

Top 10 Ideas for Growth

Jessica Baker
Global Director, Partner Program
October 8, 2013

PROGRESS
EXCHANGE 2013
DISCOVER. DEVELOP. DELIVER.

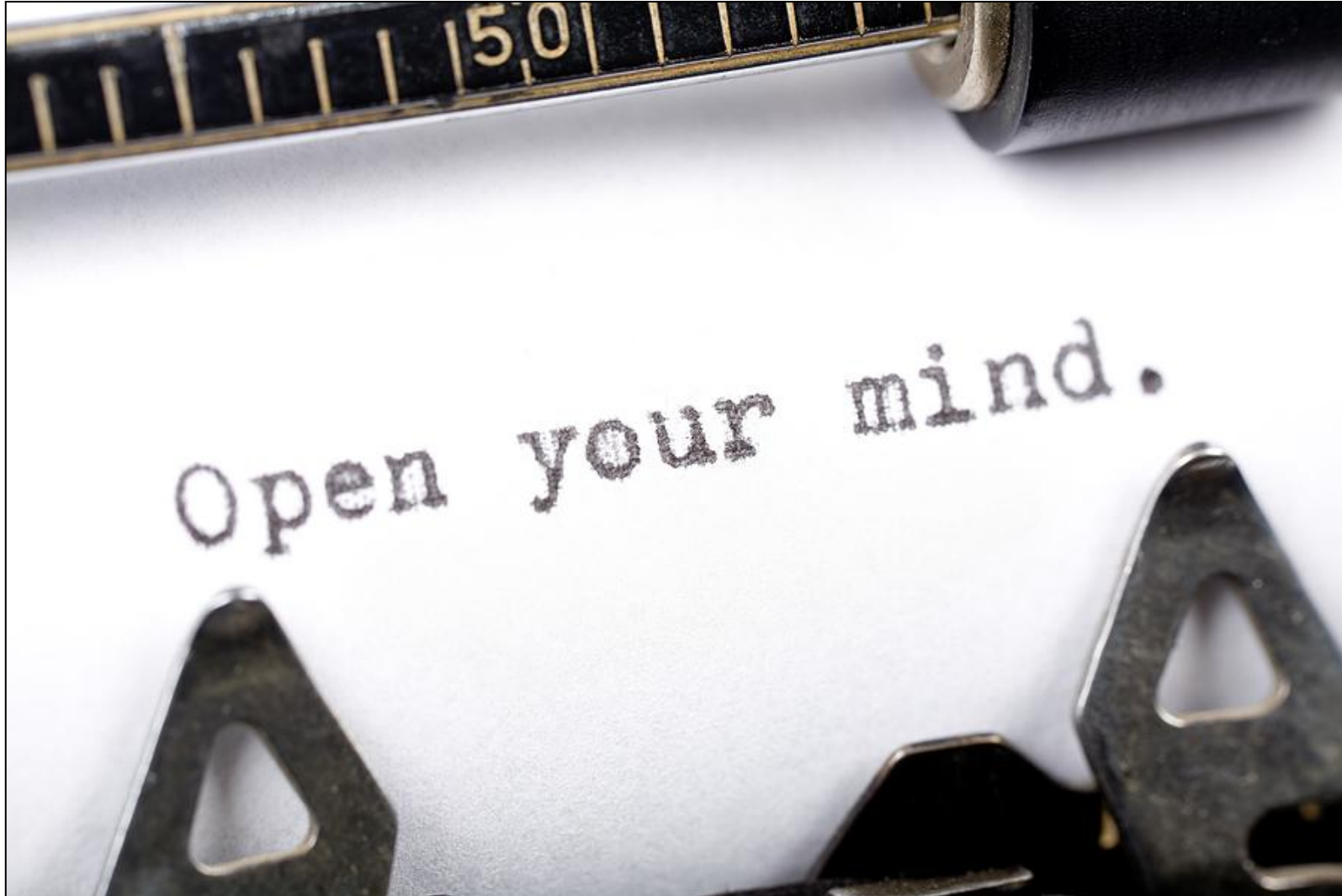
Agenda

1. Plan Your Growth With Us
2. Learn Something New
3. Try on some Marketing Enablement
4. Take a Proactive Approach to Communications
5. Market with Us
6. Find a New or True Identity
7. Collaborate within the Eco-system
8. One Word: SaaS
9. Attend an Executive Briefing
10. Adopt Across Product Lines



Examples
Proof Points
Action Items

Find the Right Frame of Mind



Idea #1: Plan Your Growth With Us



Partner Business Plans

PROGRESS software **Partner Business Plan**

Account Information

Partner Name : LexisNexis SFDC Customer Number : 47001280
 Primary Address : Quadrant House
 The Quadrant
 Sutton
 West Yorkshire
 UNITED KINGDOM
 SM2 5AS
 Partner Designation : Elite Partner
 Partner Type : Customer
 Current Contract Status :

Date Partner Business Plan Signed : 6/4/2013
 Primary Industry Focus :
 Competitive Differentiators : VF is aimed at the mid to higher end of the market. VF is a toolkit which is unique in the market, providing a uniqueness in the market
 Target Market : Legal and Practice Management
 Product Expertise : OpenEdge
 Target Customers : Mid to Higher end of the legal market

Revenue Projection

Forecasted Opportunity - Current Fiscal Year

	Q1-2013		Q2-2013		Q3-2013		Q4-2013		Total
	Pipeline	Commit+ Closed	Pipeline	Commit+ Closed	Pipeline	Commit+ Closed	Pipeline	Commit+ Closed	
OpenEdge									
Renewal/Maint									
Product									
New/Maint									
Consulting									
Total									

Forecasted Opportunity - Next Fiscal Year
 - No associated Opportunities for Next Fiscal Year

Contact Information

Full Name	Title	Email	Phone	Role	Partner Link Access
Carissa Rafferty	Marketing Manager Enterprise Solutions	carissa.rafferty@lexisnexis.co.uk	44 2086869141	Marketing	

Strategic Goal & Objectives

Partner History and General Information : LN is one of the UK's leading software providers to the Legal Market. It has a number of different legal products through acquisition and recently changed their strategy to focus on two products Visualfiles & Nimbus

