

Marketing with Progress

Jennifer Smith
Chief Marketing Officer
Progress Software

PROGRESS
EXCHANGE 2013
DISCOVER. DEVELOP. DELIVER.

XPOWER

THE SPARK

HELPING CAR DEALERS SELL MORE CARS

Driving beyond borders and
beyond all expectations



THE IDEA

XPower has perfected a process for how to sell cars. In dealerships across Benelux countries, they help sell cars for some of the biggest car brands in the world: Jaguar, Land Rover, Volvo.

They've perfected the process—and business logic behind their software—over decades.

What they didn't have: The tools to take this application worldwide.

“As an ISV, we do not want to use our time on technology.

We want to spend our time as much as possible on the business process.

On the what to do—not on the how.”

Michael Keymeulen
CEO



QAD

THE SPARK

EMPOWERING THE PEOPLE WHO MAKE

Creating a vision of the effective enterprise by helping manufacturing customers anticipate the future



THE IDEA

QAD creates software that allows manufacturing companies to control their entire business.

And their business is always changing. Global manufacturers must keep control of their processes, and ever-changing conditions, to be as competitive as possible.

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This means that QAD needs a platform that is agile, and increasingly, everywhere.

“Our vision of the effective enterprise—we’re serious about this at QAD.

When we develop new solutions, we’re thinking about how we can make customers control new or existing business processes more effectively and **how we can help them align with their strategies.”**

Gordon Fleming
CMO



CMS TRANSPORT

THE SPARK

Bringing in the harvest—

Pursuing new business opportunities in grain storage that were once out of reach



THE IDEA

CMS Transport develops transport management software. Recently they were presented with an opportunity to leverage their expertise into a new market: grain storage.

They had initially turned down the opportunity. Then they discovered Rollbase.

THE PATH FORWARD

“When we first had the opportunity and were looking at the application we needed to create, we knew of a number of other similar businesses that have a similar problem.

We need to be able to develop something quickly. But have it also be available as a repeatable application.”

Grant Walmsley
General Manager



We help our customers and partners turn ideas into business reality.



