

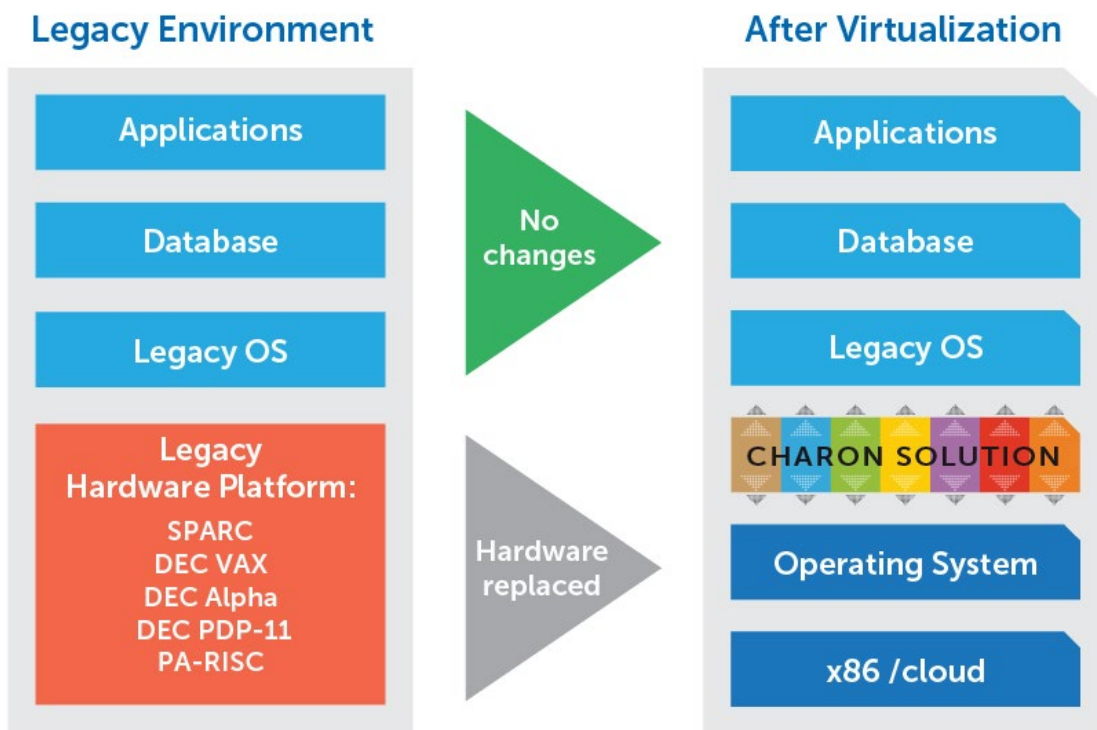


## Solution Partner Program Guide

At Stromasys we provide our partners a way to grow or enhance their IT modernization campaigns by including legacy systems which would otherwise be off limits. You can preserve your customers' critical application investments while moving them off legacy hardware onto new x86 infrastructure (on-prem or cloud). This differentiator could make the difference between winning a deal and winning a life-long customer.

Charon software products from Stromasys provide cross-platform virtualization by emulating past-end-of-life hardware systems on modern x86 infrastructure. So, legacy applications lift-and-shift to the new environment without modification or recompiling (these applications still “think” they are running on SPARC, HP 3000, HP 9000, VAX, Alpha, or PDP-11 servers). Our virtualization solutions also enable more storage and business continuance options for legacy applications, and often increase performance.

Charon solutions provide you another layer of glue or “stickiness” within your customer account and bring a whole new set of add-on options in terms of products and services. Charon comes in different flavors depending on the legacy hardware to be replaced. The picture below sums up our value proposition:



Stromasys provides several types and tiers of Referral and Reseller partnering opportunities. Tiers are Business Introducer (BI), Associate, Advanced, and Premier. Referral Solution Partners work with the Stromasys Sales teams to fully engage the customer and bring opportunities (deals) to a close on a referral basis – i.e., deals are “written on Stromasys paper” and the referring partner receives commissions. Likewise, Reseller Solution Partners also work with the Stromasys Sales team, except deals are written on the Partner’s paper (i.e., Resellers buy from Stromasys at a discount. All Authorized Partner types fit within the tiers described below.

## Authorized Partners

Our top partners utilize their industry and technical expertise to resell, integrate, and provide services that include our software. With a growing demand and urgency for legacy system modernization and still millions of active legacy systems worldwide, our partner program can help drive revenue and growth for your company in completely new areas. We offer several program tiers and your level is determined by your investment in product training and sales revenue. There is no application fee, and training is free.



### Benefits for All Authorized Partners:

- Reap the benefits of Opportunity Registration (see matrix below)
- Receive access to Stromasys online sales, marketing, and technical resources
- Any interested authorized partner may receive Not-For-Resale (NFR) licenses for internal training, customer demonstration, and proof-of-concept
- Marketing Development Funds (MDF) for joint demand-generation initiatives (proposal based)
- Any authorized partner may become certified for any Charon product implementation, and thus, the ability to sell their own Charon services.
- Any implementation-certified partner who offers appropriate customer support capabilities may also certify to offer Level-1, or 1st call, product support for the Charon product(s) they are authorized to implement

See Benefits & Requirements Table on next page

## Partner Tiers

### Business Introducer (BI)

BI partners receive a commission on every registered and approved opportunity that closes. A BI provides warm introductions but may choose not to be fully engaged in the actual sales effort.

