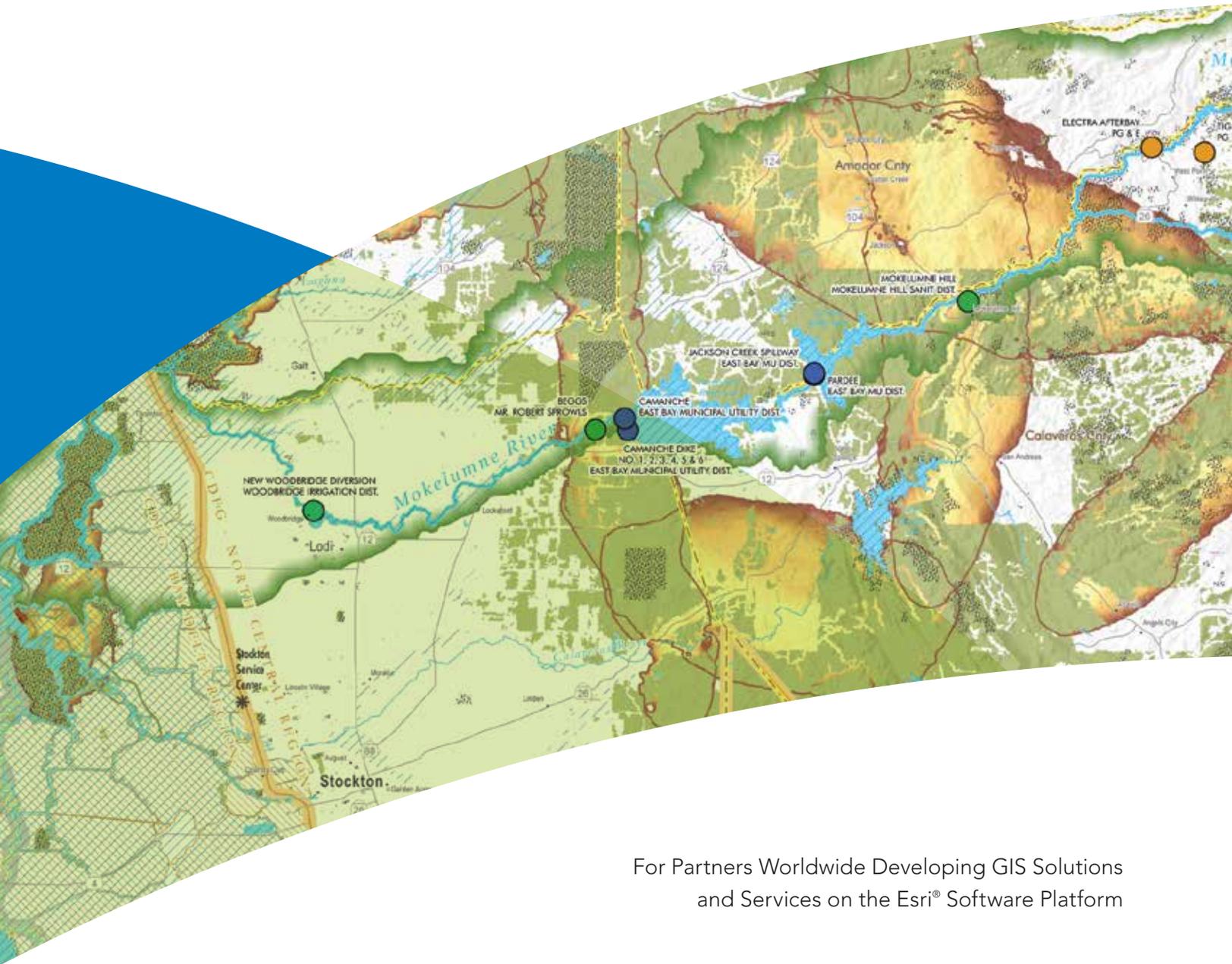


Esri Partner Network

Program Guide | July 2013

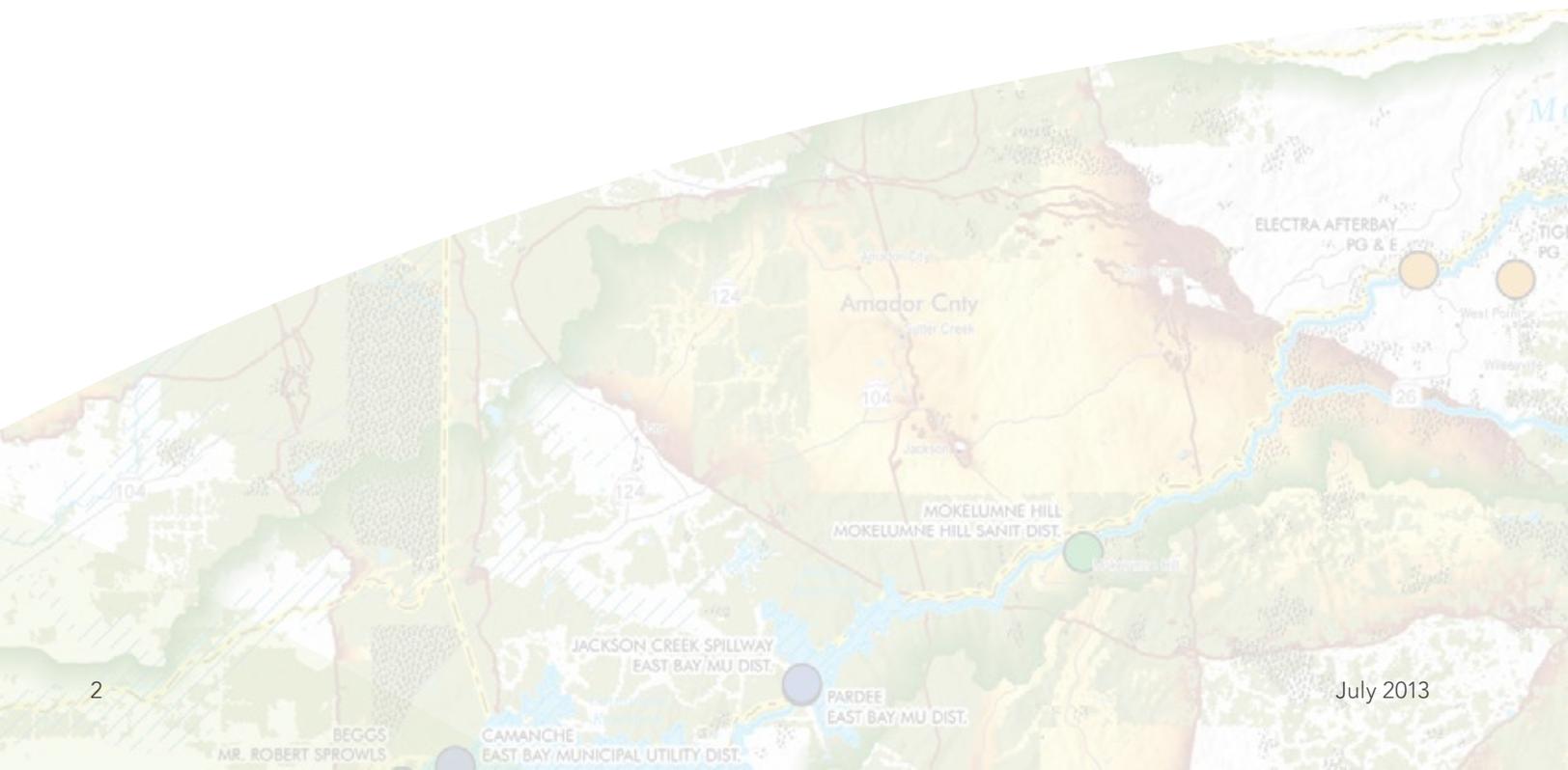


For Partners Worldwide Developing GIS Solutions
and Services on the Esri® Software Platform



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The Power of the Esri Partner Network

The Esri Partner Network is a worldwide community of companies that develop and deliver cutting-edge geospatial solutions and services based on Esri technology. Esri and its partners collaborate to support end users through successful GIS implementations and repeatable solutions.

