

SEEBURGER Partner Program Guide

Core Values – Trust, Expertise, Teamwork & Quality



SEEBURGER Provides the Only Platform You Need to Support All of Your Integration Needs

SEEBURGER’s partner relationships are built on a solid foundation of core values that inspire profitable business opportunities and ensure seamless integration within your customers.

We Value Strategic Partnerships

SEEBURGER partners play a key role in helping organizations maximize ERP investments and consolidate B2B technologies. As an extension of our sales team, partners increase the value that we provide to our customers through strategic offerings. We support partners by enabling them with the software and services needed to deliver bundled and fully integrated solutions to customers.

SEEBURGER prides ourselves on aligning with the best within the partner community. We realize that you are a critical component to our growth initiatives, so we have put together a best-in-class partner onboarding process to help you maximize your investment in SEEBURGER. By working with us, we will provide you with the resources and tools necessary to succeed and positively impact your bottom line.

By offering more than 30 years of experience in the digitalization of business processes, you can rest assured that when you engage SEEBURGER, you will be treated like one of our own. Join our partner program and grow with us.

“When partners team with us, we provide them with the tools to help them successfully realize their goals.”

SEEBURGER Partner Types



- Designed for companies who collaborate with organizations and recommend SEEBURGER for integrations solutions
- Company earns additional revenue when referring SEEBURGER opportunities that convert into sales



- Value-added Resellers, System Integrators, Independent Software Vendors
- Resells licenses and services through partnership; acts as an indirect sales force for SEEBURGER



- Managed services partner that hosts SEEBURGER in their proprietary cloud environment/third-party infrastructure



- System Integrators, Consulting Firms
- Provides delivery and implementation of SEEBURGER solutions



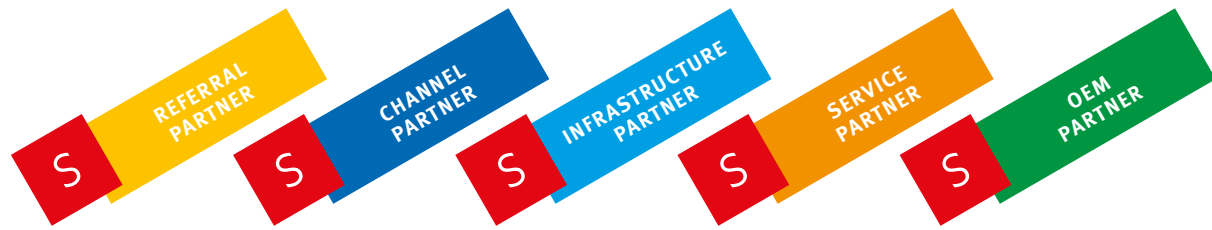
- Original Equipment Manufacturers embed the SEEBURGER technology into their products or included as a bundled offering

Partner Program Benefit Definitions

Enjoy the benefits of the SEEBURGER Partner Program and accelerate your sales growth. The benefits that we provide were carefully selected to make it easy to work with us and ramp up quickly. By arming our partners with the appropriate onboarding processes, marketing support, and training certifications, we are confident that your organization will see immediate value.

| | |
|---------------------------------------|--|
| Partnership Logo | Our logos let partners accurately represent their SEEBURGER relationship, and this can be used to advertise the strategic relationship |
| Annual Business Plan | Set clear objectives for the partnership and agree upon target metrics that both parties wish to achieve on an annual basis |
| Alliance Manager | Dedicated person responsible for cultivating and maintaining the partnership and overseeing the overall go-to-market strategy |
| Collaborative Business Reviews | Ensure that joint business goals are being met, review outcome of sales and marketing activities to assess the health of the business |
| Deal Registration | Register and protect a qualified sales opportunity while earning additional margin |
| Marketing Support | Leverage our Marketing Team to take advantage of our co-branded materials that can be used for lead generation |
| Partner Directory | Display your company information on our Partner Directory and help your organization reach more SEEBURGER customers and prospects |
| Joint Event Sponsorship | Ability to co-sponsor an event with SEEBURGER and demonstrate the value of our strategic partnership |
| Sales Kick Off | Start the partnership off on the right foot by creating an interactive experience to educate and motivate the partner's sales organization |
| Lead Generation | Align with the SEEBURGER sales and pre-sales organization to target key accounts and collaborate to drive net new business |
| Sales Training | Provide partners with comprehensive training to help them identify opportunities and sharpen their SEEBURGER selling skills |
| Access to Technical Resources | Our industry leading experts are available to assist with technical questions, demos, and onsite meetings |
| Pre-Sales Demo Environment | Partners are able to test our solutions and provide hands-on learning so that they are equipped for real-life scenarios |
| SEEBURGER Academy | The SEEBURGER Academy provides e-learning and in-person education to become certified to implement and sell our solution set |

