



O3SIS Professional Partner Program

Key Benefits!

Reliability:

- Consistency in the Development Process, seamless and well aligned product releases. This provides highest-possible reliability. We deliver what we promise!

Sales Support:

- Personal attendance by your dedicated partner manager provides best possible guidance and communication with O3SIS

Marketing Support

- Frequently issued Partner Newsletter with actual information on new product releases and other partner related general topics
- Download Zone at O3SIS web-site for partner relevant documents
- Individual supported marketing activities or even joint projects
- Our comprehensive show case portfolio, which can be made available for our partners and the customers of our partners

TTM (Time-To-Market)

- As we strive to be always one or two steps ahead the market, our partners get a real differencing value proposition with our products

Flexible Business Models that reduce OPEX and drive Profits:

- On request, we offer our partners also SAAS (Software-as-a-Service) and white labelled Managed Service concepts that significantly reduce business risks for our partners



O3SIS' success is driven by a strong partner network. We have developed an innovative market leading partner program, supporting our partners to achieve best possible business results with O3SIS products and services. Our partner network covers technology companies, system integrators, consulting firms and strategic alliances with global leading players. According to our value propositions we offer three partner options. We call it 'Top3 Program'.

O3SIS Value Adding Reseller (VAR)

The O3SIS VAR is authorized to resell O3SIS products and services through its own sales organization in its market. Depending on the size of the market and capacity of the VAR this may be either the entire country or one or more regions.

The VAR is listed officially and operates proactively, i.e. it markets O3SIS products and services at its own initiative and with sustainable support from O3SIS. After receiving suitable training, the VAR is able to provide integration services as well as first and second-level support.

In return for performing O3SIS-oriented marketing, the VAR receives a compelling discount on O3SIS products and services. The discount provided is dependent on sales and marketing commitment of the partner. In addition to this and on individual negotiation basis, O3SIS will actively drive

co-marketing activities with the partner. A VAR can also be a consulting firm with focus solutions development.

O3SIS System Integrator and/or Solution Provider (SISP)

The SISP uses O3SIS products and services as part of individual risks. It orders from O3SIS to cover specific Solution requirements or is invited by O3SIS to take part in a project. The SISP is typically vendor-independent and will not be officially listed as a reseller.

After receiving suitable training, it is able to provide integration services as well as first and second-level support. In return for project contributions the SISP receives a (sales-tied) commission.

Potential partners may wish combine both business approaches within one company. In this case, an individual partner agreement can be discussed and set up.

O3SIS Technology Partner (TP)

The Technology Partner teams up with O3SIS in order to accomplish either his own value proposition and/or to add value to O3SIS product portfolio. A partnership can be shaped according to an O.E.M. framework or a pure sourcing agreement, where O3SIS source the partner's technology or vice versa.

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O3SIS Professional Partner Program

O3SIS partners - requirements and benefits

Companies entering into a partnership with O3SIS are entitled to a series of benefits, which are set out in the following table.

x = binding for the partner or offered by O3SIS

(x)= desired by partner

o = not available for partner

Requirements and benefits	VAR	SISP
SALES AND MARKETING		
Partner contract defining the rights and obligations arising from the partnership. The variable parameters (e.g. duration, prices and terms, territory etc.) are subject of negotiation and will be documented in Appendices	x	o
NDA defining project-related activities. Used to ensure mutual confidentiality.	x	(x)
Annual business plan defining joint objectives and activities. At the beginning of the partnership a six month "go to market" plan is adopted.	x	o
Regular reporting by partner on projects, activities, market development, competition etc. These reports should be submitted on a monthly basis.	x	o
Provision of an official price list for all O3SIS products, services and support.	x	o
Project-based submission of offers in accordance with the official price list	x	x
Provision of price configurator. Authorized partners must be able to compile simple offers on their own. Even so, each offer should be compiled as a reference by the responsible O3SIS Partner Manager using the configurator.	x	o
Joint seminars and events aimed at heightening awareness of O3SIS and its products and services in the partner's market.	x	(x)
Ability to take part in fairs/exhibitions organized by O3SIS itself. Ability for O3SIS to take part in the partner's exhibitions.	x	o
Authorization training by O3SIS (at the offices of O3SIS or the partner). This training is primarily distribution and marketing-oriented. It is binding and free of charge for the partner (except for travel expenses which are for the buyer's account)	x	o
Regular product training (at O3SIS offices). This training is primarily service-oriented/technical and briefs the partners on all the latest technical developments. The initial training is binding and free of charge for the partner; the partner must take a share of the costs of further training (travel expenses are for the buyer's account)	(x)	(x)
Special training in line with requirements. Costs and travel expenses for partner's account	(x)	(x)
Regular visit by a O3SIS Sales Representative to the partner for bonding purposes and for refreshing knowledge of O3SIS products/services, the market (e.g. new projects) and the competition. In addition to the VB, an SE can also take part if necessitated by the visit agenda.	(x)	o



O3SIS Professional Partner Program

Requirements and benefits	VAR	SISP
Project-based visits to partner or customer. This is primarily for encouraging influence on a positive decision on the part of the customer and may be commercial or technical in nature.	x	x
FTP forum for partner for downloading all the latest O3SIS documents	x	o
Annual partner meeting at O3SIS with general update of partners on all the latest developments at O3SIS, its products/services and marketing strategies.	x	o
Joint definition and discussion of product roadmap twice a year	x	o
COLLATERAL		
Product collateral (printed or in PDF form)	x	(x)
Brochures, data sheets, white papers and general marketing materials (printed or in PD form)	x	(x)
Case studies and success stories (if authorized by the customer)	x	x
NEWS AND COMMUNICATIONS		
Public relations activities: O3SIS supports PR with the authoring of test reports, articles and reports.	x	o
Press releases automatically sent to partner	x	o
Product update information automatically sent to partner	x	x
Partner mentioned as reference (authorized representative) on the O3SIS website	x	o
(SALES) SUPPORT		
Engineering and consulting support for partner's projects. The service entails project management, offers and deployment support. Individual services may be subject to charge.	x	x
Software demonstration tools: The partner is either offered a product on loan for a project or receives a (billable) demonstration version of the software which is kept updated and maintained at all times free of charge for the term of the joint activities. In both cases, this is contingent upon successful participation in the corresponding training.	x	(x)
First and second level support	x	x
Technical support training. Free of charge for the first time (travel expenses for partner's account). Subject to charge thereafter.	x	x
Software updates and patches.	x	(x)
Participation in beta programs (if available)	x	o



O3SIS Professional Partner Program

Training

The VAR is obliged to take part in the O3SIS sales and product training and thus to undergo certification. In this way, the partner is able to implement O3SIS's selling and marketing strategies and to market its products and services on a quality basis. At the same time, the VAR is able to provide the necessary technical support.

The SI is obliged to take part in O3SIS product training. In this way, it is able to market O3SIS's products and services on a quality basis.

Sales training

- Overview of O3SIS - history, strategy and mission statement
- Overview of the market / analysis of market and competition
- O3SIS Product Suite
 - product philosophy
 - detailed description of products/components
 - overview of technology architecture
 - benefits and areas of use
 - references
- How is a customer demonstration executed?
- Prices and pricing policy
- Product roadmap
- Sales and marketing activities

Duration: 2 days

Location: O3SIS office in Overath

Costs: Free of charge as authorization training for VARs

Product training (Overview)

- O3SIS Product Suite
- Functions and functionality
- Work flow
- Installation
- Configuration

Duration: 2 days

Location: O3SIS office in Overath

Costs: Free of charge for VAR and SI

These benefits and obligations are deemed to form an integral part of the contract.