

# Partner Program - Membership and Outline Requirements

## Contents

<b>1.</b>	<b>ConverterTechnology Overview.....</b>	<b>2</b>
<b>2.</b>	<b>The ConverterTechnology Partner Program.....</b>	<b>3</b>
	Opportunity identification, protection and management.....	3
<b>3.</b>	<b>Partner Categories and Overview.....</b>	<b>4</b>
<b>4.</b>	<b>ConverterTechnology Partner Commitment.....</b>	<b>5</b>
<b>5.</b>	<b>Details of Partner Program Options.....</b>	<b>6</b>
	Service Provider Partner Status.....	6
	Program Benefits.....	6
	Referral Partner Status.....	7
	Requirements of Partner.....	7
	Program Benefits.....	7
<b>6.</b>	<b>Moving forward as a ConverterTechnology Partner.....</b>	<b>8</b>

## 1. ConverterTechnology Overview

ConverterTechnology delivers software and services that enable large scale, fast and cost effective file migrations to new versions of Microsoft Office applications. The proven technology helps customers complete the most efficient desktop migration possible while minimizing risk of downtime, data corruption and lost worker productivity. The ConverterTechnology solution maximizes business uptime, information availability and data security through efficient and automated migration, thereby enabling faster access to new features associated with Microsoft Office desktop upgrades and faster return on investment in the new Microsoft Office platform and dependent technologies. Along the way, this secure solution enables the enterprise to audit and enhance compliance with regulatory requirements and information privacy mandates when migrating data.

To date, ConverterTechnology has successfully migrated more than one million users of Microsoft Office from older Office platforms to newer ones. Building on the solid foundation of the file migration business, ConverterTechnology has developed excellent relationships with blue chip companies globally.

## 2. The ConverterTechnology Partner Program

The ConverterTechnology Partner Program has been specifically designed to ensure that it is easy to understand, simple to engage, cost free and requires minimal on-going management overhead on behalf of the partner.

Quite simply, if a potential partner sees value in a relationship with ConverterTechnology, we work with you to agree the most appropriate and easiest way to engage in a mutually beneficial partnership.

1. There is no detailed, onerous Partner Application process.
2. There are no required up front partner fees.
3. There are no complicated marketing fund programs to manage
4. There are minimal partner training requirements
5. Product pricing is clean, simple to understand and calculate

However, ConverterTechnology will work stringently to determine the value of a partner relationship and, where necessary will decline or revoke a partnership if it is determined to be inappropriate or lacks the required partner engagement and/or commitment.

The partnering process is simple:

1. Partner contacts ConverterTechnology about a partnering relationship
2. The signing of a non-disclosure agreement (NDA)
3. Meeting to discuss partnering objectives and compatibility
4. Agree on partner program status , sign partner agreement
5. ConverterTechnology provides sales and technical product training
6. ConverterTechnology personnel support initial partner opportunity engagements to aid knowledge transfer
7. Ongoing dialogue and communication between both parties

### Opportunity identification, protection and management

1. ConverterTechnology will only engage with partners who do not expect and/or require lead generation activity to be conducted on their behalf. However, this does not preclude ConverterTechnology from identifying and providing qualified sales leads to its partners.
2. It is our objective to minimize potential conflict and protect partner interests. In order to help us achieve this we request that partners register each qualified (the key word) opportunity with ConverterTechnology by email as soon as possible. Otherwise, we cannot protect what we know nothing about.
3. On the registration in our CRM system of a qualified opportunity by a partner, ConverterTechnology will “Ring Fence” that opportunity and only provide active partner support through to an agreed conclusion.
4. ConverterTechnology reserves the right to disqualify a “Ring Fenced” opportunity given it has sufficient evidence to support such action.

### 3. Partner Categories and Overview

ConverterTechnology offers a tiered Partner Program that enables a third party to engage in the program by undertaking a level of commercial commitment that it feels is appropriate to support current business development objectives and to service commercial opportunities it may have.

The ConverterTechnology Partner Program comprises a number of discrete levels of partnership, which is defined by the level of investment and resources a partner is prepared to commitment to the relationship. This in turn determines the partner buy price for ConverterTechnology products and services.

