



QPR PARTNER PROGRAM OVERVIEW

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1 INTRODUCTION

This guide describes the QPR Partner Program, including the basic structure of the program, why you should join, an overview of program requirements and benefits, as well as enrollment policies and processes. It is designed to provide information to organizations interested in joining QPR Partner Program and for those organizations who are already QPR Partners.

QPR may update or modify this guide. QPR reserves the right to make the benefits listed in this Guide available to any of its partners, or to withhold any of the benefits. QPR Partners are responsible for their employees' compliance with the guidelines and terms of the QPR Partner Program.

If you have any questions related to the QPR Partner Program, please direct them to the Partner Development Team via email at partnercare@qpr.com.

2 WHY JOIN QPR PARTNER PROGRAM?

A partnership with QPR is a mutually beneficial relationship. Our program provides a predictable and clearly defined environment for you to work within. Through our dedicated teams we ensure that you have the necessary resources to focus on your customers.

QPR Partner Program is designed to help you increase your revenue by providing you with all tools needed throughout the entire business process, get the highest level of support from QPR, whether related to sales, marketing or technical knowledge, and benefit from all available customer experiences at QPR.

Partners play a very important role in QPR's business due to the fact that all international business is done through the Partner Channel. QPR receives a great amount of end customer leads via the www.qpr.com website and forwards leads to international Partners to continuously facilitate their business and generate more sales

3 PARTNERSHIP BENEFITS

This section describes the main benefits that companies can receive by partnering with QPR. Category specific details on benefits and requirements are in chapter 4.

Partner Program Support

QPR has a global team of professionals dedicated to partner management to offer a consistent support and ensure Partners' success.

Software Licenses

All QPR Partners receive software licenses for internal use and demo purposes of all QPR Products. All licensed software is available at QPR PartnerNet.

Technical Support

QPR offers technical support to all its Partners from 8.00 am to 20.00 pm Eastern European Time. Contact our team of professionals at +358 290 001 155, partnercare@qpr.com or custo-mercure@qpr.com.

QPR Trainings

All QPR Partners are entitled to join the regularly scheduled QPR Trainings in Finland. The schedule, agenda and registration policy are available on QPR PartnerNet.

QPR Certification

QPR certification tests are designed to ensure that our Partners keep their skills on QPR Products up to date according to the latest software releases.

Details on the Certification Program can be found on QPR PartnerNet.

QPR Joint Marketing Services

QPR Partners are eligible to receive marketing support and services regarding campaigns, events, publications, etc.

Partner Bulletins

QPR sends a newsletter to all subscribed partners to keep them regularly updated. Partners can access archived versions through PartnerNet and subscribe by contacting their Sales Managers or sending an email to marketing@qpr.com.

QPR PartnerNet

QPR PartnerNet is the extranet for QPR Partners and their main source of information about QPR. It contains all material and documents that Partners might need throughout the entire sales process. PartnerNet will be renewed for 2009 with better functionality and new features including f.e. better news site, search function and file library. Access is restricted solely to QPR Partners and it can be accessed at <http://partnernet.qpr.com>. A username and password will be assigned to Partners when they join our partner network.

QPR Events

The QPR Partner Summit and regional partner meetings are organized yearly as opportunities for Partners to meet with their Sales Managers and QPR Management to discuss open issues, share information and make decisions face to face.

Marketing Collateral

Partners have the opportunity to develop joint marketing collateral and, for example, translate QPR marketing collateral as it is usually available in English. Also, they may create their own collateral, but this must be approved in advanced by QPR.

QPR Partner Logos

QPR Partner Logos are available for Partners according to the category they belong to. Usage guidelines can be downloaded from QPR PartnerNet.

Public Relations

Partners may issue press releases regarding their partnership with QPR upon approval from QPR Marketing and Communications Services, which can be reached at marketing@qpr.com.