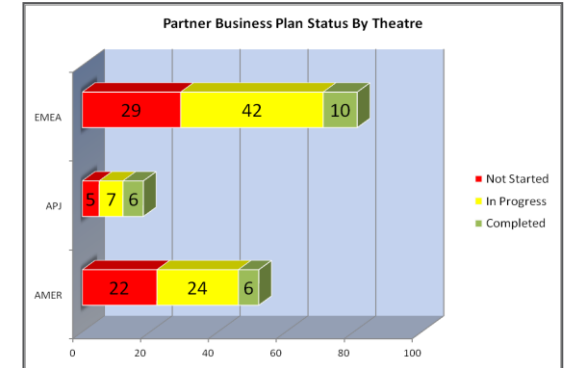
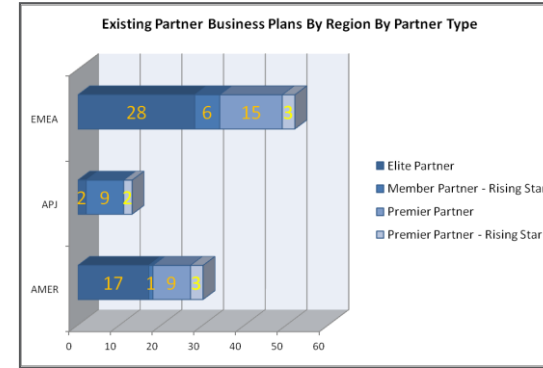
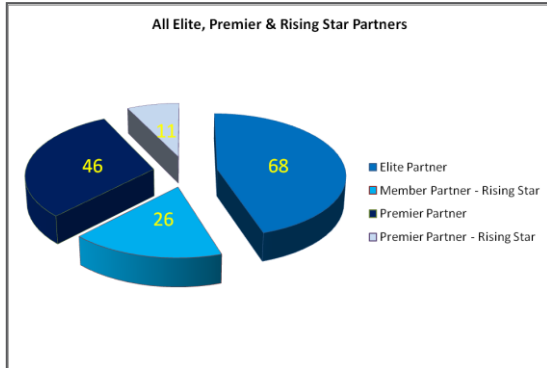
Partner's Primary Goal and Roadmap : Cross sell focused products
 Retain VF customers offering new features
 Sell VF into old Solcase users

Plan Check List:

- ✓ Account Information
- ✓ Revenue Projection
- ✓ Contact Information
- ✓ Strategic Goals & Objectives
- ✓ Strategic Activities
- ✓ Empowerment Workshops
- ✓ Marketing Plan
- ✓ Technical Plan
- ✓ Business Plan Agreement

- Lives in SFDC
- Documents revenue, key contacts, strategic goals
- Maps activities that are aligned to Partner's objectives
- Shows a partner exactly how we are going to help them
- Mutually agreed to and signed off
- Reviewed quarterly
- Management review and reporting

Idea #1: Plan With Us PROOF POINT



176
Reports
Submitted

5
Partner Types

36
Rising Stars

Do you have a plan?

Idea #2: Learn Something New



- Hundreds of classes
- Web-based at-your-pace
- Tutorials
- Tech Tip Videos
- Workshops

Partner Enablement

The image shows a screenshot of the ProgressLink website. On the left, the 'PartnerLink' section is visible, with a red box highlighting the 'Training Resources' link. An orange arrow points from this link to a larger, detailed view of the 'eLearning Courses' page on the right.

PROGRESSLINK
 Progress PartnerLink
 Welcome to PartnerLink
 Your one-stop access to all essential partner resources

PROGRESS OpenEdge eLearning Courses

The page contains all Progress OpenEdge eLearning courses organized by Technology Areas. The following types of training are included. Choose a training type to learn more.

- [Web Based Training \(WBT\)](#)
- [eBooks](#)
- [eSeminars](#)

Enrollment Instructions for Existing Students:
 If you are already registered for the Progress eLearning Community (PEC), choose the Enroll button on a course description page, (if prompted) enter your User ID and Password, and then confirm your enrollment.

Enrollment Instructions for New Students:
 If you are **not** already registered for the Progress eLearning Community (PEC), choose the Enroll button on a course description page, and then choose the Self Register option, review the legal terms, and complete the New User Registration page. Progress Software will contact you to process any required payment, and activate your subscription. Contact your local sales representative to learn the annual subscription fee. Progress Application Partners should contact their Account Manager to learn what special eLearning pricing and programs are available.

Technology Areas

To narrow your search, choose from one of the following technology areas that best matches your training needs:

- [OpenEdge Development Tools and Language](#)
- [OpenEdge Integration](#)
- [OpenEdge Administration](#)
- [OpenEdge Reporting](#)
- [OpenEdge Application Design](#)
- [Corticon](#)

OpenEdge Development Tools and Language

Course Code	Title	Compatible with	Format
7978	4GL Essentials V9, Part 1: Getting Started with the Progress 4GL	P	PDF
7979	4GL Essentials V9, Part 2: Developing Program and Data Access Logic	P	PDF
7980	4GL Essentials V9, Part 3: Developing Logic for a Distributed Environment and Writing Reports	P	PDF
7973	4GL Essentials - OpenEdge 10	OE 10	PDF
7859	4GL Performance Tuning	P, OE 10	PDF
1000-007	Developing a Progress OpenEdge ABL Application 1	OE 11	PDF
1000-014	Developing an OpenEdge Mobile Application	OE 11	PDF
1124	Developing & Deploying WebClient Applications	P	PDF
1128	Distributed AppServer Application Development	P, OE 10	PDF
1000-005	Enabling BPM in an OpenEdge Application	OE 11	PDF
8088	Getting Started with the OpenEdge GUI for .NET Workshop	OE 10	PDF
1234	GUI Application Development	P, OE 10	PDF
7512	Dynamic Database Object Essentials	P, OE 10	PDF
6649	Dynamic UI Object Essentials	P, OE 10	PDF

progresslink.progress.com/partnerlink

Idea #2: Learn Something New PROOF POINT



- Refreshing the relationship as our distribution partner here in the US for DataDirect Connect
- Trained entire inside sales team
- Custom webinar
- Branded datasheets
- Branded sales collateral
- Repository of DD collateral
- Funded a Sales Incentive



- Infosys BPO selected to modernize India Post
- Largest postal network in the world with 35,000 employees
- Infosys and Progress Professional Services trained 150 new OpenEdge developers

Have you used our training resources?

Idea #3: Try On Some Marketing Enablement

PROGRESSLINK My Profile progress.com Communities eLearning Download Center Logout

Progress PartnerLink Search... Go

Progress PartnerLink

Empowerment Resources

Product Resources

Training Resources

Marketing Resources

ProgressLINK > Progress PartnerLink > Marketing Resources

MARKETING RESOURCES

Promote your Partnership with Progress with the latest Logos and Marketing Resources & Tools.

If you are interested in exploring co-marketing opportunities, contact your Account Manager directly to discuss.

SpotLight: Why Progress?

Delivering Progress OpenEdge Capabilities with Conviction

Join Progress Software for a one-hour session to get the definitive answers on how to position Progress OpenEdge and why OpenEdge is the right choice for secure, modern business applications.

