



RelayWare Partner Programs Overview

Our Partner strategy

RelayWare has established its partner program to more broadly meet the needs of our customers by providing a portfolio of channel and partner management consultants with expertise in channel operations and management, program development, sales and marketing strategies and field enablement together with specialists in the configuration, deployment and management of our software. Our partner programs deliver tools, resources and the expertise needed to assist in a successful market offering to customers and prospects.

Partner Programs are in place for Solution Partners, Referral Partners and Systems Integrators. Each program has been carefully designed to meet the specific needs of each partner class and to provide the best business value to the end customer.

Solution Partners

The RelayWare Solution Partners Program brings channel and alliance consultants the opportunity to expand their business offerings through integration with the RelayWare platform. This approach uniquely provides our clients with best in breed expertise in channel and partner management strategy, operations and field enablement. As channel programs and processes are rolled out –they are confidently field enabled by RelayWare, a proven channel management platform.

RelayWare defines Solution Partners as companies who bring their expertise to the client via consulting engagements around the following areas of competencies: channel and alliance program development, deployment and field enablement, channel management operations workflows and business processes,

channel and partner sales and marketing strategies and execution of sales and marketing programs including MDF, Marketing Campaigns and Incentives, as well as the development of partner training and certifications programs, operations and implementation.

Solution Partners do not resell RelayWare products, focusing instead on delivering value through relationship development, consulting services and professional services. Because Solution Partners develop the solutions that drive demand for the RelayWare platform, Solution Partners play a pivotal role in RelayWare's partner ecosystem.

Referral Program

By joining the RelayWare Partner Program, companies can recommend RelayWare's products to their

customer base knowing that they are introducing a high value solution to their clients. RelayWare appreciates the value of a good referral and will compensate referral partners for leads resulting in closed business.

RelayWare defines Referral Partners as companies or individuals who bring their expertise to the client via consulting or industry experience and have clients interested in Partner or Channel Relationship software.

Systems Integrator Program

RelayWare recognizes the role and ability of major Services/System Integration companies focused on the high-tech CRM and PRM markets to provide market leading expertise and full service portfolio offerings to our customers and prospects. RelayWare has developed this program to facilitate implementation, integration, custom development and support for our solutions to our clients.

RelayWare Partner Selection Criteria

Our Partner selection strategy

Choosing the “right” partners is fundamental to our business model and to the success of our customers. Prospective partners are held to a rigorous review of overall corporate stability, product and solutions market validation and the ability to professionally support joint customers.

Selection Criteria

- Current areas of expertise around consulting to Channel and Partner Sales and Marketing Executives
- Review of Core Service Offerings
- Demonstration of Successful Client Case Study
- Identification of Joint Customer Prospects and Target Market with RelayWare
- Firm Understanding of the Value of Leveraging a Technology Platform to Enable Channel Programs, Operations and Field Engagement
- The Commitment to Training and Certification on the RelayWare Platform

Solution Partner Requirements

Our Partner selection strategy

Choosing the “right” partners is fundamental to our business model and to the success of our customers. Beyond matching a prospective partner against the standard requirements of our partner program, we also consider the following criteria for partner selection:

Core Competencies

- Strategy Alignment
- Overall Value with RelayWare’s Objectives
- Competitive Advantage & Market Access
- Responsiveness & Customer Care
- Partner Readiness (Training and Certification)
- Performance
- Commitment Level

Requirements

1 Joint Sales

- Customer and Prospect Identification
- Opportunity Identification
- Deal Registration
- Regional Sales Support
- Forecast Reports
- Quarterly Performance Reviews

2 Sales and Support Training

- Product Demonstration
- Level 1 Partner Portal and System Support

3 Partner Agreement

4 Marketing Participation

- Co-Presentation for Webinar Series to Channel and Alliance Sales and Marketing Executives
- Press Release
- Co-Presentation at Industry and Corporate Events
- Joint Speaking Opportunities

5 RelayWare Certification

There are two partner levels for Solution Partners – Champion and Certified.

Certified Partners have a least one individual fully trained and certified on the RelayWare platform. Champion Partners are in the process of training team members but have yet to complete their certification.

Benefits	Champion	Certified
Access to Partner Portal	✓	✓
Joint Sales	✓	✓
Sales Training	✓	✓
Partner Agreement	✓	✓
Lead Sharing		✓
Deal Registration		✓
Solutions Colateral	✓	✓
Marketing Participation		✓
Product Documentation	✓	✓
Access to RelayWare Experts		✓
RelayWare Certification		✓
Commission	✓	✓



Referral Partner Requirements

Our Partner selection strategy

Choosing the “right” partners is fundamental to our business model and to the success of our customers. Beyond matching a prospective partner against the standard requirements of our partner program, we also consider the following criteria for partner selection:

Core Competencies

- Industry Expertise in Channel and Partner Program Management and Development
- Overall Value with RelayWare’s Objectives
- Competitive Advantage & Market Access
- Responsiveness & Customer Care

Requirements

- Qualified Lead Development
- Partner Agreement

Benefits

- Provide your current and prospect customers with a highly valued solution recommend by you – that will meet their needs.
- Referral Fees



Systems Integrator Partner Requirements

Our Partner selection strategy

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Core Competencies

- Strategy Alignment
- Overall Value with RelayWare’s Objectives
- Competitive Advantage & Market Access
- Responsiveness & Customer Care
- Partner Readiness (Technical Compatibility and Support)
- Performance (Actual versus Projected)
- Solutions Testing

Requirements

1 Full lifecycle implementation and customization of business applications from requirements definition to go-live and post-live support

- J2EE app server
- Ajax
- Javascript
- XML
- Flash
- SQL Server
- Windows Server
- IIS

2 Expertise in all RelayWare delivery tasks

- Configuration (workflows, user-defined fields, metadata, custom settings)
- Customization (creating or modifying user interface, code, database)
- Integration with customers’ other systems
- Portal design, content creation and loading
- Data loading

4 Training

- Technical
- Support

5 Partner Agreement

6 RelayWare Certification

Benefits

- Web 2.0 technologies
- Adobe Cold Fusion
- Implementation Projects
- Integration Projects
- Custom Development
- Tier 1 and 2 Support