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## **PARTNER ACCELERATOR PROGRAM 2010**

Delivering Value and Joint Success ... Faster



**PARTNER  
PROGRAM**

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## WHO IS SOFTWARE AG?

Software AG's 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems to meet growing business demands.

The company's industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We are unique in offering the world's only end-to-end – and easiest to use – business process management (BPM) solutions, with the lowest Total-Cost-of-Ownership. Our industry-leading brands, ARIS, webMethods, Adabas, Natural and IDS Scheer Consulting, represent a unique portfolio for: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

Software AG had revenues of € 847 million (IFRS, unaudited) in 2009 and has more than 6,000 employees serving 10,000 enterprise and public institution customers across 70 countries. Our comprehensive software and services solutions allow companies to continuously achieve their business results faster. The company is headquartered in Germany and listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE 0003304002 / SOW).

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## EXPAND YOUR MARKET SHARE

# WHY SOFTWARE AG?

**PROVEN RESULTS** – Our customers achieve ROI months and even years ahead of the industry average. They often save millions on their projects with our software. Read about our customer successes at <http://www.softwareag.com/customers>.

**STABILITY** – In an industry where consolidation makes headlines frequently, Software AG is here to stay. We continue to build on our own R&D investment of 40 years and recognized ability to help our customers ‘get there faster.’

**LEADERSHIP** – Software AG is one of the 25 largest business software vendors in the world. We are consistently recognized as a leader by Forrester, and Gartner has placed Software AG in the Leader’s Quadrant in its Magic Quadrants.

**PARTNER FOCUS** – Together – partners and Software AG – are able to provide unique solutions combining the domain expertise and intellectual property of a partner’s presence in the market, with the technological leadership and capabilities of the webMethods business infrastructure suite of Software AG. This combination offers the market an unprecedented solution set focused on the needs companies face in today’s competitive business environment.



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## TEAMING FOR CUSTOMER SUCCESS

# PARTNER ACCELERATOR PROGRAM

Partners are an important component of Software AG's business model. At Software AG, partners work with us to deliver top-quality products and services to help our clients realize the value of SOA & BPM.

Therefore the Partner Accelerator Program offers more ways to work with Software AG and with customers than ever before. The program is designed to allow you to easily align the partnership with your own business model by tailoring the level of participation to meet current and future business goals.

A comprehensive description of the Software AG Partner Accelerator Program, including descriptions of the partner categories, achievement levels, benefits and requirements is provided in this guide. Additional information can be requested by contacting your partner account manager or by sending an e-mail to [partner.info@SoftwareAG.com](mailto:partner.info@SoftwareAG.com).

### PROGRAM STRUCTURE

As in any program, a potential partner must weigh the level of commitment and investment with the opportunity. To begin with, Software AG offers a number of partnership categories based on your business and distribution models:

#### System Integrators

This category of partners consists of companies that integrate the technology and products of Software AG into projects according to individual customer needs. These organizations sell consulting, implementation and training services, and their

program revenue is primarily services-based. These are the partners that specialize in planning and implementing complex applications and infrastructure using the Software AG portfolio. System Integrators work closely with the Software AG sales and professional services organizations to ensure superior success. Select partners may also choose to become a reseller of Software AG products and services.

#### Reselling Partners

These partners market and distribute all or part of the Software AG product line as a component of their geographic, vertical, or application-specific solutions and service offerings.

#### ISV/OEM Partners

Independent software vendors (ISVs) and original equipment manufacturers (OEMs) enhance and complement their solutions through bundling Software AG technology with their products or offer an interface to Software AG solutions. These Partners integrate or embed Software AG products to extend the overall value of their software offering.

#### Technology/Platform Partners

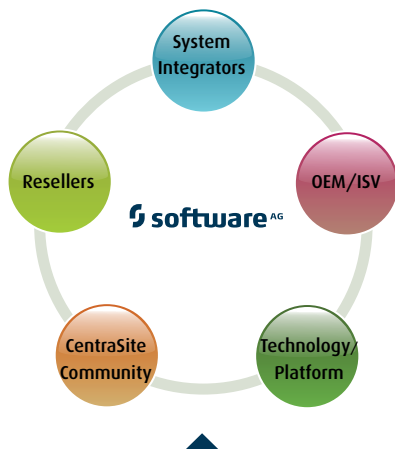
Collaboration with a technology focus characterizes our Technology Partners. There is a wide spectrum covering licensing and embedding of complementary partner's technology into Software AG's portfolio, joint development, or interoperability issues. Software AG Platform Partners include companies that are market leaders in providing products and technologies upon which Software AG applications run. For more information please contact [Technology\\_Alliances@softwareag.com](mailto:Technology_Alliances@softwareag.com).