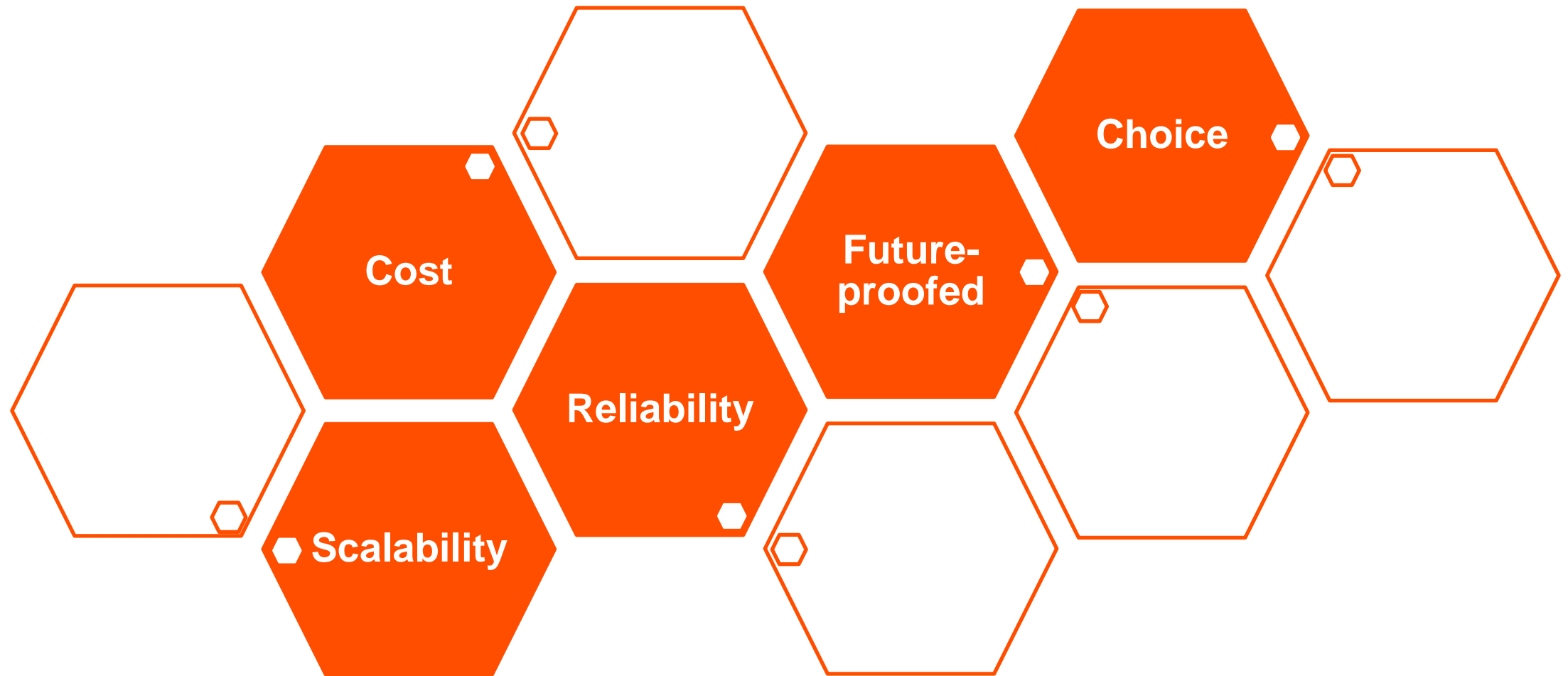




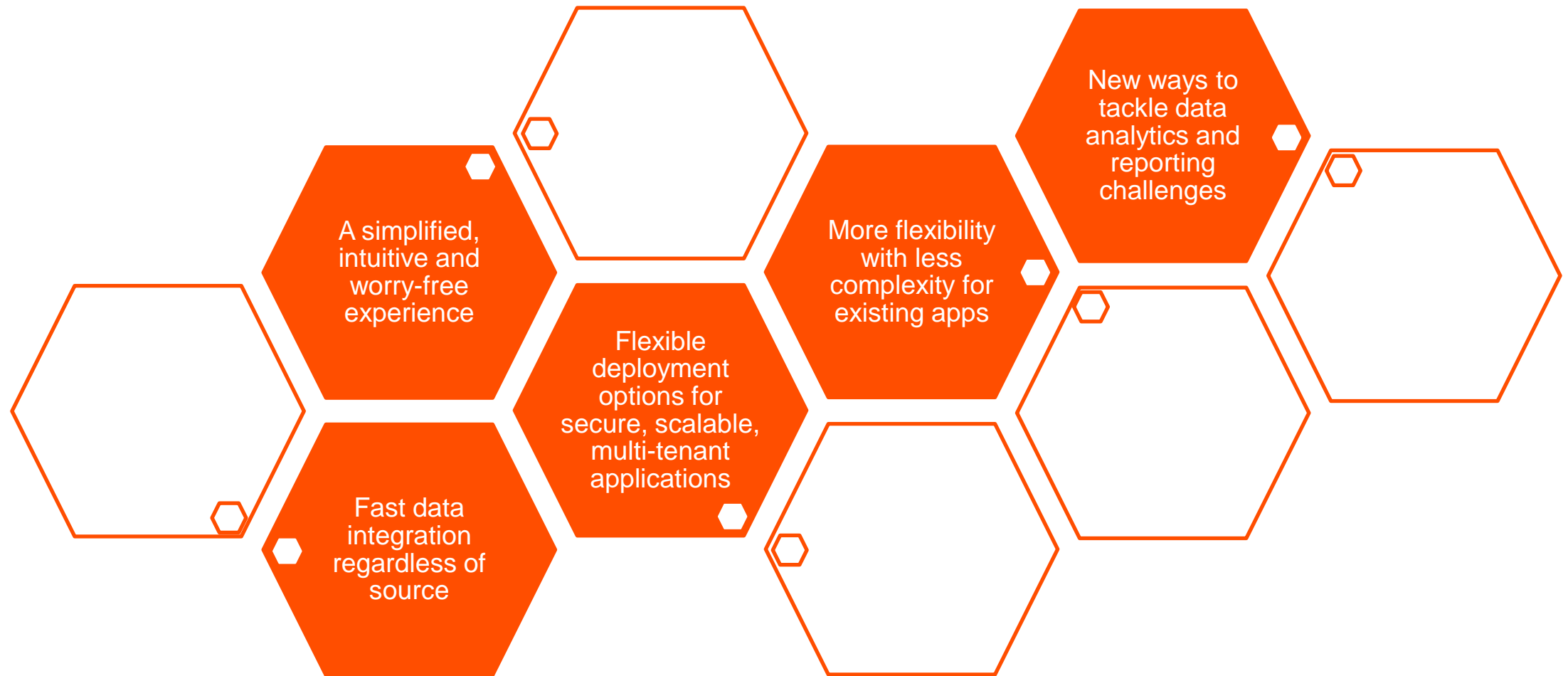


PROGRESS

Why Companies Choose Progress Software



Pacific Offers Even More Reasons



 **POWERED BY
PROGRESS®**

 **PROGRESS OEM**

 **PROGRESS
DISTRIBUTOR**

 **PROGRESS
SYSTEM INTEGRATOR**



 **PROGRESS
RESELLER**

 **PROGRESS
SERVICE PROVIDER**

 **PROGRESS
TECHNOLOGY
ALLIANCE PARTNER**

Goal: Encourage and incentivize Partners to promote Progress brand through **Powered by Progress** association

Award Criteria: Creativity of utilization of the **Powered by Progress** medallion and integrating **Powered by Progress** messaging within their sales and marketing campaign, event and/or program

Who can Participate: Any active member in good standing of Progress Partner+ Program.
Including: Elite, Premier, Premier Rising Star, Member and Member Rising Star



Program Dates: December 1, 2013 – March 31, 2014

Award Categories (3):

- Website and Web (social) promotion
- Demand Generation campaign and/or Collateral
- Event

Awards (2 Awards for each Category):

- 1st: \$5K Full Partner Development Funds (No 50% match required)
- 2nd: \$2,500 Full Partner Development Funds (No 50% match required)

Judging Criteria:

- Usage and placement of the **Powered by Progress** medallion
- Creativity and integration of **Powered by Progress** message within the Partners sales/marketing content. Examples include: brochure, Website, social media, event materials
- Results/Metrics
 - Events – # attendees
 - Web / Social – # views/clicks
 - Demand Generation / Collateral – # responses

How Partner to Submit Entries:

- Submit to: pwrdbypgress@progress.com
- Fields:
 - Contact name, E-mail, Phone
 - Company name
 - Campaign information
 - Provide sample(s), image copies

Limit of Entries during Award Period:

- No limit.
- Partners can submit as many entries in any of the categories during the Award period: 12/1/13 – 3/31/14



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