

SEEBURGER
POWERED BY SEEBURGER

Partner Program

SEEBURGER Partner Program Guide

SEEBURGER Partner Program - Guide Overview

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners, regardless of their size and technical resources. Launched in 1986, SEEBURGER has a long history of successful alliances that extend the value of SEEBURGER solutions and enable organizations to maximize ERP investments, consolidate B2B technologies, and electronically interface with trading partners.

Partners help SEEBURGER deliver more value, to more customers across the globe. Members of the SEEBURGER Partner Program expand their reach and capabilities with leading business integration solutions, grow their businesses with new paths to revenue and profit from both on-premise and cloud-based sales and consulting engagements.

We're growing. And we want you to grow with us.

Because today's business integration challenges are bigger than ever, customers large and small need effective collaboration, seamless integration and secure trading partner communications. In addition, customer's need to manage their B2B processes inside their ERP systems. This is where SEEBURGER comes in. As we handle standard B2B-processes in customer's SAP-System, we are strategic to every customer who have standardized on SAP. It is the same strategy we intend to follow with all ERPs in future.

SEEBURGER partners play a key role in helping organizations maximize ERP investments, consolidate B2B technologies, and electronically interface with trading partners.

The SEEBURGER Partner Program

Connecting people, processes and technology, it's our core business. The SEEBURGER Partner Program is designed to do just that. Whether your organization joins the program as a Strategic Alliance Partner, Global SI Partner, Channel Partner, ISV or OEM Partner, you know you're working with an innovative software company that will broaden your footprint and market share.

SEEBURGER offers our partners everything they need to expand, grow and profit with leading business integration solutions, both on-premise and in the cloud. From sales and pre-sales support to training and marketing assistance, we are committed to your success.

Today we serve more than 8,500 customers in 50+ countries across 15+ industries. Join us as we continue to grow and create sustainable business value for our customers.

SEEBURGER Partner Program Guide

The SEEBURGER Partner Program Guide provides important information regarding membership in the SEEBURGER Partner Program including:

SEEBURGER Partner Program Overview

- Membership
- Program Requirements
- Program Benefits

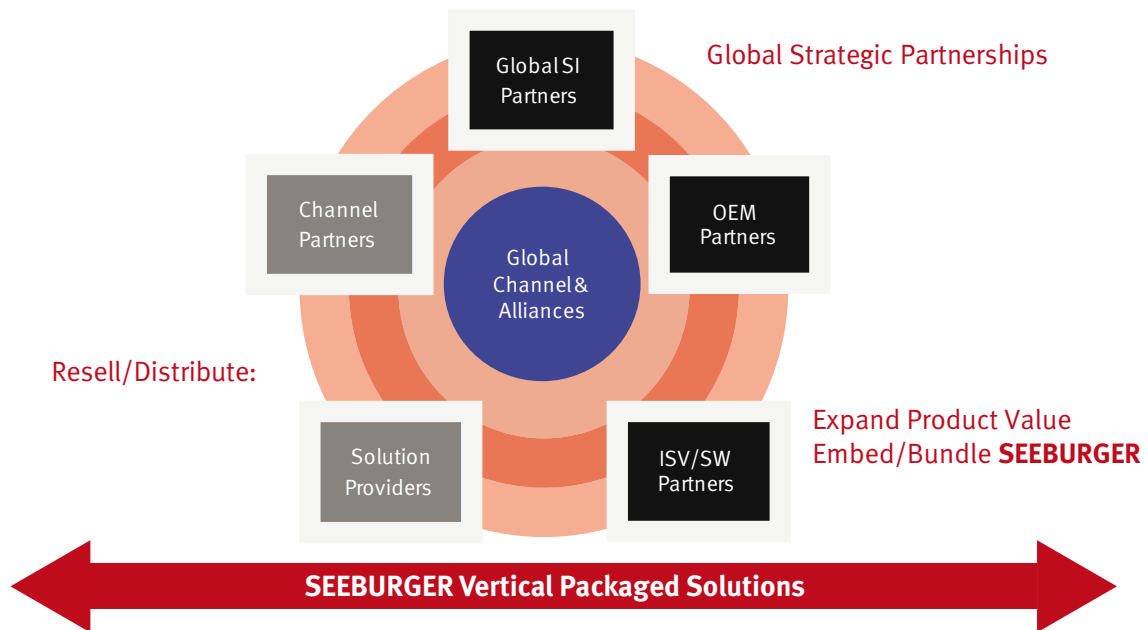
Guidelines

- Marketing
- Training

This guide is a supplement to the SEEBURGER Partner Program Agreement(s) and is frequently updated as we enhance and improve the Program. This guide and other program materials are available for download at <http://www.seeburger.com/partneralliances/>. SEEBURGER Partner Program members will find additional materials on the [SEEBURGER Partner Portal](#).

