

Solution Provider Partner Program

For Webtrends Analytics On Demand

Partner Programs

March 2009

Welcome!

At Webtrends, we are proud of the strong partner ecosystem we have developed in conjunction with service providers worldwide. Years of investment in this ecosystem have produced significant opportunity for these partners and Webtrends – and equally significant value for our mutual customers.

The new **Webtrends Solution Provider Partner Program** extends this commitment in new and mutually beneficial ways, providing agencies, consultancies, system integrators and other service providers:

- A range of ways to participate and benefit – from offering standard referrals to delivering and maintaining Webtrends-based solutions.
- Tools and other resources to help develop, market, sell and support joint solutions.
- Incentives for achieving and maintaining Webtrends certification.

OVERVIEW

The Webtrends Solution Provider Partner Program is designed to help service providers take full advantage of their relationship with Webtrends. Partners enrolled in the program acquire the skills, training and resources to:

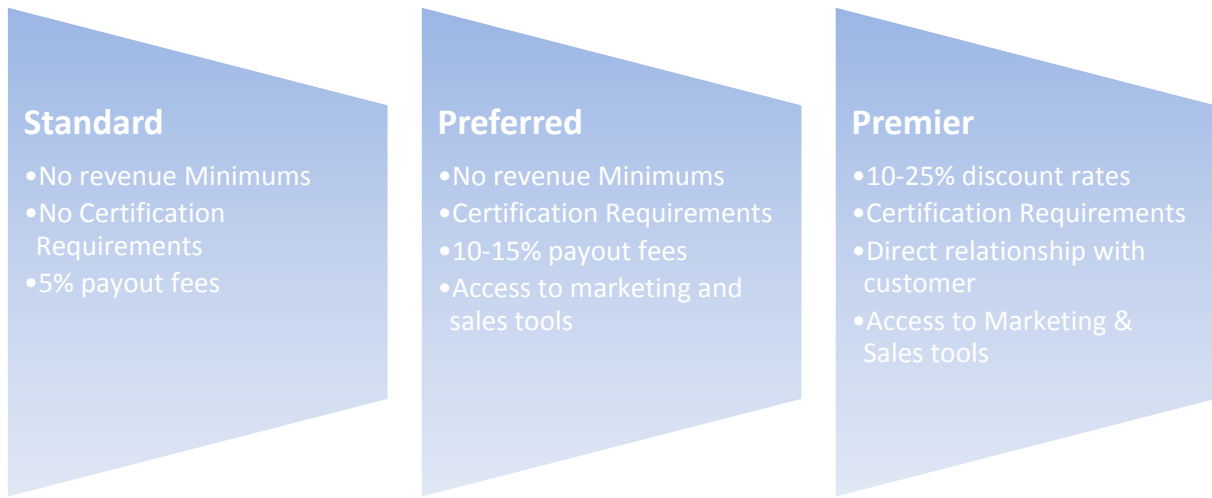
- Collaboratively develop inventive web analytics solutions and accelerate analytics delivery.
- Increase customer adoption of analytics solutions developed, implemented, delivered and managed by agency partners.
- Grow joint revenue with Webtrends through expanding market opportunities.

The program provides a collaborative environment for the development of joint solutions and cutting edge marketing strategy. Special assistance is offered to service providers who enhance their partner status by completing advanced Webtrends technical training in the development and maintenance of solutions.

Partners in this program will sell solutions built on Webtrends Analytics On Demand, the software as a service (SaaS) format of Webtrends foundational analytics offering. Webtrends Analytics provides organizations the aggregate web site data to track top-line performance metrics, optimize marketing performance and improve visitor conversions. To learn more, please refer to the “Solution Provider Account Guide.” The guide is located at <https://na2.salesforce.com/01540000000NxLX>

PROGRAM OPTIONS

The Webtrends Solution Provider Partner Program is organized around three categories of partnership -- Standard, Preferred and Premier -- with benefits tiered according to the level.



Benefits of Webtrends Solution Provider Partnership	Standard	Preferred	Premier
Access to PRM	Yes	Yes	Yes
Revenue Commitments	-	-	Yes
Certification Requirements	-	Yes	Yes
Designation as Webtrends Certified Solution Provider	-	Yes	Yes
Listing on Partner Directory	-	Yes	Yes
Badge for Partner Web Site	-	Yes	Yes
Access to Demo Account	-	Yes	Yes
Not-for-resale account or license key	-	Yes	Yes
Access to technical Knowledge Base	-	Yes	Yes
Designated support number & priority escalation	-	Yes	Yes

PREMIER

Premier status is for partners who want to manage the entire relationship with customers. The end customer is a customer of the partner, and not a direct customer of Webtrends. Premier partners are innovative agencies, consultancies and systems integrators that do one of more of the following:

- Plan and implement complex analytics applications and infrastructure on the Webtrends platform.
- Provide all implementation and ongoing value-added services to the customer, including billing and first-line technical support.
- Sell integrated analytics solutions, including consulting and training. Their revenue is primarily service-based.

