



Utimaco Safeware – Lawful Interception and Monitoring Solutions

Introduction to Partner Management

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Utimaco's goal is....

.....to implement a successful and trustworthy partnership with Partner leading to excellent business results and confident customers.

Why Utimaco Partner Program?

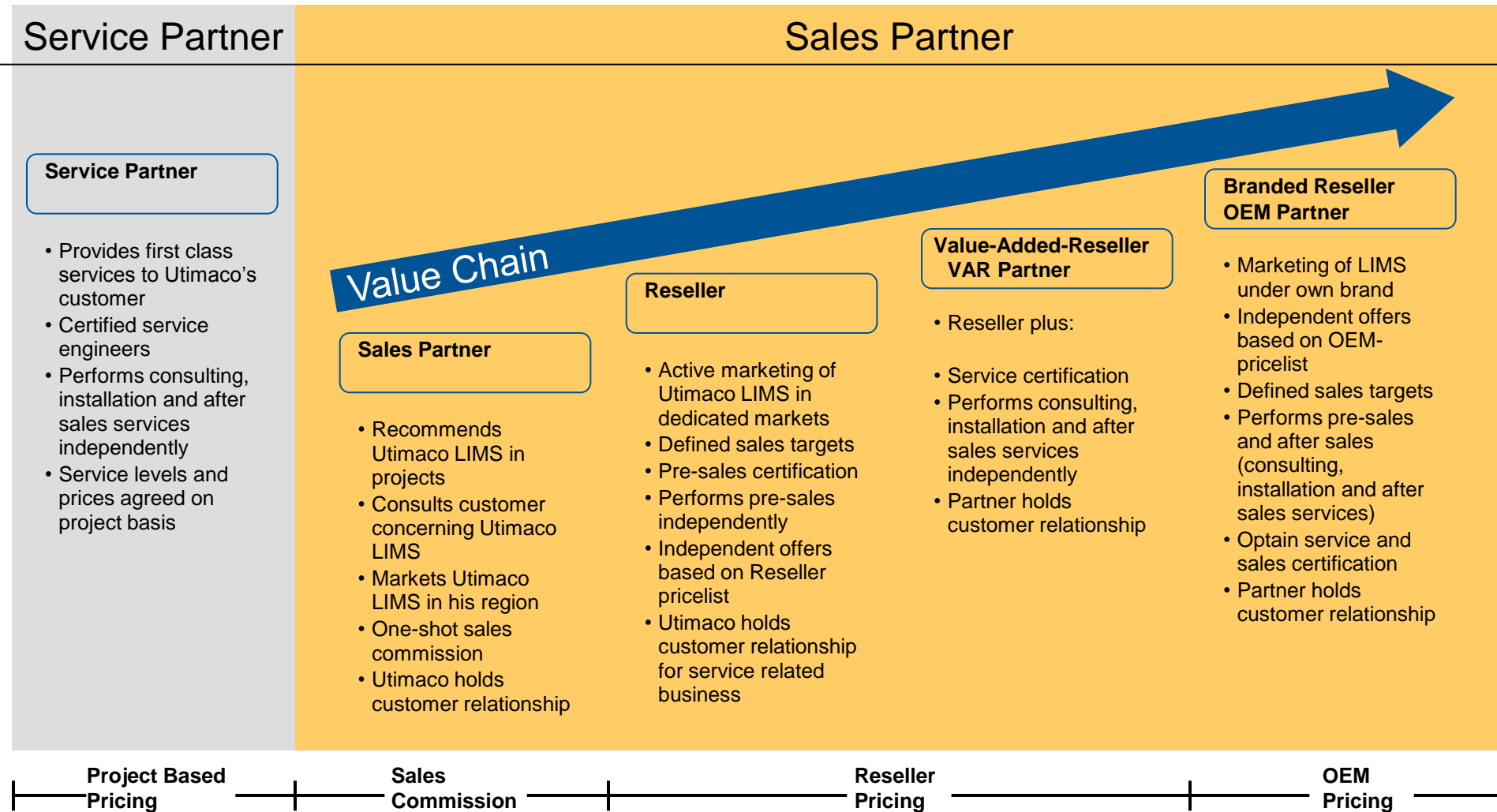
▶ Benefits

- ◆ 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



Utimaco's Partner Management Framework

- ▶ The basis for excellent partnering is ...
 - ◆ Well defined process between the parties
 - ◆ Defined interfaces
 - ◆ Guaranteed support during pre-, 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

... and most important "Trust"

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

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