Program Membership

SEEBURGER partners with companies who resell SEEBURGER solutions, deliver consulting services, embed or integrate SEEBURGER solutions, refer prospects and customers, or a combination of these. No matter where your expertise lies, there is a program level for you.



Global Strategic Partners collaborate with SEEBURGER at the highest level to help enterprise customers address their ever changing and complex business integration challenges. Through mutual investment and planning, we deliver end-to-end solutions that can include software, consulting, outsourcing, complementary services and support.

Global SI Partners extend SEEBURGER’s world class software solutions with domain expertise, industry experience and unique consulting capabilities. Full collaboration, business planning and mutual investment are the cornerstone of our successful Global SI partnerships.

This select group of companies couple their world class solutions, domain experience, and unique consulting capabilities with SEEBURGER’s technology and unrivaled B2B expertise. Together we provide our customers the most comprehensive, customer-centric solutions that address even the

most complex business integration challenges.

OEM Partners are organizations who embed or integrate SEEBURGER products into their own software or hardware. Strategic in nature, OEM partners have sales and support capabilities that bolster their success with the combined solution. SEEBURGER supports OEM partners with R & D, consulting and technical support.

ISV/Solution Provider Partners resell or influence the sale of SEEBURGER solutions in targeted geographies and verticals with sales, presales and consulting support from SEEBURGER. SEEBURGER provides all customer support to the end-users .

Channel Partners resell or refer SEEBURGER solutions and often deliver L1 and L2 support to small and medium businesses. SEEBURGER provides sales and presales training to enable Channel Partners to effectively position and sell SEEBURGER solutions.

Partner Program Levels

Partner Program Levels

SEEBURGER recognizes that not all partner organizations are alike. We have developed various program levels that include base requirements and robust benefits to meet the needs of our partners large and small, in every geography.

SEEBURGER Partner: Organizations automatically achieve SEEBURGER Partner status upon execution of their partner agreement. SEEBURGER partners are entitled to the SEEBURGER Partner Logo and basic sales and training support.

SEEBURGER Bronze, Gold and Platinum Channel Partners: Organizations participating in the SEEBURGER Channel Program may achieve one of these designations based on their advancement through the program. Please refer to the SEEBURGER Partner Program At-A-Glance table below or

the SEEBURGER Partner Portal for more detail. SEEBURGER Channel Partners receive the corresponding SEEBURGER Partner Logo, training and sales & marketing support.

SEEBURGER Global Strategic Partner, OEM Partner and ISV/Solution Provider: These designations are for organizations who specialize and/or build joint solutions with SEEBURGER. Partners in these categories receive the corresponding SEEBURGER Partner Logo, training, sales, technical and marketing support and dedicated alliance managers as outlined in the SEEBURGER Partner Program At-A-Glance table below.

SEEBURGER PARTNER PROGRAM AT-A-GLANCE						
<i>Please refer to the SEEBURGER Partner Program Guide for complete SEEBURGER Partner Program membership information.</i>						
	ISV/SOLUTION			CHANNEL		
	GLOBAL STRATEGIC	OEM	PROVIDER	Platinum	Gold	Silver
SEEBURGER SOLUTIONS						
BIS 6	•	•	•	•	•	•
MFT	•	•	•	•	•	•
MARKET FOCUS						
Enterprise	•	•	•	•	•	•
SMB		•	•	•	•	•
MINIMUM REQUIREMENTS						
Partner Agreement	•	•	•	•	•	•
Annual Revenue Commitment				•	•	
Joint Go To Market Plan	•			•		
Vertical or Industry Expertise	•			•		
L1, L2 Support Capabilities		•	•	•		
L3 Support Capabilities				•		
Trained Sales Personnel	•	•	•	•		
Trained Presales Personnel		•		•		
Opportunity Registration	•	•	•	•		
SALES MODEL						
Resell	•			•		
Cosell	•		•	•	•	•
Independent	•	•		•		
BENEFITS						
Evaluation License	•	•	•	•		
Demo License	•	•	•	•	•	•
SEEBURGER Pre-Sales Support	•	•	•	•		
Reseller Price List	•	•	•	•		
Proposal Builder	•	•	•	•		
Dedicated Alliance Manager	•	•	•	•		
SEEBURGER Executive Sponsor	•	•	•	•		
SEEBURGER Partner Portal	•	•	•	•	•	•
SEEBURGER Partner Community	•	•	•	•	•	•
Web-Based Sales Training	•	•	•	•	•	•
Discounted Classroom Training	•			•		
Custom Training	•	•		•		
SEEBURGER Partner Logo	SEEBURGER Strategic Partner Preferred	Powered By SEEBURGER Preferred	SEEBURGER ISV Partner Standard	SEEBURGER Platinum Partner Preferred	SEEBURGER Gold Partner Standard	• Standard
Listing on SEEBURGER Partner Directory	•			•		
SEEBURGER Event Sponsorship	•			•		
SEEBURGER Partner Newsletter	•	•	•	•	•	•
Co-Marketing/MDF	•			•		
SEEBURGER Corporate Campaigns	•			•		
Targeted Marketing Campaigns	•		•	•		

