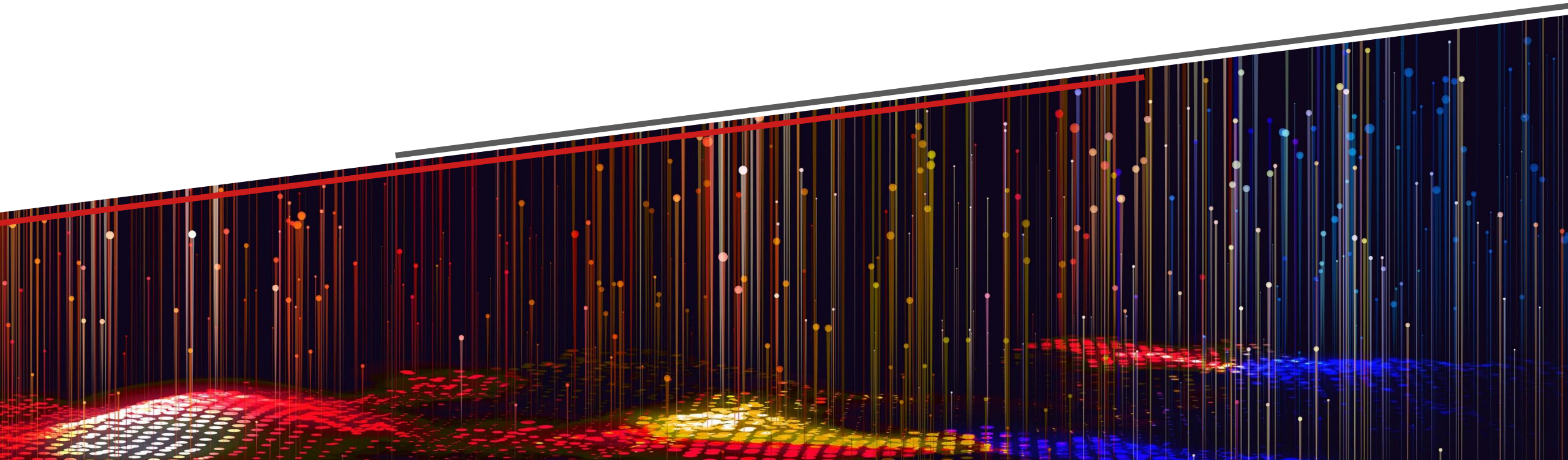




Aras Partner Program - Overview

2019-2020

D-004584



Aras Partner Program Team



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ARAS PARTNER PROGRAM FRAMEWORK

PARTNER TYPE

CERTIFICATION LEVEL

Channel Partner

Gold Certified Partner

Certified Partner

Authorized Partner

Referral Partner

- *Closed to new applicants*

- *Open to new applicants*

Services Partner

Systems Integrator

Training

Hosting

- *Highly selective to new applicants*

- *Closed to new applicants*

- *Open to new applicants*

Solutions Partner

OEM

ISV

Technology

- *Highly selective to new applicants*

- *Open to new applicants*

- *Open to new applicants*

ARAS PARTNER PROGRAM DEFINITIONS

PARTNER TYPES

Channel Partner

Channel Partners, partner with Aras to sell and distribute Aras subscription packages and services to Aras's Non-Target accounts.

Services Partner

Service partners are partners that provide services such as hosting, training, system integration and product development that are essential to the growth of Aras.

Solutions Partner

Solution Partners develop, market and productize industry specific applications based on Aras technology and their own domain experience or market segment expertise.

CERTIFICATION LEVELS

Gold Certified – Highest level of channel partner with the most benefits

Certified – A channel partner who has not yet reach Gold status

Authorized – A channel partner who has not yet achieved Certified status. All partners start as this level

Referral – A partner recommends Aras Innovator and receives a fee if the lead runs to a subscription

Systems Integrator - System Integration partners combine their methodologies, development skills and specialized vertical expertise to deliver Aras-based services and solutions to our joint customers.

