

PARTNER
PROGRAM

COMPREHENSIVE
COLLABORATIVE
POWERFUL

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The Survalent Partner Program is designed to dramatically accelerate your Survalent sales revenue with access to more resources and a strong collaboration between our teams. It only has one goal: **making you – our business partners – more successful, knowledgeable, and profitable.**

Partners enjoy a variety of benefits including demonstration software, training and marketing support services. These benefits help extend your market reach, reduce costs, increase profitability and deliver innovative solutions to meet your customer's unique requirements.

The Program supports all stages of your business by providing:

- **Tools and resources** to help you grow and develop your business.
 - **Marketing programs** to help you generate demand and drive sales.
 - **Assistance** in building and maintaining expertise in your field through access to software for development, support, sales and training.
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PROGRAM OVERVIEW

Survallent offers several areas in which partners can focus. Specialize as an Authorized Reseller and focus on selling the widest range of Survallent's software products; or specialize as a Systems Integrator focused on building complete systems that include our ADMS and substation automation software, as well as other non-competing software and hardware products; or specialize as a Manufacturer's Representative focused on promoting our ADMS and substation automation software to utilities in select geographic regions.

Program Tracks

Based on your membership track, you will receive a set of program benefits that support all stages of your business cycle – from business planning to customer retention. Program benefits vary by track and include marketing tools and services, technical and sales support resources, and sales and technical training.

The track you join is determined by your organization's level of expertise, revenue attainment, and engagement in the program.

- **Authorized Reseller** - demonstrated expertise in your contracted Survallent portfolio. You have access to many tools and resources to help drive business growth, provide exceptional customer service, and realize your market potential.
- **Manufacturer's Representative** – finds opportunities for Survallent software in a defined territory. You have access to tools and resources to help drive sales of Survallent products.
- **System Integrator** - demonstrate the highest degree of expertise. You have the opportunity to build close relationships with Survallent and receive the program's top benefits which includes joint business planning and access to Market Development Funds (MDF) to implement demand generation campaigns.

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HOW THE PROGRAM WORKS

Eligible Solutions

The following Survalent solutions are currently eligible for the Survalent Partner Program:

- SurvalentONE ADMS (SCADA/OMS/DMS)
- StationCentral (Substation Automation System)

Program Materials

As a member of the partner program you are subject to the terms of the various program materials which will be made available to you.

Survalent grants partners access to use Survalent's logos or marks provided to partners in connection with the Partner Program, provided that such use is in accordance with Survalent's branding guidelines.

Sales Order Process

All required order documentation should be submitted to Survalent for processing.

Sales & Marketing Resources

The Survalent Partner Program equips partners with a variety of sales and marketing tools, including branding guidelines, market development funds, sales playbooks, and more.

Training & Enablement

Survalent enables its partners to successfully sell, implement and support our products and solutions.

We offer instructor-led courses that are designed to give you the technical know-how to solve a customer's most demanding business challenges.

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REQUIREMENTS & INVESTMENTS

Program	Manufacturer's Representative	Authorized Reseller	System Integrator
Signed Partner Master Agreement & Accompanying Appendix	▪	▪	▪
Annual Program Fee (USD)		US \$3,000	US \$5,000
Completed Annual Business Plan		▪	▪
Quarterly Business Plan Review			▪
Completed & Maintained Company Profile	▪	▪	▪
Onboarding			
Complete Onboarding Program (delivered online)	▪	▪	▪
Accreditation & Certification			
Required # of Sales Professionals Accredited	1	1	2
Required # of Technical Professionals Accredited	Optional	1	3
Sales & Marketing			
Net Annual Software License Revenue Target (USD)	US \$500,000	US \$250,000	Contact partners@survalent.com
Pipeline Management & Sales Forecast Review	Monthly	Monthly	Quarterly

TRACK LEVEL BENEFITS

Sales	Manufacturer's Representative	Authorized Reseller	System Integrator
Partner Portal & Support Center	▪	▪	▪
Marketing			
Partner Logo Usage	▪	▪	▪
Brand Central & Brand Guide	▪	▪	▪
Marketing Development Funds Program	By Invitation		
Program Certificate	▪	▪	▪
Product Demo Access		▪	▪
Online Co-branding Tools	▪	▪	▪
Solution Catalog Listing		▪	▪
Partner Directory Listing	▪	▪	▪
Sponsorship & Exhibit Eligibility at Survalent Events	▪	▪	▪
Webinar Participation	▪	▪	▪
Eligible for Partner Summit Participation at User Conference	▪	▪	▪
Training			
Partner Onboarding Program	▪	▪	▪
eLearning Courses	▪	▪	▪
Partner Workshop Participation	By Invitation		
Software			
Marketing & Demonstration Software		▪	▪
Beta Program Participation Option	By Invitation		
Product Roadmap Review Sessions	By Invitation		
Communications Support			
Partner Press Release with Survalent Quote Authorization	By Invitation		
Partner Webinar Series	▪	▪	▪
Partner Newsletter Subscription (Monthly)	▪	▪	▪
Customer Support			
Access to Online Partner Support Services	Limited	Limited	▪
Dedicated Partner Support Specialist	Additional Fee		

GETTING STARTED

Contact —————
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for more information.

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