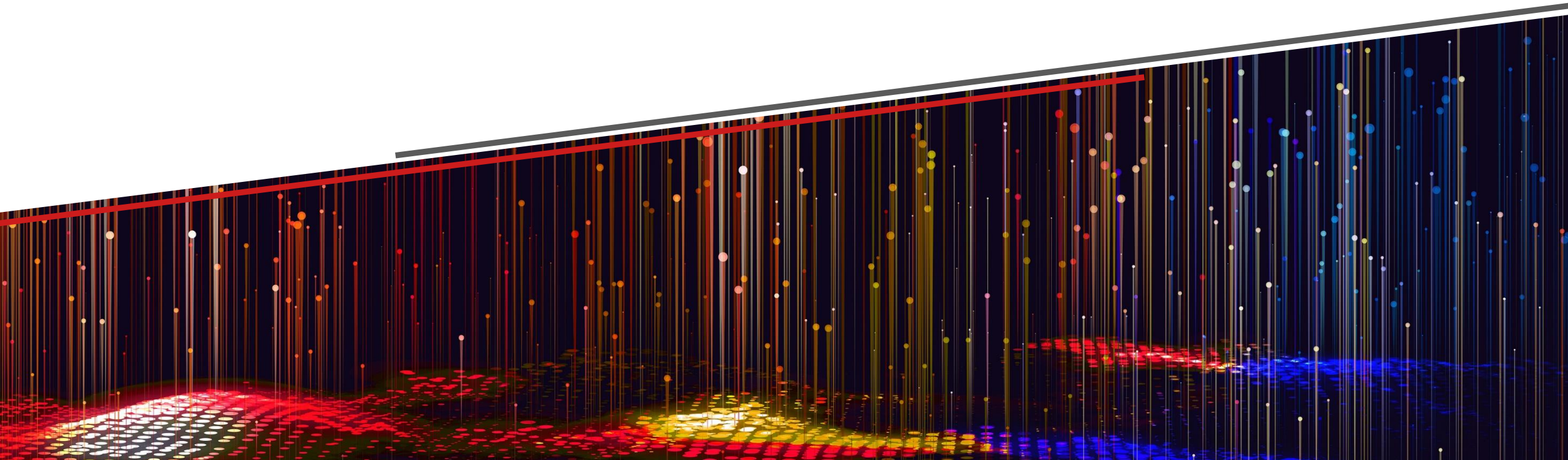




# Aras Partner Program Benefits

1-1-2021  
D-006313



# Qualifications & Requirements

		Partner Type / Business Model	Channel Partner				Services			Solution		
		Certification Level	Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV	OEM
Program	Signed partner agreement <sup>0</sup>		✓	✓	✓	✓	✓	✓	✓ – Aras Community Sponsorship Req.	✓	✓	✓
	Fee <sup>1</sup>		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 <sup>2</sup>		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:1/1/2021

Continued on next slide.

# Qualifications & Requirements (Continued)

	Partner Type / Business Model	Channel Partner				Services			Solution		
		Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV	OEM
Sales & Marketing	Maintain positive customer satisfaction <sup>3</sup>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	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 <sup>4</sup>		✓	✓	✓						
	Maintain > X renewal <sup>5</sup>	N/A	N/A	90%	90%						
	Maintain > X expansion rate <sup>5</sup>	N/A	N/A	20%	30%						
	New accounts per year tier 50 or greater <sup>5</sup>	N/A	1	1	3						
	Implementation projects / year							1			
	Attend sales enablement training (once per year) <sup>6</sup>		Optional	X	X						

As of:1/1/2021

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 1<sup>st</sup>. Invoiced on March 1<sup>st</sup> 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](http://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

		Channel Partner				Services			Solution		
Partner Type / Business Model		Certification Level									
		Referral	Authorized	Certified	Gold Certified	Hosting	Training	System Integrator	Technology	ISV	OEM
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 <sup>1</sup>				✓			✓			✓
	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 <sup>2</sup>		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 <sup>3</sup>	✓	✓	✓	✓		✓	✓		✓	✓
	Eligible for MQLs captured in MyInnovator			✓	✓						

As of: 1/1/2021

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)

