

# **Nuxeo Galaxy**

## **Systems Integrator Program**

Version: May 2011

# 1 Overview

Nuxeo Galaxy is a complete program designed to expand and promote the Nuxeo ecosystem. The Nuxeo Galaxy program addresses the needs of three types of partners: application builders, system integrators, resellers.

Initiated in 2009, the Nuxeo Galaxy program consolidated our partnerships into a global program, creating an opportunity for partners to engage not only with Nuxeo and its customer base, but with each other. The program has expanded rapidly, now including a broad range of systems integrators and application builders across several continents.

## 1.1 Systems Integrator Program

The Systems Integrator program has been specifically conceived to help and support our partners implementing solutions based on Nuxeo Enterprise Platform and the Nuxeo Connect subscription for their customers. It focuses on pre-sales support, quick-start programs, training, coaching and support to enable Partners to deliver successful projects on top of Nuxeo Enterprise Platform. It also defines a healthy business relationship around the delivery of Nuxeo services from both the Partner and Nuxeo to the end customer.

## 1.2 Why Nuxeo

As we enter our second decade as an ECM innovator, Nuxeo continues to execute on its strategy: to be a disruptive force and instigate change to today's software industry inefficient practices. Our success is measured on the strength of our product and community: high customer satisfaction rates, strategic partnerships, superior technology platform upon which to build content-centric applications. Nuxeo is investing in the Galaxy partner program in order to cultivate those ISV and SI relationships to help deliver applications that meet the demands of today's business content in this world of mobile, lean, social and interoperability.

## 2 Partner Benefits

### 2.1 Visibility & communication

We offer to all our partners a presence in our partner directory, used by prospects and customers to identify potential system integrators to implement Nuxeo ECM solutions.

#### 2.1.1 Partner directory

To promote our partner expertise and successes we offer a complete partner presence on our website:

- **Silver**-level partners are listed with their logo, a short description and contact details
- **Gold** and **Platinum**-level partners are listed prominently and benefit from a dedicated page listing their domains of expertise and the joint success stories
- **Partner activities** and **business cases** are promoted on the Nuxeo website and in Nuxeo monthly newsletters

#### 2.1.2 Joint activities

For all partners, we encourage the planning and participation in joint communication activities:

- Joint **webinars**, cross-marketed to our lead base and community
- Joint **success stories**, with customers & vendor interviews
- Joint **press releases** and distribution
- **Media referrals** for interviews and articles

We also encourage **social media activities** and **promotion** (blogs, twitter, etc.) as complementary to this program, and part of all go to market activities. Nuxeo dedicates part of its marketing team to run these activities, working hand in hand with the Partner's Marketing and Communication staff.

## 2.2 Nuxeo Connect Portal

Partners get access to the Nuxeo Connect Portal. From this portal, they get access to:

- Certified product downloads: distributions that can be easily deployed at customer sites.
- Certified patches, hot fixes and tools: patches for Nuxeo ECM software
- Pre-sales help-desk: to help manage pre-sales inquiries
- Up-to-date sales kit to accelerate proposals and quotes for your customers
- Nuxeo Studio: a centralized access to all the Nuxeo Studio projects for which they are registered as a contact (either POCs or supported apps)
- Support Subscriptions: a centralized access to their customer's subscriptions for which they are registered as a contact

## 2.3 Pre-sales support & resources

To help our partner in the pre-sales phase of deals, we offer active pre-sales support and assistance, based on the level of partnership. Investment level on deals from Nuxeo depends on the deal qualification and the partnership level.

### 2.3.1 Help-desk Pre-sales support

A unified online help-desk is available to manage pre-sales & sales inquiries. It allows the SI to record inquiries, discuss them and get email notifications when answers are given. Also, it gives an overview of the current inquiries and the state of them.

### 2.3.2 Up-to-date sales kit

A complete and consistent sales kit is made available to our partners through the Connect platform, that they can freely use with their pro-

spects. Sales kit covers marketing documents describing each product and architectural presentations/schemas and documentation. This sales kit is regularly refreshed to include state-of-the-art information on the platform.

### 2.3.3 Sales training

Every 6 months a complementary 1 day seminar (at Nuxeo's office or online) is organized to update our partners' pre-sales and sales team about new releases, features, offers, pricing, roadmap, etc.

## 2.4 Nuxeo Studio for Proof of Concepts (POC)

Nuxeo Studio is our online, easy-to-use environment to quickly design and build solutions based on products of the Nuxeo platform.

Our partners get free access to Nuxeo Studio (See: <http://www.nuxeo.com/en/products/studio>) to create POCs for their customers, accelerating the sales cycle and enabling agile prototyping of customers' solutions. Registered users can create as many projects in Studio as they need to serve their customers and prospects.

