

# Software AG PartnerConnect

Trust. Accelerate. Innovate.

 **software**<sup>AG</sup> PartnerConnect

# Contents

## **Introduction**

Software AG's partner program .....	1
Software AG at a glance.....	2
Core beliefs .....	3

## **Your opportunity with Software AG**

Global market opportunity .....	4
Market leadership .....	5
Your opportunity with Software AG .....	6
Program snapshot .....	7

## **Partner experience and growth**

Global partner enablement .....	8
Journey to growth .....	9
Benefits & requirements at a glance .....	10
Let's get started .....	12

# Software AG's partner program

“Partners are the cornerstone of Software AG's growth strategy. We continue to make long-term investments in our channels. From top down, we are committed to our partners with C-level support and engagement.

“Together, we have a tremendous market opportunity in front of us. Read on to learn more about joining us in this unprecedented opportunity for business growth and profitability.”

**Software AG PartnerConnect**  
Trust. Accelerate. Innovate.

**Jason Johns**

General Manager, Global Alliances & Channels, Software AG



# Software AG at a glance

Leader in IoT, integration and business transformation software

Accelerating toward

**€1B**  
software company

**€500M**  
Cash +  
equivalents



**10,000+**  
Customers worldwide

**70%**  
of the Fortune 1,000



Global footprint

**70+**  
countries



**€2.3B**  
market cap



**5,000+**  
employees



Headquartered  
in Darmstadt,  
Germany

Technology leader for

**50+ years**

# Core beliefs

## Rooted in simplicity

### We believe in:

- Building trust and acting with integrity
- Predictable, consistent profitability
- Sharing mutual benefits and responsibilities
- Collaborating with clear rules of engagement

### Trust



### Consistent profitability



### Mutual benefit



### Clear rules of engagement

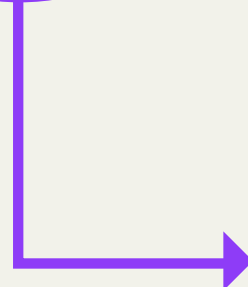
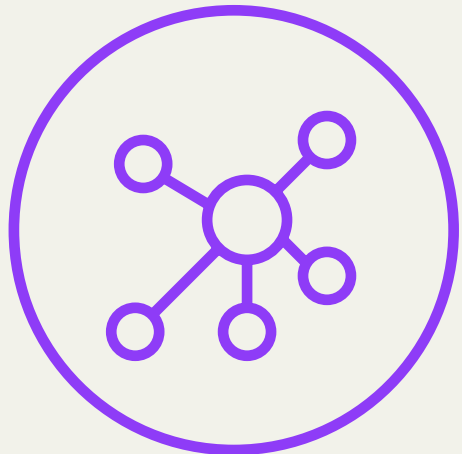


# Global market opportunity

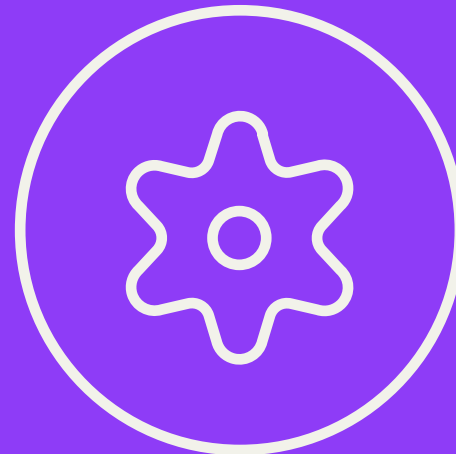
Billions in market opportunity

The addressable market for our product portfolio is growing exponentially because businesses are challenged with integrating their siloed data, processes and apps. The opportunities are only getting bigger because of IoT, API, B2B, mobile and the growth of cloud.

