



Software AG

PartnerConnect

ISV/OEM Program Guide

Author: Software AG Global Alliances & Channels

Version 1.0 | 13, 09, 2021

Table of Contents

1	Introduction	2
2	ISV Partner Overview	2
3	Program Overview	3
4	Onboarding	3
5	Creating	4
6	Certification	4
7	Marketing	5
8	Program Tiers	5
9	Program Benefits	6

1 Introduction

Today 's businesses are constantly challenged by technologies such as cloud, the Internet of Things (IoT), containers, artificial intelligence, low code, no code, and micro services, all of which drive an agile infrastructure. These new technological landscapes also require innovative and flexible commercial models that reflect a scalable approach to the innovation required.

Software AG's ISV partner program provides software vendors the ability to rapidly adapt and deploy scalable solutions that reflect the needs of their clients in this dynamic environment.

Our ISV program is designed to reflect the unique needs of our ISV partners who require an innovative approach--from software development kits to highly scalable commercial solutions--in mission-critical industries on a global scale.

2 ISV Partner Overview

An independent software vendor (ISV) is an organization that develops, markets, and sells its software. These offerings can be part of an embedded, bundled, or white label service they offer to their clients.

This can be a standalone or integrated solution the ISV partner offers.

The Software AG ISV program's purpose is to support the requirements of our ISV partners to develop and enable integrated solutions that are complementary to the partner's technologies. These integrated solutions can be jointly or independently promoted and taken to market by either party.

As part of the program, our ISV partners may certify their technologies, validate the results, and demonstrate the integrated solution they are offering. Our ISV partners

provide their clients with a tested and trusted solution with the support of the Software AG ISV program.

The ISV program offers our partners the commercial flexibility to:

- Embed, bundle or white label our technologies
- Sell through our technology when aligned to an integrated solution
- Engage with our professional services team for support

3 Program Overview

Software AG's extensive global knowledge and experience has created the supporting assets that enable our partners to be successful in developing integrated solutions. We support these activities from inception to delivery using all the partner resources in our wider global PartnerConnect program.

Our ISV PartnerConnect team is ready to assist you through your initial program application, the onboarding process, and through the launch of your go-to market strategy. We are here to help you manage your objectives, timelines, and requirements.

Initial engagement will be with one of our PartnerConnect ISV partner team members, who will work with you to understand your requirements and objectives.

4 Onboarding

Once your application is accepted, you will gain access to the global knowledge center where a wide range of training, documentation, and collateral with supporting information is available.

This is also where you will find the relevant online technical accreditations and supporting learning material.

5 Creating

To support your commercial development, we will provide a range of non-production licenses, which are not for commercial resale (NFRs). These can be used for your own internal use when creating client environments.

Software AG has an extensive portfolio, and our team will work with you to fully understand your needs to provision the relevant aspects of our portfolio for your use.

Upon request, NFRs can also be extended for use in a proof of concept in a client-facing environment.

Additionally, we have further resources and expertise available should you require a bespoke service (chargeable) from our professional services team.

6 Certification

Once you have completed the development and testing of your software to create the solution, you can self-certify to ensure there is a validated design for your customer reference needs.

The certification process requires the following documents:

- Reference architecture including diagram and supporting documentation
- Whitepaper explaining the integrated solution and
- The market need it addresses
- Documented test results and development process

7 Marketing

Premier partners (only) will pay a €5k Marketing Development Fund (MDF) commitment fee annually which will be matched by Software AG and will be used for joint marketing and demand generation activities. The joint business plan also includes a marketing plan with activities eligible for MDF.

Examples of activities that typically qualify for MDF usage:

- Partner-managed online events for prospects and customers, e.g., webinars
- Partner-managed onsite events for prospects and customers, e.g., in-person roundtables
- Partner-managed marketing campaigns (e.g., microsites, paid social media, 3rd party lead follow-up)
- Co-branded marketing collateral (e.g., solution factsheets)
- Analyst reports purchased by partners for publication and lead generation

Software AG premier partners may choose from a list of marketing tactics provided by Software AG Global Alliances & Channels Marketing, propose their own tactics, and leverage Software AG marketing assets.

Software AG Global Alliances & Channels Marketing will provide premier partners with the updated list of qualifying marketing activities, which can also be found on the Partner Hub. Partners are welcome to suggest further lead or demand generating activities, which would require approval by Software AG.

Activities that do not qualify for MDF: social or charity events, price discounts for customers, travel and living expenses, entertainment for customers, any competitive activities, gifts and gratuities, office equipment, and product, service, or penalty fees. Please contact Software AG Global Alliances & Channels Marketing to ensure your activity is eligible for MDF.

8 Program Tiers

The ISV Program covers two tiers, Select and Premier. ISV partners joining at the Select level will have access to the standard benefits in the PartnerConnect program.

Select level requires a minimum of one certified solution and two certified engineers based on Software AG's learning criteria. There is no annual partnership fee for the Select level.

Premier level requires a minimum of two certified solutions and four certified engineers based on Software AG's learning criteria. Annual partnership fee is €5k for the Premier level.

9 Program Benefits

Benefit	Select	Premier
Software AG renewals*	✓	✓
Software AG Professional Services discounts	✓	✓
Market development funds (MDF)		✓
Funded head champion		✓
Discount for instructor-led public training classes**	%	%%%
Software AG subcontractor		✓
Partner hub access	✓	✓
Partner demo center	✓	✓
Product roadmap updates		✓
Demo and trial licenses	optional	✓
Software AG lead pass		✓
Joint customer alignment/calls		✓
Joint solution development		✓
RFP support		✓

*Partner has first right to renew subscriptions and SaaS resell contracts

**Online self-service offerings are free-of-charge