

GLOBAL ACCELERATE PROGRAM OFFICE PARTNER HANDBOOK

THE GLOBAL ACCELERATE PROGRAM OFFICE

Our Purpose

The Global Accelerate Program Office (APO) was created to focus on providing valued training and services for our partners in the midsize space. The Global APO provides leadership for product strategy, marketing, partner development, and partner demonstration services.

What is Oracle Accelerate?

Oracle Accelerate is the go-to-market solution specifically designed to meet the business application needs in the midsize space. Leveraging a fixed-scope/fixed-price approach, it is designed to provide complete, industry-focused and easy-to-own solutions.

Partner Adoption and Success

Here is what Oracle partners are saying about Oracle Accelerate:

- Dan Barford, Manager, Terillium — “Fixed price/scope solutions get us in more deals. It’s about reduced time to value and the mid-market companies are demanding it.”
- James Powers, VP, Apex IT—“It is clear – The use of Oracle Business Accelerators is the most cost effective way to conduct implementations. I am looking forward to the time when everyone starts referring to the Oracle Business Accelerators method as the ‘conventional way’. It is already that way for us.”
- Walt Zipperman, CEO, DAZ Systems, Inc.—“Accelerators have boosted DAZ’s revenue 38% and cut down by about 1/3rd the time it takes DAZ to implement.”

Oracle Accelerate— Unlimited Possibilities for Limited Budgets

Oracle and its partners recognize that companies and government entities with limited budgets demand comprehensive, affordable business solutions. Our shared customers want applications that are low-cost and low-risk, with industry-specific functionality delivered quickly to speed time-to-value. Oracle Accelerate delivers a comprehensive set of applications, rapid implementation tools, and an extensive partner system, enabling companies and government entities to maximize their budgets and achieve real business value quickly.

Industry Focused Solutions

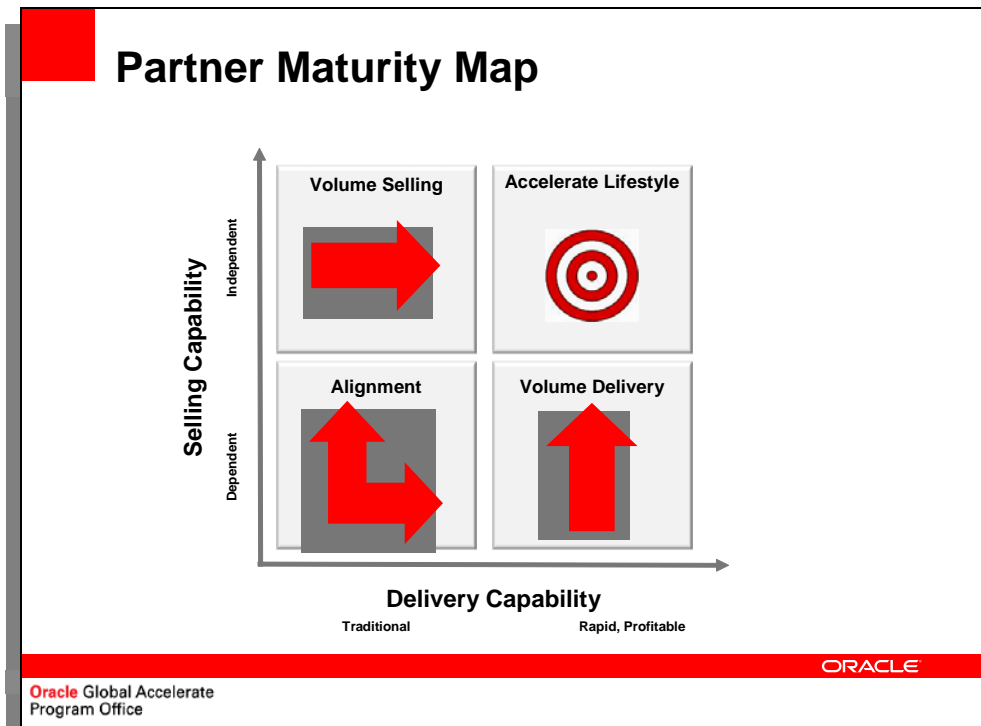
Oracle Accelerate solutions are affordable bundles of Oracle’s world-class business applications delivered through our Oracle Business Accelerator rapid implementation technology. Each Oracle Accelerate solution is tailored to an industry, with preconfigured industry process flows. These solutions are implemented by experienced Certified Oracle partners or Oracle Consulting, to get customers up and running quickly. The results are faster time to value, low and predictable costs, and a better fit.