Partner Program Requirements

Program Requirements

Program requirements for each level can be found in the At-A-Glance table below and on the SEEBURGER Partner Portal. This section defines some of the key program requirements.

SEEBURGER Partner Agreement: All members of the SEEBURGER Partner program are required to execute the appropriate SEEBURGER Partner Agreement.

Term: The minimum term of all SEEBURGER Partner Agreements is twelve months. Most agreements provide for an automatic renewal unless otherwise specified.

Training: Refers to sales, presales and technical training. SEEBURGER offers training for our partners through the SEEBURGER Competency Center, SEEBURGER Academy, online resources and regional solution consultants. Specific training requirements are outlined in the respective SEEBURGER partner agreement for each type of partner.

Joint Go-to-Market Plan: Strategic partners and Platinum Channel Partners are required to create and execute a joint Go-to-Market plan with SEEBURGER to ensure we realize a return on our mutual investments. SEEBURGER will work closely with our partners to ensure we dedicate appropriate resources across the organization to these alliances.

Dedicated Alliance Manager: Due to the size and scope of Global Strategic and Platinum Channel Partnerships, both SEEBURGER and the Partner will have a dedicated alliance managers to serve as the main point of contact and coordinate activities across the organizations.

Opportunity Registration: All partners must register opportunities with SEEBURGER via the published Opportunity Registration Process to be eligible for commission/payments. Please refer to [SEEBURGER Opportunity Registration Guidelines](#).

Program Features and Benefits

At SEEBURGER, we recognize comprehensive training and support are critical to your success. We offer a wide range of tools and resources to help you realize the full potential of your SEEBURGER partnership. For a complete list of program benefits, please refer to the [At-A-Glance table above](#).

Demonstration/Internal Use Licenses: SEEBURGER partners are entitled to SEEBURGER software for demonstration purposes and internal training upon signature of the SEEBURGER partner agreement.

Training: We offer both web-based and classroom training to our partners worldwide. Delivered by the SEEBURGER Competency Center, SEEBURGER Academy and our regional Sales and Consulting organizations, SEEBURGER training is the cornerstone of your success with SEEBURGER solutions. For detailed information regarding training, please visit the [SEEBURGER Partner Portal](#).

SEEBURGER Partner Portal: Your one stop shop for sales presentations, RFP templates, product information, marketing brochures, customer case studies, recorded demonstrations and more. SEEBURGER Partners may request portal credentials upon execution of the SEEBURGER Partner Agreement here: <http://www.seeburger.com/partnersalliances>

