



Aras Corporation PARTNER CERTIFICATION LEVELS

PARTNER BENEFITS & RESPONSIBILITIES

Effective from January 1st, 2013

Aras is committed to providing our partners with technical expertise, support and tools to become most effective at building and running a successful Aras PLM Practice. We help our partners capitalize on the PLM market, gain awareness among the growing Aras Community, and access our technical expertise and resources.

| PARTNER TYPE | AUTHORIZED ⁸ | CERTIFIED | GOLD CERTIFIED | ISV | SI |
|---|-------------------------|------------|----------------|----------------|----------------|
| Annual Fee ¹ | \$5,400 | n/a | n/a | \$5,400 | \$5,400 |
| BENEFITS | | | | | |
| Receive Margin on Aras Subscription | X | X | X | | |
| Partner Listed on Aras Web Site | X | X | X | X | X |
| Access to myInnovator for Leads (Aras CRM) | X | X | X | X | X |
| Access to Online Lead Generation Tools ² | X | X | X | X | X |
| Access to Service Packs (for internal use only) | X | X | X | X | X |
| Free Technical Training | X | X | X | X | X |
| Free Marketing Training | X | X | X | X | X |
| Free Demonstration Training | X | X | X | X | X |
| Access to Marketing Materials | X | X | X | X | X |
| Access to Aras Demonstration Materials | X | X | X | X | X |
| Partner Program Branding Guidelines and Logo Kit | X | X | X | X | X |
| Discounted rates for Aras Consulting Services | X | X | X | X | X |
| Press release collaboration: product/program announcements and joint wins | | X | X | X | X |
| Dedicated page in partner section on Aras Web Site | | X | X | X | |
| New Leads assigned to Partner | | X | X | | |
| Priority participation at Aras run ACE conferences | | | X | | |
| Priority Partner Support | | | X | | |
| Eligibility to participate in special programs | | | X | | |
| Access to Aras executive team | | | X | | |
| Branding as a Aras Gold Certified Partner | | | X | | |
| Branding as a Aras Authorized Partner | X | | | | |
| Branding as a Aras Certified Partner | | X | | | |
| Branding as a Aras ISV Partner | | | | X | |
| Branding as a Aras SI Partner | | | | | X |



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|--|------------|-----------------|----------------|-----|----|
| REQUIREMENTS | | | | | |
| Signed Partner Agreement | X | X | X | X | X |
| Number of Aras Certified Engineers ³ | 1 | 1 | 3 | 1 | 1 |
| Designated Primary Technical Contact | X | X | X | X | X |
| Designated Primary Sales Contact | X | X | X | X | X |
| Designated Primary Marketing Contact | X | X | X | X | X |
| Aras Listed on Partner Web Site | X | X | X | X | X |
| Maintain positive Customer Satisfaction ⁴ | X | X | X | X | X |
| Aras Demo Training | X | X | X | | X |
| Ability Quote, Process Orders, Bill and Collect | X | X | X | | |
| myInnovator CRM Training | X | X | X | | |
| Maintain myInnovator Leads and Opportunities ⁵ | X | X | X | | |
| Number of New Premier or Essentials Subscribers per year | | 1 | 3 | | |
| Support Staff Dedicated to Aras | | X | X | | |
| Meet online marketing requirements ⁶ | | X | X | | |
| Minimum number of New subscriber selection press releases or case studies per year | | 1 | 2 | | |
| Number of ACE Customer Events per Year ⁷ | | | 1 | | |
| Meet Aras Branding Requirements | | | X | | |
| Boot Camp participation (once a Year) | | optional | X | | |

¹ Annual fee assessed to Authorized Partner, ISV and SI every year after first full calendar year of participation in Aras Partner Program (i.e. Partners that have not sold at least one (1) Aras Subscription in past 12 months)

² Aras provides software to the Partner for harvesting Leads from the Partner's Web site

³ Requires Aras Training Course "Configuring Solutions" & "Developing Solutions" - <http://www.aras.com/university/>

⁴ Aras will from time to time conduct Customer Satisfaction Surveys

⁵ All Leads assigned from Aras to Partner need to be updated with status and maintained current by the Partner in myInnovator

⁶ Join Social Networking in Groups such as LinkedIn and Xing, make comments on blogs and participate in online discussions, and make postings on Directories & Listings to increase Web traffic on Partner and Aras Web site

⁷ Local ACE Customer Events planned and executed by the Partner

⁸ former Business Partner