#### CentraSite Community Partners

This community provides the first SOA Forum ([www.centrasite.org](http://www.centrasite.org)) containing research, white papers, best practices, news, blogs, and opinions from the best and brightest in the SOA community.

Established in June 2006, the CentraSite Community brings together software vendors, system integrators consultants, solution architects, business analysts, and many more that have an interest in SOA and SOA governance in particular. If you are interested in joining the community or would like more details, please e-mail:

[centrasite-members@infoq.com](mailto:centrasite-members@infoq.com) or go to [www.centrasite.org](http://www.centrasite.org)



## PARTNERSHIP ACHIEVEMENT LEVELS

Software AG offers three achievement levels designed to fit partner's business skill sets and resources. They also take into account partner's industry experience, solutions sets, and geographical presence, as well as revenue goals. The higher the achievement level is, the greater the joint commitment, resources available, and opportunities. Before entering the Software AG Partner Accelerator Program, we start working with potential partners on a Teaming Agreement basis. This offers both organizations the opportunity to try out the collaboration without committing too much. When this phase turns out to be a success for both parties involved, the partner can enter the program on Associate level. As a participant in the Software AG Partner Accelerator Program, partners are able to receive a variety of sales, marketing and support benefits.



**ASSOCIATE** – Associate Partners work jointly with Software AG to foster a mutually beneficial sales and marketing relationship. At this level, partners may be primarily focused on a specific technology or solution set within the Software AG webMethods product suite or simply uses this level as an access point to a developing partnership with Software AG. There are minimum program requirements for this level, but the potential for growth is tremendous.



**PREFERRED** – Preferred Partners are those providers who complete the Software AG Certification Program, providing expertise to their customers in the sales, technology, methodologies and implementation of Software AG products. A Preferred Partner may choose to have a Software AG practice that is specialized based on a particular industry, region, or technology set. Preferred Partners have increased revenue opportunities, receive significantly more program benefits.



**PREMIER** – This level is invitation only. It represents the pinnacle of the Partner Program. It requires sales, solutions, and business synergy with Software AG, as well as completion of the Certification Program. Partners at this level attain a place at the “strategy table” and receive exclusive program benefits, not available to other levels.



## ALL YOU NEED TO SUCCEED

# PROGRAM BENEFITS & REQUIREMENTS

### PROGRAM BENEFITS

As a participant in the Software AG Partner Accelerator Program, you will receive a variety of sales, marketing, and support benefits. This section outlines the myriad of benefits that you can receive based on the level of partnership.

The benefits are organized into areas relevant to the traditional sales and marketing value chain. By focusing on the value chain associated with driving and enhancing business, Software AG is able to more tightly integrate value into a Partner's go-to-market strategy.

### Program Benefits Matrix

The following tables summarize the program's benefits provided through the Partner Accelerator Program.

Legend:

- Benefits marked with a "✓" symbol are included at no additional cost
- Benefits with a "€" symbol require additional fees
- Benefits marked "●" are available based on specific criteria and are administered at Software AG's discretion

A detailed description of each benefit is provided in the next section.

EDUCATE			
Benefits	Associate	Preferred	Premier
Free E-Learning (available on Empower) • Sales Training • Technical Update	✓	✓	✓
Technical Briefings	€	€	✓
Technical Consultant/Developer Training	€	€	€
Product Certification	€	€	€
Software for Education & Training	✓	✓	✓
Partner Portal	✓	✓	✓
Partner Training Boot Camps	€	€	€

<b>MARKET</b>			
<b>Benefits</b>	<b>Associate</b>	<b>Preferred</b>	<b>Premier</b>
Software AG Corporate Events & Demand Generation Opportunities	€	€	€
Joint Marketing Collateral	•	•	✓
Joint Reference Stories	•	•	✓
Corporate & Partner Program Logo Use	✓	✓	✓
Press Communications	•	•	✓
Press/Analyst Briefings			•
Listing on Software AG Web Site	✓	✓	✓
Marketing Development Fund		•	✓
<b>SELL</b>			
<b>Benefits</b>	<b>Associate</b>	<b>Preferred</b>	<b>Premier</b>
Partner and Account Management	•	✓	✓
Introductions to Software AG Sales	•	✓	✓
Internal Sales Announcements		•	✓
Partner Briefings	•	•	•
Annual Business Plan		•	✓
Executive-level Strategy Exchanges	•	•	✓
Executive Briefing Program for Customers		•	✓
Product Discounts for Resale	✓	✓	✓
Sales Assistance Fees	•	✓	✓
Evaluation Copies for Demo Purposes	✓	✓	✓
<b>SUPPORT</b>			
<b>Benefits</b>	<b>Associate</b>	<b>Preferred</b>	<b>Premier</b>
Partner Support	€	€	€

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## Detailed benefits description

The following provides detailed descriptions on the partnership benefits at each stage within the sales and marketing value chain. These benefits vary based on the level and type of partnership with Software AG as described before.