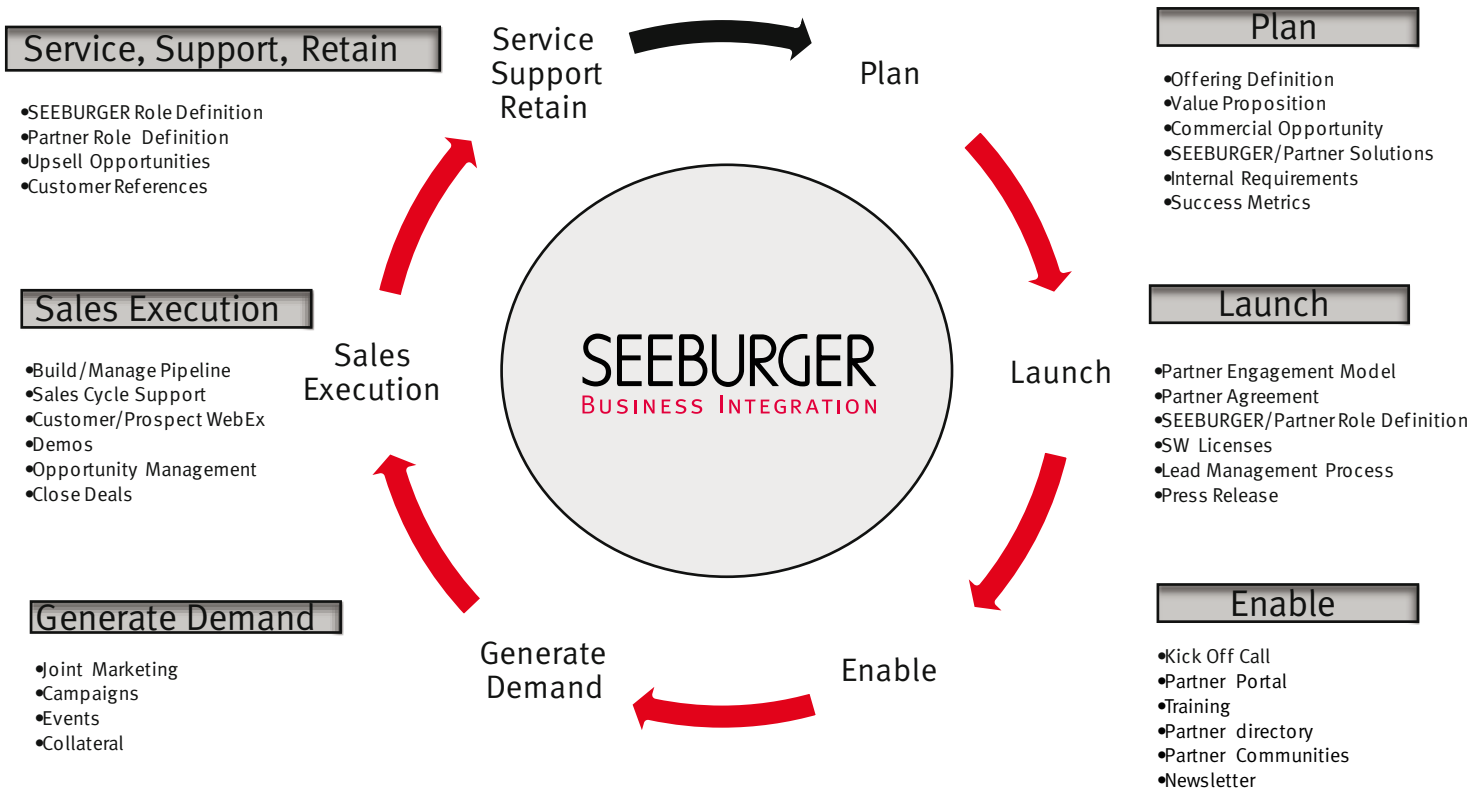
SEEBURGER Partner Logo: We are proud to promote SEEBURGER Partners. Upon contract execution, we will provide a license to the SEEBURGER Partner Program Logo(s) for use in your business development efforts, campaigns, collateral and websites. Please refer to SEEBURGER Branding Guidelines on the SEEBURGER Partner Portal for detailed information on use of SEEBURGER marks.

Partner Success Plan

SEEBURGER Partner Newsletter: Published monthly, this electronic newsletter provides important information for SEEBURGER partners.

Co-Marketing/MDF: SEEBURGER Partners are invited to participate in our corporate and regional campaigns and may be eligible for Marketing Development Funds based on their level of participation in the Program.

Partner Planning, Execution and Management: SEEBURGER is with you every step of the way. The SEEBURGER Partner Success Plan was designed to deliver everything you need from planning and demand generation, to post-sale support and customer retention.



SEEBURGER Partner Success Plan

Marketing

Marketing

SEEBURGER supports partners with various marketing and business development offerings. Please refer to the table below for a sample of SEEBURGER marketing options available to partners.

Marketing Tactic	Free/Paid	Description
Email Campaigns	Free	SEEBURGER/Partner co-branded html template, customizable with partner logo, contact information
SEEBURGER Solution Whitepapers	Free	Customizable with partner logo, contact information
Third Party Whitepapers	Paid	Registration required
Social Media Blogs	Free	Cross promotion, guest features on SEEBURGER blog, LinkedIn, etc.
Online Lead Generation	Both	Dependent on program
Events	Both	Individual and joint events
Marketing Services (telemarketing, other)	Paid	SEEBURGER services for partners
More!		