**The following partner tiers require full end-to-end sales engagement by the partner throughout the sale cycle.**

### Associate

Associate level partners receive a base level discount (or commission) on Stromasys products and support. The Opportunity Registration (OppReg) benefit of the partner program helps to level the field for new partners by providing an additional discount for the approved OppReg. There can only be one.

### Advanced

Advanced level partners receive a greater base discount (or commission) and a higher Level-1 Support discount (if certified).

### Premier

In addition to Advanced level benefits, Premier level partners receive an even greater base discount (or commission), higher Level-1 Support discount (if certified), and higher MDF percentage.

## Level-1 Support Partners

Partners who complete Charon implementation training and become implementation-certified (by product) may also qualify to provide Level-1 (first call) support by product. Such partners enjoy additional support discounts.

**Partners advance to higher tiers upon completion of tier sales targets. Details may vary by region (i.e., Americas, EMEA, APAC).**

		Partner Tiers	Refer <sup>1</sup>	Resell			
			BI	Associate	Advanced	Premier	
Benefits	Software Discount / Commission		✓	✓	✓✓	✓✓✓	
	OppReg Discount <sup>1</sup>			✓	✓	✓	
	Renewals & Support	Support Discount/Commission <sup>2</sup>		✓	✓	✓	✓
		Level-1 Support Discount <sup>3</sup>			✓	✓✓	✓✓✓
		Subscription Support Discount <sup>4</sup>			✓	✓	✓
	Online Sales & Marketing Resources		✓	✓	✓	✓	
	Not-For-Resale Licenses			✓	✓	✓	
Market Development Funds <sup>5</sup>			✓	✓	✓		
Requirements	Annual Stromasys Sales <sup>6</sup>				✓✓✓	✓✓✓✓	
	Charon Technical Champion			✓	✓	✓	
	Annual Sales Plan				✓	✓	
	Training - Sales (min# Reps)		✓	✓	✓✓	✓✓✓	
	Training - Presales Technical (min# SEs) <sup>7</sup>			✓	✓	✓✓	
<sup>1</sup> OppReg Discount is in addition to the Software Discount (expires after 2nd subscription renewal) <sup>2</sup> Business Introducer (BI) is commissioned on 1st year support only <sup>3</sup> Only Level-1 Support certified Partners receive this discount (and only if PoR, otherwise, subtract 10%) <sup>4</sup> Only Level-1 Support certified Partners receive this discount <sup>5</sup> MDF are proposal based and awarded after Proof-of-Performance <sup>6</sup> Amounts are only for determining partner Tier move-up (or down), not for continued partnership <sup>7</sup> Reseller may buy out this requirement via higher annual sales target							
Any Reseller may be invited to provide fulfillment and receive a 5% discount Any Reseller who chooses, or is required by the customer, to refer business shall receive a maximum fee of 15%.							
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## Solution Partner Qualification

We carefully qualify all prospective solution partners. Our evaluation process assesses your organization's business strategy and services capabilities to determine alignment with the program goals and customer needs. To be considered for partnership, you must submit an application. You will be invited to meet with a Stromasys representative to review program opportunities and details.

## Sales and Technical Training

Authorized partners must complete sales and technical training (BI sales only) made available by Stromasys (virtual or classroom depending on skills sought). All training is free. We are committed to complete customer satisfaction and want to train you to deliver the magic of Charon cross-platform virtualization software from Stromasys.

**Sales Training:** We enhance your sales team's ability and better prepare your reps to discuss the value of Charon. Depending on your program level and region, you are required to have one or more trained individuals on staff (see matrix above). This is usually done via live web meeting. No exams.

- **Pre-Sales Technical Training:** Depending on your program level and region, you are required to have one or more Charon-trained system engineers on staff. Again, usually via web meeting. No exams.
- **Post-Sales:** Implementation training and certification is optional for all tiers, but it is highly encouraged. This training is hands-on and involves two shadowing events:
  1. Partner engineer assists Stromasys engineer in delivering Charon implementation (resell Stromasys service)
  2. Stromasys engineer supports Partner engineer's Charon implementation (sell your own service)
- **Level-1 Support:** Partners who are implementation certified for specific Charon products may also certify to provide Level-1 (or 1st call) Gold or Platinum Support for said products.

## Margins

You can expect to earn 5% to 35% in margins on products and support depending on your partner tier, certifications, and Opportunity Registration status\*. For every \$1 of Stromasys sales, Resellers typically see an additional \$3 to \$6 in infrastructure and services sales (on-prem or cloud) that the Resellers include in the deal.

*\* Note: Except for BIs, Partners define with each Opportunity Registration submitted how they shall engage on said Opportunity. For example, a partner that typically resells (i.e. buys from Stromasys at a discount) may choose to "refer" on a particular deal and receive a nominal commission instead. Likewise, a partner who usually refers business may decide to "toss" an Opportunity to Stromasys as a Business Introducer (i.e., when the partner decides to not fully engage throughout the sale cycle) and receive the lesser commission.*

## Next Steps

We look forward to developing new partnerships with great businesses. If you have customers with legacy systems or if your business has any expertise in the legacy systems space, your company will hit the ground running! Or maybe you are looking for that additional differentiator that will vault you to the next level of trusted advisor with your customer. We will provide you with the tools and support you need to succeed in this space.

To discuss partnering options please contact [channel@stromasys.com](mailto:channel@stromasys.com).