### 1. Educate

#### E-Learning Sales

Software AG offers comprehensive sales-related product training for any partners responsible for selling or recommending Software AG products. These trainings are provided on the Partner E-Learning platform and include also sales certification tests.

#### Technical Briefings

Software AG pre-sales people are available to the partners to give them technical briefings. These sessions give an overview on our technologies. For more in-depth technical knowledge, we suggest to participate in technical trainings.

#### Technical Consultant/Developer Training

Software AG offers instructor-led courses that are tailored for specific project roles involved in the implementation of the software. Members of the Accelerator Program will receive a discount on training based on their level of commitment.

#### Partner Certification

The certification program enables partners to differentiate their company at a technical level. This program will ensure that your team has the expertise to successfully sell, support, and implement a Software AG solution. Partners must complete the certification program to become a Preferred or Premier Partner. Certification exams are based on product comprehension, implementation experience, and industry knowledge.

#### Product Training Discounts

Depending on the level, you will receive a fix discount percentage on your training invoices. Percentages are indicated in the overview above.

#### Partner Portal: Software AG Customer & Partner Extranet

This extranet is designed specifically for partners and customers. This password-protected site provides you with a wealth of information: bookshelf, best practices, software downloads, product release information, training information etc.

In addition to that there is a specific partner section only accessible to members of the Partner Program. It offers valuable tools and "inside" information to assist you in developing and selling your Software AG-based solutions and services.

#### Partner Training Boot Camps

Software AG will organize on a regular basis training camps exclusively for partners. These trainings will be organized in different regions and can be classroom or remote training. Special pricing is offered for the boot camps.

### 2. Market

#### Software AG Corporate Events and Demand Generation

Partners can leverage our support through joint marketing activities such as:

- Lead generation programs
- Participation in events sponsored by Software AG
- The publication of success stories and case reports
- Partner-specific solution marketing campaigns

Some potential opportunities might also be joint participation in corporate outings, executive breakfasts or dinners, CEO round tables, trade shows, industry events, exhibit booths, road shows, seminars, master classes, webinars, and direct mail and e-mail blasts. Joint events are always co-funded by the partner and Software AG.

#### Joint Marketing Collateral

As a Software AG partner, you may create your own collateral, such as solution data sheets, brochures, demos, relationship fact sheets, and customer success stories. Our preference though is to do this as a joint activity in close collaboration. All marketing collateral that references Software AG or the partnership must be approved by Software AG.

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### **Joint Reference Stories**

Software AG invests a lot in creating customer reference stories as a showcase of our expertise. We encourage our partners to create – together with us – reference stories about the joint projects we are implementing/have implemented. Software AG can help in conducting the interviews, copywriting and lay-outing the story.

### **Corporate & Partner Program Logos**

As a partner you will receive our logo for use in Software AG-approved marketing measures. We will also provide you with Partner Program logos to promote the relationship between the two organizations. You may use the partner logos on your Web sites, marketing collateral, documentation, advertising and promotional material with approval from Software AG.

### **Press Communications**

Joint press release opportunities are available as part of a Software AG partnership. As a Software AG partner you are welcome to create press releases about the partnership, subject to approval by Software AG PR department. Software AG will issue press releases announcing all key partnerships. Other press releases will be created depending on the individual situation.

### **Press & Analyst Briefings**

Based on the strategic content of our premier partnerships, opportunities might arise to organize press and analyst briefings to inform these groups about strategic directions, new joint solution launches or other events.

### **Listing on Software AG Web site**

All partners are requested to send in a partner profile, including company description, partnership background and partner solution. This will be listed on the Software AG Web site.

### **Marketing Development Fund**

Premier Partners are offered to establish a joint marketing development fund to be used in marketing and event opportunities.

## **3. Sell**

### **Partner & Account Management**

Software AG has a dedicated team of local partner managers to support you in your day to day partner business with Software AG.

### **Introduction to Software AG Sales**

Our Premier and Preferred Partners will be introduced to the local sales team, and meetings will be planned for account mapping and joint sales activities.

### **Internal Sales Announcements**

The strategic partner activities with the Premier Partners and select Preferred Partners will be promoted to the global sales force through our established communication tools of internal newsletters, newsflashes and sales portal.

