The Power of the Partner Network

Karl J. Huber, Jr.
Senior Manager – Global Partner Program & Operations
Tuesday – October 8, 2013
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

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

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

### Enablement
- Comprehensive, individual training online and classroom
- Dedicated 24/7 Portal
- Exclusive News and Communications
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
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.
**PartnerLink Content**

**Featured content**

1. **Introducing PROGRESS PACIFIC**
   - Application Platform as a Service
   - More Choices...More Data...More Speed. Find out how...

2. **THE PROGRESS APP DEV CHALLENGE!**
   - Calling all Developers! Show us your best mobile app!
   - Register Today...

3. **High Productivity. Low Frustration.**
   - Build and deploy dynamic business applications fast
   - Learn more...

4. **THE PLATFORM THAT WILL LAUNCH A THOUSAND IDEAS**
   - Limited time offer: Progress PACIFIC
   - APJ Partner Executive Meeting - July 24, 2013

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

6. **Progress OpenEdge MOBILE**
   - Build Mobile apps faster. Get to market quicker.
   - Learn how

7. **WEBINAR**
   - QUARTERLY PARTNER UPDATE
   - Did You Miss The Webinar on September 9th 2013?
   - The recording and presentation from the webinar is now available for your review.

8. **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 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 tool that calls out your customer’s success
- Solutions & Partner Directory—locate and get information about other Progress Partners

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PartnerLink Membership

**PartnerLink Contacts**
- Americas: 508
- Asia Pacific: 98
- EMEA: 350

**Accounts With PartnerLink Contacts By Partner Tier**
- Grand Total: 487
- (blank): 76
- Premier Partner - Rising Star: 8
- Premier Partner: 36
- Member Partner - Rising Star: 21
- Member Partner: 294
- Elite Partner: 52

**Accounts With PartnerLink Contacts By Region**
- Americas: 262
- Asia Pacific: 180
- EMEA: 45

956 Contacts Registered

487 Accounts Represented
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Comprehensive Enablement and Empowerment

**Enablement:**
Teaching partners about vendor technologies and business

**Empowerment:**
Business skills and strategy for growth

**Partner Program**
- Requirements
- Business Strategy
- Subject Matter Experts

**Corporate Marketing**
- Go-to-Market
- Positioning
- Marketing Strategy

**Product Domains**
- Product Knowledge and Skills
- Documentation
- Validation Criteria
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.
SaaS/Cloud – 3 Part Webinar Series

SaaS/Cloud is rapidly becoming one of the hottest trends in software development, but with it comes unchartered 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
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
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
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 Application (SaaS RR)
Product Resources

Mobile Sales Kit
- White Paper - How to Win Mobility for Partners 27 February 2013
- OpenEdge Mobility 27 June 2013

Mobility Partner

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
- OpenEdge Mobile QuickStart page

Welcome to PartnerLink
Your one-stop access to all essential partner resources
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Marketing Resources

Promote your Partnership with Progress with the latest Programs, Tools and Logos
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
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
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)
Partner Development Funds Program
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
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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

First Meeting Check List:
- ✓ Account Information
- ✓ Revenue Projection
- ✓ Contact Information
- ✓ Strategic Goals & Objectives
- ✓ Strategic Activities
- ✓ Empowerment Workshops
- ✓ Marketing Plan
- ✓ Technical Plan
- ✓ Business Plan (PBP) Agreement
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
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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

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 uncertain 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 5,000 applications are built on the Progress platform by our channel partners, powering over 47,000 businesses worldwide. These applications include:

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Driving SEO for your company

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.
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:
Partner & Customer Reference Program

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

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.
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.
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.
A Demo of the GSPD Mobile App

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

Monthly back issues

This Month’s Issue

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
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Progress.com public web site – Partner pages
Progress.com public web site – Partner pages
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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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