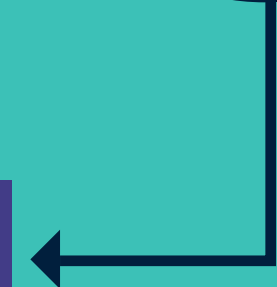
## IoT & Analytics



## Integration & API

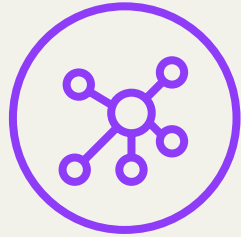


## Business Transformation



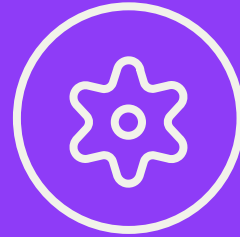
**Total Opportunity: \$ Billions**

# Market leadership with innovative products and services



## **Visionary in the Gartner Magic Quadrant for the IIoT, 2020**

Named a Visionary in the Gartner Magic Quadrant for Industrial Internet of Things (IIoT), 2020



## **The Forrester Wave™: API Management Solutions, Q3 2020**

Recognized as a Leader in the Forrester Wave™: API Management Solutions, Q3 2020 from Forrester Research, Inc.



## **Leaders Quadrant for Enterprise Architecture Tools, 2020**

Placed in the Leaders Quadrant of the Gartner Magic Quadrant for Enterprise Architecture Tools, 2020.



# Your opportunity with Software AG

## Why working together matters

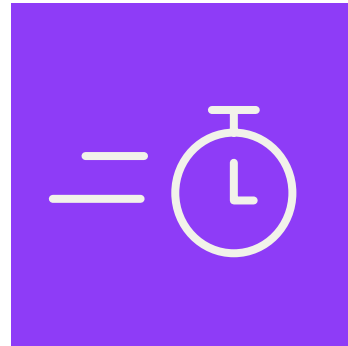
Trends like cloud, mobile, the Internet of Things (IoT) and big data are changing how businesses connect with consumers and each other. As a result, businesses are setting aside budget to free their data from silos to connect anything and everything.

To seize this market opportunity, you require software that opens data and connects apps, devices and people so you don't have to compromise when guiding customers through their transformation. We need local market experts, industry gurus and solution builders. Together, we have the skills and software to stand apart from competitors—and be wildly successful.

## Your opportunity for growth



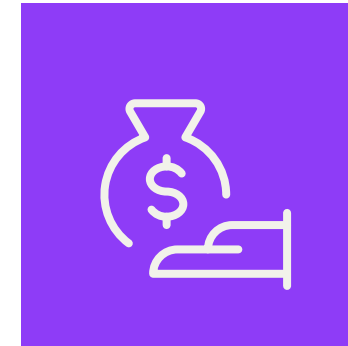
**Low upfront investment**



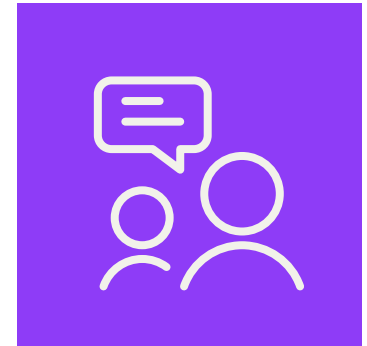
**Quick payback period**



**Special pricing**



**Strong partner incentives**



**Consulting and professional services opportunities**

**Software AG PartnerConnect**

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# Program snapshot

## Self-service

- Agreement
- Resources

## Enablement

- Competencies
- Certification

## Marketing

- Demand generation
- Market development funds

## Selling

- Deal registration
- Predictable rewards



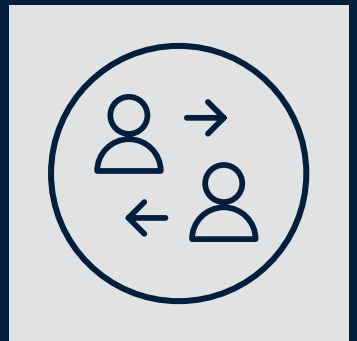
## Trust



## Consistent profitability



## Mutual benefit



## Clear rules of engagement



Worldwide coverage  
**>70 countries**



**400+**  
sales & partners



**11** of the leading  
global SIs



**2M+** developers

# Global partner enablement

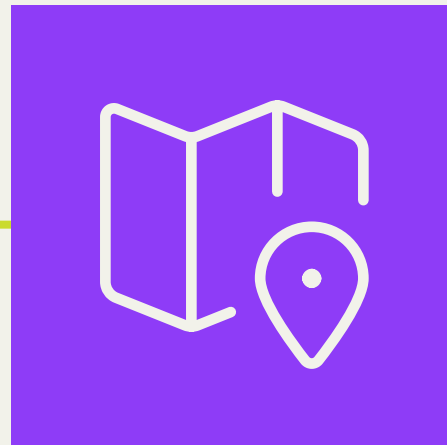
## Robust infrastructure



### **Automated self-service access**

Robust and proven infrastructure to provide **fully automated self-service access** to training, content and collateral via **single sign-on**: PartnerHub, Learning Portal.

