

_betasystems

[Sales Partner Program]

Joining Forces
for Better Business Success



Common Goals.
Combined Strengths.
Greater Success.

Beta Systems Sales Partner Program

The partnership concept – Joining forces for improved business success

Many goals are achieved more easily and faster when cooperating with strong partners. It is one of Beta Systems' goals to be able to offer professional solutions to customers all over the world at any time, with competent partners who take care of their needs and offer end-to-end service. The close cooperation with our sales partners

allows us to successfully brave this challenge, continually gain new customers and consistently strengthen existing customer ties. The responsibility of our sales partners is considerable: after all, they must ensure that the customers are satisfied. But the Sales Partner Program fully supports them along the way.

Attractive benefits – What you gain from becoming a Beta Systems sales partner

There are many good reasons for becoming a Beta Systems partner. Beta Systems' solutions allow you to enhance your portfolio with leading products covering the areas of Enterprise Content Management, Identity Management and Data Center Infrastructure. Take advantage of our bundled strengths and complementing services to systematically expand your leverage in existing markets, pe-

netrate new markets and differentiate yourself from the competition. You are sure to win: a decisive competitive edge, new target groups and additional turnover. The Beta Systems Sales Partner Program supports you throughout the entire sales process, from customer acquisition and sales all the way through to training and support.

What you bring into the bargain – Expert know-how in your field

It is up to our sales partners to provide the customers with optimal support and gain their trust. So it goes without saying that you, as a Beta Systems sales partner, belong

among the best in your industry and are able to fully meet the needs of the customers owing to your expert know-how and the appropriate solution portfolio.

Beta Systems sales partners are business partners or solution partners

Beta Systems Business Partner

Beta Systems business partners include value-added resellers and distributors who specialize, on a national or international scale, in the sale of complex solutions that require a high level of consulting. As a Beta Systems business partner you sell Beta Systems products and services or integrate them in your own solution. This is complemented by an excellent service and outstanding consulting skills. You specifically address the individual business demands of your customers, allowing you to develop and implement tailor-made solutions.

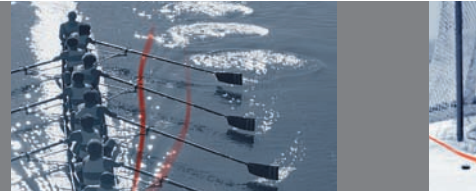
Beta Systems Solution Partner

Beta Systems solution partners comprise service providers and system integrators. As such, you are an expert on designing and implementing Beta Systems technology as required by outsourcing customers. You develop and implement customized solutions and services and ensure smooth operation of the customer IT. For example, you service an entire IT infrastructure or perform long-term support and maintenance tasks for solutions introduced on site at the customer. Products from Beta Systems form part of your concept for end-to-end customer solutions.



"We can look back on a very close and successful partnership with Beta Systems that started more than ten years ago. Thanks to having added the products from Beta Systems to our portfolio, we are in a position to offer our customers solutions which afford them, as well as us, a clear competitive advantage."

José Guilherme Figueirôa, CEO, GfS Software, Brazil



All set for business – Sales and marketing support

Attractive terms, uniform pricing, help with creating offers – if required, all the way up to signing the contract – joint reference visits, access to Beta Systems’ sales, support and marketing materials, joint presentations and Web demos... We go the extra mile in supporting your sales processes to assist you in offering top-of-the-line solutions based on Beta Systems products.

To help you address your target groups with great precision, you can draw on a broad assortment of marketing tools. This includes customized flyers and brochures as well as partner success stories, joint marketing campaigns or presentations at specialist conferences and

other events. And since successful sales operations rely on sound information, our partner newsletter always keeps you up to date on important news. It contains information on roadmaps, product news, events and much more.

When it comes to positioning yourself on the market and attracting new customers while retaining your existing ones, you can let the Beta Systems name work for you. As a certified Beta Systems partner, you can use the “Beta Systems Certified Sales Partner” logo for all your sales and marketing activities.



Optimally qualified – Partner training and certification

In order to gain the customers’ trust and loyalty, you need to understand their requirements and offer the right solutions which address those needs. This is why Beta Systems places a very strong emphasis on sales partner training and further education.

Our training courses provide you with precisely the right know-how to successfully position, sell, combine, implement and support Beta Systems products and solutions. This allows us to jointly generate more growth and profitability while keeping the customers satisfied.

On the one hand, the partner training contents address the demands of the different areas: Enterprise Content Management, Identity Management and Data Center Infrastructure. In addition, you can choose between different training courses geared toward specific employee functions. The Beta Systems training program covers sales and pre-sales seminars as well as technical workshops, product training and training on the job. After conclusion of the certification training, you viz. your company is fully certified and may present yourself as an authorized Beta Systems partner on the market.



“Forging a partnership is the easy part; breathing life into it is the real challenge, as this requires openness, mutual trust and social interaction. And this is precisely what it takes to succeed together – such as All for One and Beta Systems.”

*Wolfgang Miller, Managing Director
All for One Documents, Germany*



Three steps toward attaining sales partner status

Become a sales partner of Beta Systems in only three steps and benefit from partnering with us:

1st step: Initial contact – Defining goals

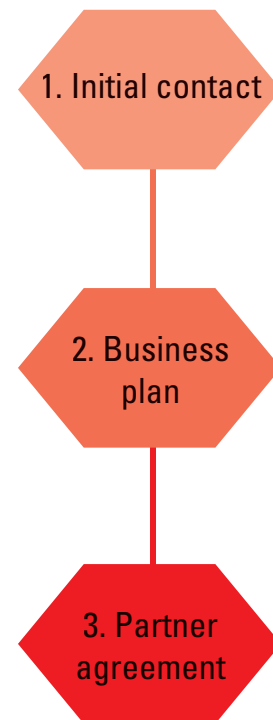
What is Beta Systems' strategy and what is yours? What do we offer to prospective partners, and what will you contribute? In what way and in which markets can we effectively complement each other? – Besides getting to know each other, the initial personal meeting will focus on discussing these and other questions. This will help us define the goals of our possible partnership and determine common potential.

2nd step: Setting up a business plan

If our first meeting turned out a success, the second step is working out the business plan. We will help you during this process based on our many years of experience. Key items include describing the common solution/product portfolios, the benefits for the end customer and the market strategy. Further details involve resource planning as well as defining the sales and support teams, the agreed goals and the performance criteria.

3rd step: Signing the partner agreement

Once the partner agreement has been signed, you will be an official sales partner and can immediately take advantage of all the benefits resulting from partnering with Beta Systems. You can access our comprehensive sales and marketing materials, profit from attractive purchase terms and active sales support and participate in training seminars as well as in the Beta Systems certifications program to accumulate just the right know-how to succeed.



Taking good care of you – Your contact at Beta Systems

Aiming for a solid cooperation based on trust, Beta Systems will designate a personal partner sales manager who is always there for you. You can also draw on the support of other partner team experts in the areas of sales, pre- and post-sales as well as marketing.

You are interested in becoming a Beta Systems partner? Do not hesitate to contact us:

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