



Fiorano Partner Group Program Guide

Document Outline

A partnership with Fiorano represents a mutually beneficial relationship. Our program provides a predictable and clearly defined environment for you to work within. We ensure that your investment levels are aligned and you have the necessary resources to immediately focus on superior execution of the partnership. Our dedicated teams and flexible relationship options also help you to customize a partnership arrangement that best reflects your business.

As a valued partner, you can also achieve greater market exposure and expand your business and revenue opportunities through access to our broad and growing customer base.

Partnering with Fiorano

At Fiorano, we recognize the essential need for partners. To us, partners are a critical element for delivering unparalleled value to our customers. These long-term strategic business partnerships are pivotal to our go-to-market strategy and fundamental to our success. That's why Fiorano is driven to cultivate key relationships with leading value-added resellers, system integrators, OEMs and technology providers and distributors & volume resellers. And our partner program is continuously growing and improving to meet the needs of our partners and ensure their success and our customers' success.

Our Value Proposition

As a leading integration and middleware technology software provider, Fiorano enables organizations to improve operational efficiencies and business performance by easily deploying flexible business processes spanning multiple applications, platforms and business partners. With hundreds of customers and partners worldwide, Fiorano has demonstrated consistent leadership, growth, and profitability since our 1995 founding. The Gartner Group has further acknowledged this by repeatedly positioning us within the visionary quadrant for enterprise integration.

Our leadership position within the integration and SOA platform market provides you with an established brand equity that you can leverage worldwide. With the most comprehensive integration, business process management, and SOA development technologies available today, you can create market-driven solutions that enhance the value of your core offerings and allow your customers to reap significant benefits.

Partner Categories

The Fiorano Partner Program is designed to meet the complete spectrum of our partners' needs — from sales and technical support to education and marketing. Our partner program provides you with tailored benefits depending on the type of partnership and your commitment to Fiorano.

1. Value-Added Reseller

Value-added resellers typically have the domain, vertical, or application expertise to offer their customers customized solutions that incorporates Fiorano technology to meet customers' business needs. VARs primarily focus on driving license revenue through the resale of all or part of the Fiorano product suite. Additionally, these partners provide professional services to support the deployment of our technology. Top performing VARs are also eligible to participate in our Authorized Education and Authorized Consulting partner programs managed by our professional services organization.

2. System Integrator/Consultant

Fiorano collaborates with our system integrator partners to deliver a broad range of services including consulting, implementation, and integration. These services enable our customers to realize more value from their investment in Fiorano. Our SI partners provide customers with leading domain, industry, and technology expertise and are typically engaged in complex, strategic, enterprise-wide deployments. These partners also have application and/or industry expertise that complements our solution offering.

3. Technology

Technology partners have optimized the integration of their technology with our products to provide additional value to our customers through enhanced functionality or ease of deployment.

4. OEM

OEM partners integrate technologies from Fiorano with their own product offering for commercial resale. These partners may add on, bundle, host, or embed our software.

5. Distributor and Volume Reseller

Distributors and volume resellers resell all or part of the Fiorano product suite and derive their primary revenue from license sales. This partner type includes those organizations that act as the primary distributors or master resellers in particular regions or countries. The geographical presence of these partners is complementary to that of Fiorano and their work with resellers provides breadth for selling our products and services.

Partner Achievement Levels

Our tiered program structure enables partners to build stronger partnership levels by achieving specified requirements within predetermined timeframes. Partner benefits and requirements are a function of both partnership level and partner type. Partners are provided incentives to work harder for Fiorano and they receive substantial rewards for their investment. The four partner achievement levels are Platinum, Gold, Silver, and Bronze.

1. Platinum

These partners are typically large national or international organizations and are often industry leaders with significant operations. They have considerable market share, technology, or services leadership and engage in a comprehensive business relationship and make a higher level of investment with Fiorano. Membership at this level is by invitation only.

2. Gold

These partners are strong national or regional organizations that consistently provide industry-leading solutions and services to their customers. Fiorano and Gold partners are strongly committed to each other with membership to our partner program based on substantial, stated revenue expectations.

3. Silver

These partners are characterized as medium-sized organizations with regional or local presence and/or specialized domain expertise. The membership requirements and benefits available at this level are moderate and with appropriately matched revenue expectations.

4. Bronze

These partners are generally small companies that interact with Fiorano through minimal investment and program requirements. Revenue expectations and corresponding benefits are very modest at this level. Bronze partners interact primarily with Fiorano via an online, automated, self-serve system.

Partner Benefits

Fiorano supports you in the most effective way possible by providing you with everything you need to achieve a winning business relationship with us. Partner benefits are a function of both partnership level and partner type.