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 Party 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 Partner Logo 03 July 2012
- SI Foundation Partner Logos 03 July 2012
- Reseller Logos 03 July 2012

Resources and Tools

- Build Your Brand - Sysomos Tip Sheet 2
- Track Social Buzz - Sysomos Tip Sheet
- Measurable Social Media Goals - Sysomos May 2013
- Working With Progress Software PR & A
- Press Release Guidelines & Template
- Working With the Press - Dos & Don'ts 2
- Email Marketing Tips & Tricks 10 May 2013
- LinkedIn Advertising Playbook 10 May 2013
- EMEA Promotion - Powered by Progress Presentation 13 August 2012
- Example of Powered by Progress Logo - Display 13 August 2012
- Powered by Progress Program for Application Overview 13 August 2012
- Partner Use Case Example: Leveraging Progress Logo 13 August 2012
- Progress Software - Corporate Brochure
- Marketing & Speaker Support for Partner Events - Program Overview 06 August 2012
- Press Release Template - Public Relations: A Primer 06 August 2012

Technical & Support

Solutions & Partner Directory

Events

Partner NewsEdge

PROGRESSLINK My Profile progress.com Communities eLearning Download Center Logout

Progress PartnerLink Search... Go

Progress PartnerLink

Empowerment Resources

Product Resources

Training Resources

Marketing Resources

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
- Progress Partners OPTIMIZE YOUR WEBSITE

Partner Marketing Programs

- Social Media Boot Camp
- Optimize Your Website
- Partner Development Funds Program (PDF)

Technical & Support

Solutions & Partner Directory

Events

Partner NewsEdge

Marketing Enablement with the EXPERTS

PROGRESSLINK **PROGRESS**

Progress PartnerLink

SOCIAL MEDIA BOOT CAMP

Thank You for Joining the Progress On-Demand Social Media Boot Camp

The social media techniques and "best practices" will empower you to explore emerging social tools and platforms that can be integrated into your overall marketing strategy to help your company reach your target audience more effectively. The sessions are designed to teach you how much attention should be given to social media, what are the important things to be measured to evaluate the effectiveness of your social marketing efforts, how to evaluate the tools and techniques best suited for your needs, how to break through the clutter on Twitter, what content and inbound marketing are why you should give away valuable information for free, and so much more.

If you are interested in learning how you can engage on a 1:1 basis, please send us an email.

Progress Social Media BOOT CAMP **WATCH THE KICKOFF WEBINAR**

Perfecting the Social Side: A 5 Session Program to Make Your Business More Social and More Successful Online

Session 1
 Topic: Blogging (specifically WordPress) and Google Analytics.
 Watch the video >>

Session 2
 Topic: Twitter, Twitter Tools, LinkedIn, Facebook.
 Watch the video >>

Session 3
 Topic: Monitoring, Curating, Automating Publishing, Amplifying Key Messages.
 Watch the video >>

Session 4
 Topic: Paid Media Cost-Per-Click.

Presenter
 Todd Van Hoeser is principle and founder of Fresh Ground, a Boston-based technology marketing and PR firm. He teams build award-winning integrated marketing and PR programs for companies looking for results-driven outreach efforts. Fresh Ground's integrated approach supports both sales and marketing needs, and specializes in converting existing customers, partners and influencers to evangelists.

FRESH GROUND

H | B



PROGRESSLINK **PROGRESS**

Progress PartnerLink

OPTIMIZE YOUR WEBSITE

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

The importance of high-quality website cannot be overstated. In fact, experts estimate that 80% 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 Partners OPTIMIZE YOUR WEBSITE

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

WATCH THE WEBINAR

Program Reference Material

Build building your Marketing Framework
 This tool can help align all your marketing content, existing and future campaigns. Good marketing is about explaining why you are better, different and valuable to your audience.

Issue To-Do-List
 This guide will give you an overview of the foundational elements to help build a website that can work as a marketing engine for your company.

Website Evaluation

Your website will be evaluated for content design, navigation, value proposition, and key points of differentiation. One-hour consultation with Dora Lilla to produce an action plan to resolve improvements to your web strategy. **\$500.00**

Custom Marketing Framework

Dora Lilla will work directly with you to produce a unique Marketing Framework. We will interview your staff and clients to gather key strengths, and serve as a strategic guide and roadmap. Dora Lilla will create your marketing framework, utilizing the on-line tool and collaborate a workshop sessions. In addition, we will create an actionable document and make recommendations for implementations moving forward. **\$4,500.00**

Presenter

Lori Seaman
 Lori Seaman is the president and founder of Dora Lilla Marketing. She is an award-winning industry expert in the subject of marketing, with more than 25 years of experience as a senior marketing executive for corporations and advertising agencies. Lori specializes in developing strategic marketing plans, brand-compass training, consulting and full marketing plan execution, with specialized expertise in the technology sector.

Power Boost Package

Kick off with Dora Lilla to demo the Marketing Framework and to create a customized set of expectations and timelines for you to create your marketing Framework. Dora Lilla will review your content and make recommendations. Offer your team training on final changes. Dora Lilla will lead a final session for consultation, inquiring questions and next-step recommendations. **\$1,500.00**

Power Boost Plus (Add-On Option)

After completing the initial Power Boost Package, you may engage Dora Lilla to audit up to 3 pieces of your existing marketing collateral. Dora Lilla will interview you to review existing collateral and to recommend ways to enhance each piece, as well as next-step recommendations for further engagement with Progress Software. (Must be completed in conjunction with the Power Boost Package) **\$1,000.00**

Idea #3: Try on some Marketing Enablement PROOF POINT



“Extremely Beneficial”



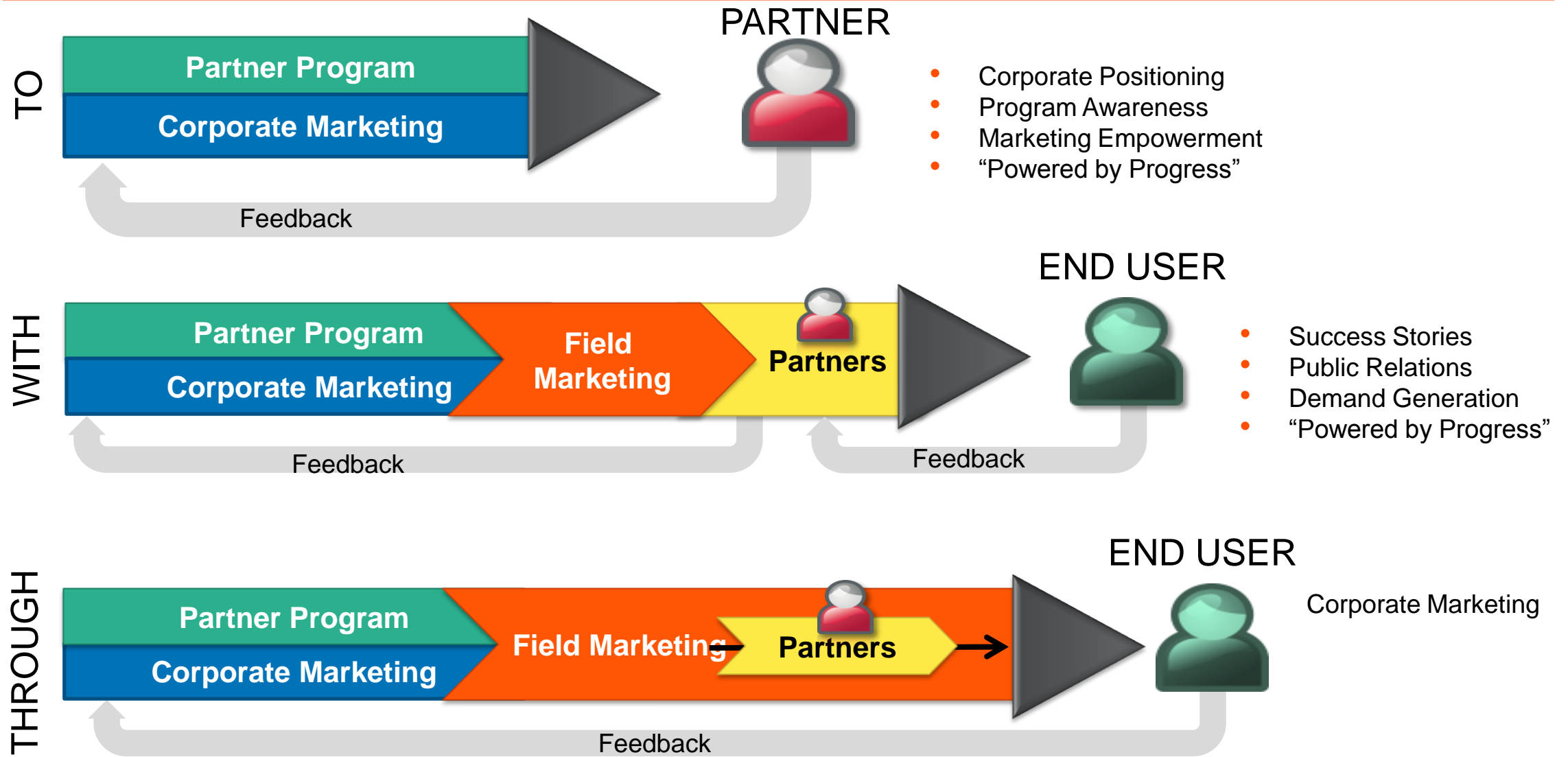
“Excellent Class”