POC projects in Studio are available for 30 days, after which a Connect Base contract should be signed in order to continue using it.

## 2.5 Lead generation

Nuxeo, as part of its ongoing marketing activities, captures and nurtures customer leads, ready to be qualified and worked on. Our marketing efforts include webinars, events, online campaigns, and high inbound traffic to the nuxeo.com site.

Lead sharing and assignment depends on partners' domain of expertise, geographic location and track record.

## 2.6 Training

### 2.6.1 Training for SIs

As part of this partnership program a complimentary 5 days training (Nuxeo EP & DM for SIs) is included. This training is limited to 2 seats and will be held at Nuxeo premises

This training is updated each year, with a followup training course or 2 days.

## 2.7 Customer Account management

SIs can access and use their customer account (if the customer permits the SI to act on their behalf) to create support cases in the system and interact with our support team. Also they can be in technical contact of supported applications so that Nuxeo can alert them in case of emergency fixes to deploy.

Access to their customer support account is unified through their personalized home page of Nuxeo Connect Portal.

### 3 Partner Commitment

By subscribing to this program, the partner commits to:

- sell one Connect subscription with each deployment of Nuxeo's software
- train his development and support team to deliver the best of breed solutions to their customers
- participate in Nuxeo's events (if interested for the partner's business) and be part of the community at large

## 4 Partnership Levels

Partnership levels depends only on the number of deployments done at customer sites. Partnership levels are evaluated at each anniversary date of the partner agreement. If a partner reaches the condition to join a new level of partnership in the course of the year, he can ask the Nuxeo partner team to assess and potentially update the partner level. By default, the Nuxeo team will review partner levels at each anniversary date only.

<b>Level</b>	<b>Criteria</b>
<b>Silver</b>	3 new Basic Connect Subscriptions (1) or equivalent revenue on new Connect Subscriptions (2) during previous yearly period
<b>Gold</b>	5 new Basic Connect Subscriptions (1) or equivalent revenue on new Connect Subscriptions (2) during previous yearly period
<b>Platinum</b>	10 new Basic Connect Subscriptions (1) or equivalent revenue on new Connect Subscriptions (2) during previous yearly period

If a Silver partner doesn't meet the criteria to stay at the Silver level, it's Nuxeo's sole decision to keep the PARTNER as Silver or terminate the Agreement.

## 5 Partnership Fee

The yearly fee to enroll in the Nuxeo Galaxy partner program and benefit from all the advantages of being a Galaxy Partner is the same for all partner levels. It is set at 7k EUR or 7k USD for 2011.

## 6 Discounts & Commission fees

### 6.1 Discount on expertise

Our partners benefit from a discount when buying expertise and training from Nuxeo.

<b>Partner Level</b>	<b>Discount on Expertise &amp; Training services</b>
Silver	5.00%
Gold	10.00%
Platinum	15.00%

### 6.2 Commission fees

Connect Packages can be sold by Nuxeo to our partners' customers directly or via the partner. In both cases, when the customer declares that the Connect Package has been recommended or bought via one (and only one) of our partners, Nuxeo will remit a commission fee to this partner.

<b>Partner Level</b>	<b>Discount on Connect Packages</b>
Silver	5.00%
Gold	10.00%
Platinum	15.00%

Commission fees are paid bi-annually from the start date of the agreement, based on paid invoices by customers.

## 7 Benefit summary

Level	Silver	Gold	Platinum
<b>Marketing &amp; Visibility</b>			
Listed Silver in Nuxeo S.I. Partner directory	Y		
Listed Gold in Nuxeo S.I. Partner directory		Y	
Listed Platinum in Nuxeo S.I. Partner directory			Y
Joint webinars	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Joint success stories	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Joint press releases	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Editorial in Nuxeo Monthly newsletter	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Social Media	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Nuxeo Connect Portal	Y	Y	Y
Partner Applications dedicated page on www.nuxeo.com	Y	Y	Y
Partner Applications published on Nuxeo Marketplace	Y	Y	Y
<b>Sales</b>			
Presales support	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
Sales kit	Y	Y	Y
Sales training (every 6 months)	Y	Y	Y
Lead generation	Y	Y <sup>(p)</sup>	Y <sup>(p)</sup>
<b>Operations</b>			
2 seats for Product Training (5 days)	Y	Y	Y
Unlimited Nuxeo Connect & Studio POC	Y	Y	Y
Discount on Training and Consulting	5.00%	10.00%	15.00%

(p): benefits for all partners but prioritized depending of the partnership level