Partner Maturity Map – Your Path to the Accelerate Lifestyle

Some Oracle partners have become adept at selling and delivering Oracle solutions at volume levels while growing a profitable business. Benchmarking these mature partners reveals the following success factors:

- An industry solution focus
- Some independent sales and marketing capabilities
- Use of Oracle Business Accelerators during both sales and implementation
- Ability to provide a competitive solution in the market

These best practices constitute what we call the “Accelerate Lifestyle”. The Global APO’s mission is to deliver services to partners, which help them along the road to the Accelerate Lifestyle.



Global APO Training and Services are designed to meet the needs of partners at different stages of their transformation. Note: “Dependent” refers to partner dependency on Oracle to market and sell solutions; “Independent” refers to a partner’s ability to market and sell Oracle solutions on their own.

THE ACCELERATE SOLUTIONS OFFICE

The Accelerate Solutions Office (ASO) is responsible for planning, process management, and governance relating to Oracle Accelerate Solutions. Although the ASO staff includes product experts, their main function is to provide a platform for Oracle partners to deliver Oracle Accelerate solutions.

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Accelerate Solutions and Oracle Business Accelerators

Oracle Accelerate solutions are industry specific solutions with a fixed price and scope for midsize companies and midsize government organizations. Each solution is built by a qualified Oracle partner, reviewed and co-branded by Oracle.

Oracle Accelerate solutions address the need among midsize organizations for low-cost, applications that are quick-to-deploy and easy-to-maintain. They are delivered by partners with a demonstrated history of serving a customer's specific industry and geography. Oracle also reviews each Oracle Accelerate solution before accepting it into the program, giving customers confidence it will be easy to implement and provide a proven upgrade path.

Brand	Oracle Accelerate Solutions			
Applications	E-Business Suite		JDE E1	
Business Accelerators	Oracle Business Accelerators For Oracle E-Business Suite	Partner	Oracle Business Accelerators For Enterprise One	
Partner Content	Services	Integrations	Extensions	etc

Oracle Business Accelerators are a critical component of Oracle Accelerate Solutions. Partners can create their own versions for specific markets – e.g. vertical, horizontal, localized.

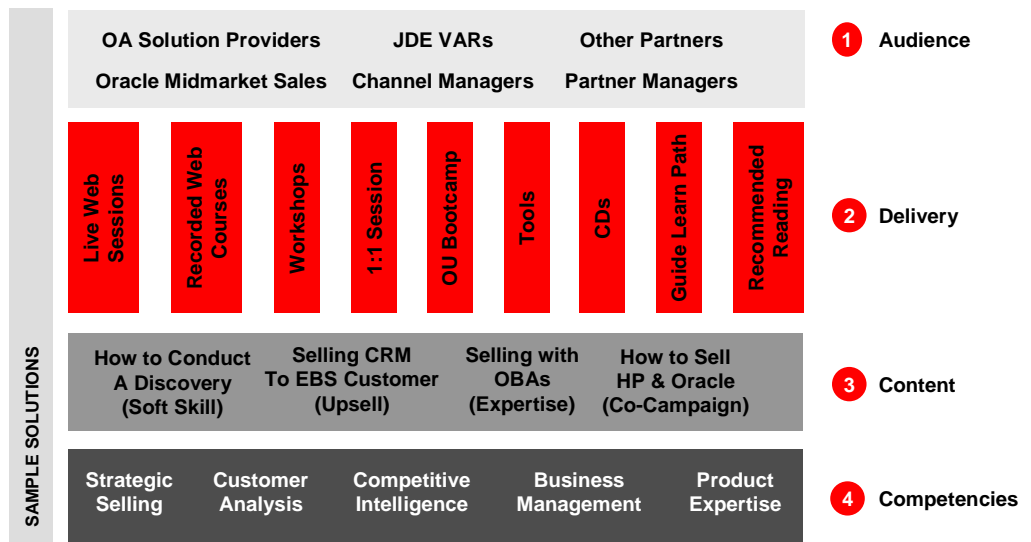
Oracle Business Accelerators (OBAs) are implementation tools that include a question-driven interface and create setups/configuration in Oracle E-Business Suite and Oracle JD Edwards EnterpriseOne. OBAs use a business vocabulary, with questions aimed at the users/process owners from the customer. They are available to both partners and Oracle Consultants to walk customers through the setup process.

