

Nuxeo Galaxy

Content Application Builders

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 Content Application Builders Program

The Content Application Builders program has been specifically conceived to help and support our partners who implement and distribute packaged solutions — content applications — for their target market. It focuses on joint go-to-market efforts, content application design and technical support.

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 Nuxeo Marketplace

All applications released by our Application Builder Partners can be listed on the Nuxeo Marketplace

- Application title and description
- Screenshots / Screencast
- Link to the partner website
- Contact information
- Application package, ready to be distributed via the Nuxeo Connect infrastructure (if it is a Nuxeo Plugin)

2.2 Online visibility on www.nuxeo.com

In addition to the listing in the Nuxeo Marketplace, Nuxeo will list and promote the application of the partner on www.nuxeo.com.

A solution page can be created on the [/products/integration](#) section of www.nuxeo.com to advertise and position the application.

This page will drive lead generation for the partner application, as well as positioning the partner as a domain expertise leader for applications based on the Nuxeo ECM platform.

2.3 Joint go-to-market effort

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
- **Partner activities** and **Partner business cases** are promoted on the Nuxeo website and in Nuxeo monthly newsletters

We also encourage **social media activities** and **promotion** (blogs, twitter, etc.) as complementary to this program, and part of all go to market activities.

2.4 Nuxeo Connect Portal

All Application Builder partners have access to the Nuxeo Connect Portal and all the benefits from the Connect subscription, including support and maintenance. This helps partners design and build their applications.

- Certified patches, hot fixes and tools: patches for Nuxeo ECM software
- Nuxeo Studio: access Nuxeo Studio to build content applications
- Developer support: includes Silver level of Nuxeo Connect Premium Support to help your team build their content applications
- Sales support & resources

To help our partners in the pre-sales phase of a deal, we offer active support and assistance, based on the level of partnership.

2.4.1 Helpdesk pre-sales support

A unified online helpdesk is available to manage pre-sales & sales inquiries. It allows the partner to record inquiries, discuss them and get email notifications when responses are available. It also provides an overview and status of all current inquiries.

2.5 Nuxeo Studio

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 complimentary access to Nuxeo Studio (See: <http://www.nuxeo.com/en/products/studio>) to create their content applications dramatically accelerating the build phase.

2.6 Lead generation

Nuxeo, as part as its ongoing marketing activities captures 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.

To help our partners grow their business with us, we will have dedicated lead generation campaigns for each of the applications published on the Nuxeo Marketplace.

2.7 Training and certification

2.7.1 Training for Content Application Builder Partners

As part of this partnership program a complimentary 5 days training (Nuxeo EP & DM) is included.

This training is updated each year.

2.8 Customer Account management

Partners can access and use their customer account (if the customers permit the partner to act on their behalf and assign them as a Contact) 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:

- include and resell Nuxeo Connect subscriptions to their customers, as an integral part of his product offering, whether it uses a per license, per usage or “as a service” business model. The details of the reselling agreement will be defined case by case in a dedicated agreement, as each Application Builder partner might have different approach to sell their software.
- train their development and support team to deliver high quality services for Nuxeo solutions to their customers
- participate in Nuxeo hosted or sponsored events where applicable

4 Partnership Levels & Pricing

Partnership levels depend only on the revenue generated by the Application Builder partner for Nuxeo Connect subscriptions, as part of their product offering. 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.

Level	Criteria
Silver	3 new basic Connect subscriptions or equivalent revenue on new Connect subscriptions during previous yearly period
Gold	5 new basic Connect subscriptions or equivalent revenue on new Connect subscriptions during previous yearly period
Platinum	10 new basic Connect subscriptions or equivalent revenue on new Connect subscriptions 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.

4.1 Consulting & Training

Our partner can use Nuxeo Consulting & Training Services to help his team implement applications.

5 Discounts

5.1 Discount on expertise

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

Partner Level	Discount on Expertise & Training services
Silver	5.00%
Gold	10.00%
Platinum	15.00%

5.2 Discount or Commissions on Nuxeo Connect subscription

As mentioned above, Application Builder partners will define with Nuxeo a specific agreement to embed the Nuxeo Connect subscription in their offering. This agreement might be based on a discount plan, commission plan or shared revenue plan. It will be decided case by case between the Partner and Nuxeo.

6 Benefit summary

Level	Silver	Gold	Platinum
Marketing & Visibility			
Listed Silver in Nuxeo Application Builder Partner directory	Y	Y ^(p)	Y ^(p)
Joint webinars	Y	Y ^(p)	Y ^(p)
Joint success stories	Y	Y ^(p)	Y ^(p)
Joint press releases	Y	Y ^(p)	Y ^(p)
Editorial in Nuxeo Monthly newsletter	Y	Y ^(p)	Y ^(p)
Social Media	Y	Y ^(p)	Y ^(p)
Nuxeo Connect Portal	Y	Y	Y
Sales			
Presales support	Y	Y ^(p)	Y ^(p)
Sales kit	Y	Y	Y
Sales training (every 6 months)	Y	Y	Y
Lead generation	Y	Y ^(p)	Y ^(p)
Operations			
Nuxeo Connect Portal for Partner	Y	Y	Y
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%
Commissions on Nuxeo Connect sales	5.00%	10.00%	15.00%

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