

# The Arrow ECS Guide to The Oracle PartnerNetwork (OPN) Incentive Programme

The Oracle PartnerNetwork (OPN) Incentive Programme is designed to incent Oracle channel partners to work closely with Oracle in key areas of focus to align selling efforts. The programme enhances and streamlines how partners are rewarded for engaging with Oracle.

To maximise sales returns, partners should:

- 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
- Sell identified strategic Oracle products

This programme is in effect for Oracle's FY12 (01-June-2011 to 31-May-2012).

## Key Rebate Plan Features

The OPN Incentive Programme offers authorised Oracle resellers who are transacting through participating authorised Oracle value added distributors (VADs) rebates as follows:

Key Rebate Plan Features	VAR Allocation
Registered HW / SW Broad Customer Base	3%
HW / SW Broad Customer Base & Strategic Product (SPARC, CMT, Unified Storage or Tape)	5% additional

## What Do Partners Need To Do To Participate?

**Sell Oracle Strategic Products**

**Sell into the Broad Customer Base**

**Include Oracle Premier Support with every product order**

**Register Oracle opportunities**

## Sell Oracle Strategic Products

The OPN Incentive Programme provides incentives to partners selling products listed on the Oracle Strategic Product List. The list includes all products identified on Oracle's price list in the following categories: SPARC Servers, CMT Servers, Unified Storage, and Tape Storage. This list is subject to change semi-annually at Oracle's sole discretion. Strategic Products are determined by part number.

## Sell into the Broad Customer Base

The OPN Incentive Programme provides incentives to partners to work more closely with Oracle in the broad customer base i.e., those accounts outside of the Oracle 2000 List. If you are uncertain of the categorisation of their end customer you can check with your Arrow ECS Oracle Business Development Manager.

## Include Oracle Premier Support with Every Product Order

Support is a critical piece of the entire Oracle solution stack and including Oracle Premier Support with every product order at the point-of-sale is critical. Including Oracle Premier Support at point of product sale provides a complete end-to-end solution, which can greatly add to customer satisfaction.

Including first year support at point-of-sale on all product orders is a key component of participating in the OPN Incentive Programme.

# A Guide to Deal Registration

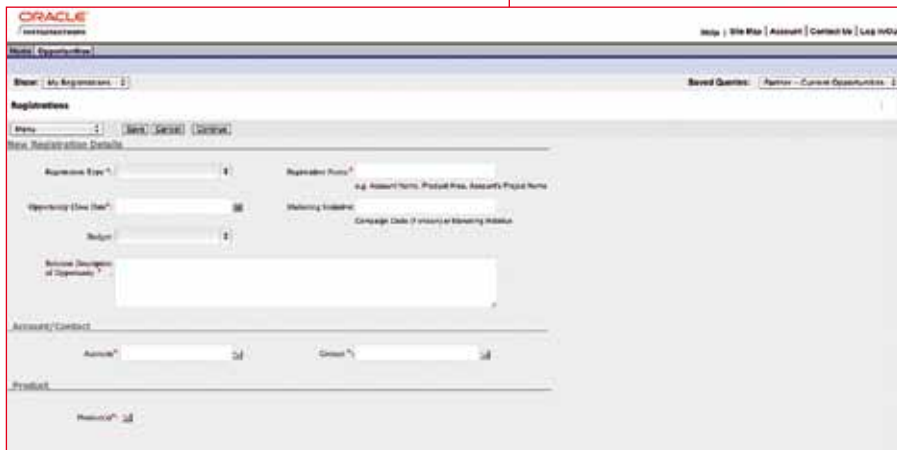
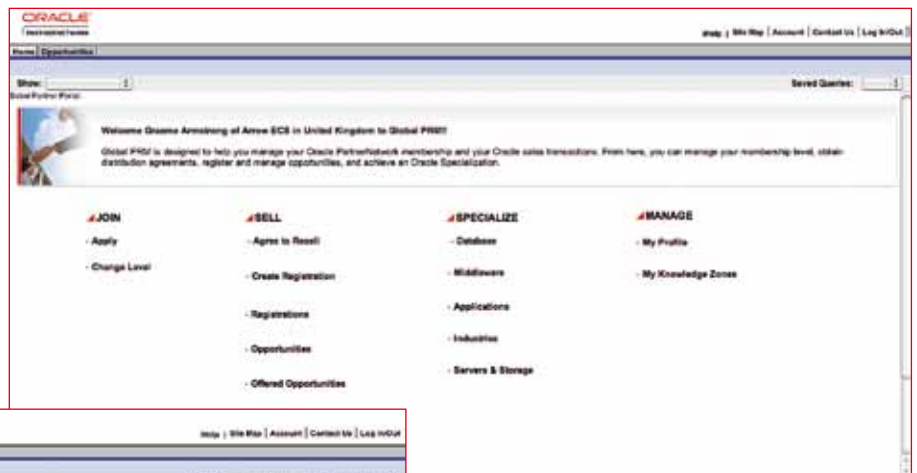
Global PRM provides the infrastructure for Oracle to support the OMM in an automated manner. Global PRM will enable you to submit and track the status of your opportunities from submission through to closure.