Oracle Business Accelerators are employed both in the sales cycle to demonstrate ease of setup and during implementation projects to configure business processes.

THE ACCELERATE ACADEMY

Tailored to Regional Priorities

The Accelerate Academy delivers training and services to Oracle Partners and Sales Specialists focused on midsize companies to strengthen their proficiency of marketing, selling and implementing Oracle solutions in the midsize space. The content and delivery of training and services will be tailored according to regional priorities. Local leadership and the corporate team will review the library of training and services to determine the most relevant and valuable learning events and services. The goal is to deliver training and services to help partners grow their business and embrace the Accelerate Lifestyle. Services provided by the Accelerate Academy cover all quadrants of the partner maturity map.



Role-based Competency Framework

The most effective way to assess learning opportunities is to establish target proficiency levels for role-based competencies. For example, a presales consultant competency profile may include Building Relationships, Communication, Competitive Awareness, Decision Making, Discovery Skills | Customer Needs Analysis, Industry Expertise, Objection Handling, Accelerate Awareness, Partner Demo Services Awareness, Product Mastery, Problem Solving, and Solution Presentation Skills | Demonstration Skills.

Competencies: a combination of 'behaviors' that lead to superior performance in a role.

Knowledge | Skill and experience

Aptitude | What you are capable of doing

Style | How you relate to your colleagues, team and organization

Motivation | The energy with which you approach a task and the factors that tend to motivate or de-motivate you.

Select Role	Competency	Description	Target Proficiency Level	Development Area	Priority
PreSales	Communication	Transmits a clear understanding of a subject and comprehends information received from others	Expresses and articulates key elements of ideas or concepts (both written and verbal) in a logical, descriptive, and comprehensible manner. Anticipates reactions and responds appropriately. Probes and listens for information from others, without interrupting or judging, in order to understand underlying issues.		
PreSales	Competitive Awareness	Applies knowledge of the competitive business environment and Oracle's business strategy to maximize competitive success throughout the sales cycle	Demonstrates comprehensive knowledge of the competitive environment and successfully preempts objections. Sources current competitive information to develop competitive strategies		
PreSales	Decision Making	Makes timely and effective decisions by assessing risks, evaluating alternatives, and applying judgment	Demonstrates balanced judgment and decisiveness when the consequences of the decision involve some risk to business results, self, or the team. Anticipates problems and obstacles before they arise and plans accordingly.		
PreSales	Discovery Skills Customer Needs Analysis	Determines customer requirements by analyzing the customer's industry and core business processes. Interprets and matches the customer's business needs to the capabilities of solution.	Identifies customer needs by thoroughly interviewing and probing key contacts. Focuses on defining the customer's need in order to drive business.		
PreSales	Industry Expertise	Applies knowledge of industry business drivers and best practices to business operations	Examines industry trends, emerging technologies, and market competitors to position industry specific product/service offerings. Is viewed as a recognized authority on industry best practices and solutions.		
PreSales	Objection Handling	Overcomes customer's objections by responding to objections with specific sales techniques.	Turns objections into a competitive advantage, when ever possible. Handles objections with authority and credibility by demonstrating mental quickness. Encourages customer and prospects to talk through potential objections.		
PreSales	Accelerate Awareness	Effectively delivers OA message and positions OBAs as competitive differentiator	Demonstrates a knowledge of Accelerate Solutions and OBAs. Delivers sales presentations which identify customer benefits. Effectively shows OBA industry flows and tools to position rapid implementation. Actively pursues opportunities to apply OA solutions.		

By assessing the performance of individuals in a presales role with the target proficiency levels for each competency, Oracle can effectively highlight key areas for development and align the best training and services.