Sales Support

- **Account Planning and Management:** Partnership account management varies in intensity from dedicated senior account managers, key account managers, account management teams or a self-managed process, depending upon partnership achievement level.
- **Sales Tools:** Fiorano partners have access to online sales tools that assist in the sales cycle. These tools include sales presentations, templates, data sheets, technical white papers, sales demos, business collateral, and sales guidelines.
- **Pricing Discount Program:** Depending upon achievement level, pricing discounts on Fiorano software are provided to partners to help them achieve designated sales volume levels. Additional discounts are available based on their degree of integration and branding.

Marketing Support

- **Fiorano Partner Logo:** Fiorano partners may use the Fiorano partner logo for promoting the partnership. As examples, you can use the logo on your web site and throughout marketing materials, stationery, signage, direct mail, and advertising initiatives. We provide all partners with logo standards and guidelines, while also monitoring for correct usage.
- **Access to Partner Extranet:** Fiorano partners benefit from access to a customized, password-protected partner extranet site that provides a wealth of valuable information that is tailored specifically to partner category and achievement level. The latest industry, product, sales, marketing, and technical tools and information are continuously updated and made available to you on the partner extranet. The extranet site assists partners on an operational level by providing automated ways to access tools and communicate with Fiorano.
- **Market Development Fund:** Fiorano and our partners jointly commit dollars and resources to fund external joint marketing programs that benefit both parties by creating demand and helping to attract new customers. The amount each party commits to the MDF program varies upon partnership achievement level and program guidelines for a given year and/or is determined during the business planning and contract stage of the partnership formation. MDF availability is discretionary and may not be available in all our markets or programs.

Technology and Technical Support

- **Product Education**

Approved partners have access to Fiorano not-for-resale (NFR) software for educational, technical, and integration purposes. With industry-leading technical support services, partners receive support through web, telephone, and email channels.

- **Product Training**

Fiorano offers an exclusive robust training and certification fast-track education program. It is devised to ramp up new and existing Fiorano partner organizations and to deliver the highest level of technical competency on our solutions. Taught by Fiorano certified instructors, the program provides advanced, in-depth technical training with flexible study options. Partners also benefit from ongoing access to our certified educators, technical support, and beta software.

Fiorano Partner Program – Benefit Details

With each level of partnership, you benefit from increased sales margins and a greater level of Company support, including access to technical support, productivity tools, technical training, marketing resources and sales promotions.

| SALES SUPPORT | Platinum | Gold | Silver | Bronze |
|---|--|--|--|--------|
| LEAD SHARING Access to sales leads generated by Fiorano Corporate | Business-plan targets for license-revenue generation | 1st Priority Specific lead sharing program tied to business-plan targets for license-revenue generation. Varying quantum of leads based on availability, regional dynamics and other parameters | 2nd Priority Lead-sharing program subject to agreed-on business-plan | N/A |
| CONSULTING PROJECT REFERRALS | Top priority for implementation of consulting-projects in Fiorano’s existing and new customer and prospect base | Top priority for implementation of consulting-projects in Fiorano’s existing and new customer and prospect base | Second-level priority for implementation of consulting projects | N/A |
| LICENSE REVENUE SPLITS | License-revenue share based on committed business plan with specific targets. Subject to sufficiently trained sales and technical staff in partner organization. Business plan and targets subject to quarterly review | License-revenue share based on committed business plan with specific targets. Subject to sufficiently trained sales and technical staff in partner organization. Business plan and targets subject to quarterly review | Lower targets and lower discounts | N/A |
| JOINT MARKET DEVELOPMENT FUND (MDF) Company will consider MDF for Company approved activities. | Yes, up to 6% of Sales | Yes, up to 4% of Sales | Yes, up to 2% of Sales | N/A |
| PARTNER MARKETING SUPPORT Company will assist in developing demand creation activities as well as market-awareness activities to help create market recognition. | Joint marketing events and promotions. Prominent position on Fiorano website | Joint marketing events. Prominent position on Fiorano website | Position on Fiorano website | N/A |

| MARKETING SUPPORT | Platinum | Gold | Silver | Bronze |
|---|--------------------------|--------------------------|-------------------------|--|
| MARKETING COLLATERAL KITS Company will provide free collateral kits which include Corporate brochure, product datasheets, articles, white papers, business case studies, presentation material, and other collateral pieces. | Yes, 20 kits per quarter | Yes, 15 kits per quarter | Yes, 5 kits per quarter | N/A |
| COMPANY PARTNER SUCCESS STORY Partners successes can be profiled on the Company Website. | Yes | Yes | Yes | Yes |
| PARTNER LOCATOR Company will post a listing of Gold and Silver partners on the partner extranet/portal, conditional on having correct information. | Yes | Yes | Yes | No |
| ACCESS TO PARTNER EXTRANET Company will provide online access to Fiorano's Partner Portal to download various kinds of tools | Enhanced | Enhanced | Yes | Restricted to product downloads and beta evaluations |
| COMPANY PRODUCT ANNOUNCEMENTS Company will periodically provide notice of new product releases, prices changes and promotions. | Yes | Yes | Yes | Yes |
| PARTNER NEWSLETTER Company will update partners, on a regular basis, with Company general and product announcements, new marketing collateral, sales tools, training availability, and new promotions and incentives. | Yes | Yes | Yes | Yes |
| PARTNER LOGO Program participation level to display in premises. | Yes | Yes | Yes | Yes |