“Incredibly Valuable”

How can we help you market?

Idea #4: Take a Proactive Approach to Communication



Take a Pro-Active Approach to Communications

We encourage Partners to work with the media...

...and get social!

PROGRESS

MARKETING ENABLEMENT FOR PARTNERS

Press Release Guidelines and Template

We encourage all of our partners to distribute press releases announcing their membership with Progress Software. To support our partners, we have developed standard press release guidelines and a template for partners to use in order to provide their membership. These guidelines are specifically for new partner announcements. Other releases (new products, trend stories, customer wins, etc.) will be supported on a case-by-case basis.

General Press Release Requirements

- There must be a valid, executed partner agreement in place before any release can be written or distributed.
- Progress Software must approve any announcement or news release that mentions Progress or the Progress Partner+ Program. Please work through your Partner Marketing contact to coordinate the review process.
- Press releases should be specific to the partner's agreement with Progress and should not attempt to characterize Progress, specific Progress solutions or the partner program as a whole without prior consent.
- We encourage every organization to use their press release thereafter for individual recognition.
- Progress Software reserves the right to decline participation in a press release at any time.

Press Release Approval Process

- Progress must approve, in writing, all announcements, including international announcements, that mention Progress Software, Progress Partner+ Program, or any specific partner agreement.
- To initiate the creation and/or review of any press release, please contact your Progress Partner Marketing representative, who will then contact Progress Corporate Communications for approval.
- Allow a minimum of 10 business days for any press release to be reviewed by Progress.
- Progress must be alerted to any changes in the release that take place during or after the Progress Corporate Communications review.
- News releases that deal with subject matter outside of an initial partner announcement requires approval prior to the creation and/or review of that release.

Press Release Template

This template is Progress Software's standard press release format. You may use your own template, but Progress Software requires that you include at least one Progress press contact and the official Progress Software logo for a joint press release.

Press Contacts

At any time concerning the Progress Partner+ Program will involve both organizations, a media contact for both organizations should be included. These names should be required at the very top of the press release.

You may include either of these Progress Software contacts on your release:

Christina Pizzetti Progress Software +1 781-280-4843 cpizzetti@progress.com	Rick Lacroix Progress Software +1 781-280-4804 rlacroix@progress.com
--------------------------------------------------------------------------------------	-------------------------------------------------------------------------------

Headline/Subhead

The headline entices your audience to read the rest of the press release. It should be succinct and attention-grabbing. The most compelling press releases headlines and subhead demonstrates a business problem and how the partner(s) will solve that problem.

Example: New Progress! OpenEdge® 11.2 Platform Helps Electronic Health Records Provider Go Mobile
IBM System Development of Critical Business Apps for Mobility with Latest Progress® Software Platform, Now Generally Available

Date/line

The date/line should state from where the release will be distributed.

Example: Bedford, MA - May XX, 2013

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Press Release Guidelines

PROGRESS

MARKETING ENABLEMENT FOR PARTNERS

How to Tell Your Story with Progress Software to Media and Analysts

Progress Software has been successful in developing strong traditional and social media and analyst relationships and generates a regular frequency of Progress-related news. To enhance our relationships with the trade press, social media outlets and industry analysts and to also help our partners, we have developed a set of guidelines around how to work with Progress on public relations and analyst relations activities.

The Progress social media and press release process

- Progress Corporate Communications will work with our partners to determine if a story warrants a press release, social media activity or analyst outreach.
- Progress Corporate Communications will help determine the most compelling story angle.
- Progress Corporate Communications will work with the partner or customer to draft written social media, press or analyst materials.
- Partner and customer will have the opportunity to review and approve the release or social media activity.
- Progress will provide review and approval of materials.
- Progress will distribute materials distributed through appropriate channels.

What decides a press release or social media activity?

Below are some questions that Progress Corporate Communications will ask when deciding if your story warrants a press release or social media activity. Please remember that Progress Corporate Communications reserves the right to review all stories on a case-by-case basis to determine whether or not they are appropriate for press releases, social media activity or analyst outreach.

- Is the story specific to a product developed using a Progress® platform?
 - Does your story generally fall in one or more of these categories?
 - Immediate - Is the action in the story being taken at the time of the release?
 - Timely - Is the story about a current event or news topic?
 - Local - Is the story relevant to people of Massachusetts, or any other area where Progress has an office?
 - Global - Is the story relevant on a global scale or can it be shown in various areas across the country, world or industries?
 - Human Interest - Does the story arouse sympathy for the people, organization or problems in it?
 - Unexpected - Is the story about something unusual, unheard of or surprising?
 - Preemptive - Does the story explain how a product or service stands out among competitors or within the marketplace?
 - Is the story current?

Events that may trigger a press release or social media activity from your company

- Releasing a commercial product based on integrated with Progress Software.
- New project is created or transferred to the Progress platform.
- A compelling story to tell about a customer who uses a product based on integrated with Progress Software.

Goals of working with Progress Public Relations & Analyst Relations

- Maintain the positive image of your company and Progress using traditional and social media and will analysts that cover the industry.
- Ensure your company and Progress are viewed positively within in the greater software industry.
- Support sales efforts through joint publicity.
- Maintain a level of momentum through regular news updates that demonstrates the activity and variety of the Progress community.

