

The Power of the Partner Network

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Tuesday – October 8, 2013

PROGRESS
EXCHANGE 2013
DISCOVER. DEVELOP. DELIVER.

Progress Partner+ Program Today

World class programs with more than **2,000** partners

Global eco-system spanning numerous business and technology sectors

Opportunities for **SMB** to **Fortune 100** Global players

All incorporate Progress products to develop

innovative software and services

Partner+ Program at a Glance

- Marketing and Planning
- Partner Development Funds
- Press Release Templates
- Solutions Directory
- Newsletter

Marketing



- Marketing Savvy
- Business Solutions
- Technical Assessments
- Executive Sponsorship

Empowerment



- Comprehensive, individual training online and classroom
- Dedicated 24/7 Portal
- Exclusive News and Communications

Enablement



- Progress Developer Network
- SupportLink Portal
- Full Documentation
- Support Forums
- Exclusive Beta Programs

Technical



- Business Workshops
- Business Planning
- Sales Strategy Sessions
- Target Partner Initiatives
- Flexible Licensing

Business Growth



Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
- Partner Marketing Resources
- Partner Business Plans
- Powered by Progress
- Global Solutions & Partners Directory (GSPD)
- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community

PartnerLink – Get Connected

<https://progresslink.progress.com>

The image displays two screenshots of the ProgressLink website. The left screenshot shows the login page with the following content:

- PROGRESSLINK** logo and tagline: "Welcome to your new integrated, customizable information portal."
- PROGRESS** logo in the top right corner.
- Login** section with a "Sign In" button and links for "Did you forget your Username?" and "Did you forget your Password?".
- A green button labeled **PROGRESS ID** with the text "Tell me more >".

The right screenshot shows the main dashboard page with the following content:

- PROGRESSLINK** logo and tagline: "One-stop access to the resources & connections that all Progress Partners need".
- PROGRESS** logo in the top right corner.
- Navigation links: "My Profile", "progress.com", "Communities", "eLearning", "Download Center", "Logout".
- Navigation menu: "Progress PartnerLink", "Progress SupportLink", and a search bar.
- Product Resources** section: "Brochures, data sheets, whitepapers, analyst reports, case studies, competitive".
- Events** section: "Events offer opportunities connect".
- BUSINESS MAKING PROGRESS** banner.
- Welcome to ProgressLink!** section with a paragraph: "ProgressLink creates value and best in class support through a customized experience that allows our customers and partners direct access to the most relevant information, people, links and other Progress resources."
- Footer links: "Feedback", "Privacy Policy", "Terms of Use", "Trademarks".
- Copyright notice: "Copyright © 2013 Progress Software Corporation. All Rights Reserved."

PartnerLink Content

Your online home for Progress resources is just a click away

- One-stop access to the resources and connections that all Progress Partners need to successfully develop, deploy and market competitive business solutions

Visit often

- Resources for all Progress products are updated to ensure the latest information is always available

Give us your feedback

- Goal: provide Partners with a valuable experience
- Your input is critical. Please use the feedback link found at the bottom of every resource page

The screenshot shows the Progress PartnerLink website interface. At the top, there is a navigation bar with links for 'My Profile', 'progress.com', 'Communities', 'eLearning', 'Download Center', and 'Logout'. The main header features the 'PROGRESS LINK' logo and the 'PROGRESS' logo. Below the header, there is a search bar and a 'Welcome to PartnerLink' message. The main content area is divided into several sections: 'Featured Content' (highlighted with a callout), 'Chapters of Information' (highlighted with a callout), 'Press Releases' (highlighted with a callout), 'Calendar of Events' (highlighted with a callout), and 'Newsletter' (highlighted with a callout). The 'Featured Content' section includes a banner for 'Introducing PROGRESS PACIFIC Application Platform as a Service'. The 'Chapters of Information' section lists various resource categories such as Empowerment Resources, DataDirect Inside Connection, Product Resources, Training Resources, Marketing Resources, Technical & Support, Solutions and Partners Directory, Events, and SaaS Royalty Reporting. The 'Press Releases' section lists recent news items, and the 'Calendar of Events' section lists upcoming workshops and seminars. The 'Newsletter' section promotes the 'Partner NewsEdge' newsletter.

PartnerLink Content

Featured content

Introducing
PROGRESS PACIFIC
Application Platform as a Service



More Choices...More Data...More Speed. Find out how...

THE **PROGRESS**
APP DEV CHALLENGE!




Calling all Developers! Show us your best mobile app!

PROGRESS EXCHANGE 2013
DISCOVER. DEVELOP. DELIVER.
OCTOBER 6-9, 2013
BOSTON

Get hands-on experience with our next-generation application platform as a service, **Progress Pacific**.

[REGISTER TODAY »](#)

Register Today...

 **High Productivity.**
Low Frustration.

Build and deploy dynamic business applications, *fast*.

PROGRESS OPENEDGE 11.3

Learn more...

THE PLATFORM THAT
WILL LAUNCH A
THOUSAND IDEAS



Learn more about
Progress **PACIFIC**

APPLICATIONS BORN
FROM YOUR IDEAS

APJ Partner Executive Meeting - July 24, 2013

 **QUARTERLY
PARTNER UPDATE**

Did You Miss The Webinar on September 5th 2013?

The recording and presentation from the webinar is now available for your review.

Progress OpenEdge
MOBILE

**BUILD MOBILE APPS FASTER.
GET TO MARKET QUICKER.**

[Learn how >>](#)

OpenEdge Mobile

Learn about Mobility Service offerings from

Exadel[®]

Exadel is a Progress[®] OpenEdge[®] OEM Partner

[Click here to learn more about Exadel](#)

PartnerLink Content

GET ONE-STOP ACCESS TO THE LATEST PARTNER RESOURCES, PROGRAMS AND MORE

EMPOWERMENT RESOURCES

Your hub for business, sales, marketing and technical workshops, resources and tools.

BUSINESS PLANNING & BEST PRACTICE WORKSHOPS

- > Discover new growth opportunities
- > Expand geographically
- > Develop your channel
- > Plan for a M&A
- > Build solutions that achieve the highest levels of customer satisfaction
- > Explore pricing and licensing options

SALES & MARKETING TOOLS & WORKSHOPS

- > Develop a strategic marketing plan
- > Create effective sales demonstrations
- > Position to win against the competition
- > Craft powerful market messages

TECHNICAL RESOURCES & DELIVERY METHODOLOGIES

- > Modernize your OpenEdge application
- > Develop a custom concept demonstration
- > Develop multi-tenant applications that are more cost-effective, flexible and secure
- > Get the latest OpenEdge Reference Architecture

TRAINING RESOURCES

Critical training and skill development resources for developing and delivering competitive solutions

- > Curriculum paths by role or product
- > Product Quick Reference Guides

MARKETING RESOURCES

Promote your Partnership and raise your market awareness

- > Powered by Progress Partner logos and usage guidelines
- > Corporate and product factoid brochures
- > Progress and Partner joint marketing activities and programs

PRODUCT RESOURCES

- > OpenEdge
- > Rollbase
- > Corticon
- > Pacific
- > DataDirect

Support your go-to-market activities and programs with the latest Progress product information.

- > Analyst research and reports
- > Product brochures and data sheets
- > Partner and customer case studies
- > Presentations
- > Competitive strategies
- > White papers

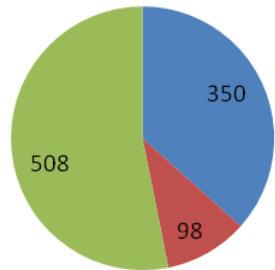
MORE PARTNER RESOURCES

- > **What's Trending**—gain insight on emerging market trends and tools, such as Cloud, SaaS, Mobility, Big Data and more
- > **SEO Assessments**—optimize your website performance
- > **Win/Loss Interviewing Services**—find out what your customers really think of you
- > **Featured Case Study Program**—get the recognition you and your customers deserve
- > **Joint Press Releases**—raise your market and industry awareness
- > **Joint Case Studies**—a key sales tools that calls out your customer's success
- > **Solutions & Partner Directory**—locate and get information about other Progress Partners