Training - Training Partners offer a wide range of affordable and convenient training solutions, including public training, on-site and custom training.

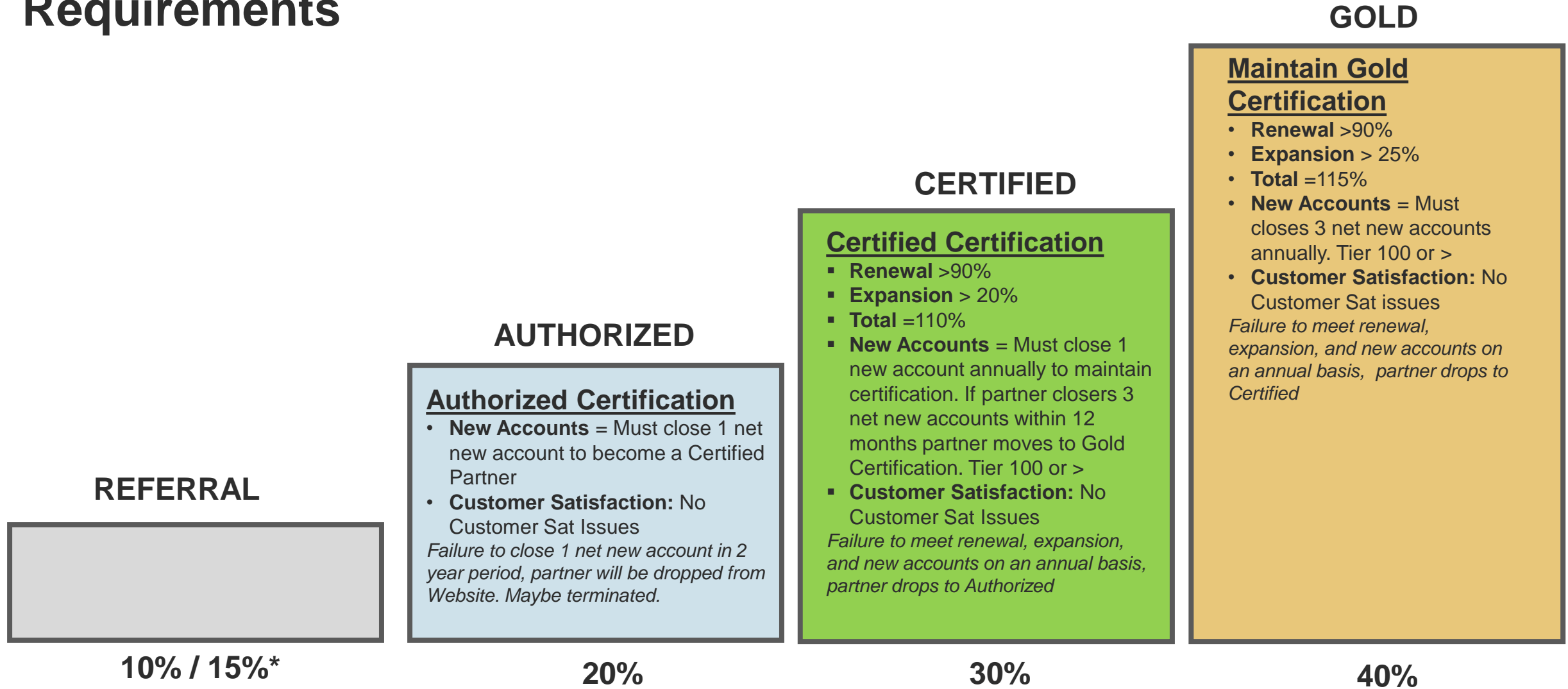
Hosting - Hosting Partners provide customers with cloud solutions powered by the Aras Innovator Application Framework

OEM - Software sold by a partner, in which Aras Innovator is the a substantial part of the solution

ISV - Independent Software Vendor makes and sells software that runs on / with Aras Innovator.