### **Partner Briefings**

On local level, we can organize partner briefing sessions to inform partners about Software AG strategy and product updates. During these sessions we can invite local sales to participate and attach a networking activity to the formal information session. The format of the partner briefings are defined by the local Software AG organization.

### **Joint Business Process Framework**

Software AG works with Preferred and Premier Partners to develop unique solution offerings for targeted markets. These solutions represent unique differentiators, reusable assets, and intellectual property that can be “productized”.

### **Annual Business Plan**

The Annual Business Plan describes how you as a Software AG partner can capitalize on areas of common ground to form a long-term strategic vision and create sustainable competitive advantages in your markets. The plan is jointly created each year.

### **Executive-Level Strategy Exchanges**

We will organize for our Premier Partners executive meetings with our board members and their respective peers at the

partner organization. Our goal is to achieve mutual partnership understanding and commitment on the highest level of the organization.

#### **Executive Briefing Program for Customers**

The Software AG customer briefing center at our headquarters in Darmstadt, Germany, is available for our partners when organizing customer/prospect visits. Our briefing center hosts also a demo center. According to request and availability, Software AG executives and specialists will be made available to address the customer/prospect.

#### **Product Discount for Resale**

Each active member in the Partner Program will receive product discounts for resale. The structure of the discount will be described in the partner contract and is based on partnership commitment and business plan.

#### **Sales Assistance Fees (SAF)**

Software AG offers sales assistance fees as an incentive program for our partners. The SAF is intended to recognize partners for net new opportunities brought to Software AG sales by partners. SAF percentages are based on the involvement of a partner within a given opportunity and provided at the sole discretion of Software AG.

#### **Evaluation Copy for Demo Purposes**

Access is made available for your customers and prospects to evaluate Software AG software. This can be a critical sales tool

for your teams in the field to increase customer and prospect familiarity and comfort with the products.

#### **4. Support**

##### **Partner Support**

5K Euros for 10 cases/service requests via Web (9x5 support) per year. Via this support, you can address all questions related to installation, operation and documentation of the product.

##### **Program Requirements**

We believe that, for the program to flourish, progress should be measured on three levels: the customers' level, your level, and ours.

To help ensure that the relationship is successful, we periodically evaluate the program based on several criteria.

After a partner has proven commitment and success in working with Software AG through Teaming Agreements, a partner can enter the program on Associate level.

The three levels defined in our partner program also describe the minimum investment requirements per partner level. Minimums must be met in order for a partnership to continue. Evaluation occurs on a yearly basis.

<b>OEM PARTNER REQUIREMENTS</b>			
	<b>Associate</b>	<b>Preferred</b>	<b>Premier</b>
<b>Program fee</b>	2,5K €	5K €	10K €
<b>Revenue attainment</b>	Min. 300K €	Min. 600K €	Min. 1M €
<b>Technical resources with certifications</b>	5 on wM Suite	15 on wM Suite	30 on wM Suite
<b>Executive Level Relationship</b>	1	3	5
<b>Dedicated Partner Mgr</b>	0	1	2 (EMEA + NA)
<b>Joint Business Plan</b>	no	no	yes

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## **Become a partner**

### **Application Process**

To become a partner, you have to determine first which kind of partner category you fall into – System Integration, ISV/OEM, Platform/Technology, CentraSite Community or Reselling Partnership.

Once this determination is made, you can begin the application process by filling out an online application. You can easily access this application online at [www.SoftwareAG.com/partners](http://www.SoftwareAG.com/partners). We need your motivation describing why you want to be a partner of Software AG and the added value you can bring into a possible partnership. Any information about your products and solutions are also requested.

Software AG will review the application and if of interest, we will reach out to you for further evaluation of your application. The detailed partner on-boarding process will be explained in a later stage during the evaluation phase.

### **Renewal Process**

The Partner Program group automatically sends renewal letters 30 days before expiration of a partnership. The letter provides instructions for partners to renew to avoid interruption of partner benefits.

### **Program Changes**

Software AG reserves the right to change the requirements and benefits stated in this Program Guide. We will make every effort to contact partner members before changes occur. We will also make changes and modifications available on Software AG's partner Web pages and our partner newsletter. We strongly recommend that partners check the partner portal on a regular basis to ensure that they are up to date on the Partner Program.

## **About Software AG**

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Our industry-leading brands, ARIS, webMethods, Adabas, Natural and IDS Scheer Consulting, represent a unique portfolio for; process strategy, design, integration and control, SOA-based integration and data management, process-driven SAP implementation, and strategic process consulting and services. Our comprehensive software and services solutions allow companies to continuously achieve their business results faster.

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