PartnerLink Membership

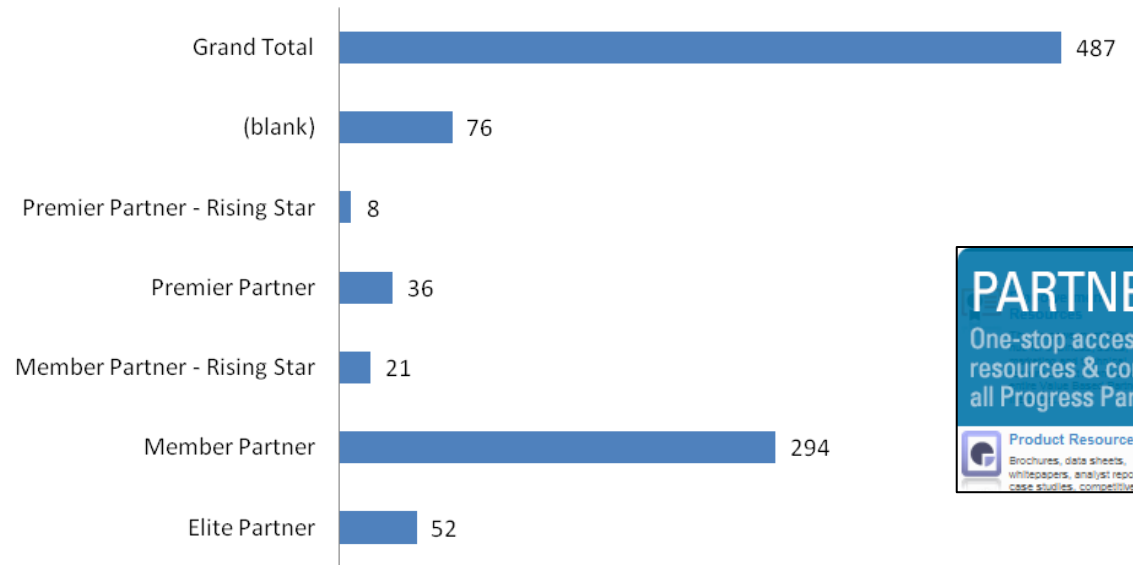
PartnerLink Contacts

Americas Asia Pacific EMEA



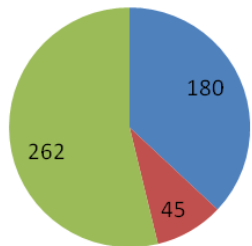
956 Contacts Registered

Accounts With PartnerLink Contacts By Partner Tier



Accounts With PartnerLink Contacts By Region

Americas Asia Pacific EMEA

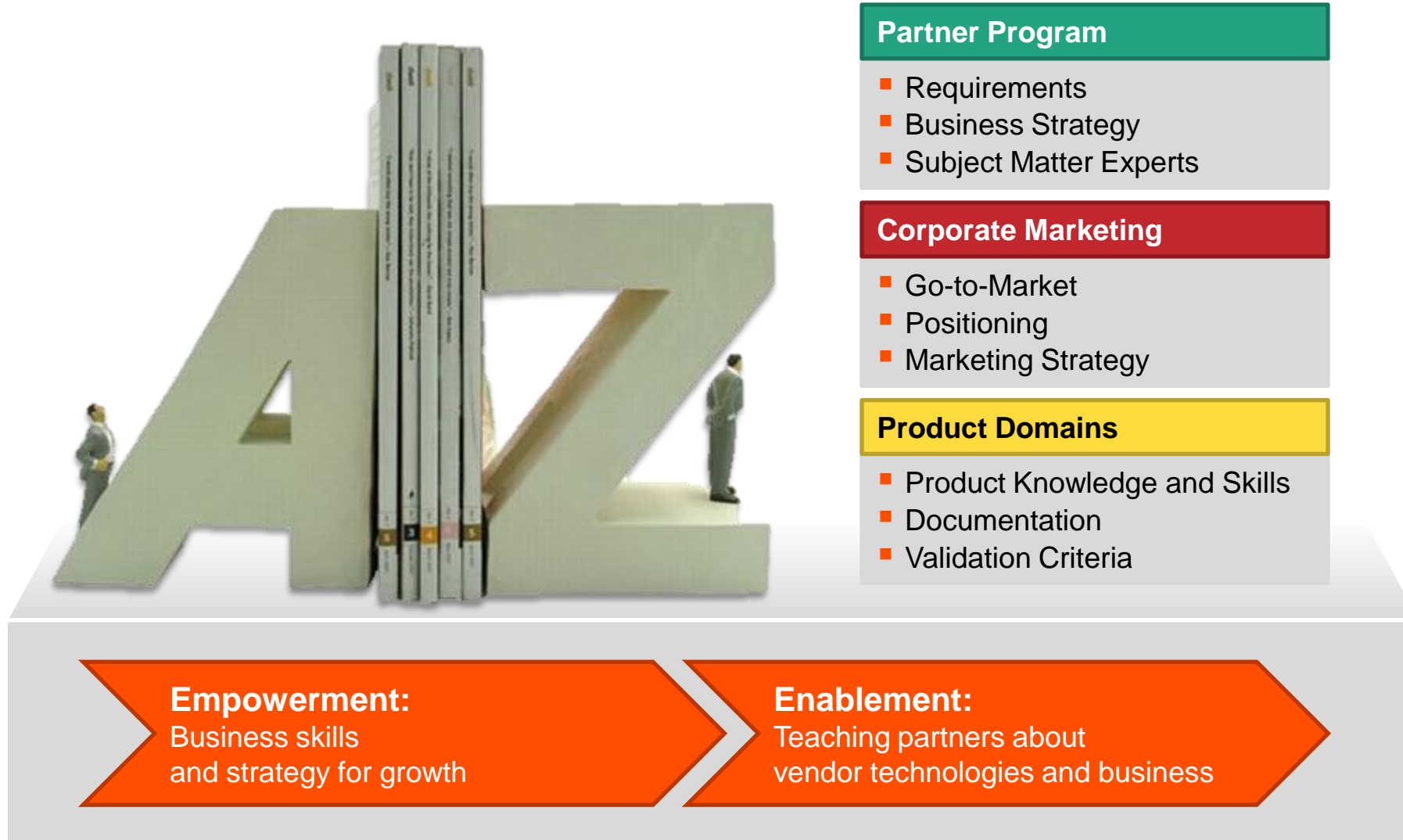


487 Accounts Represented

Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
- Partner Marketing Resources
- Partner Business Plans
- Powered by Progress
- Global Solutions & Partners Directory (GSPD)
- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community

Comprehensive Enablement and Empowerment



Partner Empowerment & Enablement

Partner Empowerment

- Key to your success could involve knowledge development in addition to our products.
- Empowerment is about giving you the training, tools and knowledge to help your business grow and be successful.

Partner Enablement

- Key to your success when developing, selling and delivering your Progress-based applications is a high level of confidence and competence in our products and solutions.
- Our Enablement programs deliver comprehensive training relevant to each business and delivery model.

Based on your Program level, you have access to content developed to provide you with practical in-depth knowledge of Progress Software products as well as how to develop and support your applications with customers.

My Profile | progress.com | Communities | eLearning | Download Center | Logout

PROGRESSLINK

PROGRESS

Progress PartnerLink | Progress SupportLink | Search... | Go

Progress PartnerLink

Empowerment Resources

- > Business
- > Sales & Marketing
- > Technical

Product Resources

Training Resources

Marketing Resources

Technical & Support

Solutions & Partner Directory

Events

Partner NewsEdge

ProgressLINK > Progress PartnerLink > Empowerment Resources

EMPOWERMENT RESOURCES

The Empowerment Center is your hub for business, sales, marketing and technical resources that span across the entire Value Based Partnering life cycle.

Programs and resources support various operational teams and roles, offer flexible engagement options – from one-to-many to one-to-one – enabling you to address your unique business requirements.

Business Empowerment – helps *Partner Executive teams* to discover business growth opportunities with enhanced business planning and performance management.

Sales & Marketing Empowerment – enables *Partner Sales and Marketing teams* to raise market awareness, drive demand generation, improve conversion rates and shorten sales cycles.

Technical Empowerment – keeps *Partner Development and Operations teams* current with the latest advancements in Progress technologies and delivery methodologies.

Value Based Partnering

- > **Engage** – with critical resources, Progress and the Partner community to grow your business
- > **Empower** – leverage new technologies, business best practices and progressive go-to-market strategies to drive your success with customers
- > **Expand** – reach new markets, raise market awareness and take your business to the next level

SaaS/Cloud – 3 Part Webinar Series



SaaS/Cloud is rapidly becoming one of the hottest trends in software development, but with it comes uncharted territory for many businesses.

- **Sales Compensation for SaaS Providers**
 - How to align sales behavior to corporate goals
 - Tips and best practices for compensating your sales force
 - Ways to rethink your sales team; roles & responsibilities to adapt to SaaS
- **Pricing your SaaS Application**
 - SaaS pricing best practices
 - How to align price with customer value
 - The revenue potential with SaaS
 - How SaaS applications can sell themselves
- **Exporting your SaaS Application in Emerging Markets**
 - The challenges and opportunities in entering new markets
 - Identifying and targeting new markets with your SaaS offering
 - Tips for creating a SaaS application that appeals internationally

A screenshot of a website navigation menu and content area. The navigation menu is on the right, with 'Business' highlighted in yellow. The content area on the left shows the title 'SaaS Webinar Series' and a 'POWERED BY webex' logo. Below the logo, there are three sections: 'Sales Compensation for SaaS Providers:', 'Pricing your SaaS Application:', and 'Exporting your SaaS Application in Emerging Markets:'. Each section has a brief description of the webinar content.

Progress PartnerLink

Empowerment Resources

> **Business**

> Sales & Marketing

> Technical

SaaS Webinar Series

POWERED BY webex

Sales Compensation for SaaS Providers:

Many companies find it hard to manage and administer compensation for SaaS sales professionals. This session will show how with a SaaS model, numerous variables need to be taken into consideration such as annual versus total value of the contracts, setting quotas and representative segmentation.

Pricing your SaaS Application:

SaaS requires a completely new way to think of things like pricing models and application development. This session walks you through options to understand the available pricing models to align your SaaS application with overall business goals.

Exporting your SaaS Application in Emerging Markets:

ISVs looking to expand their reach and create new revenue streams can do so quickly by changing to a SaaS business model. SaaS applications provide the opportunity to create customized solutions for local markets and specialization in industries previously untapped in emerging markets.

Amazon Web Services (AWS) – 3 Part Webinar Series



Amazon Web Services (AWS)

- Provides extensive global reach for Progress APs/ISVs to deploy their SaaS applications and reach customers more easily
- Offers a secure and scalable infrastructure web services platform in the Cloud allowing users to pay for only what is used
- The 3-part webinar series designed just for partners, Progress staff and AWS answers the following questions:
 - **Who is AWS**
 - **Best Practices for OpenEdge & AWS Security**
 - **Disaster Recovery & High Availability**

Amazon Web Services - Webinar Series



- **Session 1 - Intro to AWS (Amazon Web Services)**
 - What is AWS
 - Why People Choose AWS
 - Who else is using it
 - Benefits and Value of using the Public Cloud
 - Pricing of AWS
- **Session 2 - Best Practices for OpenEdge and AWS Security**
 - Controls
 - Best Practices
 - Things you need to know
 - Policies & Controls for you to share with your prospects/customers
- **Session 3 - High Availability and Disaster Recovery in the Public Cloud**
 - Understanding the different zones
 - What is the SLA and how do you manage to it
 - Data recovery and Backup best practices
 - Keeping your App secure/available in AWS

Progress PartnerLink

Empowerment
Resources

> **Business**

> Sales & Marketing

> Technical

Marketing Enablement – 3 Part Webinar Series



Quick 30-minute on-demand sessions discussing some of the *hottest marketing trends*

- **Social Media, Content and the Magic of Marketing:**
 - Outline the keys to a successful, content-driven marketing program
 - Examine social media and social networking platforms
- **Inbound Marketing 101:**
 - Discussion points
 - the importance of creating and sharing content,
 - best practices for driving people to your website
 - How inbound marketing can attract qualified prospects to your business
- **Modern Marketing:**
 - What is marketing automation & benefits it can bring to your organization
 - Lead nurturing & its impact on sales and marketing

A screenshot of a Progress PartnerLink webpage. The main content area is titled 'Marketing Enablement - Webinar Series' and lists three webinars: 'FRESH GROUND Social media, Content and the Magic of Marketing', 'HubSpot Inbound Marketing 101', and 'eloqua Modern Marketing'. A navigation menu on the right side includes 'Progress PartnerLink', 'Empowerment Resources', and a dropdown menu with 'Business', 'Sales & Marketing' (highlighted in yellow), and 'Technical'.

