

Bring Essential Progress Training to Your Customers

Deliver critical Progress training to your customers that will empower them to work more efficiently with their database and underlying technology, and more quickly master your application.

BENEFITS TO YOU

- **Achieve enhanced customer loyalty and ongoing business due to improved adoption and use of your application.**
- **Be able to focus more on your business with fewer tech support calls from customers.**
- **Make future sales even easier by educating your customers and your market on Progress and the value of Progress technology behind your application.**

BENEFITS TO YOUR CUSTOMERS

- **Technology expertise helps them ensure their applications run at their best.**
- **Make fewer tech support calls and reduce “emergency situations.”**
- **Gain enhanced productivity and efficiency at a low investment cost.**
- **Improve employee satisfaction, retention, and growth.**

As a Progress partner, you’re committed to providing only the best to your customers – the best applications, based on the best database, supported by the best education and training. You want your customers to make the most of their application and the database that it runs on – but that’s not always easy. In order to run at peak effectiveness, your customers need basic knowledge of how to manage and maintain their Progress database, as well as how to grow with their applications and the Progress technology on which they are built.

Progress understands this situation and has created a new program designed to help you train your end user customers in the essentials of Progress. This program – called Partners in Education – works by allowing you to resell Progress training courses to your customers. Now, you can provide them valuable training not only on your applications, but on Progress technology as well. By understanding the technology that your applications are built on, your customers will be able to use more of the application, use it more effectively, and be better prepared to troubleshoot and maintain that application – resulting in happier customers that grow and prosper with you.

How Does It Work?

Overview

The Partners in Education program is an education reseller program, where the partner markets and sells Progress training courses. The training courses

are delivered by Progress instructors in Progress classrooms.

The Process

The process is simple: partners purchase Progress training coupons from Progress for resale to customers. Each training coupon is redeemable for one day of training. Partners must purchase coupons in bundles of 8, 12, or 16 coupons. 2003 training coupons are \$450 each, less 20%*. Partners may also purchase non-classroom training (like CBTs) from Progress for resale to their customers. This form of education can also be purchased by partners at a 20% discount. The details on how to order classroom training are as follows:

1. The partner calls/emails the Progress registrar or sales rep to purchase training coupons, each of which has a unique serial number. The partner is invoiced immediately for those training coupons.
2. The partner resells the training coupons to end users at whatever price the partner wants. The partner must give the serial numbers to their end users to redeem when registering.
3. End users call Progress to redeem coupons and register for a course. The partner may call on their behalf. When registering, they must give the training coupon serial numbers to the registrar.

Registrations also can be taken over the web.

4. The end user is not invoiced by Progress, but does receive a confirmation packet from Progress.

How Progress Helps

Progress wants you to be successful marketing and selling Progress training to your customer base. We have created a number of sales and marketing tools to help you deliver the messages to your customers, and to help drive interest in Progress training with your customer base. The materials include:

- A direct mailer you can personalize with your own contact information
- A flyer for distribution with product shipments and in your own classroom training environment
- Copy for an email blast you can send to your customers
- A banner graphic you can use with the email copy
- Content that can be placed on your web page to promote Partners in Education
- A template for a newsletter article you can place in your own customer newsletters
- A handful of PowerPoint slides you can use to present Progress education benefits to your customers

All of these materials are available online at the Progress Resource Center, with the exception of the direct mailer. The direct mailer will be printed in hard copy and will be available at no charge for your use (see your Progress representative to learn how to obtain copies of the direct mailer). All materials have been designed to be customized by you and deliverable by you with little or no cost.

What Courses Can I Sell?

The entire Progress Software classroom curriculum is available for you to resell to your customers. Courses include:

- JumpStart to V9 Database Administration
- V9 Database Administration
- V9 Database Performance Tuning
- Database Internals for Troubleshooting
- V9 GUI Application Development
- V9 Building SmartObject Applications
- V9 Advanced SmartObject Development
- V9 JumpStart for Application Developers
- V9 Character Programming in Progress
- 4GL Essentials
- 4GL Performance Tuning

- JumpStart to V3 WebSpeed
- WebSpeed Application Development
- Developing Distributed AppServer Applications
- Progress Dynamics Prep Training
- Progress Dynamics Application Development
- Developing & Deploying WebClient Applications
- Simplifying Object Oriented Techniques
- Dynamic Database Object Essentials
- Progress Debugger Tutorial
- Distributed SmartObjects

For more information on how the Partners in Education program can help you empower your customers, contact your Progress sales executive or log on to the web at: <http://www.progress.com/resourcecenter/services/education>

*Note that training coupons are valid for only six months, meaning the customer must use the coupon within six months of the purchase date. If the customer does not use the coupon in six months, the coupon expires.

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