



## STRONGLINK Partner Program



As a Data First approach, StrongLink software is used by the world's largest organizations to provide complete and total visibility of data (Structured and Unstructured) everywhere in a Unified Methodology. We offer an industry leading partner program designed to make our partners successful in delivering proven solutions to address data sprawl.

The StrongLink STRONGPARTNER Program (SSP) is a partnership program that enables partners to deliver innovative solutions that deliver real-world solutions that addressing the ever-growing challenges associated with data sprawl in the enterprise. Our program has been developed based on actual partner feedback, making it easy to transact StrongLink business in various models, delivering attractive margins based on the level of service delivery.

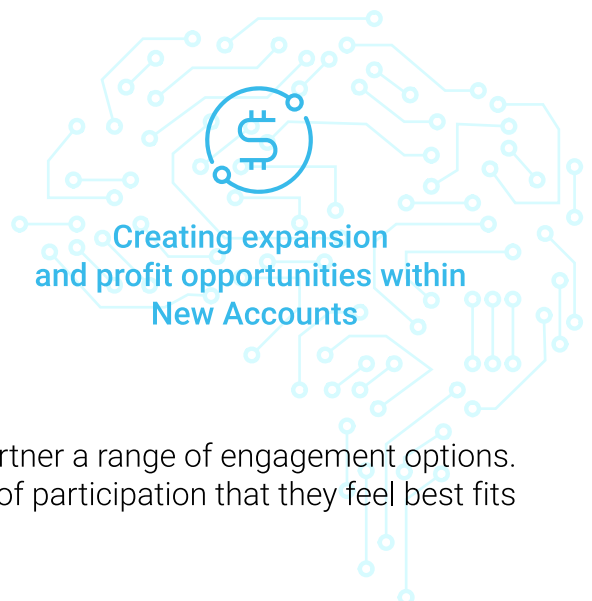
### The StrongLink STRONGPARTNER program is focused on meeting these mutual objectives:



New Account Acquisition



Successful Deployments of the StrongLink Platform



Creating expansion and profit opportunities within New Accounts

The STRONGPARTNER program is simple and provides the partner a range of engagement options. Partners can choose the engagement level based on the level of participation that they feel best fits the opportunity.

## Table 1

Referral	Reseller	System Integrator (SI)
Partner engages with customer to Introduce StrongLink.	Partner engages with customer to Sell StrongLink.	Partner engages with customer to Sell StrongLink with Value Add.
Professional Service provided by StrongLink	Professional Service provided by StrongLink	Professional Service provided by Partner
Minimum Skillset	Basic Skillset	Advanced Skillset
Referral Commission Paid Upon Opportunity Closure	Discounted Resell	Discounted Resell and ability to provide Professional Services

## Table 2

Program Services	Referral	Reseller	SI
Deal Registration (w/ Approved Design)	X	X	X
Sales Training	X	X	X
Joint Sales Engagement		X	X
Configuration & Quoting		X	X
Partner Portal Access		X	X
Joint Business and Sales Support		X	X
Revenue Requirement		X	X
Executive Sponsor			X
Marketing Planning			X
Dedicated Sales & Engineering Support			X
Margin Enhancement			X
Co-Branded Lead Generation			X
Self-Demo Software & Capability			X
StrongLink STRONGPARTNER Website Placement			X
Quarterly SE Training			X
Quarterly Business Reviews			X

## Table 3

Program Requirements	Referral	Reseller	SI
Minimum Credit Line Threshold	\$50K	\$250K	>\$500K
Account Mapping	X	X	X
Sales Staff Trained by StrongLink	X	X	X
Sales Staff Assigned to Opportunities	X	X	X
Business Review Reporting	Half	Quarterly	Monthly
Sales Staff Manage Customer Meetings & Follow Up		X	X
Technical Staff Train 1 (Demo/Install)		X	X
Technical Staff Train 2 (Customization for Pro-Service)			X
Professional Service Delivery on behalf of StrongLink			X
Marketing Staff Contact	X	X	X
Placement of StrongLink Logo (Type) on Website	X	X	X
Website Page Dedicated to StrongLink Relationship		X	X
Joint Campaign Development & Case Studies		X	X
Own Demonstration System			X

## FAQ

### What is the Training?

Through Zoom Webinar(s) There are 1 Sales, and 2 Technical Courses (level dependent).

### Is the Training Self-Paced?

Not currently.

### Is there a Training Cost?

No, there is no cost to attend the training currently. Joint campaign development and opportunity development can be expected to reasonably share costs.

### Are there Marketing Fees?

There are no Fees paid to StrongLink for Marketing. However, with an approved Co-Marketing plan, outbound joint campaign development and can be expected to share costs reasonably.