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

<table>
<thead>
<tr>
<th>Partner Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value-Added Reseller</td>
<td>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.</td>
</tr>
<tr>
<td>System Integrator/Consultant</td>
<td>Our SI partners provide customers with leading domain, industry, and technology expertise and are typically engaged in complex, strategic, enterprise-wide deployments.</td>
</tr>
<tr>
<td>Technology</td>
<td>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.</td>
</tr>
<tr>
<td>OEM</td>
<td>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.</td>
</tr>
<tr>
<td>Distributor and Volume Reseller</td>
<td>Distributors and volume resellers resell all or part of the Fiorano product suite and derive their primary revenue from license sales.</td>
</tr>
</tbody>
</table>

### Partner Achievement Levels

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

### 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

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANNUAL PROGRAM FEE</strong></td>
<td>€8,000</td>
<td>€6,000</td>
<td>€4,000</td>
<td>€2,000</td>
</tr>
<tr>
<td>Support/ License benefits</td>
<td>Enhanced</td>
<td>Enhanced</td>
<td>Superior</td>
<td>Minimum</td>
</tr>
<tr>
<td><strong>TECHNICAL TRAINING FEE</strong></td>
<td>€10,000</td>
<td>€10,000</td>
<td>€10,000</td>
<td>Optional</td>
</tr>
<tr>
<td>Five-day training course for up to 5 engineers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TECHNICAL TRAINING &amp; CERTIFICATIONS</strong></td>
<td>Mandatory</td>
<td>Mandatory</td>
<td>Mandatory</td>
<td>Optional</td>
</tr>
<tr>
<td>Each Gold and Silver Partner is required to attend initial technical training.</td>
<td>Minimum of 6 engineers</td>
<td>Minimum of 4 engineers</td>
<td>Minimum of 2 engineers</td>
<td></td>
</tr>
<tr>
<td><strong>SALES TRAINING FEE</strong></td>
<td>€6,000</td>
<td>€6,000</td>
<td>€6,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Three-day training course for up to 5 salespeople</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SALES TRAINING &amp; CERTIFICATIONS</strong></td>
<td>Mandatory</td>
<td>Mandatory</td>
<td>Mandatory</td>
<td>Optional</td>
</tr>
<tr>
<td>Each Gold and Silver Partner is required to attend initial sales training</td>
<td>Minimum of 4 salespeople</td>
<td>Minimum of 2 salespeople</td>
<td>Minimum of 1 salesperson</td>
<td></td>
</tr>
<tr>
<td><strong>PARTNER AGREEMENT</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Partner must execute a Partner Program Agreement.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ANNUAL BUSINESS PLAN</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>Partner must submit annual high-level overview of how they intend to achieve the annual sales targets.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>YEARLY PERFORMANCE TARGETS</strong></td>
<td>Specific to</td>
<td>Specific to</td>
<td>Specific to</td>
<td>N/A</td>
</tr>
<tr>
<td>The sales targets are measured annually, but need to be reviewed on a monthly basis.</td>
<td>Business Plan</td>
<td>Business Plan</td>
<td>Business Plan</td>
<td></td>
</tr>
<tr>
<td><strong>METRICS REPORTING</strong></td>
<td>Measured</td>
<td>Measured</td>
<td>Measured</td>
<td>N/A</td>
</tr>
<tr>
<td>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.</td>
<td>against Business Plan</td>
<td>against Business Plan</td>
<td>against Business Plan</td>
<td></td>
</tr>
<tr>
<td><strong>SALES FORECAST</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>All Gold and Silver partners are required to submit a 12 month rolling monthly sales forecast – with 90 days firm.</td>
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<tr>
<td><strong>YEARLY TARGETS FOR UPGRADE</strong></td>
<td>€200,000</td>
<td>€150,000</td>
<td>€100,000</td>
<td>€50,000</td>
</tr>
<tr>
<td>To move to higher levels the yearly revenue generated for Fiorano by partner should be the following in case of re-seller only.</td>
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</tbody>
</table>