Benefits

Premier partners receive significant benefits, including:

- Access to designated support phone number and priority in queue (for Certified Engineers).
- Assistance building and managing Webtrends customer relationships.
- Access to Webtrends Partner Portal to manage and track leads and Webtrends Analytics On Demand accounts.
- Designation as a Certified Solution Provider partner:
 - Certified Solution Provider status for partners who meet at least minimum certification requirements.
 - Listing on Webtrends web site.
 - Badge for partner web site.
- Access to Webtrends Analytics On Demand demo account.
- Webtrends Analytics (Not-for-resale) license or Webtrends Analytics On Demand account:
 - Partners who meet minimum certification requirements receive their choice of one of the two formats.
 - Partners who meet advanced certification requirements receive both.
- Access to Webtrends technical Knowledge Base

Discount Rates

Premier partners receive sizable discounts on the purchase of Webtrends Analytics On Demand accounts and add-ons:

- 10% off the standard rate -- Partners who meet minimum certification requirements.
- 20% off -- Partners who meet advanced certification requirements and generate \$50,000 net profits for Webtrends.
- 25% off -- Partners who meet advanced certification requirements and generate \$150,000 net profits for Webtrends.
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Certification Requirements

Premier partners are required to maintain minimum Webtrends certification. *See Certification section below*

Revenue Commitments

Revenue Target	Minimum Certification	Advanced Certification	Premier Partner Discount
<50k	Yes	-	10%
50-149k	-	Yes	20%
150-500k	-	Yes	25%

Discount levels are dependent on Certification level achieved and annual revenue targets.

Program fees

No direct fees. Certification fees apply

PREFERRED

Preferred status is for firms that want to provide value-added consulting and analysis services but do not want to fully own the customer relationship or resell Webtrends solutions.

They receive payouts and marketing options for customer referrals.

Benefits

- Access to Webtrends Partner Portal to register and track leads.
- Designation as Webtrends Certified Solution Provider.
 - Listing on Webtrends web site.
 - Badge for partner web site
- Access to Webtrends Analytics On Demand demo account.
- Webtrends Analytics (Not-for-resale) license or Webtrends Analytics On Demand account:
 - Partners who meet minimum certification requirements receive their choice of one of the two formats.
 - Partners who meet advanced certification requirements receive both.
- Access to Webtrends technical Knowledge Base.
- Access to designated support phone number and priority in queue (for Certified Engineers).

Referral Dividends

Preferred partners received payouts for new business referred to Webtrends at the following rates:

- 10% for partners who meet minimum certification requirements.
- 15% for partners who meet advanced certification requirements.

Referral funds can be applied as credit towards certification, training or marketing opportunities.

Certification Requirements

Preferred partners are required to maintain minimum certification requirement. *See certification section below.*

Revenue commitments

None

Program Fees

No direct fees. Certification fees apply.

STANDARD

Standard status is for agencies and consultancies who would like a simple referral relationship with Webtrends. These partners receive generous compensation for each customer they refer to Webtrends who completes a purchase. Webtrends closes the sale and installs and manages the solution. These partners get rewarded for simply passing on leads. There are no commitments.

Benefits

Access to Webtrends Partner Portal (PRM system) to register and track progress of leads.

Referral Dividends

Payouts for new business referred to Webtrends:

- 5% on net closed business.

Fees can be applied as credit towards certification, training or marketing.

Certification Requirements

None

Revenue commitments

None

Program Fees

None

PROGRAM REQUIREMENTS

Application

Partners must complete an online application and agreement. Both can be found at webtrends.com/partners.

Certification Requirements

Premier and Preferred partners must maintain Webtrends certification. Webtrends offers two certification courses:

- **Certified Engineer.** This program provides the most in-depth, technical instruction available for Webtrends Analytics. Currently, it is only offered to our partners, and is designed to help maximize end user investments in Webtrends. This intensive five-day training programs includes a certification exam.
- **Certified Professional.** Designed for individuals responsible for creating and administering Webtrends Analytics solutions, this program is available to both customers and partners. It addresses the technical fundamentals and custom reporting skills required to support Webtrends solutions. This intensive four-day training session is followed by a certification exam on the fifth day.

Certified partners must maintain a minimum number of certified staff members. Additional benefits are afforded to partners who maintain higher numbers of certified staff members.

Minimum Certification requirements

- Maintain 2 staff certifications:
 - 1 Certified Engineer
 - 1 Certified Professional
- Recertification must occur on or before the certification anniversary.

