

VERJ.IO Channel Program

Ebase Technology Ltd

CONTENTS

1	Ebase VERJ.IO Channel Program	3
1.1	Introduction.....	3
1.2	Partner Types	3
1.3	Accreditation.....	4
2	Commercial.....	5
2.1	Professional Services	5
2.2	Partner Training.....	5
2.3	Partner Support	5
2.4	Referral of Leads	5
2.5	Account Management.....	5
2.6	Verj.io Licence Sales Commission	5
2.7	Partner Benefits.....	6
3	Appendix A	8
3.1	Level A: Verj.io platform awareness	8
3.2	Level B: Designing Applications	8
3.3	Level C: Business Process Management	9
3.4	Level D: Web 2.0 Development	9
3.5	Level E: Verj.io Security.....	9
3.6	Level F: Verj.io On-Premise Platform Administration.....	10
3.7	Level G: Verj.io Training Courses	10
3.8	Level H: Sales	11

1 EBASE VERJ.IO CHANNEL PROGRAM

1.1 Introduction

The Ebase Channel Programme is a commercial framework for Ebase partners wanting to

- Re-sell Verj.io cloud subscriptions and on-premise licences
- Provide accredited Verj.io professional services such as training, technical support packages and project developments
- Distribute software products developed using Verj.io

The program allows

- Verj.io Cloud services and on-premise software licences to be distributed by organisations with domain expertise and trading knowledge in a wide range of territories
- Ebase partners to drive revenues from
 - Accredited Verj.io professional services
 - Sales of cloud services
 - Sales of on-premise server licences
 - Sales of embedded licences
 - Verj.io sales made by their own network of partners

1.2 Partner Types

Ebase categorises channel partners as Solution Partners, Development Partners or Master Distributors.

Solution Partners

Solution Partners are organisations that are accredited by Ebase to provide one or more of the following:

- Development Services
- Training
- Verj.io support

Solution Partners are further categorised as:

- Tier 1: Entry
 - Limited engagement with Ebase. Not accredited.
- Tier 2: Advanced
 - 2 Ebase accredited staff
 - Sales revenue in excess of £6,500 per annum
- Tier 3: Enterprise
 - 2 Ebase accredited staff
 - Sales revenue in excess of £15,000 per annum

Development Partners

Development Partners are organisations using the Verj.io platform to develop software products and applications for distribution to their customers.

Master Distributors

A Master Distributor exclusively represents Ebase Technology in a particular territory and carries out a full range of commercial activities, including software sales and marketing, technical support, training, bespoke application development and channel partner recruitment.

1.3 Accreditation

Accreditation is formal recognition by Ebase that a partner has achieved an approved level of competence to provide a particular Verj.io-related service.

Ebase operates the following accreditation levels:

- Development Services
 - Development Services accreditation authorises a partner to deliver Ebase approved software development and consultancy services.
- Training
 - Training accreditation authorises a partner to deliver official Ebase training courses. Training accreditation has a prerequisite of Development Services accreditation.
- Support
 - Support accreditation authorises a partner to provide Ebase Verj.io platform support packages to customers within their territory. Support accreditation also has a prerequisite of Development Services accreditation.
- Sales
 - Sales accreditation authorises a partner to re-sell Ebase Verj.io software licences within a territory.

The Accreditation Process

The accreditation process may be either formal, i.e. evidence based, or informal, i.e. based on Ebase’s knowledge or relationship with a particular organisation.

In general, accreditation will be assigned based on Ebase’s assessment that an organisation can provide the required level of expertise in one or more of the following:

- Level A: Verj.io Platform Awareness
- Level B: Designing Applications
- Level C: Business Process Management
- Level D: Web 2.0 Development
- Level E: Verj.io Security
- Level F: Verj.io On-Premise Platform Administration
- Level G: Verj.io Training Courses
- Level H: Sales

More details of each level are provided in Appendix A.

Accreditation	Required Levels								Notes
	A	B	C	D	E	F	G	H	
Development Services	✓	✓	✓	✓	✓	✓			
Training	✓	✓	✓	✓	✓	✓	✓		Plus Development Services accreditation
Support	✓	✓	✓	✓	✓	✓			Plus Development Services accreditation
Sales	✓	✓	✓	✓	✓	✓		✓	Solution Partners and Master Distributors only

2 COMMERCIAL

2.1 Professional Services

Accredited partners are able to provide development services, training courses and Verj.io platform support packages to customers falling within their territory. Partners will be able to decide on the charges for these services and are not required to pay commission to Ebase.

2.2 Partner Training

Solution Partners (Tier 2 and above) and Master Distributors will be offered attendance of the Level A: Verj.io Platform Awareness 5-day compressed training course, covering the following:

- Verj.io Fundamentals
- Verj.io value proposition, pre-sales and sales models

2.3 Partner Support

Ebase will provide unlimited technical support to partners for questions relating to the development and deployment of their own software applications and solutions.

2.4 Referral of Leads

Ebase will refer all sales leads falling within a territory to the particular partner responsible for that territory.

2.5 Account Management

Ebase will assign an Account Manager to each partner organisation. The role of the Account Manager will be to:

- Assist the partner in achieving and maintaining accreditation levels
- Provide sales and marketing assistance as required
- Provide a formal point of contact for all partner administration
- Coordinate partner technical, sales, and marketing support activities

2.6 Verj.io Licence Sales Commission

All partner types are licensed to re-sell Verj.io licences.

The commercial terms for this vary with the level and type of partner and are detailed below in 2.7 Partner Benefits.

