



# Program Guide

Web Signage Partner Program Policy

2010

## **Purpose**

This document outlines the current policies for joining the Partner Program for marketing and support of Web Signage solutions ([www.websignage.eu](http://www.websignage.eu)). Web Signage is an application service developed and provided by Edisonweb, a software development firm active in the creation of web-based applications. The Partner is a company that has signed an agreement to join the Partner Program.

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## **Joining the Web Signage Partner Program**

The program lasts one year and is automatically renewable. To start participating to the Program you need to send a request using the on line form and to accept the Program terms and conditions. Edisonweb will evaluate your request in order to validate and confirm the selected profile and all related competences. From this time on you will start to benefit from the Partner Program advantages. The partnership agreement will renew itself every year.

## **Partnership program membership levels and categories**

There are five membership levels which include several competencies to qualify the partner to develop and deploy value-added services in a perspective of mutual and shared opportunities.

### ***Affiliate Partner***

This type of partnership is addressed uniquely to organizations, which, against payment of a compensation, generate opportunities and contacts for direct selling of Web Signage by Edisonweb and partners. The compensation is recognized for every signed final user contract.

### ***Technology Partner***

This type of partnership is addressed to system integrators or technology partners, which, against payment of a compensation, generate opportunities and contacts for direct selling of Web Signage by Edisonweb and his partners integrating their own added value services. The compensation is recognized for every signed final user contract.

### ***VAR Partner***

VAR partners implement, resell and support a complete Web Signage solution. The partner organization will have the opportunity to increase profits thanks to discounts on licence resale. The partner may decide whether to provide its own additional services directly to the final customer or resell those provided by the Web Signage team or its partners. In this case, the partner can benefit from a discount on the services.

### ***Premier Partner***

A premier partner is a partner who collaborates with Edisonweb in the creation of selling and marketing strategies for predefined market and territory segments and /or channels. The premier partner (also with the aid of its own channel partners) implements a solution created with the Web Signage platform and provides planning, creative designing and implementation services. A Premier partner organization will have the opportunity to increase profits thanks to predetermined discounts on licence resale.

### **Strategic Partner**

Organizations with high managerial skills and resources, that are able to provide commercial coverage on a national level, fall under this category, with whom a framework agreement for provision and marketing of Web Signage platform application and professional services has been signed. Subscription to this category is possible only upon invitation.

### **Skills and competencies**

Web Signage is an open platform that enables development and implementation of a great number of value-added solutions. It represents a unique opportunity for system integrators, developers, professional web designers, communication experts, marketing and advertising agencies.

Therefore, organizations that subscribe to the Partner Program have the chance to qualify their competencies on the basis of specific criteria in the ambit of potential value-added services that can be implemented through the Web Signage platform, as well as the acquisition of specific benefits for each competency.

The following general criteria is applied:

- Partners earning more membership levels must meet the criteria for each level and in case of overlapping requirements, meet the highest ones.
- Membership and qualification requirements shall be audited annually.
- Any exception to the composition of qualifications must be approved, accepted, and managed by Edisonweb.
- Partners must keep the number of certified resources at any time.
- Partners have to reach the following requirements in order to keep partnership levels and qualifications:
  - Yearly turnover (Products/Services)
  - Competencies
  - Customer satisfaction

### **Software Solutions Competency**

The Software Solutions competence is targeted at companies that produce software and application services, offering technical support and consultancy for integration and deployment of innovative solutions through Web Signage.

We acknowledge the Web Signage Software Solutions competency to partners who demonstrate proven skills in software solution development and have created on-line products or services that are integrated with Web Signage technology.

This competence is designed to provide specific benefits and support to partners who specialize in developing and marketing packaged software solutions leveraging on Web Signage platform.

### **Content Developer Competency**

This competence involves companies able to design and implement personalized content using the Web Signage platform tools.

We acknowledge the Content Developer competency to partners who demonstrate proven skills in multimedia content development and dispose of the technology needed to create such content that is integrated with the Web Signage platform.

The Web Signage Content Developer competence has been designed to help partners to increase the demand of their own value added services and to create new sale opportunities with projects based on the Web Signage platform.

### **Network Infrastructure Solutions Competency**

This competence is reserved to organizations with a proven experience in the design, implementation and customization of networking infrastructure solutions for communication and distribution of content through Web Signage.