Advanced Certification requirements

- Maintain 4 staff certifications:
 - 2 Certified Engineers

- 2 Certified Professionals
- Recertification must occur on or before the certification anniversary.

Certification Fees

- Webtrends Certified Professional:
 - Program -- \$1,950
 - Exam only -- \$800
- Web Trends Certified Engineer: Administrator & System Implementer:
 - Program -- \$1,950
 - Exam only -- \$800

PARTNER PROMOTION AND MARKETING

Webtrends is committed to providing services partners the marketing tools and resources that drive demand and market awareness among our mutual customers. Members of the Webtrends Solution Provider Partner Program receive:

- **Welcome and sales tool kit.** Once agreements are completed, partners receive a welcome package, along with their username and password to the Webtrends Partner Portal, which holds many tools to help get started with the program.
- **Corporate events and demand generation.** Webtrends extend opportunities to partners to attend and participate in various corporate events and marketing programs. This could include joint participation in corporate outings, trade shows, industry events, exhibit booths, seminars, webinars, email programs and advertising campaigns.
- **Web seminars.** Working independently or jointly with the Webtrends marketing team, partners may present web seminars to prospects and customers. Moreover, by participating jointly with Webtrends, select partners will have opportunities to demonstrate core competencies to our customer base.
- **Marketing collateral.** The program provides partners with access to Webtrends collateral, case studies and marketing tools. In addition, opportunities exist to do joint marketing collateral with select partners. Partners may create their own collateral, such as solution sheets, brochures, demos and customer success stories.
- **Certified solution provider badge.** Webtrends provides certified partners with certification badge to promote the relationship. Partner may use this badge on their web sites, marketing collateral, documentation, advertising and promotional materials with approval from Webtrends.
- **Public relations.** Premier partners may participate in joint press releases with Webtrends and create press releases about the partnership, subject to approval by Webtrends public relations department. Webtrends issues press releases announcing all key partnerships.
- **Web site and directory listing.** Certified Solution Provider partners will have their logo and a brief company description on the Webtrends partner site. The listing helps partners promote their relationship with Webtrends, and provides validation of certification to customers, prospects, media and analysts.
- **Engage customer conference.** All Certified Solution Provider partners are invited to attend and to sponsor the annual Webtrends Engage customer conference. Partners can learn or conduct presentations about solutions built on the Webtrends platform.

- **Joint solutions.** Webtrends works with select partners to develop unique analytics solutions for target markets. These solutions often include innovations that can be productized and leveraged by both Webtrends and partners.
- **Joint business planning.** Webtrends works with select partners to jointly plan and investigate ways to capitalize on areas of common ground and create competitive advantage in strategic markets.

TRANSITION FOR EXISTING WEBTRENDS INSIGHT NETWORK (WIN) PARTNERS

The Webtrends Solution Provider Partner Program replaces the Webtrends Insight Network (WIN) program. Webtrends will help all WIN partners migrate to the new program. Here's how migration works:

- Current WIN partners will transition, by default, into the Standard Referral category.
- Pre-existing reseller terms will be honored until expiration. At this time, the reseller or referral provisions of the Solution Provider Program Agreement will take effect.
- Current WIN partners who elect to become Preferred or Premier Solution Providers, and who can demonstrate technical aptitude equivalent to Webtrends certification will transition directly into the certification designation (minimum or advanced) appropriate to the number of qualified consultants on staff. They will need to begin meeting annual recertification requirements by the first anniversary of transition from WIN to the new program.

ENROLLING IN THE WEBTRENDS PROGRAM

Joining the Webtrends Solution Provider Partner Program is easy. Simply review the program requirements published in this document and complete the appropriate online application and agreement. Copies of these agreements are available in the online enrollment form or can be obtained by contacting Webtrends Partner Programs directly.

Webtrends Worldwide Partner Programs and Operations Team will review partner applications and respond via email within five business days as to whether the partner has been accepted into the program.

Upon successful completion of minimum certification requirements, partners automatically become eligible for the benefits of their chosen partner category.

The Partner Programs team is available to answer questions pertaining to the Webtrends Solution Provider Partner Program. The Partner team can be contacted at spp@webtrends.com, or in the United States call 503-553-2747

WEBTRENDS SYSTEMS

Visit the partners section of Webtrends.com by clicking on the "Partners" link on the home page. On the Partners page, there is:

- A "Solution Provider" link to application
- A "log in" link for access to the partner portal, Partner Relationship Management (PRM)

CONTACT INFORMATION

Contact Webtrends Partner Program Operations at spp@webtrends.com, and regional contacts are available from for Webtrends Partner Management.

For additional information, please contact Abed Farhan, Partner Programs Manager at abed.farhan@webtrends.com or call 503.553.2747