Oracle Accelerate Foundations

Oracle Accelerate Foundations provides partners with on-line training to help them understand what Oracle Accelerate is, why Oracle Business Accelerators are a key implementation tool and how the Oracle Accelerate Lifestyle can grow a partner's business. A comprehensive resource document listing available tools and resources is included with this training.

Oracle Accelerate Overview

An Oracle Accelerate Overview session may be appropriate for partner executives who are unsure of what Oracle Accelerate is, and how it may improve their business.

Presented jointly by ASO managers and Oracle Partner managers, it's a 2-hour overview of Oracle Accelerate, the benefits of joining the program, how it may help the partner in growing their business. It also provides a complete overview of the Oracle Accelerate Lifestyle; from the solution build process all the way through to the go-to-market phase.

By the end of the overview, partners are able to make an educated decision as to whether Oracle Accelerate is right for their business, as well as the next steps for joining the program.



Accelerate Lifestyle Workshop

Create a financial model around Accelerate initiative.

Oracle Accelerate Lifestyle Workshop

Savvy partner executives demand more than just a description of the Oracle Accelerate program: they want to anticipate the financial impact on their bottom line. The Oracle Accelerate Lifestyle workshop facilitates this discussion.

ASO managers and Oracle partner managers conduct the Oracle Accelerate Lifestyle workshop jointly. Partner executives from both the services delivery and sales side of their organization will find value in this session.

Half a day in duration, Oracle shares best practices with the partner executives, and models the potential financial benefits of adopting these best practices.

By the end of the session, the partner executives will have a clear call to action to start following some of these best practices. They'll also have a solid business case justifying any investment required to transform their business.

Oracle Accelerate Induction

When the partner executives commit to Oracle Accelerate, they pass the execution on to their team (project managers, functional consultants and presales consultants) for building and packaging a solution. Oracle provides a wealth of content to help in this process and a team of ASO Solution Experts trained to expedite the work. This session introduces that content and how it can be leveraged throughout the Oracle Accelerate process.

The ASO Solution Expert assigned to that particular partner solution leads a 2-hour online session, "Oracle Accelerate Induction". ASO Solution Experts introduce the partner solution team to the Oracle content, the Oracle Accelerate process, and tools used by the ASO to facilitate the process.

By the end of the session, the partner solution team will have a clear idea of what they need to do to package their Oracle Accelerate solution.

Branding Kit Build Services

To successfully participate in demand generation events and sales opportunities, partners need attractive, compelling collateral.

Drawing on a library of templates, product content and industry content, the ASO can create a standard set of collateral for partners – quickly and efficiently.

The partner can then polish the collateral using local knowledge and details about their specific competencies before submitting to Oracle for review.



Partners leverage ASO templates, tools and people to create their Accelerate collateral.

Oracle Accelerate Blitz

Where a partner needs hands-on assistance with packaging their solution, ASO solution managers can work with Oracle field resources using the “Solution Blitz” approach.

This is an intensive 3-day workshop that includes the following services:

- Oracle Accelerate Lifestyle Workshop (optional)
- Branding Kit Build Service
- Branding Kit Review Service

This is usually done at the partner’s office or in an Oracle Partner Solution Center (PSC.)

By the end of the three-day workshop, the partner will be ready to take their Oracle Accelerate solution to market.

Oracle Business Accelerators Build Service

The use of Oracle Business Accelerators (OBAs) is critical to Oracle Accelerate. The ASO encourages partners to use (OBAs) in the first instance. For countries/products where an OBA is not available or requires additional changes for the industry being targeted, the partner may need to build or modify one for their own use.

The ASO assists partners with building and modifying JD Edwards EnterpriseOne Oracle Business Accelerators by providing templates, processes and technical assistance as appropriate.

Extension Build Service

The ASO provides a conduit for partners to access Oracle’s best practices, standard add-ons and samples of great documentation for extensions. The ASO can also provide partner access to automated testing tools for testing their extensions.

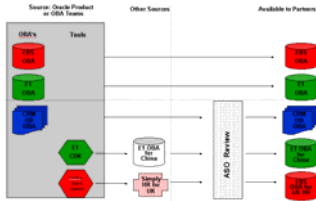
Branding Kit Review Service

Only partners with Oracle-reviewed solutions may use the Oracle Accelerate logo.