Being part of the network allows partners to tap into Esri's technological and marketplace strategies to develop and market their own business offerings built on Esri's software platform. For Esri, these relationships are key: partners help extend Esri's market reach by engaging new users in both new and existing markets.

Members of the Esri Partner Network become part of a well-defined global program with specific eligibility requirements and solution quality standards. They receive a wide range of resources and benefits, including marketing, training, sales, technical expertise, and support, designed to make them more successful in serving end users.

The Esri Partner Network is managed jointly by Esri and Esri distributors worldwide. For more information about Esri distributors, go to www.esri.com/about-esri/offices.

Three Program Tiers

The network features three tiers, with each successive level offering additional benefits in recognition of the partner's demonstrated degree of commitment to Esri, Esri distributors, and Esri's GIS technology. Detailed information on the three tiers, including eligibility, benefits, and fees, is provided throughout this guide.

In addition, partners may be eligible to apply for optional national and multinational sales authorizations as outlined in this guide.

Silver Tier—This tier is designed for partners that develop GIS solutions and provide services for local or national markets. The Silver Tier, which is the foundation of the Esri Partner Network, provides partners with a rich, cost-effective set of resources and benefits.

Gold Tier—Partners in this tier typically have a market focus that is national or multinational. The Esri-based solutions and/or services that they develop are targeted to end users in industries that align with Esri's vision, goals, and industry focus areas. These partners have a defined go-to-market strategy and engage with Esri and Esri distributors in sales and marketing activities.

Platinum Tier—Partners in the Platinum Tier typically focus on multinational or global markets and are industry-leading firms that provide GIS solutions and/or services that are built on the Esri software platform. With defined market offerings that are strategically aligned with Esri's vision and marketing strategy, these partners work collaboratively with Esri and Esri distributors on sales and marketing activities that are generally multinational in scope.

Silver Tier partners that want to further their relationship with Esri and Esri distributors can apply to become either a Gold or Platinum Tier partner. Acceptance into these tiers is based on an assessment that measures the partner's investment and commitment to Esri and Esri distributors, Esri's software platform, and the GIS community at large.

Program Fees

Each successive tier offers additional benefits in alignment with the partner's level of commitment and collaboration with Esri as outlined in the Benefits section of this guide.



esri Partner Network
Silver
Silver Tier
Annual Fee—US \$1,000



esri Partner Network
Gold
Gold Tier
Annual Fee—US \$10,000



esri Partner Network
Platinum
Platinum Tier
Annual Fee—US \$50,000

Solutions and Services

Partner that offer Solutions strive to develop offerings that are based on Esri's patterns of an integrated GIS system:

1. Asset management—Collect, organize, and exchange data (Geodatabase).
2. Planning and analysis—Transform data into actionable information (Geoprocessing).
3. Field Mobility—Get information into and out of the field (Mobile)
4. Operational awareness—Disseminate knowledge where and when it is needed (Web APIs).
5. Contingency engagement—Get feedback and make informed decisions. (Web APIs / Geodatabase)

By focusing on these patterns, and combining industry expertise with development best practices, partners develop solutions that deliver real value to end users.

Services partners have an established professional services practice or center of excellence and utilize Esri software, data, or services on a project basis aligned with Esri key industries and market focus. These partners use industry and domain expertise to implement and integrate Esri enterprise software and services, optimize business processes, and provide strategic business consultation to support the end user community.

Services partners typically provide the following types of services:

- GIS strategy planning
- Project planning and management
- Needs and requirements assessment
- System architecture design
- Applications and database design
- Custom application development
- Installation and configuration
- Systems integration
- Data conversion/migration
- Image processing
- Photogrammetry
- Operational support

Program Benefits

More details regarding benefits can be found in the Esri Partner Network policies.