Marketing Enablement - Webinar Series

FRESH GROUND Social media, Content and the Magic of Marketing - Content is the key to social media success, but getting it right -- and not spending your life developing it -- is not easy. This webinar will outline the keys to a successful, content-driven marketing program. [Click here to view this important webinar.](#)

HubSpot Inbound Marketing 101 – [Click to join this session](#) that discusses the importance of creating and sharing content, best practices for driving people to your website and how inbound marketing can attract qualified prospects to your business.

eloqua. Modern Marketing - [Listen to this on-demand recording as Eloqua presents the first in our series of marketing enablement webinars.](#) Designed as a 30 minute session, the **Modern Marketing** webinar will discuss what marketing automation is and why you should use marketing automation tools.

Progress PartnerLink

Empowerment Resources

- > Business
- > **Sales & Marketing**
- > Technical


SaaS Royalty Reporting Application (SaaS RR)

2014 – Use SaaS RR application to report royalty payable to Progress

This SaaS RR application is basically divided into the various activity based usage flow for partners.

Perform any of the following activity:

- Login into Royalty reporting application
- Create SaaS Royalty report using predefined excel template
- Create SaaS Royalty report by adding rows Manually
- Create SaaS Royalty report from previously submitted report
- Resubmit Problematic reports
- View and download submitted SaaS Royalty reports

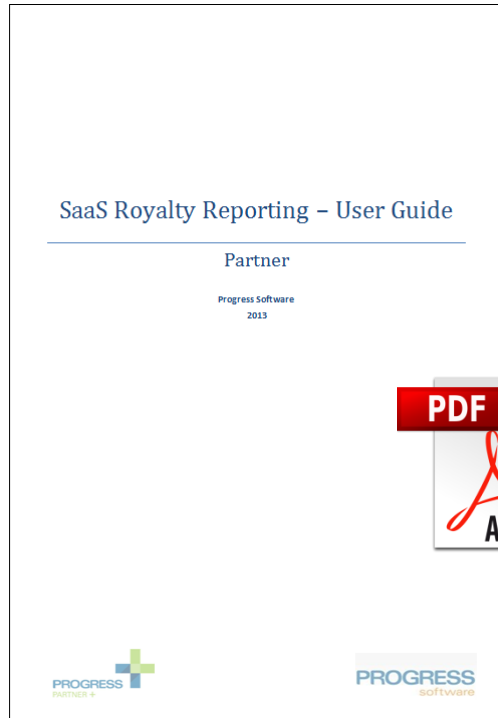


SaaS Royalty Reporting

Help development and operations teams stay current on the latest advances in Progress technologies and delivery methodologies



SaaS Royalty Reporting Application (SaaS RR)



The screenshot displays the ProgressLink SaaS Royalty Reporting application interface. At the top, there is a navigation bar with links for "My Profile", "progress.com", "Communities", "eLearning", "Download Center", and "Logout". The ProgressLink logo is on the left, and the Progress logo is on the right. Below the navigation bar, there are tabs for "Progress PartnerLink" and "Progress SupportLink", along with a search bar and a "Go" button. The main content area is divided into a left sidebar and a main panel. The sidebar contains a menu with items: "Progress PartnerLink", "Empowerment Resources", "Product Resources", "Training Resources", "Marketing Resources", "Technical & Support", "Solutions & Partner Directory", "Events", "Partner NewsEdge", and "Report Royalty". The main panel shows the breadcrumb "ProgressLink » Progress PartnerLink » Report Royalty". It features a "User Resources" section with a link to "User Manual", a "SaaS Royalty History" section with a "Partner Details" form (Name, Address, City, State, Country, ZIP), and a "New SaaS Royalty Report" button. A table below the button shows "No Records Found". On the right side, there is a "SaaS Royalty Video" section with a video player and a "Play" button. The video player shows a thumbnail with the text "SaaS Royalty Reporting" and "The NEW Automated Process". Below the video player, there are names and titles: "Colleen Smith, Vice President SaaS/Cloud" and "Karl Huber, Global Partner Marketing Manager".

Product Resources

ProgressLink » Progress PartnerLink » Product Resources » OpenEdge » OpenEdge Mobile

OPENEDGE MOBILE

Chances are good these days that your business competes in an ever-changing, always-connected environment with a growing demand for solutions for the mobile workforce. Laptops, Smartphones, and tablets are the norm for business users today. If your business is not taking steps to address this need, you run the risk of losing customers to other applications (i.e. the competition).

OpenEdge 11.2 provides an integrated, "everything-in-the-box" mobile UI development platform for customers and partners to quickly and easily extend existing or create new OpenEdge applications to support mobile users.

Progress OpenEdge MOBILE

Follow us at #OEMobile

Mobile Sales Kit

- White Paper - How / Why Mobility for Partners 27 February 2013
- OpenEdge Mobility 27 June 2013

Mobility Partner

Learn about Mobility Service offerings from **Exadel**®

[CLICK HERE »](#)

SpotLight:

ARTICLE: Mobility is changing the shape of application development -
Dion Picco, Manager, Product Management at Progress Software, discusses these changes in an in-depth post on the [WIRED Innovations Insights blog](#).

VIDEO:
Developer TechTip Video Series

NEW WEB PAGES:
OpenEdge Mobile QuickStart page

Product Resources
Brochures, data sheets, whitepapers, analyst reports, case studies, competitive strategies, and presentations

My Profile progress.com Communities eLearning Download Center Logout

PROGRESSLINK

Progress PartnerLink Search...

Welcome to PartnerLink

Your one-stop access to all essential partner resources

- Take a Tour
- Sign Up for Newsletter
- Contact Us
- Provide Feedback

News

- 06-Aug-2013 Progress Software Delivers on Cloud Vision with Availability of Pacific aPaaS Platform
- 27-Jun-2013 Progress Software Expands Cloud and On-Premise Data Connectivity Lineup
- 26-Jun-2013 Progress Software Announces Plan to Complete Additional \$100 Million Share Repurchase by December 31, 2013

Browse All News >

Events

- 10-Sep-2013 **OpenEdge Security Workshop**
Zurich, Switzerland
This session will demonstrate the power of combining transparent data encryption (TDE) with multi-tenancy to ensure that you have the best security possible in your current Progress® OpenEdge® platform. We will also take the opportunity to give you the latest update on Progress Pacific. http://businessmaking.progress.com/forms/Technologie_Registrationpage
- 10-Sep-2013 **Application Data Security Workshop**
Rotterdam, Netherlands
Data Security Affects All Businesses. When valuable data is lost or stolen, there can be a serious business impact. Loss or exposure of sensitive information can have significant impact on a company, including financial and legal penalties, customer distrust and attrition, as well as damage to its reputation. See how we can help you manage this risk. <http://www.prgtechupdates.com/>
- 11-Sep-2013 **OpenEdge Security**
Vienna, Austria
This session will demonstrate the power of combining transparent data encryption (TDE) with multi-tenancy to ensure that you have the best security possible in your current Progress® OpenEdge® platform. We will also take the opportunity to give you the latest update on Progress Pacific. http://businessmaking.progress.com/forms/Technologie_Registrationpage

Browse All Events >

Partner NewsEdge

Your Up-to-Date Source for Business, Technology, Sales and Marketing News. [Subscribe today.](#)

Empowerment Resources
The Empowerment Center is your hub for business, sales, marketing and technical resources that span across the entire Value Based Partnering life cycle.

Technical & Support
Get access to discussion forums, product information, best practices, knowledge bases and more.

Solutions and Partners Directory
Get listed in the Progress Solutions & Partner Directory. Leverage the entire Progress Partner community to provide your solutions to customers and prospects.

Events
Events offer Partners the opportunity to collaborate and connect with Progress executives and the broader Partner community.

SaaS Royalty Reporting
Help development and operations teams stay current on the latest advances in Progress technologies and delivery methodologies.

DataDirect Inside Connection
Migration of DataDirect site to PartnerLink

Training Resources
Self-paced online courses and quick reference guides

Marketing Resources
Promote your Partnership with Progress with the latest branding guidelines, logos, templates, program overviews and other Marketing Resources & Tools.

Agenda

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- The Progress Community

Marketing Resources

Promote your Partnership with Progress with the latest Programs, Tools and Logos

My Profile | progress.com | Communities | eLearning | Download Center | Logout

PROGRESSLINK **PROGRESS**

Progress PartnerLink | Progress SupportLink

Progress PartnerLink

Empowerment Resources

Product Resources

Training Resources

Marketing Resources

Partner Marketing Programs

Social Media Boot Camp

Optimize Your Website

Partner Development Funds Program (PDF)

Technical & Support

Solutions & Partner Directory

Events

Partner NewsEdge

ProgressLink > Progress PartnerLink > Marketing Resources

MARKETING RESOURCES

Promote your Partnership with Progress with the latest Logos and

If you are interested in exploring co-marketing opportunities, co

SpotLight: Why Progress?

