

Tagetik Global Partner Program



"PwC and Tagetik share a partnership based on strong professional and personal commitment. Our leadership in consulting with Tagetik's solution excellence is a win-win on the market."

Roger Kunz-Brenner

Lead Partner "Finance", PwC Switzerland

"One of Tagetik's strengths is its unified approach to consolidation, budgeting, planning, and even compliance. I have never seen that in any other software vendor."

Tracey Figurelli

Managing Director, Resources Global Professionals



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PARTNERING WITH TAGETIK: DISCOVER THE DIFFERENCE.

PARTNER PROGRAM OVERVIEW

Tagetik wants to win together with its partners. By ensuring the support of key resources, we strengthen the capabilities of your experts and help create value in their roles. Tagetik is committed to staying on the cutting edge of evolving corporate and business performance management solutions. We do this by fostering partnerships with technology leaders, consulting specialist and resellers.

- **Executive sponsors** are top Tagetik executives who dedicate their time to guarantee our commitment and ensure that the right people are involved at the right time. They offer support in rolling out regional or international partnerships to a global scale and coordinating your activities with the right contacts worldwide.
- **Product Champions** are top Tagetik product experts who serve as your first point of contact to solve any arising product-related issues. This service is available for Strategic, Premiere and Business Partners.
- **Sales & Marketing Managers** assist in your daily activities with Tagetik. They support partners in reaching our common objectives.

» Learn more

Tagetik is a tight-knit family and people are our most valuable asset!

- Get more information:
<http://www.tagetik.com/partners>
- Discover Tagetik's partner network:
<http://www.tagetik.com/partners/find-our-partners>
- Join our network:
<http://www.tagetik.com/partners/become-partner>

THE PARTNER PROGRAM IS TAILORED TO THE BUSINESS REQUIREMENTS

Tagetik channel partners play a vital role in our organization. They extend our go-to-market efforts and help our clients maximize their technology investments.

The Tagetik partner program consists of Strategic, Premiere, Business as well as Base-Level Partners. These levels depend on four major criteria:

- Total software license volume
- Staff skill levels
- Geographical presence
- Size and scope of the partner company

Tagetik individually allocates its resources to each partner based on these criteria and its individual needs.

DELIVERING VALUE TO MANY DIFFERENT PARTNERS

Tagetik Partners are categorized based on the following criteria.

TYPES OF PARTNERS

- **Distributor**
Represents Tagetik in defined geographies effectively sharing revenues at pre-defined rates with Tagetik. Its business objectives and partnership strategy are fully aligned with Tagetik's.

- **Reseller**
Resells Tagetik software and shares revenues with Tagetik at variable rates
- **Consulting**
Provides customers Tagetik product experts to design and implement Tagetik application and train customer resources on the software
- **Technology**
Provides hardware that works in conjunction with Tagetik software

PARTNER LEVELS

Partners can increase their certification level with each successful project they implement.

These certification levels are:

- Silver**
Silver certified partners are able to take part in Tagetik projects guaranteeing a minimum level of knowledge in Tagetik 4.0.
- Gold**
Gold certified partners are Tagetik 4.0 professionals who can lead project implementations from beginning to end including the planning and design phase of the software application.

Platinum

Platinum certified partners are experts in Tagetik 4.0 who are able to lead and manage complex projects from beginning to end including trouble shooting and application optimization. Platinum partners represent the Tagetik product excellence center.

PARTNER GEOGRAPHICAL PRESENCE

Partner geography is very important to us so we can guarantee that our customers get the right support in the right location. Tagetik's partners can be:

Local: Present in one to three territories

Regional: Active in more than three territories in the same region

Global: Operating worldwide with the resources to support Tagetik at any time and place. This includes partners with a presence in more than 3 territories in more than one region.

PARTNER PROGRAM IN BRIEF

ADD VALUE TO YOUR COMPANY WITH THE TAGETIK PARTNER PROGRAM

Coaching and supports: Executive-level sponsorship, product champions, assigned partner managers for sales and marketing

Training :

Complimentary solutions for:

- **Product** basic and advanced training, multimedia kit
- **Sales training:** Study kit (MS, Banking, CDM), training kit
- **Pre-sales training:** Demo kits, Basic and on-going training

Certification: Certify your company and staff as Tagetik product experts.

Product support: Get prioritized resources to support strategic new wins and other projects.

Product development: Share your insight and communicate directly with Tagetik's product development team to influence the product roadmap.

Marketing: Post your company logo and profile on Tagetik's Web site. Get access to the partner community and updates through our regular partner newsletter.