## The PRM Portal

You can access the Oracle PRM tool via the your Oracle PartnerNetwork account or via [https://gcmpm.oracle.com/prmportal\\_enu](https://gcmpm.oracle.com/prmportal_enu)

### 1. Creating a New Registration

From the home page click 'create registration'



### 2. From Registration Page

Enter information into all fields and provide a meaningful description of the deal

### 3. Product Information

Select Product Line, then Product from the shortened list or skip Product Line and select from the Product list and click save



### 4. Complete the questionnaire and click 'Finish'

For further information on entering a deal registration speak to your Arrow ECS Business Development Manager or email: [oraclevendor@arrowecs.co.uk](mailto:oraclevendor@arrowecs.co.uk)

# Authorised Oracle VARs may participate in the OPN Incentive Programme only through authorised Oracle VADs

## Register Oracle Opportunities

Oracle's Open Market Model (OMM) offers three distinct initiatives – OMM Resale, Referral and Non Commission Co-Sell – to acknowledge and reward partners for registering transactions with Oracle. These initiatives are designed to acknowledge and/or compensate partners appropriately for bringing business to Oracle, either by closing a transaction, passing an opportunity to Oracle, or by assisting Oracle in closing a transaction that occurs directly between Oracle and the end user customer. Registering new deals – and keeping existing PRM registrations current – is an important component of participating in the OPN Incentive Programme.

## Frequently Asked Questions

### How do resellers qualify to participate in the OPN Incentive Programme?

Authorised Oracle resellers may participate in the OPN Incentive Programme only through authorised Oracle VADs. All resellers who are members in good standing in OPN and have a valid distribution agreement with confirmed resale rights for the products they are distributing qualify for the programme and are eligible to participate.

VAD participation in the Oracle Incentive Programme is not mandatory and not all VADs may elect to participate. Resellers should confirm participation directly with the VAD(s) with whom they work. Reseller orders placed through non-participating VADs will not be eligible for rebates.

### Does this programme apply to all Oracle reseller business through VADs?

No. Worldwide, this programme applies only to (i) Broad Customer Base transactions that are registered under the OMM resale initiative and include Premier Support, and (ii) Broad Customer Base transactions that include Strategic Products and include Premier Support.

### Assuming all other criteria are met, are transactions with public sector entity end users eligible for rebates?

It depends on the region where the end user is located. Assuming all other criteria are met:

- In EMEA, public sector end user transactions are eligible for rebates.

### Can resellers and VADs still sell to the Oracle 2000?

Yes.

### How do partners find out what is considered a Strategic Product for rebate purposes?

Resellers may confirm which products are on the list by checking with your Arrow ECS Oracle Business Development Manager.

### What products currently qualify for the Strategic Products Rebate?

As of June 1, 2011, the Strategic Product List includes all products identified on Oracle's price list in the following categories: SPARC Servers, CMT Servers, Unified Storage, and Tape Storage. This list is subject to change at Oracle's sole discretion.

### For the Strategic Product Rebate, if all criteria are met, and the order includes at least one product from the strategic product list, does the entire order earn the Strategic Product Rebate?

No, only the net license and/or hardware revenue from Strategic Products is eligible to earn this particular rebate.