Delivering Progress OpenEdge Capabilities

Join Progress Software for a one-hour session to get the OpenEdge capabilities and why OpenEdge is the right ch

Web Resources

OpenEdge Overview

OpenEdge Video Tour

Partner Program Guidelines

- Partner- Program Guide - Application Partners 08 April 2013
- PDF Program Guidelines 08 April 2013
- Progress Partner Program Guidelines: Logo Use 16 November 2012
- Guidelines for 3rd Partner Use of Progress Software Logo 09 January 2013

Logos

- Distributor Logo 03 July 2012
- Powered by Progress Logo 03 July 2012
- SI Global Partner Logo 03 July 2012
- SI Regional PArtnr Logo 03 July 2012
- SI Foundation PArtnr Logos 03 July 2012
- Reseller Logos 03 July 2012

Progress PartnerLink

Empowerment Resources

Product Resources

Training Resources

Marketing Resources

Partner Marketing Programs

Social Media Boot Camp

Optimize Your Website

Partner Development Funds Program (PDF)

Technical & Support

Solutions & Partner Directory

Events

Partner NewsEdge

ProgressLink >> Progress PartnerLink >> Marketing Resources >> Partner Marketing Programs

PARTNER MARKETING PROGRAMS

Welcome to the Progress Partner Marketing Programs resource site.

Featured Marketing Programs

Progress Social Media BOOT CAMP

Perfecting the Social Sell: A 1 Session Program to Make Your Business More Social and More Successful Online

Progress Partners OPTIMIZE YOUR WEBSITE

Business less, retain more: Best practices for engaging your customers and prospects online.

2012

Marketing & Speaker Support for Partner Events - Program Overview 06 August 2012

Press Release Template - Public Relations: A Primer 06 August 2012

Partner Marketing Programs

The Progress On-Demand Social Media Boot Camp



- Learn how social media techniques and best practices can empower you to explore emerging social tools and platforms
- Integrate into your overall marketing strategy to help your company reach your target audience more effectively.
- Watch the kick-off [on-demand webinar](#) to learn more about the aspects of social media
- Watch any of the 4 sessions, each focused on a particular aspect of social media

The screenshot shows the Progress On-Demand Social Media Boot Camp webpage. The page features a navigation menu on the left with categories like Empowerment Resources, Product Resources, Training Resources, Marketing Resources, and Technical & Support. The main content area includes a welcome message, a description of the boot camp, and a list of four sessions. Each session is accompanied by a video player icon and a brief description of the topic. A presenter profile for Todd Van Hooser is also featured, along with a 'WATCH THE KICKOFF WEBINAR' button and a 'Download the recorded webinar to your computer' link.

Partner Marketing Programs


Optimize Your Website with Progress and Extra Mile




- Learn best practices for engaging your customers and prospects online.
- Watch this [on demand webinar](#) to find out how you can engage with Extra Mile Marketing
- Progress Programs with Extra Mile**

 Website Evaluation

 Marketing Framework Creation

 Improve your existing collateral

 Execute improvements to your marketing strategy

Use Partner Development Funds (PDF) to help offset the cost of these programs



PROGRESSLINK

My Profile | progress.com | Communities | eLearning | Download Center | Logout

PROGRESS

Progress PartnerLink | Progress SupportLink

Search... Go

Progress PartnerLink

- Empowerment Resources
- Product Resources
- Training Resources
- Marketing Resources
 - Partner Marketing Programs
 - Social Media Boot Camp
 - Optimize Your Website
 - Partner Development Funds Program (PDF)
- Technical & Support
 - Solutions & Partner Directory
 - Events
 - Partner NewsEdge

ProgressLink > Progress PartnerLink > Marketing Resources > Optimize Your Website

OPTIMIZE YOUR WEBSITE

Welcome to the Progress Partner Marketing Program designed to help with your Web success.

The importance of a high-quality website cannot be overstated. In fact, experts estimate that 95% of businesses will check out your website before engaging with you. Your website is the foundation of your online marketing initiatives, and many times is the first meeting you have with prospects and customers.

Progress Partner Programs with Extra Mile Marketing

**Premier and Elite Progress Partners are eligible for Partner Development Funds (PDF) to help offset the cost of these packages by up to 50%. Contact Abbie Vance (abbie@eminc.com) for assistance.

Progress Partners
OPTIMIZE YOUR WEBSITE

Bounce less, retain more: Best practices for engaging your customers and prospects online.

WATCH THE WEBINAR

Partner Development Funds (PDF) Program

- Designed to assist our business partners in building new relationships and to increase Progress revenue streams through co-branded marketing activities and co-sponsored events promoting Progress and its product line
- To be eligible to receive PDF, a Partner must be:
 - An authorized Progress partner in good standing
 - In the current Progress Partner program (at a tiered partner level, eligible for PDF).
 - Elite, Premier and Rising-Star tier levels meet eligibility.
 - Partner Business Plan (PBP) required.
 - Or have other forms of partner agreements with Progress approved by the legal department of the company



Partner Development Funds (PDF) Program

Eligible marketing activities

- **Advertising/media/PR**—Print and online material that includes catalogs, newsletters, signs and banners, radio, and surveys
- **Collateral/literature**—Brochures, data sheets, and white papers for partner events
- **Incentives**—Sales rep incentives (SPIFs), promotional contests, and giveaways
- **Lead-generation activities**—Direct mail, flyers, brochures, list acquisition, demand-generation campaigns, and telemarketing
- **Program marketing**—Designated partner programs targeting select focus
- **Seminars/events**—End-user demand generation, customer training/awareness, industry trade shows, and end-user trade shows
- **Training/certification**— sales, technical, and program training (but not travel or expenses associated with these events)
- **Web marketing**—Banners, landing pages, templates, invites, and placement fees; web presence or sponsorship fees
- **Other**—Requires Progress vice president approval

Partner Development Funds (PDF) Program

How to request PDF via PartnerLink

- Download Activity Request Form (.doc)
- Complete required information
- Submit to Partner Account Mgr (PAM) and Partner Marketing Mgr (PMM)

How to request PDF reimbursement via PartnerLink

- Once approved, and completion of program project implementation and execution, Partner will
- Download Claim & Reimbursement Form (.doc)
 - Attach all Proof of Performance documentation
- Submit to Partner Account Mgr (PAM) and Partner Marketing Mgr (PMM)

Progress PartnerLink > Progress PartnerLink > Marketing Resources > Partner Development Funds Program (PDF)

PARTNER DEVELOPMENT FUNDS PROGRAM (PDF)

The Progress Partner Development Fund (PDF) Program was designed to assist our business partners in building new relationships and to increase Progress revenue streams through co-branded marketing activities and co-sponsored events promoting Progress and its product line through activities such as advertising, collateral, direct mail, events, trade shows, seminars, training, and select promotional materials. All marketing and advertising activities and materials must conform to the Progress PDF Program Guidelines outlined in this document. Progress Channel, Marketing, and Finance Management will strictly enforce these guidelines including return on investment (ROI) justification for all marketing activities. Progress reserves the right to modify the program with 30 days written notice.

For additional information, please contact your Partner Account Manager (PAM), a Partner Marketing Manager (PMM) or partnermarketing@progress.com

PROGRESS PARTNER+

Eligible marketing activities

- Advertising/media/PR—Print and online material that includes catalogs, newsletters, signs and banners, radio, and surveys
- Collateral/literature—Brochures, data sheets, and white papers for partner events
- Incentives—Sales rep incentives (SPIFs), promotional contests, and giveaways
- Lead-generation activities—Direct mail, flyers, brochures, list acquisition, demand-generation campaigns, and telemarketing
- Program marketing—Designated partner programs targeting select focus
- Seminars/events—End-user demand generation, customer training/awareness, industry trade shows, and end-user trade shows
- Training/certification—sales, technical, and program training (but not travel or expenses associated with these events)
- Web marketing—Banners, landing pages, templates, invites, and placement fees; web presence or sponsorship fees
- Other—Requires Progress vice president approval

PDF Program Overview Guide

- Partner Development Funds - Program Overview 29 August 2013

PDF Activity Status Check

Enter Activity Reference Code #: _____

Result is PDF Activity Status: _____

PDF Activity Request Form

- PDF Activity Request Form 29 August 2013

PDF Claim & Reimbursement Form

- PDF Claim Form 29 August 2013

Partner Development Funds Program (PDF)

Partner Development Funds Program

APPENDIX A – REQUEST FORM

Progress PDF Pre Approval Form

Marketing activities jointly developed with Progress must be part of a quarterly action plan prepared with your PAM and PAMM. Within this action plan, any individual operation must be budgeted and pre-approved. A co-signed Partner Business Plan (PBP) is required to request PDF program participation. Please fill in the following pre-approval form and attach any additional documentation that supports your request.

Company and Contact details
Phone & fax: _____
Email: _____

BUDGET
Required budget (local currency): _____
Estimated total costs (local currency): _____
Please provide a breakdown of the costs: Progress proportional share (50%): _____

ACTIVITY DESCRIPTION:

Date of Activity: _____

Type: advertising brochure/catalogue customer event
 trade show direct mail other. Specify: _____

Brief activity description:
Target Audience: _____
Key message / Product focus: _____
Call to Action: _____
Success measurement criteria. Anticipated results: _____

If applicable, include copies of drafts, layout or sample of the described activity.
Please email to partnermarketing@progress.com. We will review your request and respond with decision.

DECISION	
(Based on pre-approval estimate only)	ACTIVITY CODE #
PAM: _____	DATE: _____
PROGRAM DIR: _____	DATE: _____
APPROVAL OR REJECTION?	
REASON: _____	

For Progress use only



APPENDIX B – CLAIM FORM

Progress PDF Reimbursement Claim Form

Before submitting your PDF claim, please make sure all necessary proofs-of-purchase invoices are attached to this form. Progress will reimburse up to 50% of total associated with the marketing activity. Partners must fund the additional 50%.

