
Motionsoft PARTNER PROGRAM

2016



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Introduction

Thank you for your interest in the Motionsoft Partner Program. We believe that working with our business partners is crucial to Motionsoft's growth and integral to our success as a world-class sales organization. When used proactively and correctly, partnering can create new opportunities and drive incremental revenue for **both** Motionsoft and our partners.

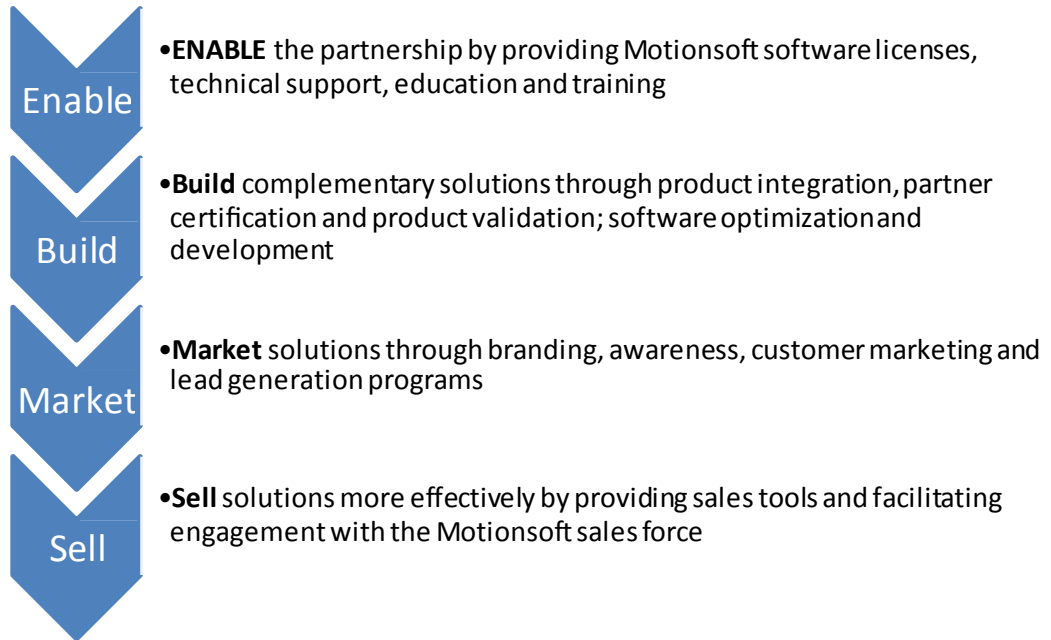
The Motionsoft Partner Program is an ecosystem with a comprehensive set of programs. Through these programs our partners can develop, promote, and sell their products, services, and solutions in conjunction with Motionsoft.

Motionsoft maintains a wide variety of partner relationships that range in size from small, single-person firms with exceptional Motionsoft software skills, to global organizations that can provide enterprise support for Motionsoft solutions, but the common threads among all of them are:

- A shared passion for customer value
- Proven industry expertise
- A willingness to continuously update their skills and knowledge of Motionsoft software

FOSTERING NEW BUSINESS OPPORTUNITIES

The Motionsoft Partner Program is built on the concept that a viable partnership includes a market opportunity, a joint product or service which matches that opportunity, and a strategy to market, sell, and service the joint offering. As such, the Motionsoft Partner Program includes programs and activities centered around four key business components: Enablement, Technology Solutions, Marketing, and Sales.



PARTNER PROGRAM CATEGORIES

All members of the Motionsoft Partner Program meet the same high standards for market knowledge, vision, integrity and customer satisfaction that Motionsoft sets for itself.

CONSULTING PARTNERS

Motionsoft Consulting partners provide customers with specific design, implementation and/or integration services. Motionsoft consulting partners are primarily local or regional consulting and systems integrators that are trained and certified to deliver powerful and repeatable solutions of Motionsoft applications and software.

Consulting program members maintain a base of consulting professionals who are fully trained and proficient with Motionsoft software. Motionsoft Consulting partners are capable of providing project management, training, business process redesign, proof-of-concept implementations and systems integration with Motionsoft applications and software.

As a member of the Consulting program, Consulting partners receive a combination of technical, training, sales, and marketing support from Motionsoft to help close and deliver the joint solutions.

ISV PARTNERS

ISV Partners integrate with Motionsoft' core technology and develop applications integrated with their own products in order to provide customers with world-class solutions. ISV partners bundle and resell the software with their own solutions. ISV applications extend Motionsoft' coverage across market segments and business processes and drive indirect revenue through deal registrations, and lead sharing.

INDEPENDENT DEVELOPERS

Independent Developers build certified protocols and components that extend Motionsoft' brand and presence and add value to Motionsoft applications for our customers.

DISTRIBUTORS

Distribution partners manage and deliver Motionsoft software in markets where Motionsoft does not have a presence.

VAR'S

Value-Added Resellers are experts who have developed application-specific solutions built on the Motionsoft Platform and/or re-market Motionsoft solutions. Motionsoft VARs commit significant time and resources to train their staff to sell and deliver powerful, repeatable solutions from Motionsoft. They participate in development, training and marketing activities with Motionsoft in addition to directly marketing their value-added Motionsoft solutions.

PLATFORM AND TECHNOLOGY PARTNERS

Platform and Technology partners integrate with Motionsoft core technology. These Partners offer a variety of services – including system sizing, configuration options, benchmarking, system optimization, technical integration and performance testing to help Motionsoft successfully develop and market our Platform and solutions.

OEM'S

OEM Partners are companies having a strategic position in new markets that Motionsoft wishes to penetrate. OEM partners embed Motionsoft products within their own applications to form specialized solutions for vertical markets or specialized industry segments. OEM partners are primarily software, hardware and service vendors that build custom applications on top of the Motionsoft platform or embed Motionsoft products into an existing solution.