Reasons for us to work together

- Gain positive publicity for your organization and visibility for your industry.
- Increase visibility for sales.
- We recognize awards from organizations that promote innovative solutions in the industry.
- Demonstrate to internal stakeholders and their customers how you are investing and innovating for success.

What you can provide

- Permission for Progress to use your name and/or logo.
- Issue a press release referencing Progress that announces a significant project milestone.
- A testimonial quote for Progress and permission to use it in either traditional or social media or with analysts.
- Permission to introduce your company as a Progress partner.
- Support sales efforts through joint publicity.
- Permission to feature your company in a case study or video interview.
- Presentable/visible discussion at an industry conference.
- Permission for Progress to work directly with your customer.

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Success Story Guidelines

PROGRESS

MARKETING ENABLEMENT FOR PARTNERS

Guidelines for Dealing with the Media or Analysts

Introduction

Establishing intelligent, long-term relationships with your key media or analysts is the only way to ensure positive, well-rounded coverage of your organization and its products or services. Becoming a reliable, informed source goes a long way in achieving this goal. This may seem like common sense, but the key is to be prepared. They can make or break you:

- Sloppy execution can unglue the public relations effort. Come across as a professional, well-informed organization.
- Media people play a great role in filtering out what is important, communicating product positioning and defining issues.
- If you miss the window of opportunity to get your story across, the product may be obsolete or a competitor can move in.

Below are important guidelines to follow when dealing with the media.

Before Talking

Establish the ground rules of the interview to avoid disappointment or misunderstandings arising. (For example, the journalist may be expecting an exclusive on your much-awaited announcement, which you are in no position to divulge). Feel free to talk over questions first with the interviewer if you are unsure of what the interviewer wants.

- Start with a legitimate story. Do not waste time with trivia.
- Appoint a well-informed and personable spokesperson. Stick to designated trained spokespeople.
- Target the right publications and individuals relevant to the story or market you are in.
- Before talking, make sure you understand:
 - the audience
 - the focus/mission of the interview
 - the type of information they are looking for.
- Reviewing the publication prior to interview will help your understanding (this is not possible all the time).
- Prepare facts and figures to support opinions and claims. (These should be pre-approved to avoid copyright infringements.)
- Offer references to support your claims.

During the Interview

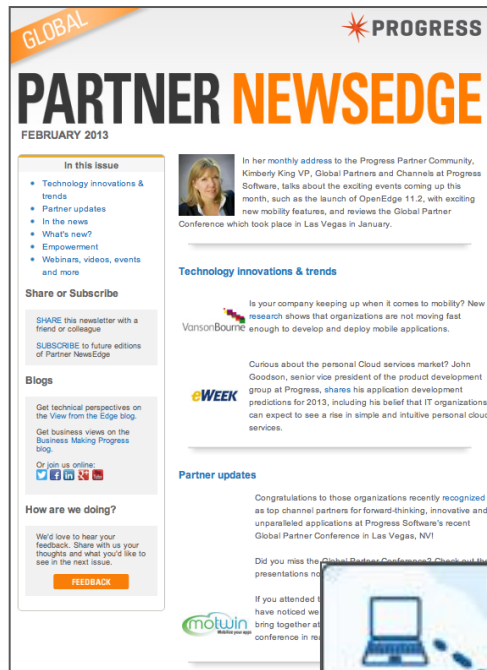
Five Quick Interview Tips

- The interview starts the moment you are introduced.
- When discussing technical or complex topics, establish the journalist's existing knowledge, and check their understanding as you talk. Provide definitions for acronyms or technical terms, which the journalist may not know.
- Make sure you provide context to your news or comment - if you are claiming something is faster, the first, unique, etc., qualify such claims. Explain the significance of the announcement to the industry - not yourself.
- Position information for the needs of the journalist or analyst first, for your company second. Journalists, as well as industry analysts, know when they are being "sold" to. They do not like it, will not use it and will not call again.
- If you do not know the answer, admit it. Find the answer and get back to the journalist or analysts.

Coaching for Dealing with Media or Analyst

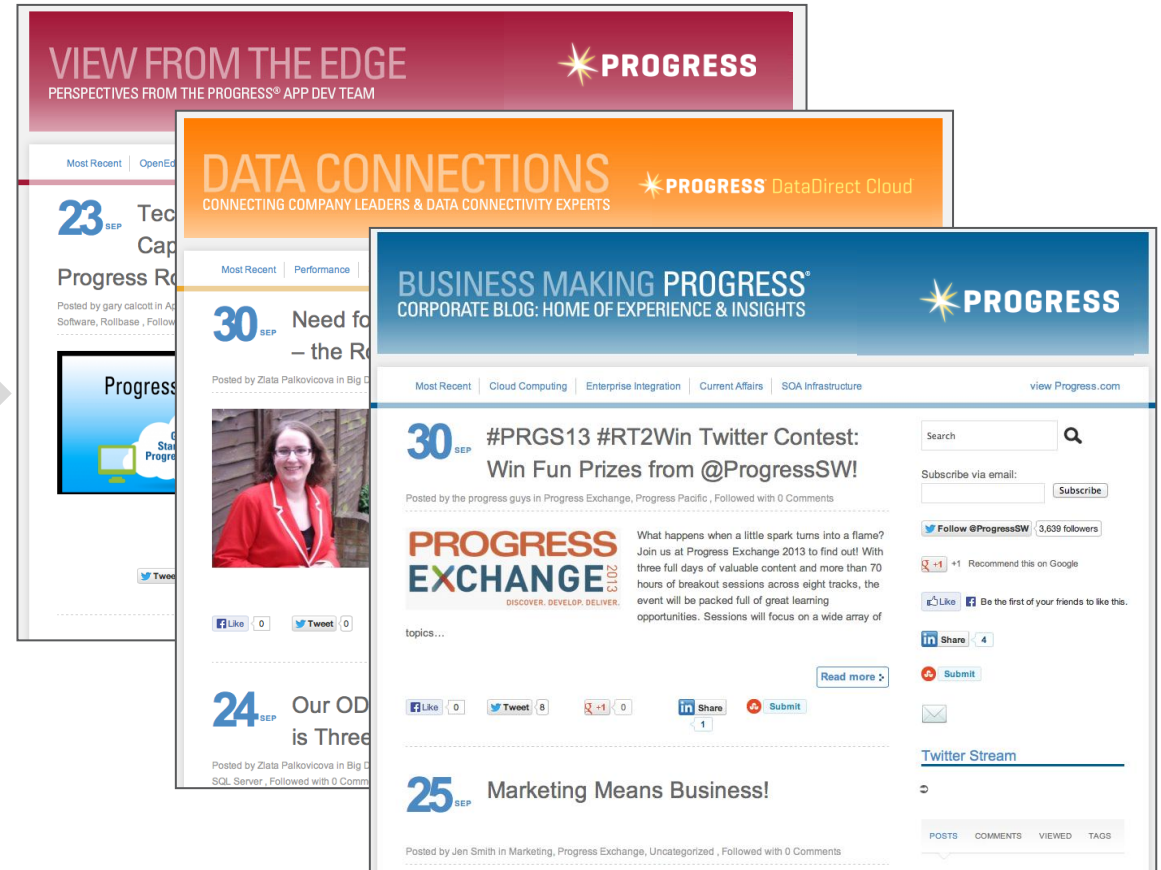


Idea #4: Proactive Approach to Communication PROOF POINT



Monthly Newsletter

Blogs



1,000 Users



What is your communication strategy?