Company and Contact details
Phone & Email: _____
Activity Code # _____

Date of claim: _____

ADVERTISING		
Media plan: _____	Pub. date(s): _____	Circ.: _____
Publication: _____	Pub. date(s): _____	Circ.: _____
Production costs (inc. artwork, writing, layout and films): _____	Include a copy of the ad.	
TRADE SHOW/EXHIBITIONS		CUSTOMER EVENT
Name and location: _____	Description: _____	
Date: _____	Date: _____	
Space/room rental costs: _____	Room/space rental cost: _____	
Booth building costs: _____	AV renting costs: _____	
Show mailings or advertisement costs: _____	Food costs: _____	
Include a color picture of the exhibit.	Include a sample of the exhibit.	
DIRECT MAIL		
Postage date: _____	Description of the mail list (#, job titles, geography...): _____	
Production costs (inc. artwork, writing, layout, films, printing): _____	List rental or purchase costs: _____	
Postage costs: _____	Include a sample of the mail piece.	
BROCHURE/CATALOG		
Name/description: _____	Date of publication: _____	
Prod. costs (inc. artwork, layout, printing): _____		
Include a sample of the brochure/catalogue.		
ADDITIONAL ACTIVITIES		
Date of activity: _____	Full description: _____	
Detailed costs: _____		
# of contacts generated: _____		

Total Amount of Reimbursement you are requesting (local currency): _____

Please email this form along with supporting invoices to: partners@progress.com

We will notify you of your credit via e-mail to the contact above.

APPENDIX B – CLAIM FORM (continued)

Progress PDF Payment Request Form

PDF Activity Code #: _____ Progress cost center: **3-591**

Partner Account Info: _____

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Tele #: _____

Date submitted: _____ Date needed: _____

Please select preferred payment method:

Check Request

Amount of check: _____

Payable to: _____

Reason for check: _____

Please return to: _____

Authorized by: _____

Progress: _____	Canada: _____
___ U.S. Currency	___ Foreign Currency
Exchange Type: _____	

Wire amount: _____

Wire Transfer Form

Intermediary/Receiving Bank _____ ABA/Routing #: _____

Beneficiary Bank _____ ABA/Routing #: _____

Beneficiary Acct. Name: _____

Account #: _____

Address: _____

Special instructions: _____

International Destinations will also need

Beneficiary Bank Addr: _____

Bank/Swift Code: _____

Authorized Signature: _____

Partner Development Funds Program (PDF) – Next Release...

Offer Online Activity Request and Claim / Reimbursement forms

- Selecting the link will now present individual PartnerLink Forms for the user to complete and submit online.

Also offer an option to print off the Form.

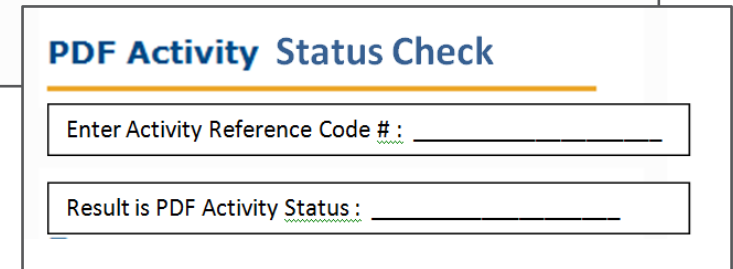
- We can also offer the user a way to check on PDF.

Activity Ref Code # is assigned and attached to all PDF



The screenshot shows two form cards. The top card is titled "PDF Activity Request Form" and contains a link "PDF Activity Request Form 29 August 2013 NEW" with a document icon. The bottom card is titled "PDF Claim & Reimbursement Form" and contains a link "PDF Claim Form 29 August 2013 NEW" with a document icon. An orange arrow points from the text in the first bullet point to the top card.

- These are the values we would present back:*
- Request Submitted
 - Request Denied
 - Request Approved
 - Claim Submitted
 - Claim Denied
 - Claim Approved
 - Paid Complete



The screenshot shows a form titled "PDF Activity Status Check". It has two input fields: "Enter Activity Reference Code # : _____" and "Result is PDF Activity Status : _____".

Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
- Partner Marketing Resources
- Partner Business Plans
- Powered by Progress
- Global Solutions & Partners Directory (GSPD)
- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community

Partner Business Plan (PBP)

- The cornerstone of the Partner+ Program is joint business planning with our Partners
- Differentiates Progress from other partner programs
 - Creates the trusted advisor bond with you, our Partner Community
- Understand who you sell to, what you sell and how you deliver by examining:
 - Target Market & Drivers
 - Solution Set
 - Key Competitors
 - Core Solutions & Value
 - Key Resources
 - GTM Strategy
 - Sales Model
 - Growth Limiters
 - Progress's Role

The image shows a screenshot of a 'Partner Business Plan' document from Progress Software. The document is titled 'PROGRESS Partner Business Plan'. It includes sections for 'Account Information', 'Revenue Forecast', 'Contact Information', 'Strategic Objectives', and 'Objectives'. A 'First Meeting Check List' is overlaid on the right side of the document, listing 10 items, each with a checkmark: Account Information, Revenue Projection, Contact Information, Strategic Goals & Objectives, Strategic Activities, Empowerment Workshops, Marketing Plan, Technical Plan, and Business Plan (PBP) Agreement. A PDF icon is visible at the bottom left of the document preview. The document also includes fields for Partner Name (Progress Software), Primary Address (14 Oak Park), and SFDC Customer Number (10011021).

Partner Business Plan (PBP)

- The resulting jointly developed plan will align the commitment and activity of both Progress and the Partner
 - Ensure sustained performance and achievement of goals and plans throughout the year
 - Tuning changes will be made along the way
 - Quarterly update and check ins to the PBP are necessary
- Partner Development Fund (PDF) Program participation requires PBP

Objective Activities

Objective Name	Action	Measurements	Resources	Owners	Timeframe	Status
Test Partner Plan for Progress Acct.	Test Partner Plan	It works successfully	Max Wies	Chris Harris	12/8/2012	In Progress
Test Partner Plan for Progress Acct.	Other			Karl Huber	4/10/2013	Completed
Test Partner Plan for Progress Acct.	test activity - exposed in PBP?			Karl Huber		Not Started

Empowerment Workshops

Objective Name	Workshop Name	Workshop Date	Progress Subject Matter Expert (SME)	Partner Lead Person	Date Completed
Test Partner Plan for Progress Acct.	Test Partner Plan	12/11/2012	Branden Tsatsias	Karyn Stonis	12/14/2012

Marketing Plan

Objective Name	Description	Product/ Solution	Start Date	Completion Date
Test Partner Plan for Progress Acct.	Test Marketing Plan for partners	TDE	12/8/2012	11/29/2013

Technical Plan

Current Partner Products : Connect, Apama, Corticon, OpenEdge, PCT Current Version of OE : 11.0
 Other Versions of OE : 9.1c Non-Progress Products Supported : Sonic

Business Plan Agreement

The Progress Partner Business Plan offers Partners and Progress an opportunity to communicate the purpose, nature, expectations, goals and objectives of a mutually beneficial business relationship. It lays the foundation for success and provides the path for each party to follow.

We agree that this Partner Business Plan covers the key aspects of the partnership between the Partner and Progress. We also agree that this partnership requires effort and resources on both sides and should be reviewed quarterly to measure progress.

Partner Signature Company Name Your Name : Your Title : Signature : Date :	Progress Signature Company Name : Progress Software PAM Name : Chris Harris Your Title : Signature : Date : RVP Name : Your Title : Signature : Date : Date Last Updated :
---	--

Business Plan Period :

Business Plan Activities



Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
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- The Progress Community

Why Progress? New Animated video



Personalized Partner Versions



If you post the video on your website and link to www.PoweredbyProgress.com, we'll provide you with a personalized version...for free.



Why Progress? New Web Content

About Progress | Careers | News & Events | Worldwide ▾

PROGRESS search

PRODUCTS CUSTOMERS PARTNERS SUPPORT & SERVICES COMMUNITY

[Progress Software](#) » [Partners](#) » Powered by Progress

GET POWERED BY PROGRESS

Join over 47,000 other businesses using applications Powered by Progress™ Software—proven technology, proven platform

Choosing the right technology for the long term can be a difficult exercise. You have to base your decision on both current requirements and an undetermined set of future needs. Most of all, you need a solution that fits your business—where possible, right out of the box.

Progress Software focuses on the underlying technology so our application partners get to focus on functionality and end users get applications that meet the needs of business. Our combination of proven technology and industry expertise has provided partners around the world with a distinct competitive edge, and their customers with the highest levels of satisfaction.

By the Numbers

Today, over 5000 applications are built on the Progress platform by our channel partners, powering over 47,000 businesses worldwide. These applications include:

Business Area	Industry Niche
F&B	Assessment & Defense



WATCH THIS SHORT 1:30 VIDEO TO FIND OUT WHY YOU SHOULD BE POWERED BY PROGRESS™



PARTNERS

- » [Progress Partner +](#)
- » [Powered by Progress](#)
- » [Growth Strategies](#)
- » [Our Partners](#)

Driving SEO for your company



Recent Customer Successes



Retail



Education



Finance



Telecom

T-Mobile: The EMEA-based telco purchased the MamboFive Commerce Suite SaaS solution from Progress Partner TIE Kinetix, Powered by Progress™ - to generate more revenue

"First and foremost, we needed a solution that offered the flexibility to quickly and easily meet the ever-changing, on-demand needs of the industry...Management requirements were just as important to us, if not more so. Flexibility, cost, time-to-market, agility—those were the elements that were going to give us the business success and competitive advantage we were looking for. In most cases, you can easily add functionality, but those other elements are far more complex and dependent on the very foundation of a solution. We were looking for an easy-to-use webshop for our customers. With MamboFive we have minimized the number of steps related to placing an order. In addition, we are now able to offer richer content: customer reviews, up sell opportunities, stock information and detailed product descriptions. As a result thereof, we are able to increase the conversion and generate more revenue from our webshop."