## Focused content



### **Partner learning journeys**

Role-based pathways combining self-study content with formal training and external sources to **build skills and competencies** around Software AG products and solutions and **prepare for badging and certification**.

## Verified competence



### **Badging & certification**

Formal confirmation to attest a defined skill set and **verify partner competence** in a certain area. Final examination step to all formal training.

# Journey to growth

## Your opportunity to grow with Software AG

### Premier level

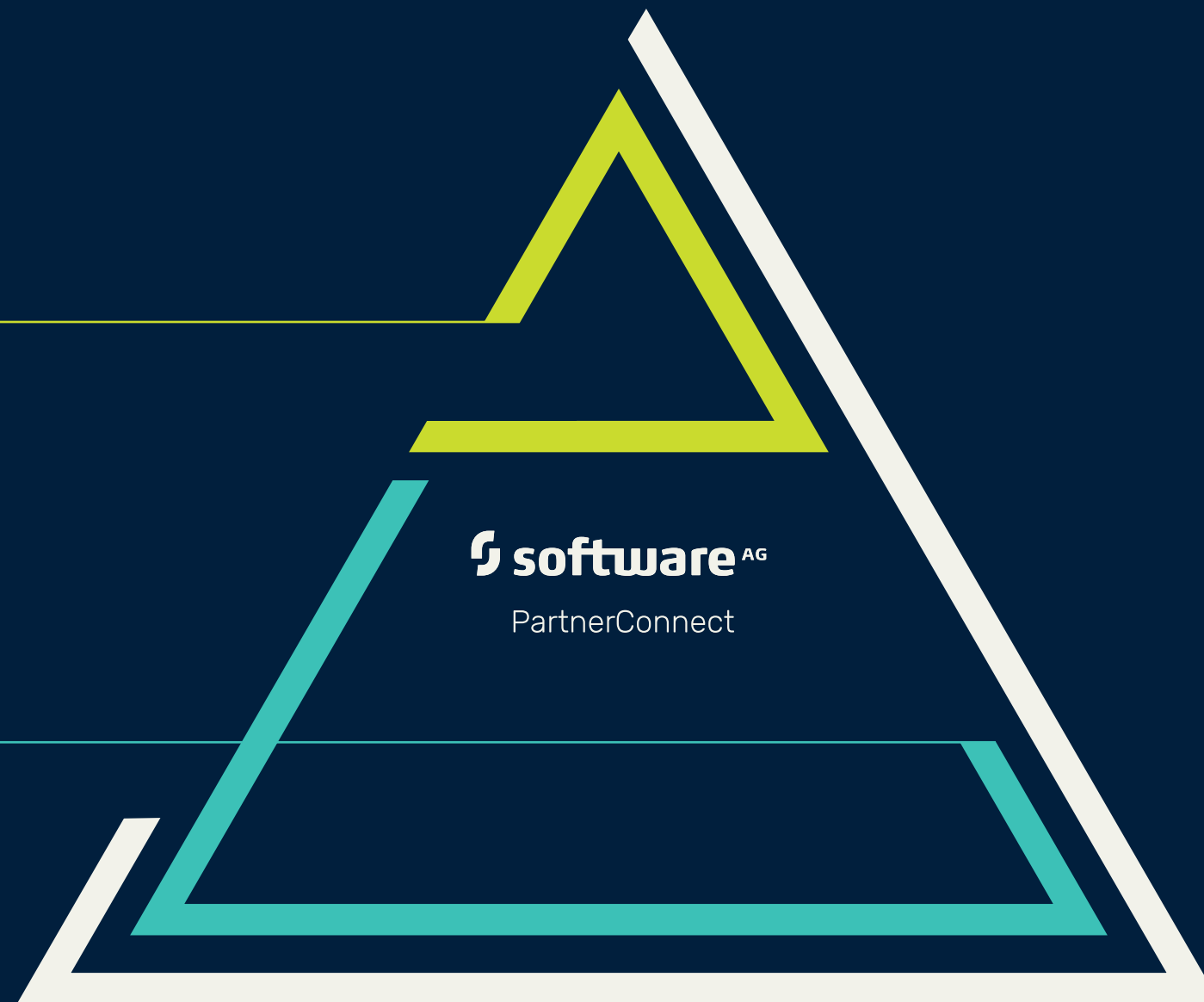
As a Premier partner, your increased commitment to Software AG is rewarded with enhanced benefits