4 LEVELS OF PARTNERSHIP

QPR Partner Program will be based on 4 different partner levels:

- QPR Consulting Partner
- QPR Value Added Reseller (VAR)
- QPR Advanced Value Added Reseller (Advanced VAR)
- QPR Strategic Value Added Reseller (Strategic VAR)

4.1 QPR Consulting Partner

QPR Consulting Partners are consulting companies that have no rights to resell QPR products but want to partner with QPR in order to be able to recommend QPR tools to complement their services for a “finder’s fee”.

QPR Consulting Partners are in practice managed by Value Added Resellers working in the same region. The Consulting Partner gets technical support from the VAR and this one gets the lead from the Consulting Partner. Consulting Partner gets QPR Product package for their internal use after paying QPR Partner Program Fee which is yearly QPR product maintenance & support fee.

4.2 QPR Value Added Reseller

QPR Software wants to deploy a consistent program around the world, regardless of geographies or local markets. Therefore, the entry level for all reselling partners will be Value Added Reseller (VAR). QPR VAR Partners need to meet certain criteria including sales.

4.3 QPR Advanced Value Added Reseller

QPR Partner Program is based on fiscal year period. Upgrades and downgrades are possible in the end of H1 and H2 of current fiscal year. Advanced VARs have reached the QPR net invoicing of 50 KEUR during the last 12 months. They have also named and certificated persons for co-operation and they have done at least one success story of their end customer usage.

4.4 QPR Strategic Value Added Reseller

Strategic Partners have reached the highest level of QPR Partner Program. These Partners are f.e. allowed to participate in deeper product and solution development. They have reached QPR net invoicing level of 125 KEUR during the last fiscal year.

5 PROGRAM ENROLLMENT AND CATEGORY CHANGE REQUESTS

In order to apply, whether interested in becoming a Consulting Partner or a Value Added Reseller, companies should send a partnership request to partnercare@qpr.com or fill in the contact form available on the QPR website (<http://www.qpr.com/reg/Partnership.html>).

The applicant's profile will be reviewed within a week and, if the application is approved, a joint business plan will be created by both QPR and the Prospect Partner (check Appendix B to see the Business Plan Template).

Finally, the Partnership Agreement would be then negotiated and completed.

All resellers will join QPR Partner Network as Value Added Resellers by default.

Partners' program status will be revised every year and results will be published on February. All requirements will be analyzed in order to decide whether the partners' status will be changed or not.

In special cases and upon Sales Managers' requests, individual performance will be reviewed in order to upgrade/downgrade a certain Partner.

PARTNER PROGRAM BENEFITS AND REQUIREMENTS

QPR Partner Program Benefits	Consulting Partner	Value Added Reseller	Advanced Value Added Reseller	Strategic Value Added Reseller
Sales				
Finder's Fee	x			
Partner Discount based on the Partner level		x	x	x
Lead distribution			x	x
Free Sales Training Events in Finland		x	x	x
5 days of free On-site Sales Support				x
OverPerformance	x	x	x	x
Product				
Technical support from QPR Customer Care		x	x	x
Access to new versions and releases of QPR Products		x	x	x
Right to use QPR products by Partner's employees	x	x	x	x
Access to the Bug and Feature Database				x
Access to Product and Solution Development Discussions			Eligible	x
Free Product Training Events in Finland		x	x	x
Marketing				
Partner Welcome Kit	x	x	x	x
Right to use the QPR Logo according to the Partner Program category	x	x	x	x
Access to PartnerNet	x	x	x	x
Visibility at www.qpr.com	x	x	x	
Premium visibility at www.qpr.com				x
Joint marketing services			Eligible	Eligible

QPR Partner Program Benefits	Consulting Partner	Value Added Reseller	Advanced Value Added Reseller	Strategic Value Added Reseller
Joint e-mail campaigns locally				Eligible
QPR product marketing and sales support		x	x	x
QPR Partner Bulletin		x	x	x
Access to Strategic VAR Round Table				Eligible
Support				
Discounted access to QPR Partner Events			x	
Free access to QPR Partner Events		Subject to availability	x	x
Named contact at QPR		x	x	x
Named consulting and technical contact at QPR				x