Tessel Jarigsmma, SVP for Internet and New Media, T-Mobile

T-Mobile is one of the top three global wireless carriers and is a subsidiary of Deutsche Telekom AG, serving 150 million subscribers across Europe and the United States. T-Mobile's Netherlands IT group needed to improve its customized online ecommerce portal. They implemented MamboFive Commerce Suite SaaS solution from Progress Partner TIE Kinetix, Powered by Progress™; Following the new implementation T-Mobile simplified the customer buying experience, offering richer content such as customer reviews, up sell opportunities, stock information and detailed product descriptions, increased conversion rates, and generated more revenue from its ecommerce portal.

[Check out the full case study.](#)

The new Powered by Progress website has a section covering end user customer stories—currently in 4 verticals.

If we feature your story, we'll link to your website. Inbound links to your site **IMPROVE SEO.**

Provide us with end user customer stories and we'll help drive your visibility on search engines by linking back to your site.

Partner & Customer Reference Program

Goal of the Partner Reference Program:

- To provide our Partners with the most useful and informative resources, from case studies to partner testimonials, to help you with your 'sale' and to further build relationships with your EU's—your customers!
- Use success stories as deal closers, door openers and conversation pieces
- Videos, beautifully designed case studies, partner testimonials—we will work with you and your team to customize your Partner Reference program

Case Studies Published In:



**POWERED BY
PROGRESS®**



PARTNERLINK
One-stop access to the
resources & connections that
all Progress Partners need

Product Resources: Brochures, data sheets, whitepapers, analyst reports, case studies, competitive
Events: Events offer opportunity, connectivity



**GLOBAL SOLUTIONS &
PARTNER DIRECTORY**

Partner & Customer Reference Program



Apero Solutions Inc.



...and so many more who have done case studies on their Progress Technology Platforms.

Agenda

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- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community

NEW Global Solutions and Partner Directory



Advertise

- Get listed in the public directory
- End user prospects will use the GSPD resource to help them locate a new business application, in a new region

Collaborate

- Find other partners from within PartnerLink
- Add your contact details to your corporate listing to find and be found by other partners in our eco-system

Global Solutions & Partner Directory (GSPD)

My Profile | progress.com | Communities | eLearning | Download Center | Logout

PROGRESSLINK

Progress PartnerLink | Progress SupportLink

ProgressLink > Progress PartnerLink > Solutions & Partner Directory

GLOBAL SOLUTIONS & PARTNERS DIRECTORY

Get listed in the Progress Global Solutions & Partner Directory. Leverage the entire Progress Partner community to promote your solutions to customers and prospects.

Submit or Update Partner Profile
Create or update your information anytime.

- Empowerment Resources
- Product Resources
- Training Resources
- Marketing Resources
- Technical & Support
- Solutions & Partner Directory
- Events
- Partner NewsEdge

My Profile | progress.com | Communities | eLearning | Download Center | Logout

PROGRESSLINK

Progress PartnerLink

Welcome to PartnerLink

Your one-stop access to all essential partner resources

Introducing PROGRESS PACIFIC
Application Platform as a Service

More Choices...More Data...More Speed. Find out how...

- Empowerment Resources
- DataDirect Inside Connection
- Product Resources
- Training Resources
- Marketing Resources
- Technical & Support
- Solutions and Partners Directory
- Events
- SaaS Royalty Reporting

Submit or Update Partner Profile
Create or update your information anytime.

Do you have a Profile in our Directory?



Company Profile

- The Partner Company Profile is an online form that asks basic information about your company, application(s), and region(s) served, etc.
- Once the form is submitted and approved, your company and application(s) will be visible to end users that visit the Progress website and search for applications that meet their needs.

Progress PartnerLink > Progress PartnerLink > Solutions & Partner Directory > CompanyProfile

Company Profile | Contact Profile

Company Name : *

Company Url : *

Partner Type : *
Application Partner/ISV

Address Line 1 : *

Country : *

City : *

Phone : *

Regions Served : *

Africa
Asia
Europe
Latin America

Services : *

Application Dev
Consulting
Database Administration
Hosting

Industry : *

Aerospace & Defense
Agriculture
Automotive Transport
Banking & Investment Services

Profile Admin : *

Company Logo :
Suggested Pixel Size: 80X40

Partner Product / Application : *

Address Line 2 : *

State : *

Zip Code/Postal Code : *

General Inquiries email : *

Application Types : *

Access Control Management
Accounting
Admin/Data Processing
Agriculture Management

Progress Products : *

Apama
Corticon
Control Tower
DataDirect

Please note, if you have other areas of interest in the Application Types, Services and Industry categories, please send email to PartnerProgramOps@Progress.com

Company Social Media:

Facebook

Is/Are Your Application(s) being delivered using Software as a Service (SaaS) model?
 Yes, all Yes, some No, but planned No, and no plans

I Agree and I am authorized to maintain my company profile By providing information to us, you represent and warrant that you are entitled to submit the information and that the information is accurate, not confidential, and not in violation of any contractual restrictions or other third party rights. It is your responsibility to keep the information accurate and updated. By clicking "Agree," you accept and agree to be bound by our Privacy Policy and Terms of Use as described in <http://www.progress.com/en/index.html>



Contact Profile

- The Contact Profile is an online form that asks basic information about you, interests, social media, etc.
- Once the form is submitted, your profile will be visible to other colleagues and peers that visit.

PROGRESSLINK

Progress PartnerLink
Progress SupportLink
Search...
Go

- Progress PartnerLink
- Empowerment Resources
- Product Resources
- Training Resources
- Marketing Resources
- Technical & Support
- Solutions & Partner Directory
- Events
- Partner NewsEdge

ProgressLink » Progress PartnerLink » Solutions & Partner Directory » CompanyProfile

Company Profile
Contact Profile

First Name: *

Phone: *

Office Location:

Last Name: *

Email: *

Role: *

I'd like to collaborate with other partners interested in:

- Application Development/Modern
- Collaboration
- Database fine tuning
- Geography Expansion

Contact Social Media: [Add](#) [Delete](#)

Facebook

Do you want these details to be visible to other partners (Opt-In)?

Agree: By providing information to us, you represent and warrant that you are entitled to submit the information and that the information is accurate, not confidential, and not in violation of any contractual restrictions or other third party rights. It is your responsibility to keep the information accurate and updated. By clicking "Agree," you accept and agree to be bound by our Privacy Policy and Terms of Use as described in <http://www.progress.com/en/index.html>

Please note, if you have other areas of interest in the Application Types, Services and Industry categories, please send email to PartnerProgramOps@Progress.com



Find a Partner

- The GSPD searches the Partner database of information to identify the partners and applications that meet their search requirements.
- Information about the Partner, including a link to the appropriate Partner Web page, is provided in the online report.
- The prospects can link to your site request information or a call by your sales team.
- You get your leads directly, and you can follow up with the end user prospects immediately.

The screenshot shows the PROGRESSLINK website interface for a partner search. At the top, there are navigation links for 'My Profile', 'progress.com', 'Communities', 'eLearning', 'Download Center', and 'Logout'. The main header includes the 'PROGRESSLINK' logo and the 'PROGRESS' logo. Below the header, there are tabs for 'Progress PartnerLink' and 'Progress SupportLink', along with a search bar and a 'Go' button.

The main content area is titled 'PARTNER SEARCH' and includes a breadcrumb trail: 'ProgressLink >> Progress PartnerLink >> Solutions & Partner Directory >> PARTNER SEARCH'. On the left side, there is a vertical menu with the following items: 'Progress PartnerLink', 'Empowerment Resources', 'Product Resources', 'Training Resources', 'Marketing Resources', 'Technical & Support', 'Solutions & Partner Directory' (highlighted), 'Events', and 'Partner NewsEdge'.

The search criteria section includes several dropdown menus:

- Partner Type:** Application Partner/ISV, Distributor/Reseller, System Integrator, Services Provider.
- Product(s):** Apama, Corticon, Control Tower, DataDirect.
- Industry:** Aerospace & Defense, Agriculture, Automotive Transport, Banking & Investment Services.
- Application type:** Access Control Management, Accounting, Admin/Data Processing, Agriculture Management.
- I'd like to collaborate with other partners interested in:** Application Development/Modernization, Collaboration, Database fine tuning, Geography Expansion.
- Regions:** Africa, Asia, Europe, Latin America.

At the bottom of the search form, there are input fields for:

- Company name:
- Primary business contact first name:
- Primary business contact last name:
- Primary business contact Email:

 Below these fields are 'Search' and 'Reset' buttons.

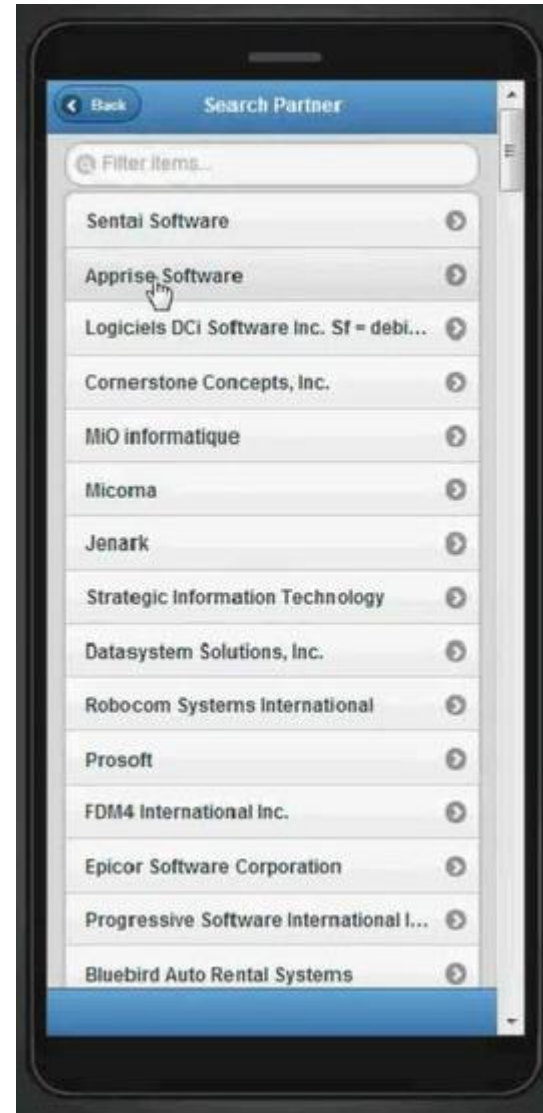
The image shows a screenshot of the Progress website's 'Global Solutions & Partner Directory'. Three callout boxes are overlaid on the left side of the page, each containing a list of filter options with checkboxes:

- Industry:** Business Services, Computer Software, Energy & Utilities, Financial Services, Government, Healthcare, Insurance, Manufacturing, Publishing, Retail & Wholesale, Telecommunication, Transportation & Logistics, Travel & Leisure.
- Product:** Pacific, Rollbase, Corticon, DataDirect Connect, OpenEdge.
- Region:** Africa, Asia Pacific, Europe, Latin America, Middle East.