Benefit Breakdown by Partner Type



Program

| | | | | | |
|-----------------------|-------|---|---|---|---|
| Partnership Logo | ● | ● | ● | ● | ● |
| Annual Business Plan | | ● | ● | ● | ● |
| Alliance Manager | Alias | ● | ● | ● | ● |
| Collaborative Reviews | | ● | ● | ● | ● |
| Deal Registration | | ● | ● | ● | ● |

Marketing Support

| | | | | | |
|-------------------------|--|---|---|---|---|
| Marketing Support | | ● | ● | ● | ● |
| Partner Directory | | ● | ● | ● | ● |
| Joint Event Sponsorship | | ● | ● | ● | ● |

Sales

| | | | | | |
|-----------------|--|---|---|---|---|
| Sales Kick Off | | ● | ● | ● | ● |
| Lead Generation | | ● | ● | ● | ● |
| Sales Training | | ● | ● | ● | ● |

Support & Training*

| | | | | | |
|---------------------|--|---|---|---|---|
| Technical Resources | | ● | ● | ● | ● |
| Demo Environment | | ● | ● | ● | ● |
| SEEBURGER Academy | | ● | ● | ● | ● |

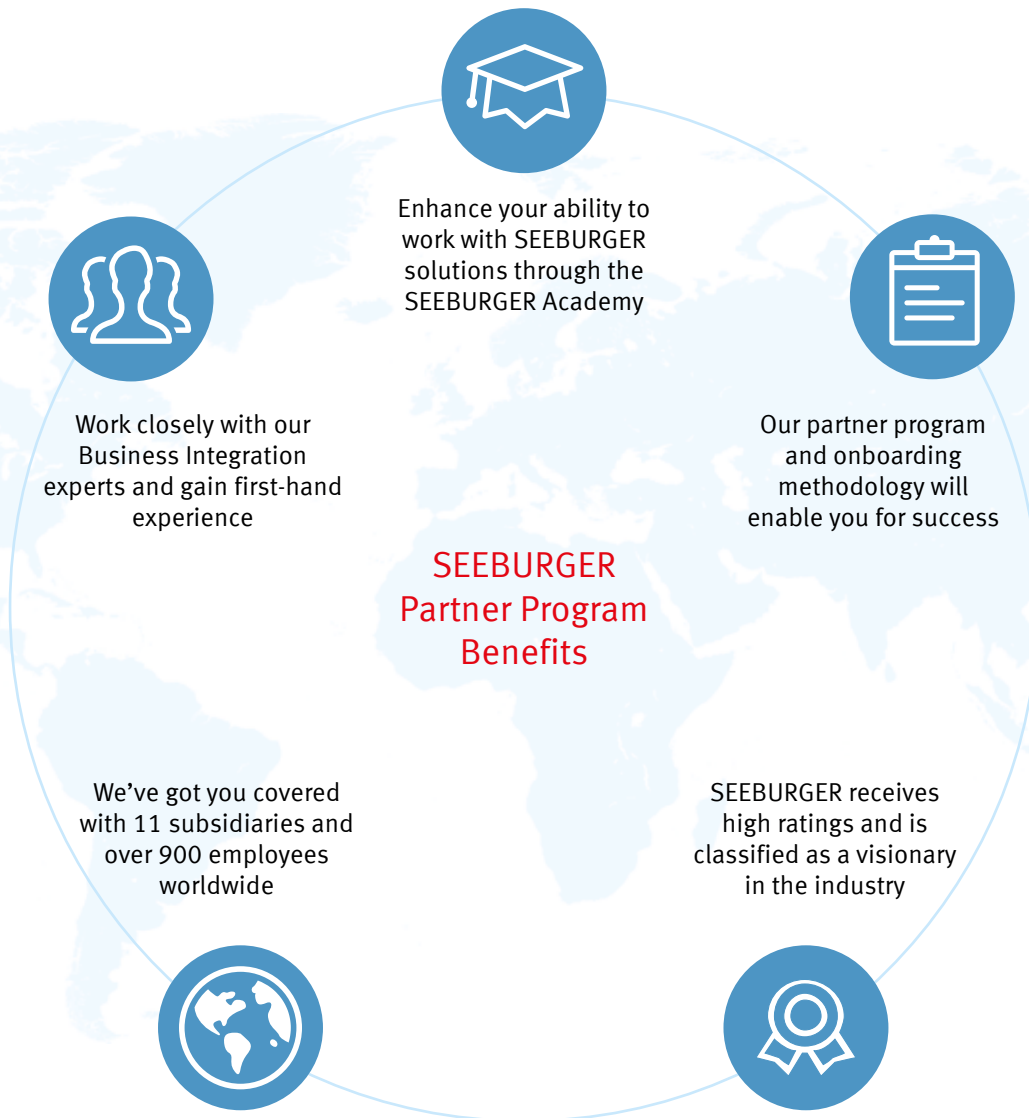
*Additional costs may apply and will vary for each partner



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SEEBURGER Highlights

- ✔ Customer-oriented product strategy
– Market-focused and Innovative
- ✔ Everything from a unified platform
– no third-party patchwork solutions
- ✔ Product, project, people
– everything from a unified platform
- ✔ Solutions for your complete digitalization requirement, servicing companies of all sizes on our signature platform – The Business Integration Suite
- ✔ React flexibly, quickly and innovatively to new digital challenges