QPR Partner Program Requirements	Consulting Partner	Value Added Reseller	Advanced Value Added Reseller	Strategic Value Added Reseller
Agreements				
Non Disclosure Agreement	x	x	x	x
Signed Partnership Agreement	x	x	x	x
Program Fee	x			
Training				
Basic Partner Training Package		x	x	x
Sales & Marketing				
QPR New Sales Net Invoicing over 50.000€/year			x	
QPR New Sales Net Invoicing over 125.000€/year				x
Bi-weekly Pipeline Reporting via PartnerCRM	x	x	x	x
Named QPR Sales Representative			x	
Dedicated QPR Sales Representative				x
1 Certified QPR Implementation Consultant		x	x	
1 Certified and dedicated QPR Implementation Consultant				x
Annual Sales and Marketing Plan			x	
1 Reference Customer or 1 whitepaper with a Public Success Story			x	
3 Reference Customers or whitepapers with Public Success Stories				x
Link to QPR Website on Partner's Website		x	x	x
In depth Content about QPR on Partner's Website				x

Appendices

Appendix A: QPR Business Plan Template

1. **Our long term objectives and key figures**
 - Long-term objectives for QPR business (3-5 years)
 - Key figures

2. **SWOT for our QPR Business**

3. **Target markets & competitors**
 - Industry verticals we are targeting
 - Methodologies & solution areas we are offering
 - Main competitors
 - Our competitive advantages and differentiators regarding competition

4. **Sales Budget 2009-2010 in kEuros**
 - Estimated new gross sales of QPR Software products and first year maintenance (including Partner's own share, excluding Partner's own service sales, excluding maintenance from old purchases)
 - QPR ScoreCard
 - QPR ProcessGuide
 - QPR FactView
 - QPR Workflow
 - Estimated purchase of consulting services from QPR

5. **Resource plan / contact persons**

6. **Marketing plan**
 - Marketing events and campaigns we will arrange or participate
 - Other activities for getting new end customer prospects
 - Our marketing budget for QPR related marketing activities

7. **Most important QPR end customers**

8. **Other activities for 2009**

Appendix B: Event Marketing Agreement Template

This Event Marketing Agreement ("Agreement") is entered into between:

[Partner's name] ("Partner")
with office at [add address, Country]

and

QPR Software Plc ("QPR")
with office at Huopalahdentie 24, FI-00350 Helsinki, Finland.

The parties have mutually agreed on the terms and conditions as set forth in this Agreement hereafter concerning the [add here Name of the Event] -event hosted by QPR and [add here PARTNER].

In consideration of the mutual promises contained herein, the parties agree as follows:

Event

Name of Event: [add here]
Date: [add here]
Agenda: See attachment or [add here]

Target

Target is to increase QPR awareness and credibility in the region. QPR products/services are presented exclusively. [Add / do possible changes if needed]

- Number of targeted leads: [add here]
- Number of targeted deals: [add here and by when]
- Target groups and size: Decision makers of [add here] (e.g. a specific industry, government representatives, prospects, media), spokesperson, professors etc.
- Number of invitations per target group: [list here]

Communication

Communication plan: [add here] (e.g. time table for press releases and invitee & media invitations)

Targeted pull vs. minimum number of participants required: [add here x / X]

Responsibilities

QPR will be in charge for [List here with the person in charge]
[Partner] is in charge for [List here with the person in charge]

Deadlines

- [dd.mm.yy]: Event Marketing Agreement signed
- [dd.mm.yy]: Final Marketing communication plan for the activity ready
- [dd.mm.yy]: Keynotes are known and confirmed
- [dd.mm.yy]: Venue is known and confirmed
- [dd.mm.yy]: Pre-invitations are sent by [PARTNER] / [third party]
- [dd.mm.yy]: Event is added and updated on QPR.com Event calendar by partner
- [dd.mm.yy]: Invitations are sent by [PARTNER] / [third party]
- [dd.mm.yy]: Possible reminding invitations are sent by [PARTNER] / [third party]