In addition, partners will be paid commission for all Verj.io software licences purchased directly from the Ebase web site by organisations falling within their territory. Commission will also be paid on licence sales which are not within the partner's territory but where the partner can evidence responsibility for the sale.



2.7 Partner Benefits

	PARTNER TYPES				
	Development	Solution: Tier1	Solution: Tier 2	Solution: Tier 3	Master Distributor
Product-based Licensing ¹	✓	×	×	×	✓
Commission					
Verj.io Licences ²	Up to 50%	×	Up to 20%	Up to 40%	Up to 40%
Verj.io Maintenance ³	×	×	×	×	Up to 20%
Sales Territory	×	×	×	×	✓
Education					
Online ⁴	6 Credits	×	3 Credits	6 Credits	Unlimited Credits
On Site ⁵	At Cost	×	At Cost	At Cost	At Cost
Technical Support ⁶					
Enhanced	✓	✓	✓	✓	✓
Consultancy	Partner Rate	Partner Rate	Partner Rate	Partner Rate	Partner Rate
Marketing Support					
Web Site Listing	✓	✓	✓	✓	✓
Joint Marketing ⁷	×	×	✓	✓	✓
Ebase Collateral ⁸	×	×	✓	✓	✓
Leads ⁹	×	×	✓	✓	✓
Sales Support ¹⁰	×	×	✓	✓	✓
Sales Territory	×	×	×	Potentially	✓
Account Manager ¹²		×	Shared	Shared	Dedicated

Partner Benefits: Notes

¹Ebase also supports product-based licensing for Development Partners. In this model the Verj.io licence required for the partner's product operation (on a customer site) is priced as a percentage of the licence fee charged for that product. A typical percentage pay-away is 15%. Ebase then charge Verj.io annual maintenance as 20% of the fee paid for the Verj.io licence.

²Percentages represent discounts from published Verj.io licence prices.

³Maintenance (access to new releases and fix packs) is charged at 20% of the licence fee paid, per annum.

⁴Refers to the Verj.io Online Training Program, yet to be released.

⁵At cost training rates will be agreed on a partner by partner basis.

⁶The level of technical support will increase with the level and engagement of the partner. The enhanced support refers to Ebase assisting new partners with their first Verj.io-based projects. NB. All partners will have full access the web-based Resource Centres, forums and log tracking and to the training materials published on the Ebase web site.

⁷Joint marketing programs will be agreed on a partner by partner basis.

⁸Refers to Ebase technology's sales, pre-sales and marketing demonstration kits and collateral.

⁹Refers to all sales leads received.

¹⁰Account management is proportional to the level and type of partner.

¹²Account management is proportional to Ebase engagement.

3 APPENDIX A

3.1 Level A: Verj.io platform awareness

Description

Verj.io platform introduction:

- UI designer
- Business logic designer
- Workflow designer
- Web services designer
- Integration layer
 - Databases
 - Tables
 - Dynamic lists
 - XML
 - Consuming of web services
 - Publishing web services
 - Email
 - Messaging
 - Customisation

Verj.io Sales value proposition

- Sales messages
- Demo slides
- Demo scripts
- Demo kit
- Prototyping

Prerequisites

N/A

3.2 Level B: Designing Applications

Description

In-depth use of the UI and Web Services designers.

- Design principles & best practice
- Panels
- Layouts
- Styling and responsive design
- Business logic development
- Event model
- Language structure and syntax
- Using databases
- Linking to the back office
- Creating web service API's
- Building the first complete application
- IaaS application design

Prerequisites

Level A: Platform Awareness

3.3 Level C: Business Process Management

Description

In-depth coverage of the Verj.io workflow module:

- Visual process designer
- Interactive & system nodes
- Splits & joins
- Sub processes
- Escalations
- Error handling
- Linking to applications
- Using API's
- The assignment designer
- The workflow administrator
- Managing tasks & task lists
- Security requirements
- Single sign-on
- IaaS applications

Prerequisites

Level A: Platform Awareness

Level B: Designing applications

3.4 Level D: Web 2.0 Development

Description

Plugging in 3rd party widgets:

- Auto completion
- Collapsing & Expanding
- Mobile application development
- Client API, External API and BaaS applications

Prerequisites

Level B: Designing applications

3.5 Level E: Verj.io Security

Description

Using Verj.io security to control user authentication and authorisation.

Prerequisites

Level B: Designing Applications

Level C: Business Process Management

3.6 Level F: Verj.io On-Premise Platform Administration

Description

Managing the Verj.io operating environment:

- Application servers
- Data sources
- JDBC drivers
- Managing server logs
- Operating systems (windows, Linux and Unix)
- Installations
- Server and Client configuration
- Creating system services
- Managing backup and recovery

Prerequisites

Level A: Platform Awareness

3.7 Level G: Verj.io Training Courses

Description

Introduction to the Verj.io training curriculum:

- Available courses, prerequisites and dependencies
- Course objectives
- Course labs
- Course feedback and administration

Prerequisites

Level B: Designing Applications

Level C: Business Process Management

Level D: Web 2.0 Development

Level E: Verj.io Security

Level F: Platform Administration

3.8 Level H: Sales

Description

Introduction to the Verj.io sales value proposition covering:

- Low Code, IaaS and mBaaS/BaaS markets
- Competing products
- Verj.io sales demonstration kits

Prerequisites

Pre-Sales:

- Level B: Designing Applications
- Level C: Business Process Management
- Level D: Web 2.0 Development
- Level E: Verj.io Security
- Level F: Platform Administration

Sales:

- Level A: Platform Awareness