Idea #5: Market With Us

- Partner Business Plans (PBP)
- Marketing Strategy
- Communication (Webcasts, Newsletters, etc.)
- Global Solutions and Partner Directory (GSPD)
- Public Relations, Case Studies
- Customer & Partner Reference Program
- Partner Development Funds (PDF)

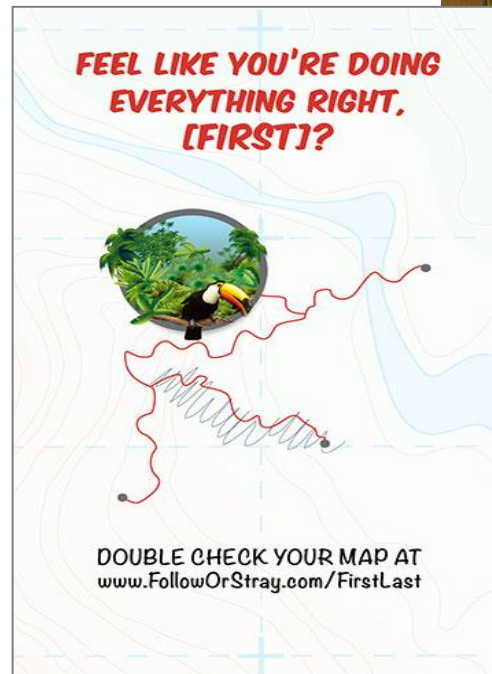


Idea #5: Market with us PROOF POINT

Demand Generation: Skyward “Follow or Stray”

What : Dialog marketing
& Direct Mail campaign
to new customers in the
Florida School district

Audience:
385 Prospects –
District leadership
positions. Launched
5/30, follow-up in
June & July.



Direct Mail Piece



Response Rate	Click Thru Rate	CTA Rate
23%	55%	21%

Campaign Metrics

Idea #6: Find a NEW or TRUE identity



Progress Partner+ Program

**Independent
Software
Vendors**

**Distributor and
Reseller**

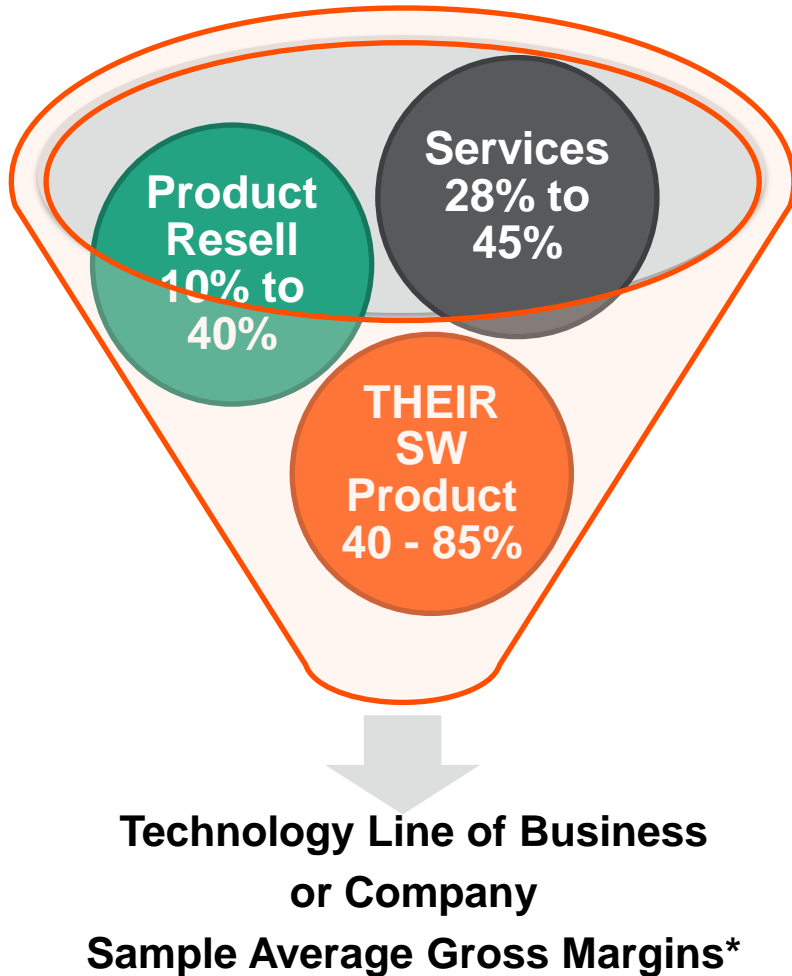
OEM

**Technology
Alliance Partner**

**System
Integrators**

Service Provider

Who Do You Want to Be?



- Assess
- Design/Configure
- Sell
- Install or Host
- Customize
- Support
- Manage

ISV	Distributor/ Reseller	OEM
Your company's revenue comes predominantly from the development of proprietary software solutions or applications.	Your company's revenue comes predominantly from reselling products and services onto an end user or reseller.	Your company's revenue comes predominantly from the selling and servicing of your own product that has a Progress technology imbedded into it.
Technology Alliance	System Integrator	Hosting Services Provider
Your company's revenue comes predominantly from delivering services or a product that compliment a Progress technology.	Your company delivers a broad footprint of technologies and solutions to several different verticals with no specific end customer focus. Your company's revenue comes predominantly from integrating and selling hardware, software and services.	Your company's revenue comes predominantly from shared, dedicated, or virtual private server hosting (a hybrid of the first two) of services to customers.

*2010 IPED Profitability Study and SME: data directionally correct

Idea #6 Find a NEW or TRUE identity

Progress Partner+ Program					
Independent Software Vendors	Distributor and Reseller	OEM	Technology Alliance Partner	System Integrators	Service Provider
Companies who develop proprietary software solutions or applications and sell them to end users.	Companies that resell products to channel partners (Distributor) or directly to the end users (Reseller)	Refers to the partner that acquires a product or component and incorporates it into a new product with its own brand name.	Companies who bring value to the Progress suite of products with their own integrated and simplified solution or service	Companies who get revenue from consulting and design services with significant expertise in a technology segment or vertical market and take title to product.	Companies that provides a service to our mutual market. Usually in reference to hosting cloud-based services.

Who do you want to be?

Idea #7: Collaborate Within the Eco-system



Go It Alone – or Find a Community to Prosper?



Collaborate Within the Eco-system PROOF POINT



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



See a demo in
Karl Huber's
session at
1:45pm today!

*Do you have a Profile
in our Directory?*

Idea #8: One Word: SaaS



Forrester predicts SaaS software market will increase 25 percent in 2013 to \$59 billion. In 2014, the market is expected to total \$75 billion.