- Highest amount of partner incentives
- Dedicated field partner manager
- Market development funds
- Demos and trial licenses
- Discounts on instructor-led training
- RFP support
- Field sales/pre-sales alignment

### Select level

As a Select partner, you have access to marketing and training resources

- Financial rewards
- Sales benefits
- Marketing benefits
- Multiple selling models
- Smart enablement
- Continuous open communication



# Benefits and requirements at a glance

Partner benefits	Select	Premier
<b>Financial rewards</b>		
Resell + deal registration	€€€€	€€€€€€
Co-sell + deal registration	€€€	€€€
Resell without deal registration	€	€€
Teaming	€	€
<b>Economic benefits</b>		
Software AG renewals <sup>1</sup>	✓	✓
Software AG professional services discounts	✓	✓
Market development funds (MDF)		✓
Funded head champion		✓
Discount for instructor-led public training classes <sup>2</sup>	%	% % %
Software AG subcontractor		✓

Partner benefits	Select	Premier
<b>Sales benefits</b>		
Partner program welcome kit	✓	✓
Partner hub access	✓	✓
Partner demo center	✓	✓
Product roadmap updates		✓
Demo and trial licenses		✓
Software AG lead pass		✓
Joint customer alignment/calls		✓
Joint solution development		✓
Pro services PRIME methodology & best practices		✓
Performance.Ready content		✓
RFP support		✓

1. Partner has first right to renew subscription and SaaS resell contracts

2. Online self-service offerings are free of charge

# Benefits and requirements at a glance

Partner benefits	Select	Premier
<b>Marketing benefits</b>		
Software AG partner logo usage	✓	✓
Access to marketing materials and campaigns in a box	✓	✓
Listing in Software AG partner finder	✓	✓
Featured partner success story promotion		✓
Creation support and feature of joint marketing collateral		✓
Joint demand generation activities		✓
<b>Relationship benefits</b>		
Participation in third party conferences and events (by invitation only)	✓	✓
Participation in select Software AG internal events (e.g., sales kick-off)		✓
Possibility to participate in Software AG customer events	Attendee	Attendee/Sponsor
Partner advisory council participation (by invitation only)		✓
Assigned field partner account manager		✓
Assigned field solution consultant		✓
Senior executive sponsor		✓

Partner requirements	Select	Premier
<b>Application</b>		
Software AG partner program applications and company profile	✓	✓
Acceptance of the Software AG partner program terms and conditions	✓	✓
Skill re-evaluation (badging) every two years	✓	✓
MDF commitment fee	N/A	€
<b>Education requirements (minimum number of badges required)</b>		
Sales specialist badge	☆	☆☆☆☆
Pre-sales specialist badge	☆	☆☆
Product certification	N/A	Optional
Professional services certification	Optional	Optional
<b>Sales and marketing requirements</b>		
Field customer engagement model is the primary selling strategy <sup>3</sup>		✓
Active participation in marketing program		✓
Customer success story submissions <sup>4</sup>		Optional
Active participation in Deal Registration and Referral Program	Optional	✓
12-month business plan		✓

3. This includes more outside sales/pre-sales resources than inside sales resources.

4. Software AG Global Customer Ambassador Program signed/ referenceable

# Let's get started: learn how to become a partner today

## Partner enrollment

To enroll in Software AG PartnerConnect, simply complete the application at [softwareag.com/partners](https://softwareag.com/partners). Once your application is accepted by Software AG, sign the PartnerConnect agreement and complete the education requirements. It's that easy!





# PartnerConnect

**Learn more:**  
[softwareag.com/partners](https://softwareag.com/partners)

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## ABOUT SOFTWARE AG

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software makes a world of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit [www.softwareag.com](https://www.softwareag.com).

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