The main website content includes the Progress logo, a search bar, and a navigation menu with 'SUPPORT & SERVICES' and 'COMMUNITY'. A prominent banner for 'PROGRESS EXCHANGE 2013' is visible, with the tagline 'DISCOVER. DEVELOP. DELIVER.' and a 'REGISTER TODAY' button. Below the banner, there are filters for 'Product', 'Industry', and 'Region', and a 'Sort...' dropdown. The main content area displays a grid of partner logos and brief descriptions, such as 'How Core Computer Group Makes Progress', 'How Intercontinental Exchange Makes Progress', 'How TIE Kinetix Makes Progress', 'How Northrop Grumman Makes Progress', 'FreshERP', 'How Bluebee Makes Progress', 'How South East Water Makes Progress', 'How Sun Hung Kai Makes Progress', and 'How a Leading BPO Makes Progress'. Logos for StreamServe, YAMAHA, and Unibind are also visible at the bottom.

A Demo of the GSPD Mobile App

This slide will be updated with current images for the presentation but the content will not change



Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
- Partner Marketing Resources
- Partner Business Plans
- Powered by Progress
- Global Solutions & Partners Directory (GSPD)
- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community



GLOBAL **PROGRESS**

PARTNER NEWSEDGE

AUGUST 2013

In this issue

- Partner updates
- Progress Exchange 2013
- Latest Progress Product Update
- News and Updates
- Additional Events

Share or Subscribe

SHARE this newsletter with a friend or colleague

SUBSCRIBE to future editions of Partner NewsEdge

Blogs

Get technical perspectives on the View from the Edge blog.

Get business views on the Business Making Progress blog.

Or join us online:

[Twitter](#) [Facebook](#) [LinkedIn](#) [Google+](#) [YouTube](#)

How are we doing?

We'd love to hear your feedback. Share with us your thoughts and what you'd like to see in the next issue.

FEEDBACK

Partner updates

YORK
Risk Services Group

Watch this [video](#) and hear why York Risk Services Group believes the OpenEdge Platform is more reliable and efficient when compared with Oracle and Microsoft.

VIF

VIF explains how it has been able to adapt to [the cloud](#) and attract new customers with Progress OpenEdge in this [video](#).

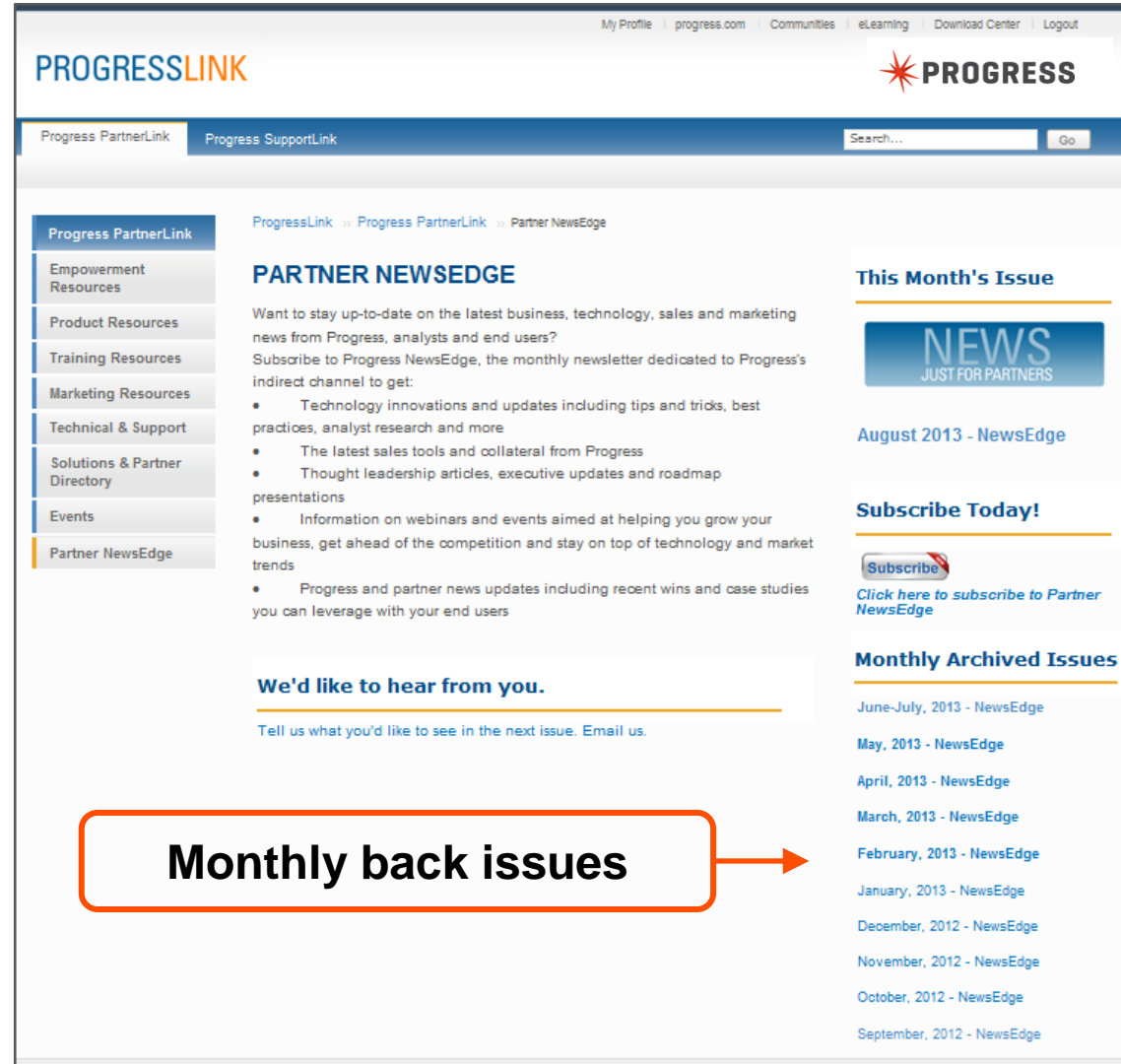
Hello Partners!

Can you believe it's the end of August already? While much of the world has been taking holidays, it's "back to business" and our team at Progress has remained hard at work — working on our OpenEdge 11.3 release, Pacific launch and upcoming conference — [Progress Exchange 2013](#). If you haven't already registered, please take the time and register for Exchange. Exchange will be packed solid with content, networking, news, information and excitement. *You don't want to miss it.* Be there!

On the Partner+ Program front, do you know about our new Partner Solutions Directory or have you seen the AP Program guide? If you were on PartnerLink you would! So, come on... the second thing you should do (right after you register for Exchange) is get yourself on PartnerLink progresslink.progress.com. Any questions just let us know at partners@progress.com.

I look forward to seeing everyone at Exchange!

Best Regards,
Kimberly King
VP, Global Partners and Channels



My Profile | [progress.com](#) | Communities | eLearning | Download Center | Logout

PROGRESSLINK

Progress PartnerLink | Progress SupportLink

Search...

Progress PartnerLink » Progress PartnerLink » Partner NewsEdge

PARTNER NEWSEDGE

Want to stay up-to-date on the latest business, technology, sales and marketing news from Progress, analysts and end users? Subscribe to Progress NewsEdge, the monthly newsletter dedicated to Progress's indirect channel to get:

- Technology innovations and updates including tips and tricks, best practices, analyst research and more
- The latest sales tools and collateral from Progress
- Thought leadership articles, executive updates and roadmap presentations
- Information on webinars and events aimed at helping you grow your business, get ahead of the competition and stay on top of technology and market trends
- Progress and partner news updates including recent wins and case studies you can leverage with your end users

We'd like to hear from you.

Tell us what you'd like to see in the next issue. [Email us.](#)

This Month's Issue

NEWS
JUST FOR PARTNERS

August 2013 - NewsEdge

Subscribe Today!

[Click here to subscribe to Partner NewsEdge](#)

Monthly Archived Issues

- June-July, 2013 - NewsEdge
- May, 2013 - NewsEdge
- April, 2013 - NewsEdge
- March, 2013 - NewsEdge
- February, 2013 - NewsEdge
- January, 2013 - NewsEdge
- December, 2012 - NewsEdge
- November, 2012 - NewsEdge
- October, 2012 - NewsEdge
- September, 2012 - NewsEdge

Monthly back issues

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- The Progress Community

Progress.com public web site – Partner pages

PROGRESS About Progress | Careers | News & Events | Worldwide

search

PRODUCTS CUSTOMER PARTNERS SUPPORT & SERVICE COMMUNITY

PARTNERS

PROGRESS EXCHANGE 2013
Get hands-on experience with our next-generation application platform on a special Progress Partner. DISCOVER. DEVELOP. DELIVER.
OCTOBER 6-9, 2013 BOSTON REGISTER TODAY

Join us at Progress Exchange 2013
Register Today

Progress Partner +

Learn how Progress is dedicated to helping our partners turn their ideas into business reality through thought leadership and technical empowerment programs.