Gartner is projecting the SaaS market will grow at a steady CAGR of 19.5% through 2016.

Partner+ Differentiator is Empowerment

SaaS Workshops

- SaaS Growth Acceleration
- SaaS Marketing and Business Development
- Sales Compensation for SaaS Providers
- Pricing your SaaS Application
- Exporting your SaaS Application in Emerging Markets

Cloud Investment Strategy

Stage 1

- Business applications
- SaaS Business Model
- Hosted offering

Stage 2

- Multi-tenant business applications
- SaaS Business Model
- Public or private cloud deployments

Stage 3

- Multi-tenant cloud-enabled business applications
- SaaS Business Model
- Public or private cloud deployment

Stage 4

- Multi-tenant cloud-based business applications developed in the cloud
- Delivered via SaaS business model/pricing
- Public or private cloud deployment

Stage 5

- Development, integration and management of multi-tenant cloud-based business applications and services
- Delivered via SaaS business model and pricing
- Public or private cloud deployment

SaaS Empowerment Workshops PROOF POINT



“I think probably one of the first times that I really knew that I was in partnership with Progress was during one of the business empowerment sessions that they ran. I suddenly realized that these guys at Progress can actually help me grow my business. They're not just a piece of technology that I was fortunate enough to come across.”

– Kurt Groeneveld, CEO, Supercorp



“We would not be where we are today without Progress.”

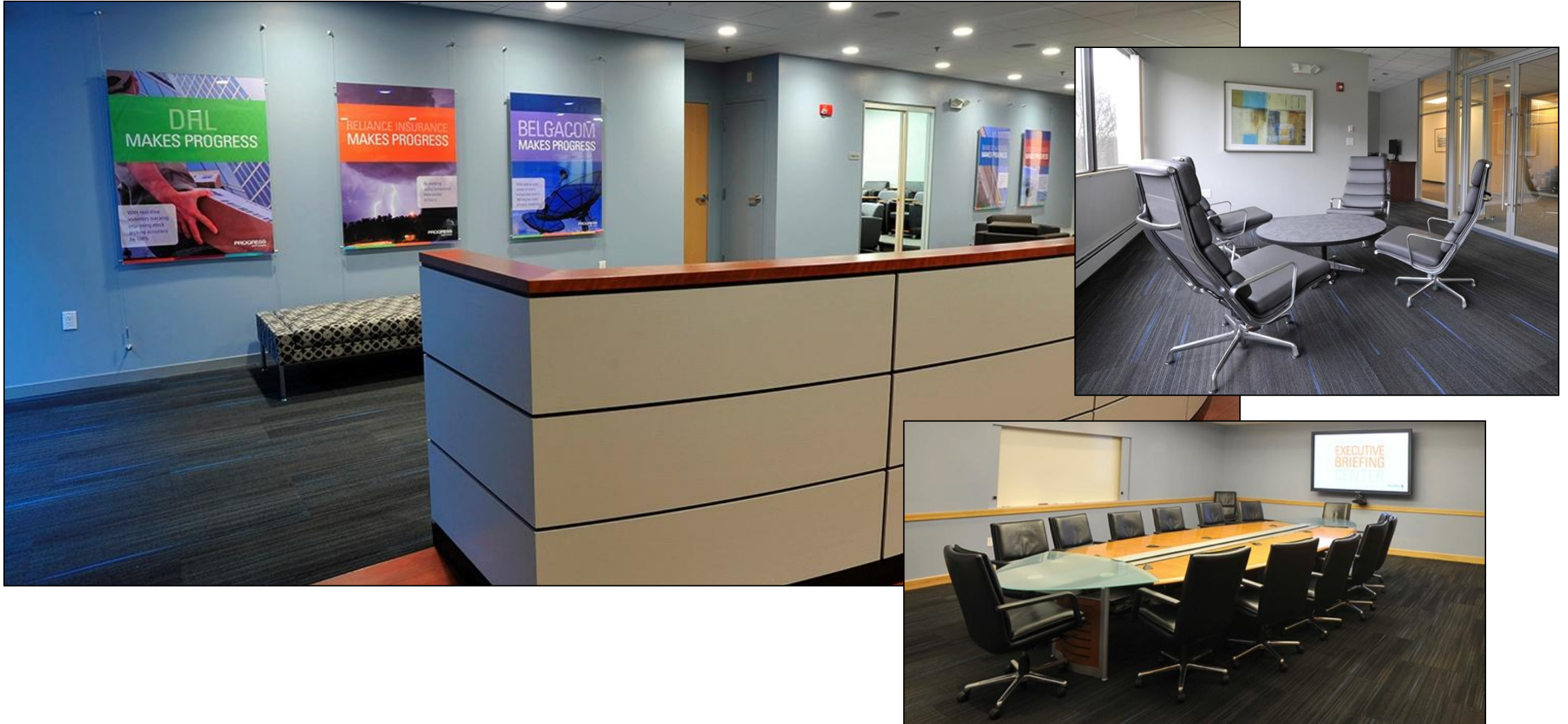


Make better decisions...FASTER

“900% more new business”

Have you been empowered?

Idea #9: Attend an Executive Briefing



Have an “Ah-Ha” Moment



Idea #9: Attend an Executive Briefing PROOF POINT

Already This Year:

- ABS
- DMSI
- QAD Strategy Briefing
- TOTVS
- CGI Suomi
- Infor
- VanMeijel Automatisering
- QAD Technical Briefing