	Silver	Gold	Platinum
Partner Portal and Partner-focused Webcasts	X	X	X
Partner Resource Center	X	X	X
Discount on Esri Software Licenses for Internal Use	X	X	X
Training Discounts on Instructor-led Courses Offered by Esri	X	X	X
Premium Annual User License for Self-Paced Virtual Campus Courses	X	X	X
Use of Esri Partner Network Tier-Specific Emblem	X	X	X
Discount on ArcNews and ArcUser Advertising	X	X	X
Listing in Online Esri Partner Directory	X	X	X
Sponsor and Exhibitor Opportunities at Esri Conferences and Events	X	X	X
Invitation to Annual Esri Partner Conference	X	X	X
Discount on Up to Three Registrations for the Esri User Conference	X	X	X
Esri Software Licenses for Demonstration and Marketing Use	X	X	X
Assigned Resources to Assist with Technical Objectives		X	X
Assigned Contact to Support Business Development Activities		X	X
Joint Business Planning		X	X
Sales Engagement Opportunities		X	X
Early Notification of Event Sponsorship Opportunities			X
Enhanced Resources to Assist with Technical Objectives			X
Enhanced Multinational Business Development Support			X
Expanded Joint Marketing Opportunities			X

Sales Authorization

This optional entitlement allows partners to sell Esri software licenses, giving customers a more complete solution through a simpler buying process. Partners may apply for sales authorization as part of their Esri Partner Network Agreement.

While a range of partner types and tiers may be granted sales authorization based on local market conditions, Esri's preferred candidate for sales authorization meets the following criteria:

- Provides strategic value to a specific industry or Esri product and is complementary to Esri sales strategies
- Creates a go-to-market plan with Esri and/or Esri distributor, defining the specific marketplace or industry the partner will focus on, a revenue forecast, the solutions or offerings to be sold, and the resources that will be committed to the effort
- For OEM and Solution OEM, preferably a partner in the Gold or Platinum Tier

Sales authorization is based on an assessment of the partner's solutions and/or services offerings and commitment to Esri and the GIS marketplace.

Value-Added Reseller (single country)

Partners with a VAR authorization are positioned to resell a defined set of Esri software or data while providing value-added services, solutions, data, or complementary software and/or hardware.

VAR agreements are limited to a single country. Inside the United States, VAR authorizations are managed by Esri. Partners outside the United States that are interested in VAR authorization should contact their Esri distributor for more information.

Partner Solution Bundle (U.S. only)

Partners with Partner Solution Bundle authorization may resell select Esri software only in conjunction with the partner's defined and approved solution or service. A bundled solution is ideal when it is determined that end users' needs are best met with a single solution that exposes fully functional Esri software.

Solution OEM (multinational)

Partners with a Solution OEM authorization bundle select Esri software with the partner's preapproved product (solution). Through this authorization, the partner is able to deliver a solution under its own brand while delivering Esri full-use software functionality. The Esri software licenses included in the bundle may not be used independently of the Partner Solution.

OEM (multinational)

OEM partners embed Esri technology within the partner's application. By embedding Esri software, the partner is able to deliver a solution as its own private-labeled, branded solution in a defined territory. Delivering a product in this manner is ideal when end-user needs are best provided with a single, integrated solution.

For more information on sales authorization, review the Esri Partner Network Sales Authorization Policies on the partner portal and contact the Esri Partner Resource Center or your Esri or Esri distributor partner manager.

Eligibility Requirements

The Esri Partner Network is geared to companies that use Esri technology as the cornerstone of their solutions and services. These companies have the following characteristics:

- An industry- or market-focused GIS solution and/or service
- In-depth knowledge of Esri technology
- A track record that demonstrates a solid business strategy, successful sales and marketing practices, and a history of customer successes
- A demonstrated commitment to help further develop and support the GIS community at large

All partners must be commercial for-profit organizations with valid Web sites and physical addresses for their business operations.