PARTNER PROGRAM LEVELS

The Motionsoft Partner Program provides partners an opportunity to achieve higher levels of partnership. Benefits will vary depending on the partner achievement levels. As a member of the Motionsoft Partner Program, you will find a role at the level of commitment right for your business. At every level, you can rely on Motionsoft for marketing and sales support, technical services, training, and certification opportunities.

PLATINUM LEVEL PARTNERS – \$10,000.00 annual fee

The Platinum level is the highest achievement level within the program. Membership at the Platinum Partnership level is by invitation only. This level of partnership is with global market leaders who are prepared to make significant levels of strategic investments in and commitment to Motionsoft technology, vision and go-to-market initiatives. Platinum Partners receive the highest level of recognition engagement as well as:

GOLD LEVEL PARTNERS - \$5000.00 annual fee

Partners achieving Gold level status provide industry-leading solutions to our joint customers and prospects, and are committed to their business with Motionsoft at a very high level. Partner requirements at this level are higher, and partners have the opportunity to receive additional benefits which include:

SILVER LEVEL PARTNERS – T&M - No annual fee

The Silver level enables new partners to begin their business with Motionsoft, and existing partners to further develop their business with Motionsoft. Partners at this level are required to meet minimum program guidelines to partner with Motionsoft.

PARTNER PROGRAM BENEFITS

When joining the Motionsoft Partner Program, Partners receive a set of core benefits that can help them save time and money, strengthen their capabilities, better serve customers, and build connections to reach their full business potential.

Program benefits for the Motionsoft Partner Program are structured to recognize partners' investment in and contribution to delivering solutions that drive joint success. The higher the partnership level, the greater the combined commitment and resources to sustain the partnership momentum.

| | Silver | Gold | Platinum |
|--|---------------|----------------|----------------|
| Success Benefits | | | |
| • Access to Motionsoft Developer (40 hrs annually) | No | Yes (yr1 only) | Yes (annually) |
| • Product sandbox environment | Limited | Yes | Yes |
| • Participation in product roadmap updates | No | Yes | Yes |
| • Access to online product documentation | Yes | Yes | Yes |
| Marketing Benefits | | | |
| • Partner branding and logo usage | Yes | Yes | Yes |
| • Partner presence and Motionsoft partner pages | Yes | Yes | Yes |
| • Exclusive level partner in your category | No | No | Yes |
| • Motionsoft Tech Summit Sponsorship | No | \$\$ | Discounted |
| • Motionsoft Tech Summit Invitation | By invitation | \$\$ | 1 free ticket |
| • Participation in annual product webinar | No | No | Yes |
| Sales Benefits | | | |
| • Sales lead exchange program | No | Yes | Yes |
| • Sales training | No | Yes | Yes |
| • Teaming agreement (consulting partners only) | | | |

PARTNER PROGRAM REQUIREMENTS

The Motionsoft Partner Program is designed to preserve the integrity of Motionsoft and its partners, and deliver world-class solutions to customers. The program requirements are intended to develop a more cohesive, first-class partner community with companies who represent, sell, implement, service and support Motionsoft software and solutions.

Acceptance and ongoing participation into the Motionsoft Partner Program is based solely at the discretion of Motionsoft and upon the viability of the applying company, the company's presence in the market, a joint value proposition for the market, appropriate solution fit, customer need for the solution, and level of partner commitment

MOTIONSOFT PARTNER PROGRAM DETAILS

AVAILABLE SOFTWARE PRODUCTS

- MoSoMRM
- MoSoCLUB
- MyClub
- MOSOPay

Members of the Motionsoft Partner Program may utilize Motionsoft software ONLY for the member's internal training requirements, development of applications, development of demos and prototypes, or the development of reusable solutions. Motionsoft Partners must demonstrate strong Motionsoft skills/knowledge, or receive training prior to receiving Motionsoft software.

TRAINING

Motionsoft can hold trainings online or at Partner locations, if attendance is guaranteed. Discounted training rates apply for Partners.

APPLYING FOR PARTNER PROGRAM MEMBERSHIP

The Motionsoft Partner Program application process helps Motionsoft ensure that partner organizations meet the same high standards of market knowledge, integrity and customer satisfaction that Motionsoft sets for itself. All applications undergo review to ensure that Motionsoft customers can seek assistance from Motionsoft Partner members with the confidence that these organizations have the full support of Motionsoft.

APPLICATION STEPS

The Motionsoft Partner program application process includes the following steps:

- Step 1: Complete the Motionsoft Partner Program application.
 - Step 2: Once an application is submitted and reviewed, the Motionsoft Partner Program team will determine whether to accept or deny the application.
 - Step 3: If an application is accepted, the Motionsoft Partner Program team will work with the applicant to complete the appropriate Motionsoft Partner Agreement for Motionsoft software use.
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Motionsoft Partner Program Application

alliances@Motionsoft.net

ALL SECTIONS MUST BE COMPLETED

Note: Submission of this application does not guarantee acceptance into the Motionsoft Partner Program. Applications will be reviewed and applicants notified of their status.

General Information

| | |
|--|--|
| Company Name | |
| Company Address | |
| City | |
| State / Province (Please type N/A if this field does not apply to you) | |
| Country | |
| Zip/Postcode | |
| Web Address | |
| | |
| Primary Contact | |
| Title | |
| Telephone | |
| E-mail | |

1. Provide a brief description of your company:

2. Describe your ideal customer

3. What specific benefits can your company provide to MOTIONSOFT? (Provide details of expertise and specifics of services to be provided in the event your application is accepted)