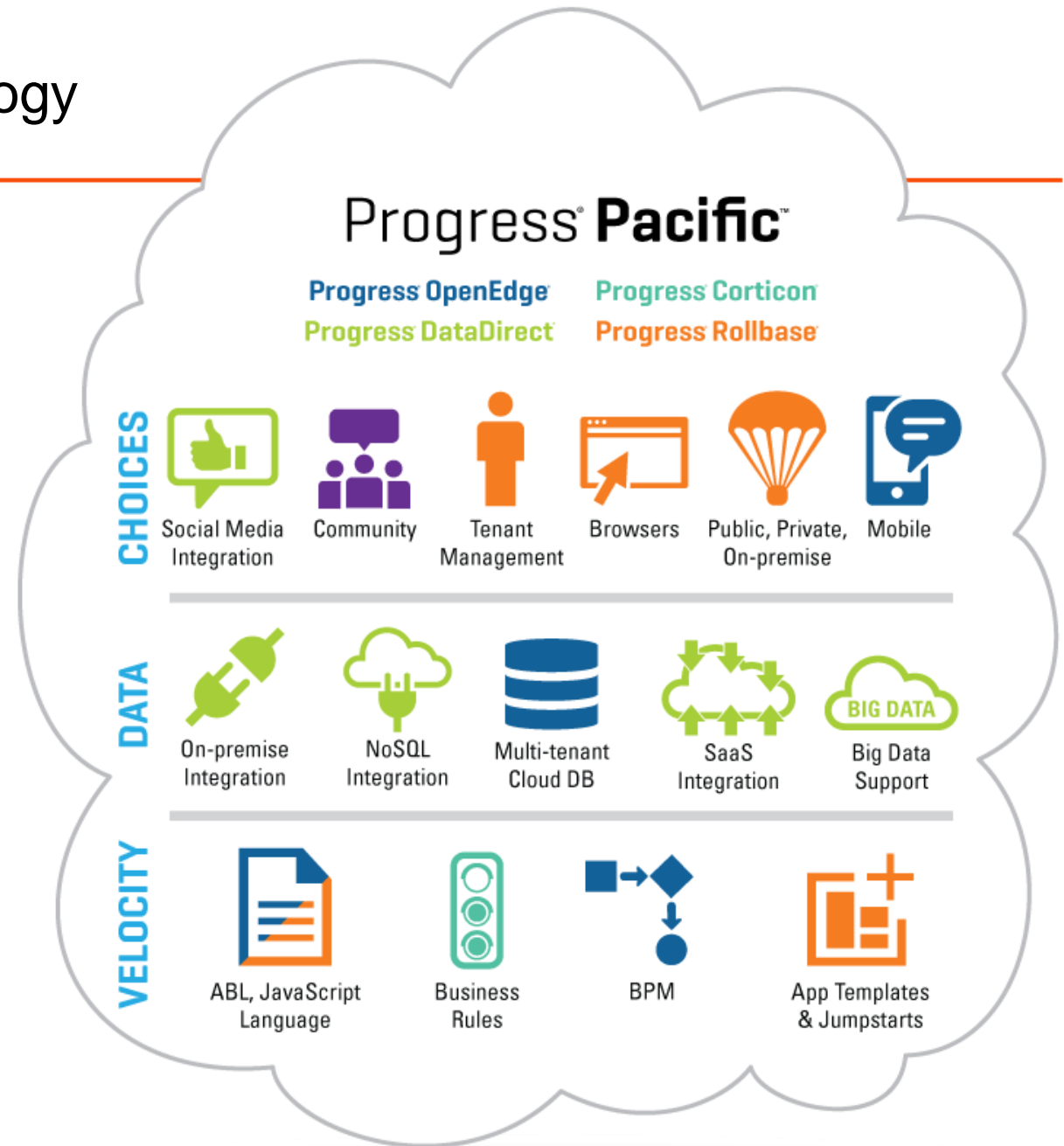
Scheduled for October:

- AIGS + Automate
- Supercorp Technology PTY Ltd
- Revolution Software Services
- Adept Business Systems
- NTT Data Figtree Systems PTY Ltd
- Support Solutions Technology
- Temisoft
- CMS Transport Systems
- proAlpha

When's the last time you visited EBC?

Idea #10: Adopt Across Our Technology

Imagine what you could do with a land and expand strategy to tap into your existing customer base.



One Big Family

 **PROGRESS**[®] Pacific[™]

 **PROGRESS**[®] OpenEdge[®]

 **PROGRESS**[®] Corticon[®]

 **PROGRESS**[®] Rollbase[®]

 **PROGRESS**[®] Arcade[™]

 **PROGRESS**[®] Easy1[™]

 **PROGRESS**[®] DataDirect[®]

 **PROGRESS**[®] DataDirect Cloud[™]

Adopt Across Our Technology PROOF POINT



OpenEdge + Pacific

“More scalable and complete”



OpenEdge + Mobile

“Helps clients save time and improve quality of care.”



OpenEdge + DataDirect + SaaS

“Progress is very much involved in helping us grow our company.”



OpenEdge + Corticon

“Corticon made Progress OpenEdge Sexy”

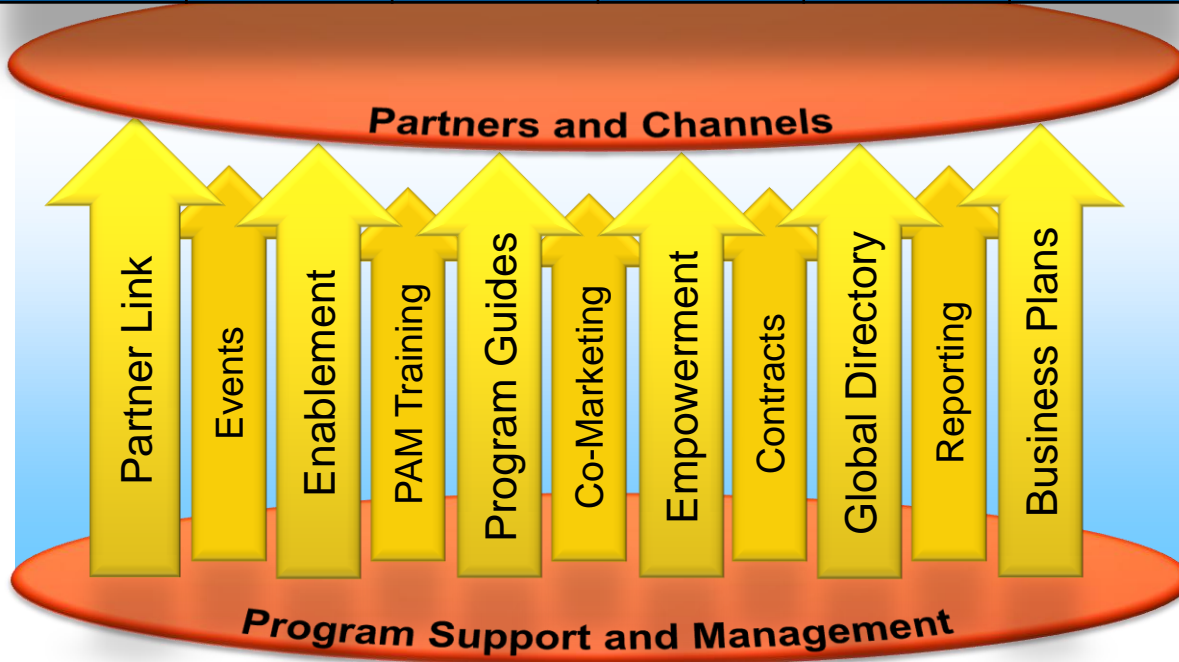
Have you considered product expansion?

- 1. Plan Your Growth With Us** – Do you have a plan?
- 2. Learn Something New** – Have you used our training resources?
- 3. Try on some Marketing Enablement** – How can we help you market?
- 4. Take a Proactive Approach to Communications** – What is your communications strategy?
- 5. Market with Us**
- 6. Find a New or True Identity** – Who do you want to be?
- 7. Collaborate within the Eco-system** – Do you have a profile in our directory?
- 8. One Word: SaaS**
- 9. Attend an Executive Briefing** – When's the last time you visited EBC?
- 10. Adopt Across Product Lines** – Have you considered product expansion?

We Are Here to Support Your Growth


PROGRESS **PARTNER+**

Independent Software Vendors	Distributor and Reseller	OEM	Technology Alliance Partner	System Integrators	Service Provider
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- Marketing and Planning
- Lead Generation
- Press Release Templates
- Solutions Directory

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



Bonus Idea #11: Engage at the conferences



Thank you!

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