- [\[dd.mm.yy\]](#): Partner checks the number of enrollments
- [\[dd.mm.yy\]](#): Partner and QPR determine whether the activity will materialize based on the number of enrollments
- [\[dd.mm.yy\]](#): Partner confirms the final number of enrollments
- [\[dd.mm.yy\]](#): Internal brief organized before the event for everyone involved
- [\[dd.mm.yy\]](#): Participant feedback collected and evaluation of the event done
- [\[dd.mm.yy\]](#): Participants thanked, all after care done and the event/activity closed
- [\[dd.mm.yy\]](#): All leads created by this event report to QPR trough QPR PartnerCRM

Budget

Budget and cost sharing: The following costs are allocated to this event.
[\[add the budget here\]](#)

- QPR will pay in euros: [\[add here\]](#)
- [PARTNER] will pay: [\[add here\]](#)

Payment terms: All pricing is shown in euros (EUR). [\[List here the detailed payment plan with timetable\]](#)

Period of validity

Period of validity is three (3) months and it is counted from the firstly agreed event date. This agreement will expire on [\[add here\]](#).

Additional info

The terms of this agreement may not be modified, except by written Agreement, signed by both parties.

The laws of Finland govern this Agreement.

Any and all disputes, controversies, or differences which may arise between the parties, out of or in relation to or in connection with this Agreement, or for the breach thereof, shall be finally settled in arbitration by one arbitrator in accordance with the Arbitration Rules of Finnish Central Chamber of Commerce. The arbitration will be conducted in Helsinki, Finland, in the Finnish or English language.

Signatures

[\[Legal name of the partner organization\]](#) QPR Software Plc

Name: N. N.

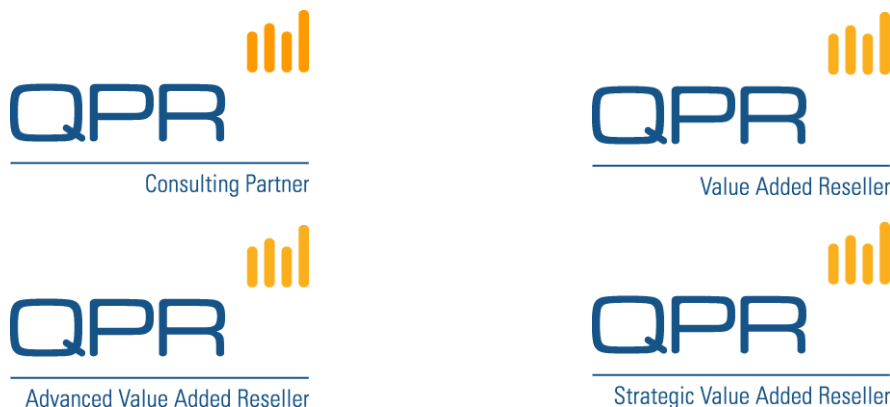
Title: Partner Manager

Place: Helsinki, Finland

Date:

Appendix C: QPR Logo Usage and Guidelines

The available QPR partner logos are:



QPR wants to encourage its Partners to use the appropriate QPR Partner Program category logo on partners' marketing material and has therefore designed following guidelines:

- Partner may only use the logo signature showing the designation for the program level for which the partner's company qualifies.
- The logo signature must not be combined with any other name, emblem or design.
- Partner will not use the logo once its entitlement expires or after notification of any modification by QPR
- Colors should be used only in the methods described in QPR Brand Identity Guide
 - Color:
 - Logo PMS 7409, Symbol PMS 647
 - Logo CMYK 0/35/99/0, Symbol CMYK 96/53/5/27
 - Logo RGB 238/175/0, Symbol RGB 22/87/136
 - Grayscale:
 - Logo Black, Symbol 35% Black
- In order for the logo to be legible, it should not be reproduced at sizes any smaller than that specified in QPR Brand Identity Guide (16 mm height).
- Minimum clear space (at least) around QPR logo will always be allowed as stated in QPR Brand Identity Guide.
- You may not alter the logo signature in any manner.

Please check the QPR Brand Identity Guide (on QPR PartnerNet) for further information about QPR logo signature usage.