



Partner Program Overview

Utimaco TS GmbH
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utimaco[®]

Utimaco's goal is...

.... to implement a successful and trustworthy partnership with our partners – leading to excellent business results and confident customers.

Utimaco Partner Program: why?

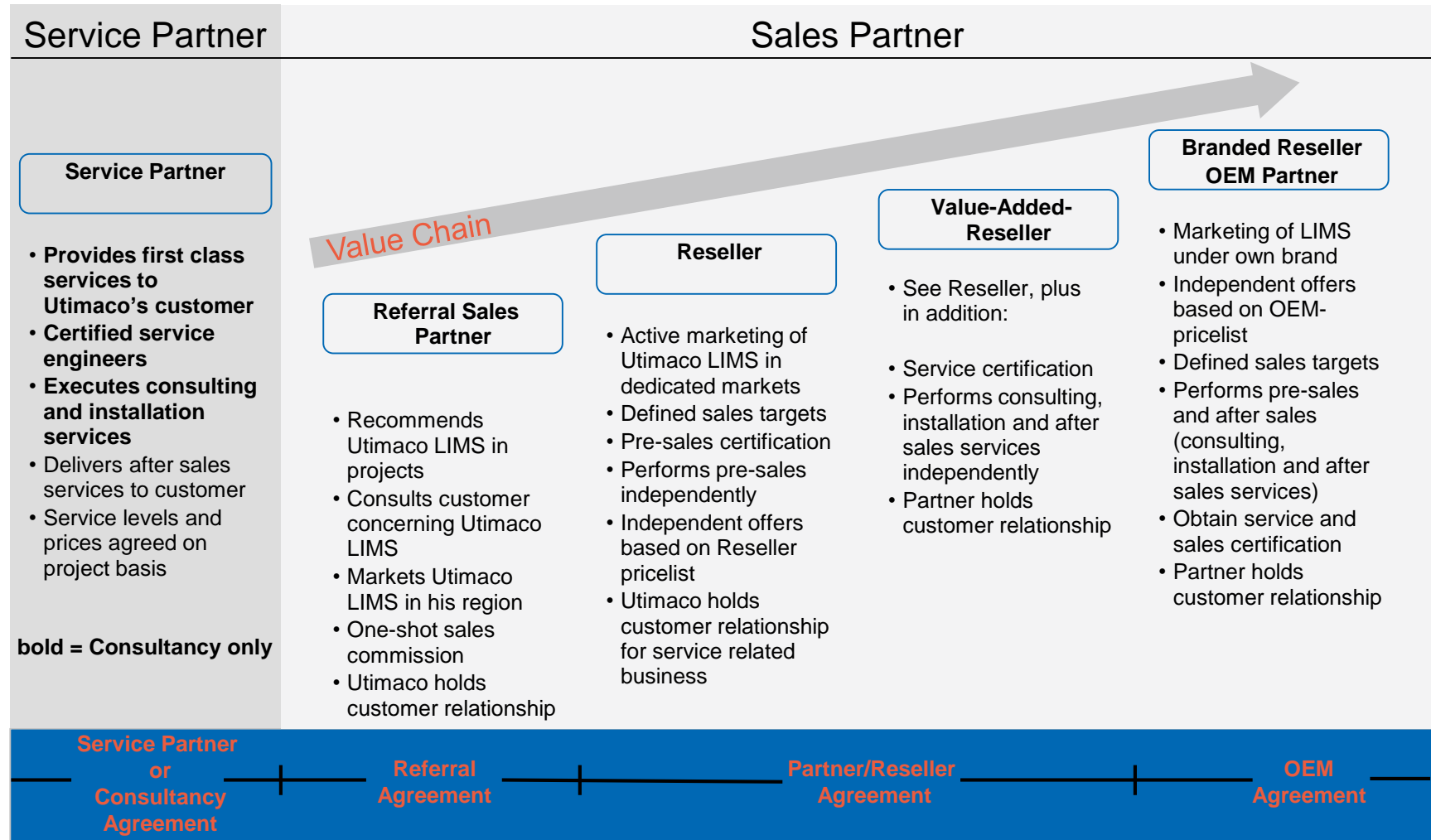
■ Benefits

- Sales increase for both parties
- Committed business development
- Guaranteed sales and service support
- Defined interfaces
- Robust long term relationship

■ Goals

- Sales targets in defined markets
- Defined relationship and processes
- First class product deployment
- Best solution for our customers

Partner Categories and Partner Agreements



Utimaco's Partner Management Framework

- The basis for excellent partnering is ...
 - Well defined process between the parties
 - Defined interfaces
 - Guaranteed support during pre-sales, sales and after-sales phase
 - Open and intense communication
 - Joint targets

