

OutStart's Partner Program

OutStart Partnership Overview

Partnerships are crucial to OutStart's strategic plan, and more importantly, are crucial to our customers' success.

OutStart's Partnership Mission

To develop and grow a sustainable, highly-profitable business for both OutStart and its partners by leveraging OutStart eKnowledge software and services, as well as complementary partner solutions to deliver high value to our customers.

OutStart Partnership Guiding Principles

- Partners are considered a true extension of the OutStart family. They are provided the same respect, access to information, training, subject matter experts, and support (sales, marketing and technical) extended to our own employees.
- Customer success and resolution of issues is the responsibility of both the partner and OutStart. This joint focus will help to ensure a fruitful partnership long term.
- Channel conflicts will be resolved to the benefit of the partnership. (this statement about conflict is negative regardless of how it is written, suggest it be removed altogether)

OutStart Partnerships Categories:

Value-Added Resellers resell and support OutStart products, often in conjunction with their own or other third party products and/or services, as a hosted (ASP) or behind-the-firewall solution.

Certified Service Providers provide strategy, implementation, integration, and/or content development services with OutStart products, often in conjunction with other enterprise applications and systems.

Content Providers certify their content products are integrated with OutStart solutions. This allows the delivery of a more complete horizontal or industry specific solution.

Technology Partners develop and sell products and solutions complementary to OutStart products or on which OutStart products run. The Technology Partner program includes:

Strategic Alliances are companies who have established commitments with OutStart at the highest corporate level. These relationships tend to be global in nature, benefit customers and often other OutStart partners.

OutStart Partner Benefits

As an OutStart Partner, you have access to a range of benefits, resources, and opportunities developed from a partner perspective. This provides a competitive edge and supports all stages of your business cycle. These resources include:

- Business Planning
- Software License
- Training / Certification
- Technical Support

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- Community Access
- Marketing and Sales Support

Whether you are interested in reselling OutStart solutions, providing services, becoming a certified content provider, or establishing a strategic alliance, the OutStart Partnership Program provides you with the framework, foundation and expertise to sell, manage, develop, integrate, plan, and implement world-class eKnowledge solutions for your customers.

A partnership with OutStart enables you to:

- Provide superior solutions to customers increasing their ROI
- Differentiate your company from the pack and increase win rate
- Expand business into new areas
- Generate significant additional revenue
- Increase the pipeline and opportunities through cooperative marketing and sales with OutStart and our other complementary partners
- Increase productivity to amplify margins

If you are interested in discussing an OutStart partnership, please go to www.outstart.com and click on Partners to register and provide a brief description of your company and objectives in order for the right OutStart person to contact you for an informed discussion.

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