| SOFTWARE & DOCUMENTATION | Platinum | Gold | Silver | Bronze |
|--|---|---|--|--|
| DEVELOPMENT LICENSES All partners are provided access to a Development license of Fiorano software. | Yes 15 developer licenses : annual expiry | Yes 10 developer licenses : annual expiry | Yes 6 developer licenses : annual expiry | Yes 3 developer licenses : annual expiry |
| PRODUCT DOCUMENTATION Access to Fiorano software documentation. | Yes | Yes | Yes | Yes |

| TECHNICAL SUPPORT | Platinum | Gold | Silver | Bronze |
|---|---------------------------|---------------------------|---------------------------|---------------------------|
| COMPANY TECHNICAL SUPPORT Company will provide technical support to partner based on their level of partnership. Support will be capped by incident volume. Additional support programs are available per separate pricing schedules. | Yes 60 incidents per year | Yes 40 incidents per year | Yes 20 incidents per year | Yes 10 incidents per year |
| TECHNICAL SUPPORT PACKAGE A Technical Support Package is available at discounted rates. The Technical Support Package provides support beyond the technical support partner is eligible for when purchases are made. | Discounted 50% | Discounted 25% | Discounted 15% | Discounted 5% |
| BETA TESTING PARTICIPATION Partners may be able to participate in beta testing of future Company Product versions before public release. | By Invitation | By Invitation | By Invitation | By Invitation |

| TRAINING & EDUCATION | Platinum | Gold | Silver | Bronze |
|--|-----------------|----------------|----------------|---------------|
| TECHNICAL TRAINING Partner will receive Company Technical Training at a special discount. | Discounted 50% | Discounted 25% | Discounted 15% | Discounted 5% |

Becoming a Partner

At Fiorano, we are continuously striving to build strong relationships with industry leaders who complement our service offerings and are committed to providing maximum value to our customers. We welcome opportunities to explore new partnerships and invite you to find out more by visiting our web site at www.fiorano.com/partners, contacting your local Fiorano office, or call us at +1 408 354 3210

Fiorano Partner Program – Requirement Details

| REQUIREMENTS | Platinum | Gold | Silver | Bronze |
|--|---------------------------------------|---------------------------------------|---------------------------------------|-------------------|
| ANNUAL PROGRAM FEE Support/ License benefits | €8,000 Enhanced | €6,000 Enhanced | €4,000 Superior | €2,000 Minimum |
| TECHNICAL TRAINING FEE Five-day training course for up to 5 engineers | €10,000 | €10,000 | €10,000 | Optional |
| TECHNICAL TRAINING & CERTIFICATIONS Each Gold and Silver Partner is required to attend initial technical training. | Mandatory Minimum of 6 engineers | Mandatory Minimum of 4 engineers | Mandatory Minimum of 2 engineers | Optional |
| SALES TRAINING FEE Three-day training course for up to 5 salespeople | €6,000 | €6,000 | €6,000 | N/A |
| SALES TRAINING & CERTIFICATIONS Each Gold and Silver Partner is required to attend initial sales training | Mandatory Minimum of 4 salespeople | Mandatory Minimum of 2 salespeople | Mandatory Minimum of 1 salesperson | Optional |
| PARTNER AGREEMENT Partner must execute a Partner Program Agreement. | Yes | Yes | Yes | Yes |
| ANNUAL BUSINESS PLAN Partner must submit annual high-level overview of how they intend to achieve the annual sales targets. | Yes | Yes | Yes | N/A |
| YEARLY PERFORMANCE TARGETS The sales targets are measured annually, but need to be reviewed on a monthly basis. | Specific to Business Plan | Specific to Business Plan | Specific to Business Plan | N/A |
| METRICS REPORTING Company will analyze and discuss the effectiveness of the Partner's Annual Business Plan. Quarterly business reviews may be held to assess the progress towards Annual Sales Targets. | Measured against Business Plan | Measured against Business Plan | Measured against Business Plan | N/A |
| SALES FORECAST All Gold and Silver partners are required to submit a 12 month rolling monthly sales forecast – with 90 days firm. | Yes | Yes | Yes | N/A |
| YEARLY TARGETS FOR UPGRADE To move to higher levels the yearly revenue generated for Fiorano by partner should be the following in case of re-seller only. | €200,000 | €150,000 | €100,000 | €50,000 |