ASO solution experts lead the review process, which may also involve other Oracle subject matter experts.

All Oracle Accelerate Solutions must have a reviewed Branding Kit. The Branding Kit includes a Trifold Brochure, Datasheet, Statement of Work, and a Solution Presentation. The ASO checks that the Branding kit meets Oracle’s standards and is consistent with the partner’s solution.

After the Branding Kit has been reviewed, the partner may use the Oracle Accelerate logo on this collateral for market facing activities.



Oracle Business Accelerator Review Service

The ASO must review any OBA created or modified by a partner. This review insures that the OBA has been properly tested and documented as a complete implementation solution.

Only upon completion of this review may the partner refer to the OBA as part of their Oracle Accelerate solution.

Extension Review Service

The ASO reviews any partner code used to build an extension to an Oracle Accelerate solution.

The ASO solution expert checks that the partner's CEMLI's have been tested, are ready for volume implementation, and are built according to Oracle standards. This includes

- Partner's self-assessment checklist
- Delivered objects
- Solution documentation
- Solution installation
- Test Plan execution

Product Awareness | Product Mastery

These product-focused courses will provide the knowledge and skills necessary for implementation of Oracle applications. The courses are designed to enable partners to develop deeper knowledge of Oracle products and solutions through instruction and hands-on labs.

Soft Skills | Solution Selling

These workshops will provide participants with skills and tools to effectively sell Oracle products and solutions. Examples of soft skills training offered include Gaining Access to Decision Makers, Effective Presentation Skills, Competitive Selling, Selling with Accelerate Solutions, and Telesales Training. Courses are available in multiple delivery modes, such as live webcast, self-paced learning, or instructor led.

Effective Business Management

Business management courses provide partner leaders the opportunity to share and learn best practices, strengthen skills, and deploy targeted business priorities. Workshops focus on areas such as Talent Management: hiring, evaluating, developing, and retaining high performers.

Customer Café Podcasts

This recorded audio series is designed to help partners “tell the story” of Oracle customer successes, succinctly and compellingly. Told in the form of an interview with the customer, partners will glean the highlights that will captivate prospects and build credibility into the sales cycle. Each recording is approximately 10 minutes and available in a downloadable MP3 format to provide more convenient learning. Customer Café podcasts may also be used with partner sales and marketing efforts.

Introduction to Oracle Sales Method – Infomentis Partner Training

Oracle Sales Method—Infomentis Partner Training—is a one-day session that provides an introduction to the same sales training provided to Oracle sales teams. The interactive and exercise driven session is designed specifically for Oracle’s Resellers focused on mid-sized solutions.

Specific End to End Demos - SPEED

Specific End-to-End Demos, SPEED, are self-paced and narrated demos produced for Oracle’s Partners to leverage in their go-to-market activities. Each SPEED session includes a demo and related transcript for an industry specific or horizontal Oracle application solution, which can be leveraged for stand-alone demonstrations or self-paced training.

Oracle continues to expand the library of industry-specific SPEED demos available to partners.

Presales Skills Workshops

Presales Skills workshops are available on request for Oracle partners. The workshops can be tailored to an individual partner’s sales team and go-to-market needs.

Presales skills can include sales and sales methodology review, demo skills and preparation, presentation skills (based on sales method and demo skills), value assessment and value based selling and best practices for leveraging Oracle Business Accelerators in the sales cycle.