Technology – A partner that provides their application to Aras so that Aras can develop, sell and support an integration to that application. May also include standards bodies.

Channel Partners Certification Levels Requirements



10% / 15%*

* 1st year only

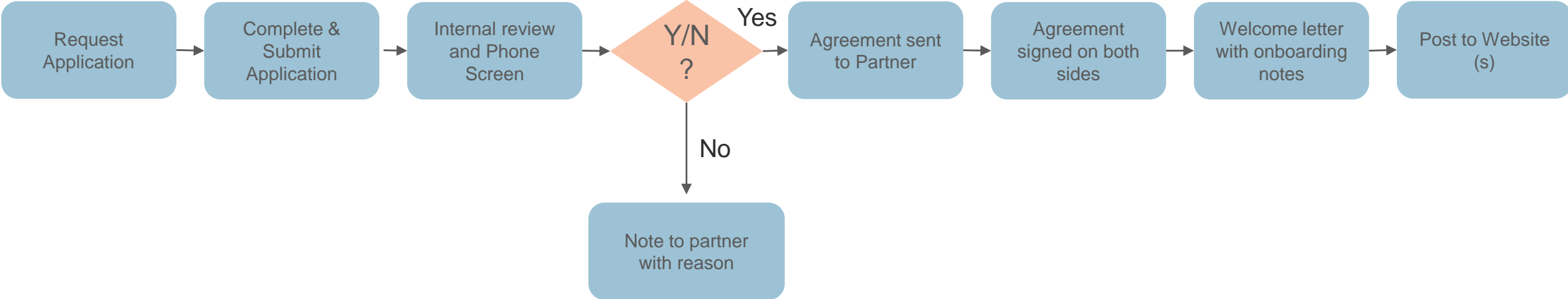
20%

30%

40%

Partners who regress to a lower tier, will earn the lower margin on all their subscribers, even if a subscriber entered while the partner was at the higher tier.

ARAS PARTNER ON BOARDING PROCESS



1-2 Months

Qualifications & Requirements

Partner Type / Business Model		Channel Partner				Services			Solution		
		Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV	OEM
Program	Signed partner agreement ⁰	✓	✓	✓	✓	✓	✓	✓ – Aras Community Sponsorship Req.	✓	✓	✓
	Fee ¹	Waived	\$5,400	Waived	Waived	\$5,400 yr	\$5,400/ yr	\$5,400/ yr	Waived, Aras may pay partner	\$5,400 first year	TBD
Training	Required number of Aras trained engineers ²	1	1	1	3	1	1	1	1	1	1
	Required courses										
	Essentials	✓	✓	✓	✓	✓	✓	✓	Optional	✓	✓
	Configuring Solutions		✓	✓	✓	✓	✓	✓	Optional	✓	✓
	Developing Solutions		✓	✓	✓	✓	✓	✓	Optional	Optional	X
	Designated Support Contact(s)		✓	✓	✓	✓	✓	✓	✓	✓	✓

As of: 7/10/2019 – May be subject to change.

Continued on next slide.

Qualifications & Requirements (Continued)

	Partner Type / Business Model	Channel Partner				Services			Solution		
		Certification Level	Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV
Sales & Marketing	Maintain positive customer satisfaction ³	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Meet Aras branding requirements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Aras listed on partner's website, kept in synch	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Designated primary sales contact	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Complete MyInnovator CRM training			✓	✓	✓					
	Must follow the new account registration process (email)			✓	✓	✓					
	Must use MyInnovator (CRM) for leads, opportunities, quoting, and processing orders ⁴			✓	✓	✓					
	Maintain > X renewal ⁵	N/A	N/A	90%	90%						
	Maintain > X expansion rate ⁵	N/A	N/A	20%	30%						
	New accounts per year tier 100 or greater ⁵	N/A	1	1	3						
	Implementation projects / year							1			
	Attend sales enablement training (once per year) ⁶			Optional	X	X					

As of: 7/10/2019 – May be subject to change

0 – Agreement: There is one core partner agreement with a schedule for each partner type / business model

1 – Annual fee invoiced to partner upon acceptance to the partner program. Pro-rated to April 1st. Invoiced on March 1st with net 30. Annual fee covers joining the program, access rights to APIs, free training, support, and all application licenses. Failure to pay in 30 days results in suspension of support.