Joint lead generation programs:

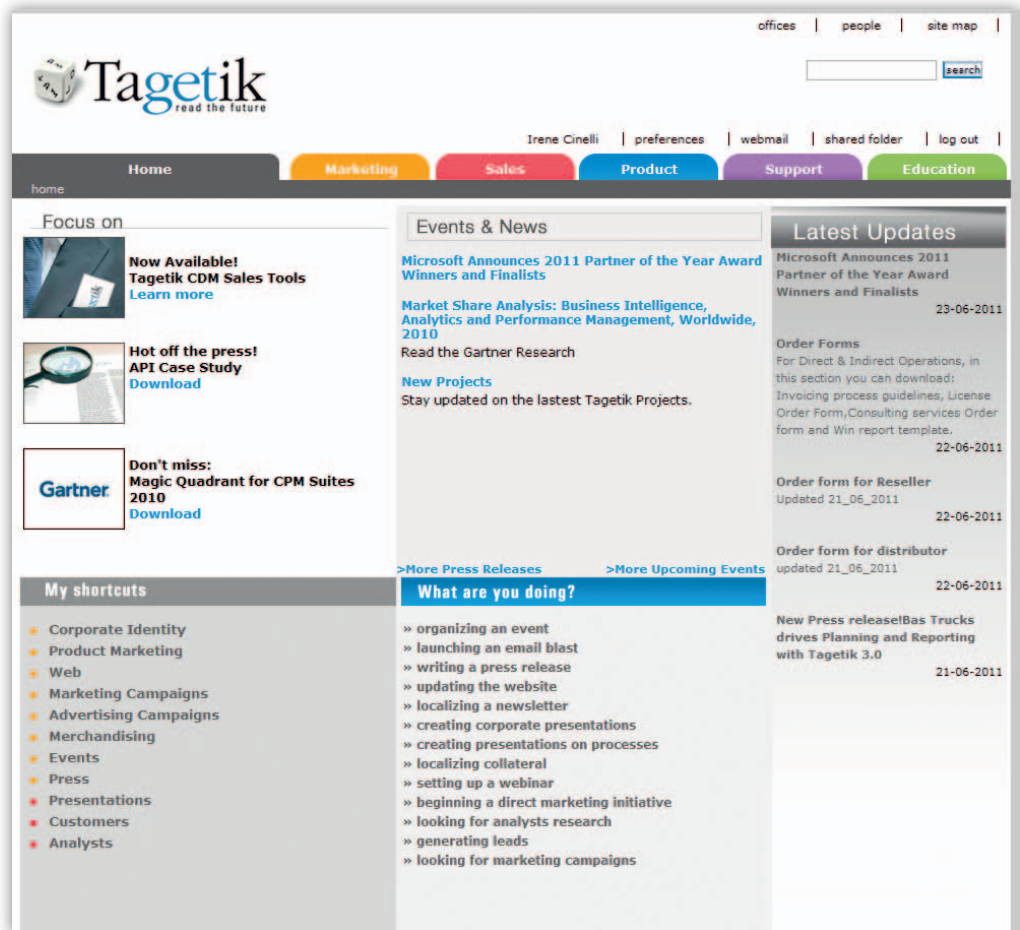
Profit from our ad hoc marketing program and lead generation package or take part in corporate events with co-branded invitations, PR and other special opportunities offered exclusively to Tagetik Partners.

Triangle of opportunity with Microsoft

Does your company have Microsoft Gold Certification and good knowledge of Microsoft Business Intelligence and Office platforms? As a Tagetik partner, you can deliver complete solutions for Business Intelligence, Performance Management and Financial Governance that have a low cost of ownership and don't require major investments.

**PEOPLE MAKE THE DIFFERENCE.
PEOPLE DRIVE BUSINESS SUCCESS.**

JOIN THE TAGETIK PARTNER NETWORK



The screenshot displays the Tagetik website interface. At the top right, there are links for 'offices', 'people', and 'site map'. Below these is a search bar. The main navigation bar includes 'Home', 'Marketing', 'Sales', 'Product', 'Support', and 'Education'. A user profile for 'Irene Cinelli' is visible with links for 'preferences', 'webmail', 'shared folder', and 'log out'. The 'Focus on' section features three articles: 'Now Available! Tagetik CDM Sales Tools', 'Hot off the press! API Case Study', and 'Don't miss: Magic Quadrant for CPM Suites 2010'. The 'Events & News' section includes 'Microsoft Announces 2011 Partner of the Year Award Winners and Finalists' and 'Market Share Analysis: Business Intelligence, Analytics and Performance Management, Worldwide, 2010'. The 'Latest Updates' section lists 'Order Forms' and 'Order form for Reseller'. A 'My shortcuts' section lists various business functions. A 'What are you doing?' section provides a checklist of tasks like 'organizing an event' and 'launching an email blast'.

- Outstanding partner program
- Excellent products
- Customer satisfaction, commitment and responsiveness
- Strong personal relationships and commitment

Tagetik in brief:

Tagetik, Tagetik a Microsoft Gold ISV partner, delivers a unified software solution for Performance Management, Enterprise Governance, Risk & Compliance, and Disclosure Management with specialized Business Intelligence tools to optimize collaboration and communication. Tagetik operates in 20 countries leveraging a close partnership with Microsoft. Its market experts are fully committed to the success of over 400 customers worldwide.



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