Training

At SEEBURGER, we recognize training and support are critical to your success. From sales and presales to solution and implementation, we offer a wide range of training tools and resources to help you realize the full potential of your SEEBURGER partnership. Visit the [SEEBURGER Partner Portal](#) to download the SEEBURGER Partner Training Catalog. Visit [SEEBURGER Academy](#) for more than 60 courses offered in our training centers.

Virtual Training

Web-based sessions deliver important sales and positioning training for SEEBURGER solutions. Some sessions are live while others are pre-recorded for access on-demand.

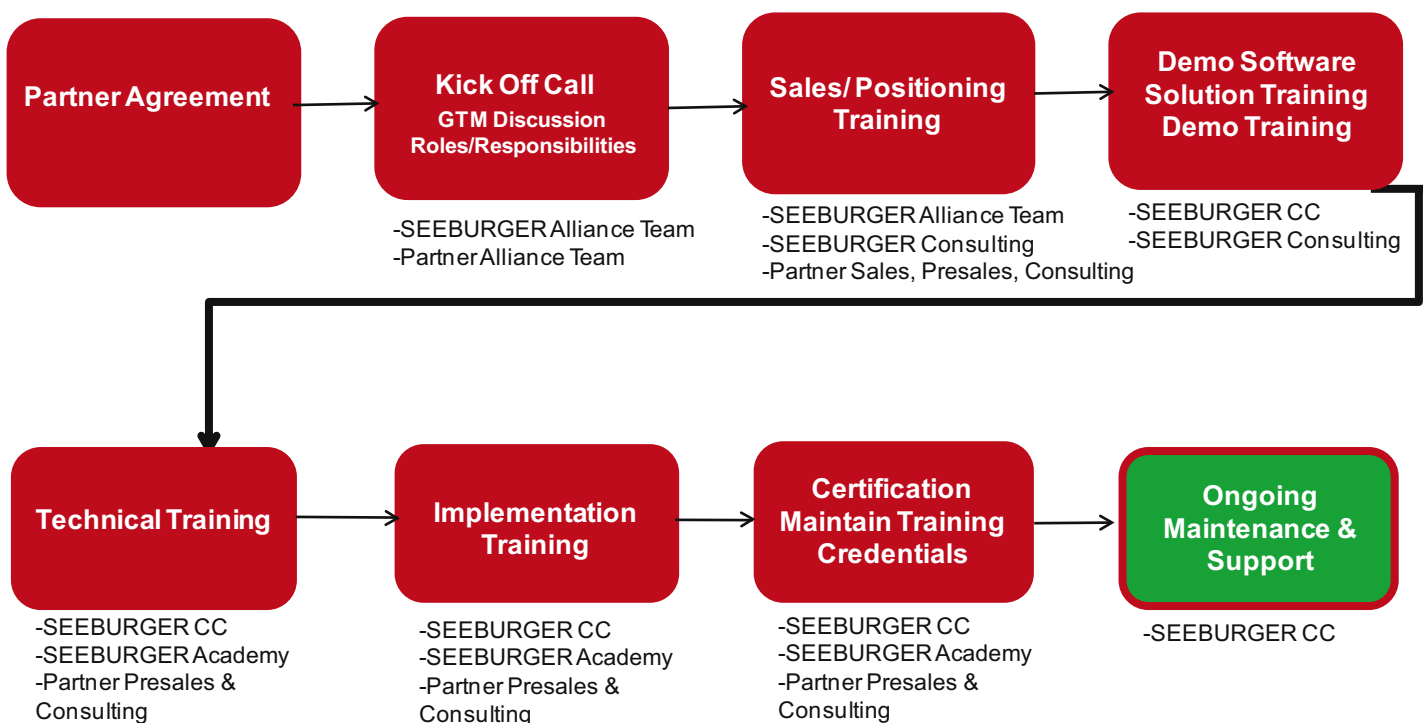
Classroom Training

SEEBURGER Academy offers more than sixty training courses in three training centers. Partners are entitled to discounted training based on their level of participation in the SEEBURGER partner Program.

The SEEBURGER Competency Center delivers partner training programs, infrastructure, and services to propagate product knowledge, experience, and deployment architecture best practices throughout the SEEBURGER Partner Ecosystem.

Please work with your SEEBURGER alliance executive for any custom training requirements.

Partner Training Flow



How to Become a SEEBURGER Partner

Visit www.seeburger.com/partneralliances and complete the online application or contact us directly at partners@seeburger.com

Already a partner? Log in to the [SEEBURGER Partner Portal](#).

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