Your guide to the Software2 Partner Program.

Partnering with the coolest EdTech on planet earth.

- Use this overview as your high level guide to the Software2 Partner Program.

- It will help you to learn about the program structure, benefits and what you need to do to become a member.

- Detailed information on the program can be found in the Software2 Partner Agreement.

Introducing the Software2 Partner Program.

The Software2 Partner Program is a single, integrated framework for engaging and managing all Software2 resellers worldwide. It is designed to recognize your capabilities, reward your efforts in selling Software2 software and services and deliver value to help your business to succeed.

The program is open to organizations around the world, including software resellers and consultancies, businesses or training organizations that are involved in application delivery; help desk support or user virtualisation. There are three Partner levels in the program: Gold, Silver and Bronze.

Helping your business succeed.

The Software2 Program is designed to assist members by:

- Supporting your customers and expanding your business - by providing you with a range of resources, Software2 helps you to respond to your customers' needs in an efficient and timely manner.

- Delivering value and rewards for your commitment – the Software2 Partner Program offers a range of financial benefits that support your business, and help to build a stronger relationship with Software2

Why join?

As a Software2 partner, you will have access to a range of benefits and resources. These benefits are designed to help you expand your business by growing your revenue opportunities. All Software2 Partners will receive the following benefits:

- Permission to use "Official S2 Partner" logo
- Direct support from the S2 Development Manager
- Account held with S2 with 30-day payment terms

The additional benefits are outlined in the table on the next page.

Which level is right for me?

Your Partner level will be agreed in negotiation with Software2 when you apply to join the Program. This level may be reviewed periodically in your first year as a Software2 Partner. Of course, you may move to a higher level of membership if you achieve additional sales revenues within the specified twelve-month period.

Applying to be a Software2 Partner

The Software2 Partner Program is open to organizations of all sizes and in all geographic regions. To join, simply complete the Software2 Partner Program application form which can be obtained by speaking to your Software2 Business Development Manager.

Signatures

Partner name: ....

Authorised use:

Partner signature: ....

Software2: ....

Role: ....

Role: ....

Partner level requirements, at a glance.

All Software2 Partners must comply **with all the requirements** outlined in the Software2 Partner Agreement. This includes the timely provision of sales information to Software2. Other requirements for the three program levels are as follows:

Partner Completes	Gold Partner	Silver Partner	Bronze Partner
Profile on the S2 Website	✔	✔	✔
Co-Branded Marketing Campaigns	✔	✔	✔
Monthly Email campaigns	✔	✔	✔
Monthly review calls	✔	✔	
Telemarketing	✔	✔	
Sales Presentation	✔	✔	
Sales Demonstrations	✔	✔	
Customer support	✔	✔	
Contracts with customers	✔	✔	
Co-Funded MDF	✔		
Professional services	✔		
New meetings required (p/a)	30	15	5
Revenue target (p/a)	$300000 / €250,000 / £184,000	$175000 / €125,000 / £92,000	$50000 / €50,000 / £37,000
Commission (% of license)	20%	15%	10%
Renewal	20%	10%	5%
Example margin per 10,000 students	£7,200	£5,400	£3,600