Get Powered by Progress

Join over 47,000 other businesses using applications Powered by Progress™ Software's proven technology platform.

Choosing the right application for the long term can be a difficult exercise. You have to base your decision on both current requirements and an undetermined set of future needs that you may not even know about yet. Most of all, you need an application that fits your business – and where possible, out of the box.

Growth Strategies

- » Cloud SAAS
- » Mobility
- » Big Data

Our Partners

Learn why 90% of the Fortune 100 companies and over 60,000 companies around the world use business applications powered by Progress.

- » Become a Progress Partner
- » Partner Directory

PROGRESS About Progress | Careers | News & Events | Worldwide

search

PRODUCTS CUSTOMER PARTNERS SUPPORT & SERVICE COMMUNITY

Progress Software Partners Progress Partner +

PROGRESS PARTNER +

Learn how Progress is dedicated to helping our partners turn their ideas into business reality through thought leadership and technical empowerment programs.

Join Our World-class, Award-winning Partner+ Program

With Progress Software's Partner+ Program, we provide you access to relevant planning, tools and support to assist you with your business goals. The unique combination of your business model and Progress Software's technology leadership will position you to maximize your growth, increase your revenue potential and drive new opportunities.

The best-in-class, award-winning Progress Partner+ Program supports a variety of partner types around the world, including:

- Independent software vendors
- System integrators, service providers and consultants
- OEM partners
- Distributors and resellers

Progress and its ecosystem of more than 2,000 partners support more than 4,000 applications, 4 million users, 47,000 businesses and 1,500 partners. And the program is growing – adding new, large multi-national partners on a regular basis.

Learn why companies are choosing Progress or find out how your organization can benefit from the Progress Partner+ Program.

Expanding into key areas

In addition, our industry leading solutions for Data Connectivity, Application Development and Compliance

PARTNERS

Progress Partner +
Powered by Progress
Growth Strategies
Our Partners

PARTNERLINK
One-stop access to the resources & connections that all Progress Partners need

Product Resources: Brochures, case studies, whitepapers, trial requests, user guides, contact us
Events: Events, Summits, Seminars, Conferences

Login to PartnerLink

PARTNER RESOURCES

- Solutions & Partners Directory
- Progress PartnerLink
- PSDN Online
- Progress eLearning Catalog (PeC)
- Partner NewsEdge

Progress.com public web site – Partner pages

The screenshot shows the 'Growth Strategies' page on the Progress.com website. The page features a navigation bar with 'PRODUCTS', 'CUSTOMER', 'PARTNER', 'SUPPORT & SERVICE', and 'COMMUNITY'. The main content area is titled 'GROWTH STRATEGIES' with the subtitle 'Together We Grow Your Business'. It includes a paragraph about the Progress Partner+ Program, a list of offerings (Empowerment and Enablement programs), and three key areas of innovation: SaaS Cloud Computing for Partners, Mobility for Partners, and Big Data. Each area has an icon and a 'Learn More' link. A sidebar on the right lists 'PARTNERS' and 'PARTNER RESOURCES'. The footer contains contact information and copyright details.

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PRODUCTS CUSTOMER PARTNER SUPPORT & SERVICE COMMUNITY

Progress Software > Partner > Growth Strategies

GROWTH STRATEGIES


Together We Grow Your Business

The Progress Partner+ Program uniquely focuses on the entire business cycle of our partners, including longer-term growth and business health, rather than solely on near-term revenues.

To create value for partners throughout the business cycle, we offer:

- Empowerment programs that provide training, knowledge and tools to help your business grow and be successful
- Enablement programs that deliver comprehensive training relevant to each business and delivery model


To help our partners combat market saturation and differentiate themselves in their market, Progress has identified three key areas of innovation that we believe offer long-term growth:



SaaS Cloud Computing for Partners

Learn how Progress offers one of the leading cloud development and cloud deployment platforms to design, develop, and deliver SaaS applications.


[Learn More](#)



Mobility for Partners

Learn how Progress offers the leadership, tools, services, and information to empower our partners to take advantage of all the benefits mobility has to offer.

[Learn More](#)



Big Data

Learn how Progress offers the leadership, tools, services, and information to empower our partners to take advantage of all the benefits mobility has to offer.

[Learn More](#)

PARTNERS

- > Progress Partner +
- > Powered by Progress
- > Growth Strategies
- > Our Partners

PARTNER RESOURCES

- Solutions & Partners Directory
- Progress PartnerLink
- PSDN Online
- Progress eLearning Catalog (PeC)
- Partner NewsEdge

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The screenshot shows the 'Our Partners' page on the Progress.com website. The page features a navigation bar with 'PRODUCTS', 'CUSTOMER', 'PARTNER', 'SUPPORT & SERVICE', and 'COMMUNITY'. The main content area is titled 'OUR PARTNERS' with a sidebar on the right listing 'PARTNERS' (Progress Partner +, Powered by Progress, Growth Strategies, Our Partners). The main content includes a paragraph about Progress Software's partners, a list of roles (Independent Software Vendor (ISV), System Integrator (SI), Service Providers (SP) and Consultant, OEM Partner, Distributor and Reseller), and a paragraph about the Progress Partner+ global program. A prominent orange button reads 'BECOME A PROGRESS PARTNER TODAY!'. The footer contains contact information and copyright details.

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search

PRODUCTS CUSTOMER PARTNER SUPPORT & SERVICE COMMUNITY

Progress Software > Partner > Our Partners

OUR PARTNERS

PARTNERS

- > Progress Partner +
- > Powered by Progress
- > Growth Strategies
- > Our Partners

Progress Software's partners take a number of roles, including:

- **Independent Software Vendor (ISV)**
- **System Integrator (SI), Service Providers (SP) and Consultant**
- **OEM Partner**
- **Distributor and Reseller**

All of our Partners are supported by the best-in-class, award-winning Progress Partner+ global program with access to key business, technical and marketing resources

Learn why over 60,000 companies around the world – including 90 percent of the Fortune 100 companies – use business applications powered by Progress.

BECOME A PROGRESS PARTNER TODAY!

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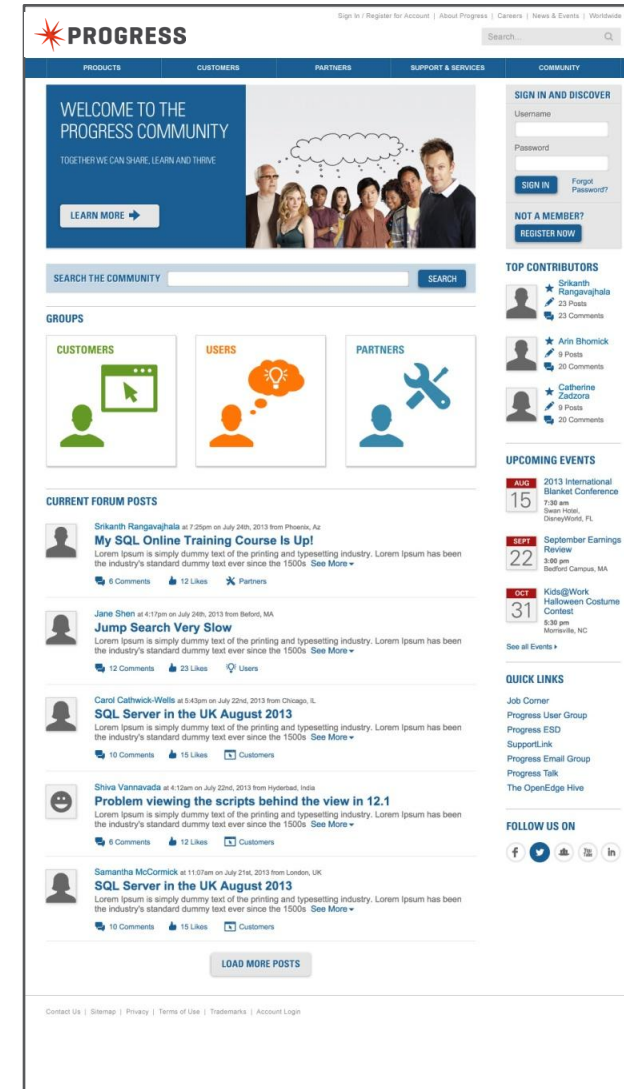
Agenda

- PartnerLink – The Front Door
- Partner Empowerment & Enablement
- Partner Marketing Resources
- Partner Business Plans
- Powered by Progress
- Global Solutions & Partners Directory (GSPD)
- Partner NewsEdge
- Progress.com & the Partner Public Web Site
- The Progress Community

The Progress Community

- Include some highlights on the Community initiative.

Working w Jean Richert to get bullets and update screen shots



Now the Next Steps...after Exchange...take action...

- Have you registered for PartnerLink?
- How can we better Empower and Enable you?
 - Are you ready for SaaS/Cloud?
- Are you getting the best of your marketing efforts?
 - How is your website?
- Have you done a Partner Business Plan with your Progress rep?
- Why was it Progress for you? Are you Powered By Progress?
- Are you and your company in the Directory?
- Are you getting NewsEdge?

Know Your Partner Corporate Resources

- **Kimberly King**, VP WW Channel and Partners
- **Jessica Baker**, Partner Program, Global Director
- **Colleen Smith**, VP SaaS/Cloud
- **Karl Huber**, Global Senior Manager, Partner Program & Operations

The extended team includes...

- **Laurel Rice**, Senior Partner Marketing Manager;
- **Chuck Sicard**, Global Partner Marketing Manager
- **Graeme Johnson**, Partner Enablement Director
- **Cynthia Cooper**, Senior Manager, Customer & Partner Reference Program

Thank You

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PROGRESS