



BPA GLOBAL PARTNER PROGRAM

The Global BPA Partner Program provides many ways to differentiate your business and drive profitable growth for your company

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Success BPA rewards your efforts and supports you actively in marketing, sales and technology. Your success is our focus!</p> | <p>Uniqueness We propose you the best solution platform in a fast growing SharePoint market. Our solutions are unique and very innovative. Our team is completely devoted to you and to customer's success</p> | <p>Performance Through comprehensive tailored training and our active support your sales, consultants and technical people will be rapidly certified and strongly performing</p> |
| <p>Innovation Develop your own business solutions or expand our BPA apps using our powerful solution platform. A perfect way to get your solutions or products to market faster than ever!</p> | <p>Efficiency Take advantage of your strong skills in business processes and consulting to move your customers, at no risk, towards rapid business outcomes</p> | <p>Flexibility Promote-resell-distribute-host-integrate unique out-of-the-box business apps and get new revenue opportunities quickly!</p> |

"If you believe in strong strategic partnership like we do then our program is made for you"



Partner opportunities with BPA Solutions:

Referral Partners

- **Referral** partners are agents, advisors or vendors that focus on identifying and generating new leads and business opportunities for BPA

Channel Partners

Channel partners are focused on re-selling and delivering the BPA Solution platform

- **Resellers** are focused on selling BPA licenses. The implementation and technical support are made by BPA, BPA's integrators or BPA's hosting partners
- **Integrators** (SI's / VAR's) are focused on selling & implementing the BPA Solution platform and adding customer value and services
- **Hosting partners** operate their own data center and host BPA Apps as a full service provider
- **Distributors** develop their own direct and or indirect channels in their geographies

Consulting Partners

Consulting partners are professional service organizations that have a strong expertise for advising companies of all sizes and industry types on any of the following: *xRM-CRM-QM-RM-PM-RM-WM-DM. Consulting partners typically offer services such as scoping analysis, consulting, business process design, best practices, implementation and deployment expertise

Technology Partners

- **Technology** partners are organizations (typically SharePoint dev / vertical industry experts /ISVs / OEMs) that are using the BPA Solution platform to creating, developing and distributing their own solutions or integrating their existing solutions or add-ons into the BPA Solution platform

*Anything Relationship Management - Customer Relationship Management - Quality Management - Risk Management - Project Management - Recruiting Management - Workflow Management - Document Management

KEY BENEFITS

| | Referral | Certified | Silver | Gold |
|-------------------------------------------|----------|-------------|-----------|-----------|
| Dedicated Partner Manager | | ✓ | ✓ | ✓ |
| Listed in Partner directory + Logo | | ✓ | ✓ | ✓ |
| Access to partner portal | | ✓ | ✓ | ✓ |
| Access to support portal | | ✓ | ✓ | ✓ |
| Free licenses for internal use | | ✓ | ✓ | ✓ |
| Free licenses for Test & Demo | | ✓ | ✓ | ✓ |
| Qualified leads | | | ✓ | ✓ |
| Training | | ✓ | ✓ | ✓ |
| Opportunity registration | | ✓ | ✓ | ✓ |
| Participation in joint Marketing programs | | | ✓ | ✓ |
| Reviews | annual | semi-annual | quarterly | quarterly |
| Marketing development fund | | | | ✓ |
| Sales commissions | ✓ | ✓ | ✓ | ✓ |
| Customer loyalty bonus* | | ✓ | ✓ | ✓ |

* Based on the # of rented/hosted licenses

PARTNERSHIP REQUIREMENTS

| | Referral | Certified | Silver | Gold |
|----------------------------------------------|----------|-------------|---------------|---------------|
| Sign partner agreement + fees | | ✓ | ✓ | ✓ |
| Minimum certified technical staff ● | | ✓ | ✓ | ✓ |
| Minimum certified sales staff or consultant | | ✓ | ✓ | ✓ |
| Submit annual business plan | | ✓ | ✓ | ✓ |
| Yearly mandatory training | | ✓ | ✓ | ✓ |
| Reviews | annual | semi-annual | quarterly | quarterly |
| Revenue forecast & commit | | semi-annual | quarterly | quarterly |
| BPA promoted on your website-s | | ✓ | ✓ | ✓ |
| Minimum annual marketing programs (joint) | | 1 | 2 | 3 |
| Standalone product integration ● | | ✓ | ✓ | ✓ |
| First level customer support ● | | ✓ | ✓ | ✓ |
| Minimum sold licenses per year (user/server) | | | 200/2 Server* | 500/5 Server* |
| Minimum # of annual customer references | | ✓ | ✓ | ✓ |
| Annual fees (see next page) | | ✓ | ✓ | ✓ |