- The result of excellent partnering is ...
 - Sales increase for Partner and Utimaco
 - Long term relationship
 - Joint business development
 - Reached targets
 - Satisfied customers

Roles & Responsibilities

	Utimaco	Partner
OEM (global)	<ul style="list-style-type: none"> • OEM price list • Joint business dev. and sales strategic • Synch. of release roadmap 	<ul style="list-style-type: none"> • Promotes Utimaco LIMs as own solution into markets • Own product management • Joint business development and sales strategy
VAR	<ul style="list-style-type: none"> • VAR pricelist & discounts • Access to product extranet • 3rd level support • Provides service training & certification 	<ul style="list-style-type: none"> • Provides well trained service^{*1)} personal • Own marketing activities • Certified service personal • Direct customer relation
Reseller	<ul style="list-style-type: none"> • Reseller pricelist and discount • Detailed product (sales) trainings • Access to sales extranet • Direct customer relation only for services 	<ul style="list-style-type: none"> • Provides well trained sales personal and pre-sales support • Joint marketing activities • Certified sales personal • Committed sales targets
Referral Sales Partner	<ul style="list-style-type: none"> • Pays partner x% fee on signed P.O. • Provides basic product trainings • Pre-sales support and access to sales tools • Customer relation stays with Utimaco • Provides all services to customer 	<ul style="list-style-type: none"> • Best effort to promote Utimaco LIMS in Partner's markets • No cooperation with other LIMS providers • Lead generation

*1) services = installation/integration, acceptance and 1st & 2nd level support

Project Protection

- LIMS Business Model
 - Utimaco LIMS and DRS are mainly sold indirectly via partners
 - Partners offer LIMS and DRS solutions to customers and regions as agreed in the reseller agreement
 - Partners should offer without consultation of Utimaco on basis of the reseller agreement
- Partner leads are protected
 - Utimaco doesn't share info about RfX with other partners
 - Utimaco doesn't bid directly (except Germany)
 - Utimaco provides similar conditions to all partners bidding on the same project

▶ Precondition: Partner informs Utimaco about offered LIMS or DRS projects.

Business development support

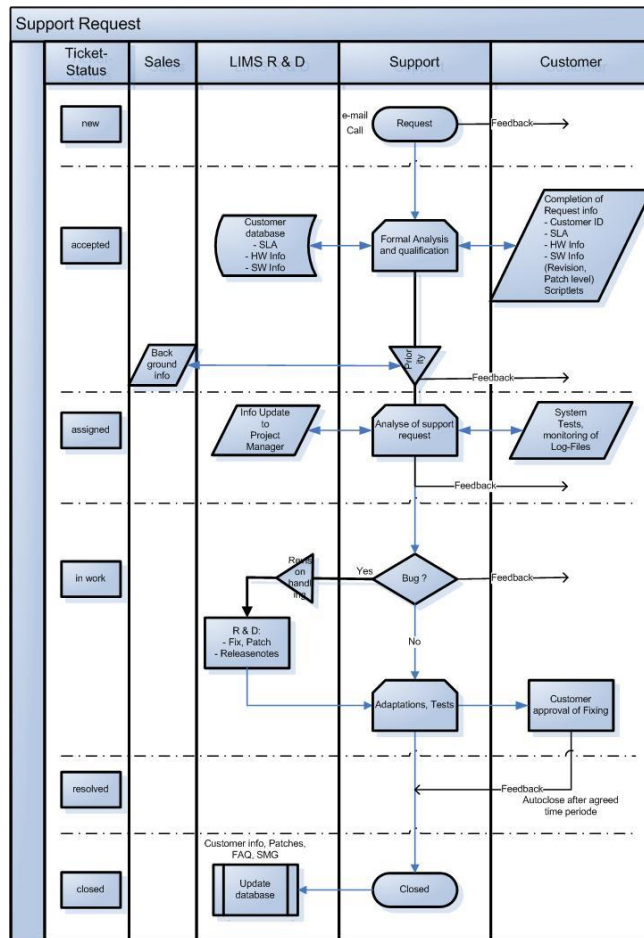
Pre-Sales

- Lead qualification
- Tender / RfX Support
- Customer presentation
- Customer demo
- Demo equipment
- Exhibitions/Conferences

Technical

- Interoperability Tests (IOT)
- Interface specification
- Interface development
- Project related tests
- Release roadmap & synchronization

Project- & After-Sales Support



After-Sales

- Project management support
- Installation support
- Project related adaptations & development
- Handling of service request (3rd level support)
- Handling of customer support request
- Split 1st , 2nd, 3rd level support
- Defined reaction times
- Project related adaptations
- Clear interfaces and responsibility
- Regular support review meetings



Thanks for your attention!

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