



## Oracle Corporation

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“The technology behind Oracle9i, the strong Unbreakable message, and this wider, more aggressive channel strategy will combine to help resellers develop new markets and close business.”

—Ken Muse  
Vice President  
North America  
Channel Sales

Spotlights  
and  
Profiles

Partner Programs

## Oracle Opens Up New Channels to VARs

Oracle's new channel model has opened up their general business market to Oracle VARs and distributors in North America. The Open Market Channel Model expands the market to include customers up to \$1B. Previously, opportunities only existed in the under \$200M customer market.

### ***The Comprehensive “go-to-market” strategy enables VARs and distributor members of the Oracle Partner Network (OPN) to:***

- ▶ Participate across a much wider market segment
- ▶ Register new opportunities with Oracle
- ▶ Work jointly with Oracle Field Sales resources to close business

## Take Advantage of Unbreakable Oracle9i

Oracle's channel push and Unbreakable campaign will definitely help sales, but the enhanced availability, security, and manageability features of Oracle9i will win over the market.

Data restoration, for example, is simple and quick with Oracle9i. Competitive products require complex, expensive procedures to restore user deleted data. Even if the data was deleted just a few hours ago, Oracle9i restores it in a snap.

### ***Unbreakable Oracle9i technology helps organizations:***

- ▶ Reverse mistakes made by users
- ▶ Survive hardware failures and natural disasters
- ▶ Tolerate complex changes on the fly
- ▶ Dynamically add CPUs, memory, and storage space without shutting the system down

## Unparalleled Security

As external attacks by hackers and internal abuses increase, Oracle9i holds strong with unparalleled security.

### ***Oracle9i:***

- ▶ Protects data from unauthorized access
- ▶ Audits successful and unsuccessful attempts to access data
- ▶ Encrypts sensitive data within the database
- ▶ Provides a single point of entry to all authorized applications
- ▶ Quickly detects data misuse

## A Closer Look

Here's a closer look at some of the technology behind Oracle9i's Unbreakable campaign.

### **Oracle9i Real Application Clusters (RAC)—**

permit you to deploy an application—any application—on a highly available configuration of multiple computers connected to a single database.

### **Cache Fusion—**

technology that underlies RAC makes any application fault-tolerant without modification and scales it without limits, including custom or off-the-shelf applications such as SAP, PeopleSoft, Microsoft Exchange, and of course Oracle's own E-Business Suite.

### **Oracle Data Guard—**

protects against site failures such as power outages, so you can continue running business operations at an alternate site.

### **Oracle9i's Unique Flashback Query Capability—**

allows an application to recover and restore data that was lost or damaged due to human error, without the time-consuming and costly intervention of the database administrator.

### **Even planned maintenance does not require downtime with Oracle9i—**

make changes in the physical layout of data and create or rebuild indexes online while the application continues to run. In addition to such online data-management operations, Oracle9i permits you to dynamically make changes in memory allocations and system configuration without interrupting operations.

### **Want more?**

To read the online version of Oracle Magazine's Flashback Query article, go to:  
[www.oracle.com/oramag](http://www.oracle.com/oramag)

To read more about Oracle9i and download free software, go to:  
[otn.oracle.com/software/content](http://otn.oracle.com/software/content)

For Oracle's Unbreakable iSeminars, go to:  
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