* Calculation: 1 server = 100 user licenses ● not valid for Reseller & Consulting Partners



Channel, consulting and technology partner's levels:

The starting level for a channel, consulting or technology partner (developing and distributing its own solutions) is CERTIFIED. Once you have reached (could be at any point in time) the minimum requirements (minimum sold licenses & customer references) to be SILVER you will automatically be upgraded to that level and be rewarded accordingly. The same will apply to move from SILVER to GOLD level.

Annual fees:

The annual partner fees mainly cover the mandatory training costs (senior instructor-led mainly). Some partner categories and partner levels have higher fees due to the fact that more training is required.

| | Certified | Silver | Gold |
|----------------------------------------------|------------------|---------------|-------------|
| Resellers-Hosting-Consulting partners | 2K\$ | 3K\$ | 4K\$ |
| Integrators-Distributors-Technology partners | 3K\$ | 4K\$ | 5K\$ |



Eligibility requirements

You are already a successful organization with strong financial health and would most probably agree to the following basic requirements:

Sales, Marketing and Communications

- You'll sell and market our solutions and act with a strong focus on BPA Apps & Solutions
- You'll follow our recommended sales process and the latest price list and software/maintenance conditions
- You'll conduct marketing and sales activities consistently to achieve your sales target
- You'll enter your qualified sales opportunities in the BPA Partner Portal (to be locked for you)
- You'll demonstrate our solutions using the BPA Trial platform or your own demo-trial environment
- You'll focus on the right prospects, like organizations with SharePoint experience
- You'll position BPA Apps as a key strategic part of your product/solution's portfolio
- You'll promote actively BPA Apps & Solutions on your website-s, through newsletters, press releases, marketing collaterals and (joint) marketing programs
- You'll be able to name at least 5 sales opportunities when starting our partnership and record at least 20 realistic opportunities per year

Qualification and Support

- You'll deliver a comprehensive technical support to your customers (not valid for resellers)
- You'll train and qualify the number of required technical and sales staff at the beginning of the partnership
- You'll make sure to have enough trained and skilled people to provide BPA Apps & solutions during the entire term of the partnership
- You'll make sure to maintain a continuous level of expertise through annual mandatory trainings



Make Money rapidly

BPA senior sales and marketing resources such as attractive marketing materials are available to you to promote & market the BPA Apps & solutions rapidly when starting our partnership. We strongly encourage you to use our BPA Apps internally in order to be quickly convinced about them and develop a rapid knowledge. For instance with BPA CRM you'll be able to better track your leads and shorten sales cycles.

What BPA gives you to facilitate your work

- Trial Platform always up-to-date with the latest features and enhancements so you can easily invite your prospects for a free 30-day trial
- Partner Portal
 - to log your sales opportunities so we can lock them for you exclusively
 - to discover and use the latest marketing-product-pricing documentation such as the BPA software and maintenance conditions
 - to help you with your sales process all along a project's life-cycle
 - to help you preparing quick quotes (BPA can always check them if necessary)
 - to order licenses securely. We expect customer's payment before delivering the production license keys. Temporary license keys may be delivered for 30 days
- Support Portal to access the latest online documentation, tutorials, view FAQs and log requests to our BPA support team for fast answers and full traceability
- Many deployment and payment options are available to you to better match your client's needs. Through software rental, hosting and annual software maintenance you will get precious recurring revenue and ensure customers get support, software updates and non-production licenses
- A strong support during your first project and all along our fruitful partnership



Letter of intention - Apply to be a successful Partner

Company Name

Contact Name

Date

Signature

By signing this document, the undersigned acknowledges to be a BPA Partner. This document is not a Partner agreement.