### If the order is for software programmes, do the licenses have to be Full Use licenses or are Application Specific Full Use and Embedded Software License orders rebate-eligible as well?

Only Full Use licenses are eligible for rebates.

### For the Registration Rebate, assuming all criteria are met, is the entire order subject to the 3% rebate?

Yes. The rebate will be calculated based on the net license and/or hardware revenue recognised by Oracle for the entire order after all discounts are applied.

### How do resellers know if an account is on the Oracle 2000 list or is a Broad Customer Base account?

If you are uncertain whether an end customer is on the Oracle 2000 list you can check with your Arrow ECS Oracle Business Development Manager.

### When an order comes in that was the result of a registered opportunity, how does Oracle know to count the order for the Registered Rebate?

The rebate calculation process is dependent on the Partner Relationship Management ("PRM") Opportunity ID that is provided in the notification Oracle sends to the registering partner at the time an opportunity registration is approved under OMM. This PRM Opportunity ID must be included in the VAD's order with Oracle; therefore, the reseller should take care to always include it when an order is placed with the VAD. Failure by the VAD to provide an accurate PRM Opportunity ID will invalidate the rebate eligibility of the transaction.

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### **Is Premier Support revenue included in the calculations of rebates?**

No, rebates are calculated only on the net license and/or hardware revenue (as applicable) recognised by Oracle after all discounts are applied. Oracle receives payment for each transaction from the VAD, therefore, resellers should be aware that the net license and/or hardware revenue Oracle recognises after all discounts are applied may not be the same as the net fees the reseller pays the VAD for the same licenses and/or hardware in the same order.

### **For rebate purposes, what does it mean that Premier Support has to be included?**

Although Premier Support is never required when a customer purchases software or hardware from Oracle or an authorised Oracle reseller, for purposes of determining rebate eligibility, only (1) those software orders that include an order for Premier Support or (2) those hardware orders that are accompanied by an order for Premier Support at the time of the order or within 30 days after shipment, are eligible for a rebate.

### **What if an order that would otherwise be rebate-eligible includes products that are not support-eligible?**

Oracle does not offer Premier Support for some hardware products. The inclusion of a product for which support is not available in an otherwise rebate-eligible order will not invalidate the rebate eligibility.

### **What if some support-eligible products on an order are not attached to valid support agreements?**

In this situation, the order will not qualify for any rebates. To be clear, all support-eligible products on an order must include an order for Premier Support as previously described.

### **Are subscription orders for MySQL eligible for rebates?**

No. MySQL subscription sales are excluded from the OPN Incentive Programme.

### **For the registration rebate, does only the first order against a registration qualify for the rebate, or can multiple orders qualify?**

Only one order may be placed against each registered opportunity. Once that order is placed, the opportunity is marked as closed and won. Partners who are managing a series of transactions with the same end user should submit an OMM registration for each qualified transaction.

### **What if the initial order is for development systems only, and the production order follows three months later?**

The rebate eligibility of each order is determined independently, and any available rebates are paid for the quarter in which Oracle recognises revenue for the applicable order. If registration rebates are desired for each order, then multiple registrations must be submitted for approval. In a case like this, if the development systems order is rebate-eligible, that rebate would be paid after Oracle recognises revenue for the development

systems order. A second rebate would be paid on the production order, after Oracle recognises revenue for the production order, assuming the production order also independently meets the applicable rebate criteria.

### **How does a reseller register an opportunity to ensure the order will be rebate-eligible when it closes?**

It is always a good practice to register opportunities under OMM. For purposes of rebate eligibility, opportunities may be registered pursuant to the OMM Policies by either the reseller or the VAD placing the order with Oracle. Information on registering opportunities under OMM can be found on the OPN portal under the Sales tab / Refer Leads to Oracle.

To ensure that an order is linked to the OMM-registered opportunity for purposes of rebate eligibility, the VAD must include the PRM-generated Opportunity ID number at the time the order is submitted to Oracle. Failure by the VAD to provide an accurate PRM Opportunity ID will invalidate the rebate eligibility of the transaction.

### **What happens if a reseller has registered an opportunity but the transaction is closed by another reseller or by Oracle directly? Who gets the rebate?**

In the event a reseller-registered opportunity is closed by another reseller, the transaction is not eligible for any rebates that require OMM registration, because the OMM registration has to be held by the partner who closes the transaction for the transaction to be rebate-eligible.