GLOBAL PARTNER DEMO SERVICES

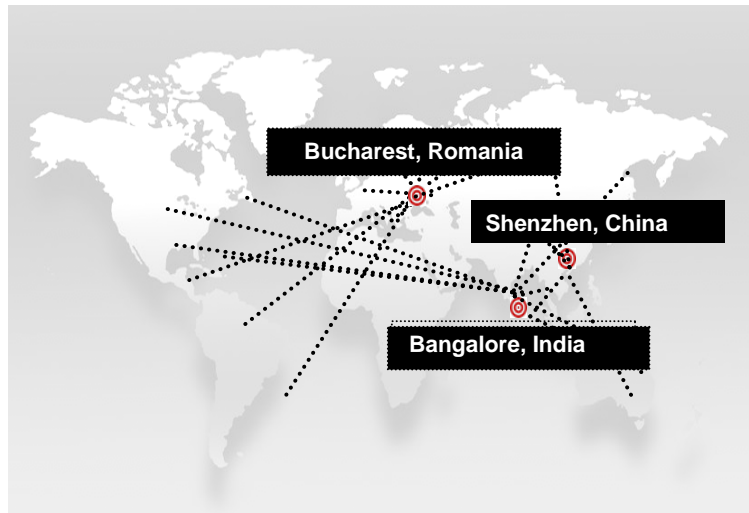
The Global Partner Demo Services (GPDS) team supports Oracle partners' presales activities in order to initially augment their skills and enable them to become self-sufficient. The GPDS charter is to deliver increased effectiveness, specialization, and relevance to the partner community by supporting the following initial services:

1. Demo instance management
2. Presales support (e.g., RFI/RFP management, demo script preparation, demo setup, etc.)

The GPDS Value Proposition

Global Partner Demo Services provides instance access for both Oracle eBusiness Suite and JD Edwards EnterpriseOne. In the near future, GPDS plans to support demo environments for more products, including Siebel CRM On-Premise and CRM On-Demand.

An essential business driver of GPDS is to deliver support to partners across different time zones and in local languages.



The GPDS APAC team supports APAC time zones, EST, CST and PST time zones. The GPDS EMEA team supports EMEA and LAD time zones.

Delivering multi-lingual support is an imperative for GPDS. The team members in Bangalore, India will support English. The team members in Shenzhen, China will support Chinese. The team members in Bucharest, Romania will support English, Spanish, French, German, Italian and Portuguese.

Request for Proposal [RFP] Assistance

The GPDS Team will provide assistance with RFPs to ensure accuracy of responses. The expectation is that, in most cases, the partner will complete the RFP to the best of their ability and GPDS will fill in blanks where appropriate. In some cases, GPDS will be able to provide full support for completing the RFP. The team will also review to ensure Oracle's key value propositions and differentiators are clearly articulated.

Demo Instance Management

The GPDS team will fully manage functional activities for the Oracle partner specific demo instances. The goal is to streamline partner access to demo environments and allocate demo environments for specific partner and customer needs. GPDS will maintain the demo environments, offer functional support, and monitor utilization to supply the best support infrastructure to partners!

Demo Assist

The GPDS analyst will work with the Oracle partner to identify the best demo script and setup the demo environment to support the script. In an effort to provide efficient and reliable support, the team will leverage a knowledge repository of reusable demo scripts and demo content where applicable. In most cases, the partner will facilitate the demonstration.

Partner Demo Services Contacts

APAC & NAS: KN Balakrishnan - balakrishnan.kumarapuram@oracle.com

EMEA & LAD: Raphael Lallemand – raphael.lallemand@oracle.com

ARE YOU READY FOR ORACLE ACCELERATE?

The ASO coordinates Oracle Accelerate solution launches globally to maximize media coverage, secure market attention and build momentum for the program. Launches occur quarterly but do *not* prevent partners from launching individual solutions as they are ready to go to market.

The fixed launch dates also provide milestones as motivation to partner solution teams for finalizing their solutions.

By improving processes and putting tools in place, the ASO can accommodate approximately 60 Oracle Accelerate Solutions per launch.

In Oracle's fiscal year 2009, the following launch is tentatively scheduled for:

- May 12, 2009

To get started, contact:

acceleratesolutionsoffice_us@oracle.com

- EMEA: Olivier Morel
- Japan: Keiko Tsukumo
- NA and LAD: Travis Cruikshank

WHERE CAN I FIND MORE DETAILS?

The Oracle Accelerate portal [oracle.com/goto/acceleratepartners] enables OPN partners and potential partners to learn more about the value of Oracle Accelerate and enable OPN partners to view additional information and apply if they qualify for the program. The portal is divided into three different areas including Discover, Get Started and Grow Your Business, thus walking partners through each step in the process. Learn about the benefits of Oracle Accelerate and how to create an Oracle Accelerate Solution, and access new content and tools to help you grow your sales and pipeline like never before.