These levels are as follows:

<b>Service Provider Partner</b>	This is the highest level of accreditation reserved for Partners who incorporate ConverterTechnology into their core business activities and value proposition. These are Valued Added partners, who become self-sufficient with regard to all sales engagement, solution implementation and product support activities.
<b>Referral Partner</b>	Designed for those Partners who identify end user opportunity for ConverterTechnology solutions but who are not in a position to commit focused resources to sales and solution delivery activities and need to directly engage ConverterTechnology personnel to help develop sales opportunities and deliver product solutions.

Service Provider Partners are using ConverterTechnology software tools to develop end-to-end desktop deployment offerings for Microsoft Office and raising utilization of their consulting staffs; Referral Partners are raising average transaction sizes and accelerating sales cycles for their offerings that are dependent on the use of the latest versions of Microsoft Office.

## 4. ConverterTechnology Partner Commitment

At ConverterTechnology we are 100% committed to the Partner relationships in to which we engage. As such, we fully acknowledge and understand that our success and integrity as a business, is a direct reflection of our ability to ethically and effectively manage and support all of the relationships that we develop with our business Partners.

The ConverterTechnology Partner Commitment encompasses the intrinsic values of our program and defines the principles by which we will endeavour to develop, manage and nurture enduring and trusted relationships with our business partners.

Therefore, ConverterTechnology will always endeavour to;

- Be **open** and **transparent** in its business dealings with partners
- Be **easy** to do business with
- **Protect** the individual interests of its partners
- **Enable** partners to promote and sell its products effectively
- **Reward** partners who demonstrate commitment to its solutions
- **Deliver** solutions that fulfill real partner and end user business needs
- Provide **responsive** and **effective** support for sales, technical and marketing activities
- Fully **engage** in and actively **respond** to the needs of partners
- Be **ethical** and act consistently in its relationships

Effective relationships require commitment and common objectives. As such, ConverterTechnology is committed to these aims and will endeavour to add commercial advantage and financial returns to the business development goals of its partners.

## 5. Details of Partner Program Options

### Service Provider Partner Status

This is the highest level of partner status and is reserved for those partners that establish a clear and substantial line of business to support their core business objectives and sales commitment to ConverterTechnology products and solutions, underpinned with appropriate resources to support their business activity.

### Requirements of Partner

- A minimum of 2 trained sales people, able to position and sell ConverterTechnology products
- Participation in regular communication with regard to opportunity pipeline and sales forecasting
- A minimum of 2 trained technical people, who are able to perform product demonstrations, product implementation, end user training and support.
- Demonstrate an active marketing program related to ConverterTechnology product and solutions.

### Program Benefits

- A discount off perpetual software license fees as detailed in the published list price issued by ConverterTechnology
- An NFR copy of the OfficeConverter product for training and sales demonstrations
- Free of charge sales and product training for partner staff
- The right to use the OfficeConverter software for assessments at a fixed discounted fee
- Maximum of 3 supported assessment engagements at discounted rates on ConverterTechnology consulting fees (minimum of 2 required)

\* ConverterTechnology reserves the right to review the partner status should the partner requirements not be achieved or maintained.

## **Referral Partner Status**

The Associate Partner level is for those partners who identify potential opportunities for ConverterTechnology products and solutions but need to engage the sales and technical resources of ConverterTechnology to develop the sales opportunity, deliver product demonstrations, and provide pre-sales technical support.

Therefore, this partner status supports those partners that have identified a market opportunity or need to service the requirements of an existing customer, but who do not have the necessary expertise or resources to develop and deliver the proposed solution.

## **Requirements of Partner**

- Opportunity based relationship
- Provision of a sales resource to support and manage end user opportunities
- Participation in regular communication with regard to opportunity pipeline and sales forecasting

## **Program Benefits**

- A margin on software license fees as detailed in the published list price issued by ConverterTechnology
- Free of charge sales positioning and product overview training for partner personnel

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## 6. Moving forward as a ConverterTechnology Partner

Please contact our representative for more details:

Jeff LaBombard, Worldwide

Telephone +1 617 416 3609

Email [jlaborb@convertertechnology.com](mailto:jlaborb@convertertechnology.com)

### More Information

ConverterTechnology, Inc.  
1 Tara Boulevard, Suite 301  
Nashua, NH 03062 USA  
USA Toll Free: 800 541 7409  
International: +1 603 880 9118  
Email: [info@convertertechnology.com](mailto:info@convertertechnology.com)  
Website: [www.convertertechnology.com](http://www.convertertechnology.com)