Partners pay an annual program fee, which is due upon acceptance into the program and on or before the annual renewal date of the Esri Partner Network Agreement.

Throughout the term of the agreement, partners are expected to have

- A designated primary point of contact to Esri and/or Esri distributor
- Employees who are proficient in Esri technologies and can offer first-line response to customer inquiries
- A reciprocal Web link from the partner's Web site to www.esri.com and/or the appropriate Esri distributor's Web site

Additionally, all partners are strongly encouraged to

- Apply best practices when providing consulting and value-added services.
- Leverage Esri's architectures and design principles (i.e., patterns of an enterprise GIS system as outlined) when building repeatable solutions.

Partner relationships are reviewed annually to ensure that business objectives and applicable program requirements are consistently met.

Assessment Criteria

Gold and Platinum Tier partners are qualified by their competencies and level of engagement with Esri and Esri distributors across a range of areas. Esri partner managers work with partners to determine their level of eligibility based on a point system that measures, but is not limited to, the following:

Customer Satisfaction—Measured through online surveys

Revenue—Measured by resale (VAR, OEM, Solution OEM, Partner Solution Bundle), internal use software, services, software maintenance, influence, and subcontracting revenue (Typically, Gold and Platinum Tier partners generate a minimum of US\$100,000 and US\$500,000, respectively, in annual revenue to Esri and/or Esri distributor.)

Defined Market Offerings—Measured by GIS solutions that are exclusive to the Esri platform, number of sales pattern areas by solutions, and services practice or center of excellence based on the Esri platform

Established Commitment, Level of Engagement, Market Reach, and Industry Focus—Measured by number of years in the Esri Partner Program, attendance at the most recent Esri international and regional user conferences, extent of market reach, and industry focus areas

Dedicated Resources—Measured by number of staff impacting the Esri and/or Esri distributor partner relationship (technical, professional services, sales, support) and number of completed training courses recommended for partners

Esri and Esri distributors will conduct an annual review of Gold and Platinum Tier partners to ensure that the ongoing business relationship is in line with the annual business plan objectives. The review includes measurements of competencies and level of engagement. Based on the assessment, tier designation may be adjusted on an annual basis.

Joining the Esri Partner Network

If you are interested in joining the Esri Partner Network, review the 'Steps to Apply' page <http://www.esri.com/partners/partner-network/steps-to-apply> and complete the Online Application.

All new partners begin at the Silver Tier. Partners located outside of the United States are managed by the local Esri Distributor.

Applications will be reviewed and approved by Esri and/or an Esri distributor, as applicable.

Upon approval, Esri or the Esri distributor will send you the Esri Partner Network Agreement for review and signature, along with a quote for the annual program fee.

When all items have been received, including payment, Esri or the Esri distributor will send you a welcome letter, a copy of the signed agreement, and a Quick Start Guide to assist you with accessing the partner profile and other resources, as well as instructions for ordering software.

Applying for the Gold or Platinum Tier

Existing Partners in the Silver Tier may request to move to the Gold or Platinum Tier.

Acceptance into the Gold or Platinum Tier is based on an assessment of the partner's investment and commitment to Esri and the GIS marketplace. Please see the Assessment Criteria section for more information.

1. Review the Esri Partner Network Gold or Platinum Tier policies.
2. Review the Esri Partner Network Assessment Questionnaire with your Esri or Esri distributor partner manager.
3. Esri and Esri distributor (if applicable) will review the assessment to determine eligibility for the Gold or Platinum Tier.
4. If eligible, you will be asked to
 - Review and accept the terms and conditions outlined in the applicable Gold or Platinum Tier addendum to the Esri Partner Network Agreement.
 - Pay the annual program fee for the Gold or Platinum Tier.
 - Collaborate with the Esri or Esri distributor partner manager to develop a brief business plan for the coming year.

For more information, visit **the Partner Portal**.



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



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