If a reseller-registered opportunity is closed directly by Oracle, then no rebates will be paid. However, the registering reseller would be eligible for any compensation due under the OMM policies.

### **What happens if a reseller closes an opportunity that is eligible for the Registration Rebate that was registered by the VAD?**

If a VAD registers a rebate-eligible opportunity and the reseller was named in the registration, the VAD and the reseller will both receive rebates as described in this FAQ. However, if a VAD-registered opportunity names a reseller other than the reseller who closes the transaction, no rebates will be paid to either the VAD or the reseller.

### **Do resellers who place orders directly with Oracle (DVARs) qualify for the rebate programmes?**

Rebate eligibility is determined by how the order is placed. Only those orders that a reseller places through a participating VAD will be rebate eligible. Orders placed by a reseller directly with Oracle do not qualify for rebates.

### **What is the effective date of this programme?**

This programme is in effect from 01-June-2011 through 31-May-2012. OMM registrations must be valid and active at the time of the order to be eligible for the Registration Rebate. Rebates will only be paid on revenue that is recognised by Oracle within the above dates.

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**Do resellers have a process to “claim” their rebates?**

No, Oracle will calculate rebates earned and provide a report of eligible transactions to the VADs. VADs are responsible for paying rebates to the applicable resellers.

**How and when will rebates be paid to resellers?**

Rebates for each eligible transaction will be paid to the reseller of record by the VAD who placed the order with Oracle. Oracle pays VAD rebates quarterly as determined by Oracle’s fiscal year (ends May 31) based on the net license and/or hardware revenue recognised by Oracle in the applicable quarter. Rebates are paid to VADs approximately 60 days after the end of each quarter. VADs and resellers should be aware that orders submitted to Oracle close to the end of a quarter may not be recognisable within that quarter; any rebate- eligible order that is submitted in one quarter but recognised in the next quarter will be included in the rebate payment for the quarter in which the revenue was recognised. VADs must pay rebates to their resellers within 30 days of receipt of the VAD’s rebate payment from Oracle. With the exception of public sector transactions in APAC, VADs may, in their sole discretion, determine the payment method to the reseller.

**What does a reseller do if a VAD hasn’t paid a rebate in a timely manner?**

Any dispute between a VAD and a reseller regarding the amount or timing of a rebate payment must be managed between the reseller and the applicable VAD.

**How will the OPN Incentive Programme affect any PGF funding that DVARs have already accrued?**

PGF funds accrued by eligible partners prior to June 1, 2011, may be used in accordance with the existing PGF rules, under the following close out schedule:

**PGF Tool Spending Period Quarter**

Dec 2010 – Feb 2011 (Oracle’s Q3FY11)

Mar 2011 – May 2011 (Oracle’s Q4FY11)

**PGF Tool Spending Period**

Mar 2011 – Aug 2011 (Oracle’s Q4FY11/Q 1FY12)

Jun 2011 – Nov 2011 (Oracle’s Q1FY12/Q 2FY12)

**Pre-Approval Deadline**

01-Aug – 2011

01-Nov – 2011

**Automatic Fund Expiration Date in Tool**

31-Aug – 2011

30-Nov – 2011

**Invoice Submission Deadline**

30-Sep – 2011

31-Dec – 2011

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## About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation. Working with our channel partners, we optimise the efficiency with which organisations can store, manage, protect and deploy their data, equipping them with secure access to business-critical information any time, from any location, on any device.

Our deep technical understanding is reinforced by strong business relationships and continually monitoring rapidly changing IT markets for the latest product advances and emerging technologies. Through close alliances with the world's leading IT vendors, we deliver innovative solutions, complemented by an impressive portfolio of expert professional services and IT training.

With over 25 successful years in the IT industry, we have the skills and experience to support our channel partners from initial consultation, planning and design, through engineering build to implementation. In doing so, we enable our partners to deliver even more value to increase their customers' competitive edge.

Arrow Enterprise Computing Solutions (ECS) is a business segment of Arrow Electronics Inc. More details are available at [www.arrowecs.co.uk](http://www.arrowecs.co.uk)



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