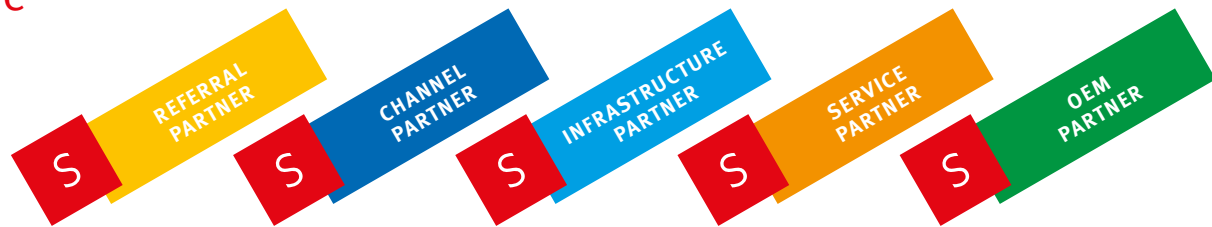
Requirement Definitions

Partners can achieve recognized partner status by meeting the requirements outlined below. By meeting the specific criteria for your partner type, this demonstrates that you have the sales proficiency and technical acumen needed to support SEEBURGER customers.

| | |
|-----------------------------|---|
| Annual Business Plan | Set clear objectives for the partnership and agree upon target metrics that both parties wish to achieve on an annual basis |
| Partnership Manager | Designated point of contact within the partner’s organization that is responsible for managing the relationship |
| Partner Profile | Display your company information on our Partner Directory and help your organization reach more SEEBURGER customers and prospects |
| Revenue Targets | Quota for specific SEEBURGER revenue targets that are clearly outlined in the Annual Business Plan and agreed upon by both parties |
| Case Study | Documented case study to demonstrate your successful project or sales and highlight the value that your partnership adds to SEEBURGER customers |
| Sales Training | Participate in our SEEBURGER Sales 101 training session (in-person classroom style or virtual) |

“ We pride ourselves on aligning with exceptional partners who add unique value for our customers. ”

Requirement Breakdown by Partner Type



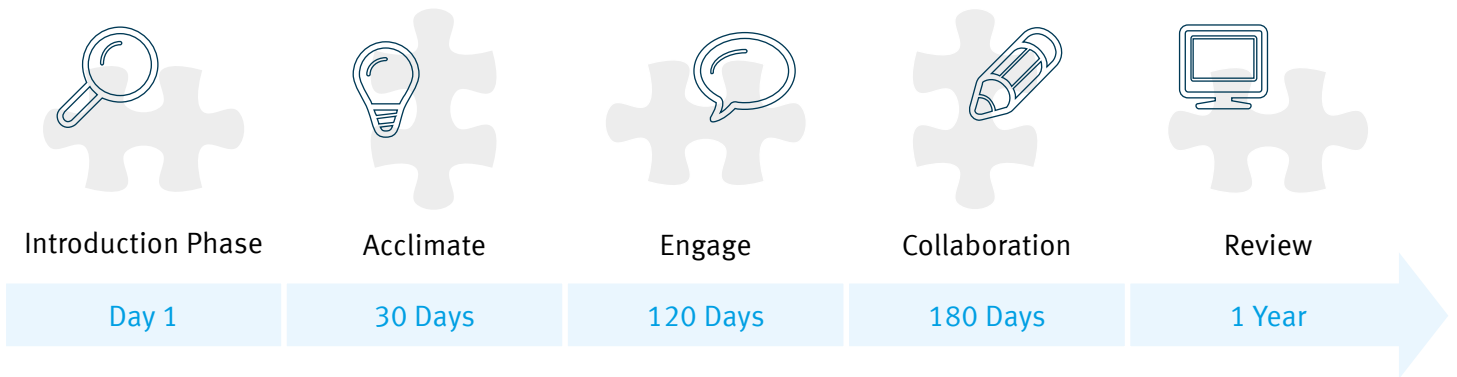
Partnership Requirements

| Partnership Requirements | REFERRAL PARTNER | CHANNEL PARTNER | INFRASTRUCTURE PARTNER | SERVICE PARTNER | OEM PARTNER |
|--------------------------|------------------|-----------------|------------------------|-----------------|-------------|
| Annual Business Plan | | • | • | • | • |
| Partnership Manager | • | • | • | • | • |
| Partner Profile | | • | • | • | • |
| Revenue Targets | | • | • | • | • |
| Case Study | | • | • | • | • |
| Sales Training | | • | • | • | • |

Partner Onboarding Process

- ✓ Quickly Boost Productivity
- ✓ Clear Objectives & Realistic Target Metrics
- ✓ Consistency & Commitment
- ✓ Enablement & Training
- ✓ Increase Engagement
- ✓ Enhance Performance

Onboarding Process Timeline





www.seeburger.com/global-offices