Partners who achieve the Networking Infrastructure Solutions competency are those who have proven skills in the creation of infrastructural solutions for digital signage projects, that is, the realization of data transmission networks based on the TCP/IP protocol and the broadcasting of audio/video signals.

The Network Infrastructure Solutions competence has been designed to share with partners opportunities of design, construction and management of networks based on Web Signage supplying the installation, configuration and management of data transmission multimedia playback equipment.

### **OEM Hardware Solutions Competency**

It refers to organizations that produce or distribute hardware solutions capable of integrating the functionalities offered by the Web Signage platform as well as the ability to run the player software for the reproduction of related content.

Organizations that produce or distribute high-quality hardware systems configured according to specific operational requirements for Web Signage can achieve competence OEM Hardware Solutions.

Competence is designed to identify and support partners with proven experience in production or development of client hardware, computer parts, peripherals or accessories associated with features of the Web platform signage, encouraging and promoting choice for such equipment.

### **Advantages and resources**

Subscription to the partner program also provides the following benefits:

- Access to technical formation events, acquirement of architectural indications and other tools intended for testing and development of applications testing as well as the integration of services and devices within the Web Signage platform
- Enhanced visibility on the market; promotion of a competency to a targeted audience, enhanced market access by associating a brand to Web Signage
- Enhanced profit and growth: promotion of your own solution, collaboration with other partners and expansion of your business into new markets through on-line tools and events. Opportunity of marketing your own solutions as well as the Web Signage platform
- Listing in the Web Signage partner directory
- Access to Web Signage template sources which enable you to customize and develop evolved communication projects
- Support and advice for development of ad hoc projects
- Publishing of case studies

### **Requirements**

The achievement of competence helps to obtain one or more levels of partnership. The requirements are verified through:

- The evaluation of references from clients of Web Signage solutions
- Presence of certified personnel for the Web Signage platform
- Presence of staff with recognized ICT certifications
- Certification of software/hardware products by Edisonweb

## Summary

Partner benefits	Affiliate & Technology Partner	VAR Partner	Premier Partner
Sharing market opportunities arising from Web Signage <sup>1</sup>	where applicable	Yes	Yes
Dedicated sales support	No	No	Yes
Dedicated technical support	No	No	Yes
Demonstration platform access	Yes	Yes	Yes
Discount on licenses and services resale <sup>2</sup>	NA	25%	35%
Compensation on procured sales <sup>3</sup>	20%	NA	NA
Partnership press release	Yes	Yes	Yes
Partner Logo	Yes	Yes	Yes
Partner web directory <sup>4</sup>	Yes	Yes	Yes
Publishing of case studies <sup>5</sup>	Yes	Yes	Yes
Partner Marketing Kit	Yes	Yes	Yes
Discount on professional design services and consultancy	No	20%	30%
Discount on professional training services	No	20%	30%

## Requirements

Yearly turnover threshold <sup>6</sup>	NA	€ 80.000	€ 150.000
Fee per technical certification sessions	NA	€ 1.500	€ 1.500
Competencies/certifications required	No	1	2
Customer references	NA	1	3

Edisonweb reserves the right to modify this document at any time. You can find more information and the updated version of the program at <http://www.websignage/en/partner-program.asp>

<sup>1</sup> The involvement of the partner is at the discretion of Edisonweb.

<sup>2</sup> Perpetual discount grant for the duration of the contract only and for achieving yearly turnover threshold.

<sup>3</sup> Calculated and paid according to the actual duration of the contract and in any case for a maximum of twelve months.

<sup>4</sup> Link to partner web site required.

<sup>5</sup> At the discretion of Edisonweb.

<sup>6</sup> In case of failure to achieve the minimum threshold a 20% discount is applied only on professional services.

## Logos

The partners are authorized to use the partnership logos applicable.



The logo will be used exclusively for the promotion of the Company as an Authorized Partner for the sale and promotion of Web solutions Signage and used in accordance with the guidelines provided by Edisonweb. Will only be used on materials used in the business of selling Web Signage solution, such as on letterhead, business cards, advertising and promotional materials, as well as within sections of a Web site that refer to partnership and Web Signage. In this case you must insert a link to the Web Signage home page and an alternative description (alt tag) following the guidelines provided by Edisonweb.