



Fiorano Partner Group Program Guide – An Overview

Document Outline

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.

Partner Categories	
Value-Added Reseller	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.
System Integrator/Consultant	Our SI partners provide customers with leading domain, industry, and technology expertise and are typically engaged in complex, strategic, enterprise-wide deployments.
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.
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.
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.

Partner Achievement Levels	Platinum	Gold	Silver	Bronze
	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.	These partners are strong national or regional organizations that consistently provide industry-leading solutions and services to their customers.	These partners are characterized as medium-sized organizations with regional or local presence and/or specialized domain expertise.	These partners are generally small companies that interact with Fiorano through minimal investment and program requirements.

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
- Sales Tools
- Pricing Discount Program

Marketing Support

- Fiorano Partner Logo
- Access to Partner Extranet
- Market Development Fund

Technology and Technical Support

- Product Education
- Product Training

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