC86AD317AD101&partnerref=ocom&sourcepage=register>.

Sell Two Powerful Desktop Project Management Solutions

Now, Oracle and Tech Data offer two feature-packed products for your customers who are project managers and schedulers: Oracle's Primavera P6 Professional Project Management and Oracle's Primavera Contractor. Learn more at www.oracle.com/partners/en/knowledge-zone/applications/primavera-030145.htm.

Learn to Sell Oracle Database 11g

The Oracle Guided Learning Path (GLP) will help prepare you to sell Oracle Database 11g to your customers and prospects and is now available in the Oracle 1-Click Technology Product Knowledge Zone under the Training section. Learn more at www.oracle.com/partners/en/knowledge-zone/database/1-click-database-sales-glp-302414.html.

Did You Know?

You can drive demand for your Oracle business with ready-made, customizable marketing kits. Oracle marketing kits are designed to support you in quickly and easily creating your own demand generation programs and accelerating your growth opportunities. Our campaign material and templates will help you professionally target your audience and conduct effective marketing activities while saving time and budget. For more information and a list of available kits, visit www.oracle.com/partners/secure/marketing/marketing-and-event-kits/index.html.

Tech Data Exclusive Reseller Sales Rep Incentive

From July 1, 2011, through August 31, 2011, OPN reseller sales reps will receive **\$50 for each registered opportunity** through Oracle's new OPN Incentive Program. Plus, if the opportunity is "approved" and "closed," each OPN reseller sales rep will receive an **additional \$50**. Maximum of 10 registered opportunities per quarter per rep. For more information and to learn how to claim your rebate, contact the Tech Data Oracle Specialist team at (800) 237-8931, ext. 82082.

Specialization Pays

Specialization offers resellers enhanced recognition with end users, Oracle sales, and other partners. Get comprehensive training on the value of becoming OPN Specialized, a step by step guide on how to achieve specialization, and information on specialization benefits. Go to www.techdata.com/business/oracle/ to learn how you can get specialized in your area of expertise within the Oracle product family.

OPN Specialized Annual Gold Membership Fee Increase

Effective June 1, 2011, the annual OPN Specialized membership fee increased to \$2,995 (USD). Learn more at www.oracle.com/partners/en/opn-program/opn-details-by-levels/index.html.

Oracle SMB Remarketer Program

Now you can transact Oracle SMB business with no authorization or fees. Get the enterprise power of Oracle Database, WebLogic, Content Management, and Business Intelligence at an SMB price. Learn more at www.oracle.com/partners/en/opn-program/opn-details-by-levels/remarketer/remarketer-035713.html.

Oracle: A Participating Tech Data Tech Select Vendor

For additional information on Oracle products and solutions, visit www.techdata.com/business/oracle/.

Contacts

Oracle Tech Data Product Specialists can be reached by calling (800) 237-8931, ext. 82082, or emailing pscoracle@techdata.com.