2 – Training course details and availability can be found at www.aras.com/university. As courses are added requirements may change.

3 – Aras will from time to time conduct customer satisfaction surveys.

4 – All leads assigned from Aras to partners need to be updated with status and maintained by the partner in MyInnovator.

5 – Partners who fail to meet new subscribers/year will fall to the next lower certification tier.

6 – Sales enablement training will be held at each regional ACE (6 hours) and once per year in Andover (3-4 days). At least one employee must attend. All others are welcome to attend. Times and date to be determined

Benefits

		Partner Type / Business Model	Channel Partner				Services			Solution		
			Certification Level	Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV
Train & Support	Access to subscriber licenses (for internal use only)		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Access to service packs (for internal use only)		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Free product training (essentials, configuration, developing)		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Discounted rates for Aras Consulting Services				✓	✓	✓		✓	✓	✓	✓
	Direct access to product management					✓			✓	✓	✓	✓
	Regularly scheduled meetings with Aras partner manager ¹					✓			✓			✓
	Direct access to Aras executive team					✓			✓			✓
Marketing	Access to partner portal and marketing materials		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Partner program branding guidelines and logo kit		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Partner listed on aras.com with certification level and meeting program requirements ²			24 Months	✓	Top Listing	✓	✓	✓	✓	✓	✓
	Press release collaboration for product/program announcements and joint wins				✓	✓			✓			✓
Sales	Receive margin on Aras Subscription		Referral Fee	20%	30%	40%	N/A	N/A	N/A		✓	✓
	Access to Aras demonstration materials		✓	✓	✓	✓		✓	✓	✓	✓	✓
	Free demonstration training		✓	✓	✓	✓		✓	✓	✓	✓	✓
	Free marketing and sales enablement training ³		✓	✓	✓	✓		✓	✓		✓	✓
	Eligible for MQLs captured in MyInnovator				✓	✓						

As of: 7/10/2019 – May be subject to change

0 – Training and experience-based certification. Details coming.

1 – Aras partner staff dependent

2 – Search engine currently not capable of listing gold at top. Capability expected shortly.

3 – Sales enablement camp to be held at each regional ACE (6 hours) and once per year in Andover (3-4 days). At least one employee must attend. All others are welcome to attend. (TBD)



Aras Partner Code of Conduct



Great. – Financially strong. Meets yearly ARR Renewal, Expansion and Growth goals. Delivers great products /solutions

Good. – Is trusted and credible. Has a shared interest to do what's right for the customer and to ensure a common good. Understands that fierce competition and mutual gain are not separate concepts. Believes competition is for the sake of bettering and improving both competitors, not for destroying the another.

Important. – Focuses on customer problems that are important and of high impact.

Partner Program Fees

Annual fee covers joining the program, access / right to Subscriber Benefits (other than Upgrade Service, free Training, access to Customer Support, and Aras resources)

	Channel Partner				Solutions			Services		
	Referral	Authorized	Certified	Gold Certified	Technology	ISV	OEM	Hosting	Train	SI
Partner Agreement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Annual Fee	Waived	\$5,400	Waived	Waived	Aras Pays Partner	\$5,400 1 st Yr	TBD	\$5,400	\$5,400	\$5,400

Annual fee invoiced to partner upon acceptance to the partner program. Prorated to April 1st. Invoiced on March 1st with net 30. Failure to pay in 30 days may result in suspension of support.

QUESTIONS? Want to Apply?

Contact Partners@Aras.com